

MITS RADIO 90.8 MHz COMMUNITY RADIO STATION

Report on

A Documentary Outreach at Yoga Bhogeswara Swamy Temple

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Community radio plays a vital role in preserving culture, promoting heritage, and connecting people with their traditions. MITS Community Radio 90.8, functioning as a bridge between society and media, consistently undertakes outreach and documentation programs to bring local heritage and spirituality to the wider public. As part of this mission, an outreach documentary was conducted at Yoga Bhogeswara Swamy Temple, Madikailu Sivalayam. On November 17, 2025, the Program Manager of MITS Community Radio 90.8, Sri M. Narasimhacharlu, visited the temple to document its historical, spiritual, and cultural importance. The objective of the program was to collect authentic information from temple authorities and devotees, and to share the significance of the temple with listeners through radio broadcasting.

This report presents a detailed account of the outreach activity, including interviews with the head priest (Pradhana Archakulu), devotees, and the temple administration, highlighting the temple's history, religious practices, and social relevance.

Objectives of the Outreach Program

The key objectives of this documentary outreach program were:

1. To document the historical background of Yoga Bhogeswara Swamy Temple.
2. To understand the religious importance of the temple in the Shaiva tradition.
3. To record the experiences of devotees visiting the temple.
4. To create awareness among listeners about the cultural and spiritual heritage of the region.
5. To strengthen the role of MITS Community Radio 90.8 in promoting Sanatana Dharma, devotion, and local traditions.

About Yoga Bhogeswara Swamy Temple

Yoga Bhogeswara Swamy Temple, popularly known as Madikailu Sivalayam, is a sacred temple dedicated to Lord Shiva. The temple is deeply rooted in ancient traditions and spiritual practices. It is recognized for its serene atmosphere and strong devotional practices followed by devotees across the region.

During the outreach visit, Sri M. Narasimhacharlu interviewed Sri Visweswara Prasad, the Pradhana Archakulu (Chief Priest) of the temple, who provided valuable insights into its origin and evolution.



Historical Origin of the Temple

According to the temple priest:

- The temple's history dates back to nearly 1700 years.
- About 60 years ago, the temple structure was completely destroyed due to natural and human factors.
- Later, a group of devotees from Kumbakonam, Tamil Nadu, arrived and settled in the area.
- After six days, a Sivalingam miraculously appeared, which led to the reconstruction of the temple.
- Following this divine event, the devotees began regular worship and rebuilt the temple around the Sivalingam.

A remarkable spiritual phenomenon associated with the temple is that a snake used to visit the shrine daily and worship the Sivalingam, which strengthened the belief of devotees in the divine power of the place.

Recognition under Devadaya Sakha

When asked about the temple's administrative status, the priest stated that:

- The temple was officially brought under Devadaya Sakha in the year 1940.
- Since then, the temple has received structured administrative support for maintenance, security, and crowd management during festivals and special occasions.

This recognition helped in preserving the temple and facilitating better services for devotees.

Devotee Participation and Festive Gatherings

The priest shared details regarding the number of devotees visiting the temple, especially during important religious months and festivals:

- During Karthika Masam, approximately 7,000 to 10,000 devotees visit the temple.
- On Maha Shivaratri, the number of devotees increases significantly.
- On Karthika Pournami, nearly 15,000 devotees visit the temple, making it one of the most spiritually vibrant days of the year.

These large gatherings indicate the temple's spiritual importance and the faith people have in Lord Shiva.

Facilities Provided by Devadaya Sakha

Regarding facilities offered to devotees, the priest mentioned:

- Police arrangements for crowd control and safety during major festivals.
- Administrative support for organizing rituals and maintaining order.
- Coordination with local authorities to ensure smooth conduct of religious events.

These facilities ensure a peaceful and secure environment for devotees to perform worship without disturbance.

