



MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDHRA PRADESH
www.mits.ac.in/radio-90



Report on

“Voices of Culture, Heritage, and Development” – A Documentary Outreach at Thettu Village

05.07.2025 (Saturday)



Coordinators: Dr. B. Rajesh Kumar, Program Coordinator, MITS Radio 90.8 CRS
Dr. E. Aravindraj, Technical Coordinator, MITS Radio 90.8 CRS

MITS Community Radio 90.8 FM has been continuously working towards connecting the community with local voices, stories, and cultural heritage through its outreach initiative “**Maa Vooru.**” As part of this program, the Program Manager **Sri.M. Narasimhacharlu** visited **Thettu Village** on 5th July 2025 and located near **Horsley Hills**, known for its rich cultural traditions, agricultural practices, and historical significance.

The main objective of the visit was to interact with village representatives, temple authorities, and local people to understand the **socio-economic, cultural, and developmental aspects** of the village. During the outreach, the Program Manager interviewed several key personalities, including **Venugopal swamy Temple Pujari Sri. Diwakaracharyulu**, **Panchayati Secretary Sri. Ramappa Naidu**, and **Sarpanch Sri. Manohar Reddy**.



MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDHRA PRADESH
www.mits.ac.in/radio-90



Cultural and Historical Insights

The visit began with an interaction at the **ancient Venugopal swamy Temple**, one of the key landmarks of Thettu. According to **Pujari Sri. Diwakaracharyulu**, the temple holds a remarkable history of over **1000 years**. The temple also features a **sacred Koneru (temple tank)**, which adds spiritual and ecological value to the location.



When asked about the cultural events, the Pujari explained that **Brahmotsavam**, **Seshavahanam**, and **Swamivari Ooregimpu** are the major celebrations, attracting devotees from nearby regions. The temple owns around **200 acres of land**, and during Brahmotsavam, approximately **50,000 devotees** visit, reflecting the religious significance and unity among the people of Thettu.

These cultural festivals not only strengthen community bonding but also sustain traditional art forms and local livelihoods, marking Thettu as a center of devotion and heritage in the region.

Governance, Economy, and Livelihood

In the next interaction, **Panchayati Secretary Sri. Ramappa Naidu** shared insights about the administrative and socio-economic aspects of the village. He mentioned that the name **“Thettu”** originated from the presence of abundant **honey (“Thene”)** near **Horsley Hills**, symbolizing sweetness and natural richness.



MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDHRA PRADESH
www.mits.ac.in/radio-90



The **total population** of Thettu is around **5,256**, with agriculture being the major source of livelihood. The **main crops** cultivated include **tomato** and **Alla Neredu** spread over **150 acres**, mostly dependent on **borewell irrigation**.

He also elaborated on various **government schemes** benefitting the villagers, such as:

- **Talliki Vandanam** (for women empowerment),
- **Old Age Pensions**, and
- **Ration Cards** for food protection.

The education system in the village has seen significant improvement. Many students pursue studies at **Rishi Valley School**, established by **Jiddu Krishnamurthy**, while others attend schools in **Angallu**. The village also runs a **daily waste collection and vermicomposting program**, turning waste into organic fertilizer — a step towards sustainable sanitation and waste management. The village generates an approximate **revenue of ₹40–50 lakhs annually**.



Community Development and Conclusion

The final interaction was held with **Sarpanch Sri. Manohar Reddy**, who spoke about the lifestyle of the people and developmental support received from nearby institutions. He expressed that the villagers lead a simple yet progressive life, closely connected to agriculture and cultural roots.



MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDHRA PRADESH
www.mits.ac.in/radio-90



He proudly recalled that **Jiddu Krishnamurthy garu** inaugurated the **Rishi Valley initiative**, which continues to influence education and values in the community. He also appreciated the efforts of **MITS College**, which has extended various opportunities for local youth and supported community activities.

The Sarpanch further mentioned the village's proximity to **Horsley Hills** and **Gurramkonda Fort**, adding historical and tourism importance. He also highlighted that **former Prime Minister**

Indira Gandhi visited Thettu in **1982**, marking it as a notable event in the village's history.

The village celebrates **Ammavari Utsavalu** and **local Tirunallu**, preserving its spiritual and cultural traditions.

At the end of the outreach, **Sri. M. Narasimhacharlu**, Program Manager, **MITS Community Radio 90.8**, extended heartfelt thanks to all interviewees and villagers for their warm welcome and valuable insights. The visit to Thettu under the “Maa Vooru” program not only highlighted the **cultural pride, agricultural resilience, and developmental progress** of the community but also strengthened the bridge between **MITS Community Radio** and the local society.

Conclusion and Outcomes

The Maa Vooru outreach at Thettu village by MITS Community Radio 90.8 successfully highlighted the village's cultural heritage, agricultural strengths, and community-driven development. Through insightful interactions with temple authorities and local leaders, the program showcased how tradition and progress coexist harmoniously in Thettu. The visit encouraged greater awareness of rural initiatives, sustainable sanitation, and education efforts. It also strengthened the bond between MITS Community Radio and the local community, promoting participatory communication. Overall, the program achieved its goal of bringing village voices to the forefront, inspiring continued engagement and rural empowerment.



MITS RADIO 90.8 MHz

COMMUNITY RADIO STATION

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE
MADANAPALLE – 517325, ANDHRA PRADESH
www.mits.ac.in/radio-90



Relevant UN Sustainable Development Goals (SDGs):

SDG 4: Quality Education

SDG 8: Decent Work and Economic Growth

SDG 11: Sustainable Cities and Communities

SDG 12: Responsible Consumption and Production

SDG 15: Life on Land