Daily Rituals and Abhishekam

In response to questions on temple rituals:

- Abhishekam for Lord Shiva is performed daily.
- Along with Lord Shiva, the temple also houses Valli Deva Subramanya Swami and Lord Shaniswara, where regular worship is conducted.
- Special poojas are performed on Mondays, Karthika Masam days, Maha Shivaratri, and other auspicious occasions.

These practices highlight the temple's continuous spiritual activity and commitment to tradition.

Devotee Experiences and Spiritual Impact



Interaction with Devotees

Sri M. Narasimhacharlu also interviewed devotees including Sri Venkata Ramana Garu, Sri Narasimha, and Smt. Sasikala, to understand the emotional and spiritual impact of the temple.

Question: When do you visit the temple?

Answer:

They visit the temple every Monday, Wednesday, and Friday, which are considered auspicious days for Lord Shiva.

Question: What is your experience after visiting the temple?

Answer:

- The devotees expressed that they experience peace of mind.
- They feel a strong sense of devotion and spiritual satisfaction.
- They described the temple as a place that strengthens Sanatana Dharma and inner faith.

Importance of Lord Shiva According to Devotees

When asked about the significance of Lord Shiva, the devotees stated:

- “Everyone is created by Lord Shiva.”
- “Lord Shiva always helps people in times of difficulty.”
- They emphasized that worshipping Shiva provides strength, clarity, and moral guidance in life.

These reflections show how religious belief continues to influence daily life and ethical values.

Role of MITS Community Radio 90.8

This outreach documentary highlights the significant role played by MITS Community Radio 90.8 in:

- Promoting spiritual awareness among listeners.
- Preserving local temple history and cultural heritage.
- Providing a platform for priests and devotees to share authentic experiences.
- Strengthening the bond between the institution and the community.

Such initiatives transform community radio into a medium for education, tradition, and social harmony.

Conclusion

The outreach program conducted at Yoga Bhogeswara Swamy Temple, Madikailu Sivalayam stands as a meaningful effort in documenting spiritual heritage through community radio. The interviews with the chief priest and devotees revealed the temple’s ancient roots, miraculous origin, devotional practices, and large-scale participation during festivals.

The temple not only serves as a place of worship but also as a center for peace, devotion, and cultural continuity. Devotees experience emotional calmness and spiritual fulfilment, while the administrative support under Devadaya Sakha ensures systematic management.

Through this documentary, MITS Community Radio 90.8 successfully fulfilled its mission of outreach, heritage preservation, and community engagement.



Outcomes of the Outreach Documentary

The outreach documentary at Yoga Bhogeswara Swamy Temple achieved the following key outcomes:

1. Cultural and Heritage Preservation

The program successfully documented the ancient history, rituals, and spiritual importance of the temple, contributing to the preservation of local heritage for future generations.

2. Community Awareness and Engagement

By broadcasting authentic interviews with the priest and devotees, the program enhanced public awareness about Sanatana Dharma, temple traditions, and the spiritual values associated with Lord Shiva.

3. Institution–Society Connect

The outreach strengthened the relationship between MITS Community Radio 90.8 and the local community by giving a voice to religious leaders and devotees, reinforcing the role of community radio in social and cultural development.

Alignment with Sustainable Development Goals (SDGs)

SDG 4 – Quality Education

The program served as an educational initiative by spreading knowledge about history, culture, spirituality, and ethical values through radio broadcasting. It enabled informal learning for listeners by documenting traditional practices and religious heritage.

SDG 11 – Sustainable Cities and Communities

By preserving and promoting the cultural and spiritual heritage of Yoga Bhogeswara Swamy Temple, the program contributed to safeguarding intangible cultural assets and strengthening community identity, which is a key aspect of building sustainable communities.

SDG 16 – Peace, Justice, and Strong Institutions

The documentary promoted peace, social harmony, and ethical values through spiritual teachings and devotional practices. The structured administration under Devadaya Sakha and the peaceful participation of devotees reflect the role of strong institutions in maintaining order and community trust.