

Significant Contribution of Dr. PG Keshavulu

Shri PG Keshavulu has made significant contributions to the field of Arts. He was selected by Lepakshi – Handicrafts Development Corporation of the Andhra Pradesh Government – as the first counselor of Tanjore Paintings.

With a great passion for incessant learning and knowledge sharing, Keshavulu continues to train persons interested in learning the art, even to this day. He has trained students in traditional art *mudhras* and Tanjore arts. He imparted training to several students of Lepakshi, a unit of Handicrafts Development Corporation of the Government of Andhra Pradesh. Keshavulu trained students in Gold Leaf style painting under the '*Guru Shishya Parmpara*' in 2011-12 in Hyderabad under the HRD scheme of the Handicrafts Marketing and Service Extension Centre, Ministry of Textiles, Government of India. Over the past 37 years, he has trained more than 2,000 students in Tanjore Painting, Oil Painting, and Glass Painting.

Keshavulu has vast experience, having worked as an Editor and Publisher in renowned magazines such as '*Jabili*' and '*Harivillu*'. He has also authored nearly 18 volumes of art course books on interior decorations, *mudras*, etc.

Impact of the Work Done

The impact of the work done by Shri PG Keshavulu is evident from the several awards that he has been conferred with. He received the 'Tirumala Tirupati Artisans Group Award' for attempting a *Guinness Record* of 1,000 art paintings in a single day. He won a series of awards in 2003, 2005, 2006 and 2008 from Shilparamam. He was the National Award Winner in 2012. In 2015, he received the 'Bharat Jyoti Award' from India International Friendship Society, New Delhi. The Government of India recognized him as the 'Master Crafts Person' under the '*Guru Shishya Parmpara*' scheme of the Handicrafts Marketing and Service Extension Centre, New Delhi.

Keshavulu was bestowed with the 'Master Craftsman Award' and 'Shilparamam Award' by the Government of Andhra Pradesh. The Government of Tamil Nadu honored him with the 'Lalithakala Award'. The Government of Haryana conferred upon him the 'Surajkud Award'. The Government of Uttaranchal and the Government of Sikkim both granted him the 'Kalasri Award'. He was also given the 'Kalanidhi Award' by Yuva Kalasamithi of the Government of Telangana.

Contribution to the Society

With the vision to transform people's lives through the medium of arts, Shri PG Keshavulu has made immense contributions to the society through his work in the field of arts and crafts. He received gold leaf and silver medals for his *Guinness Record* attempt to paint 1,000 symbolic art paintings within 21 hours. His collections have been exhibited at various places such as in Shilparamam Crafts Museum, Governor's Raj Bhavan of the states of Telangana and Andhra Pradesh, Tirumala temple, etc.

Keshavulu, even to this day, continues his age-old legacy of painting and provides training on Art Gold Leaf Painting through 'Kalashree Artemple', a unique Art Academy in Srinagar Colony, Hyderabad. Kalashree is a classical Tanjore Art Academy with which Keshavulu aspires to achieve his goals of transforming creative thoughts into creative work. He imparts training in free hand turmeric symbolic positive energy art *mudhras*.

Apart from extensively training people in arts and crafts, Keshavulu also actively engages in social service by personally initiating programs such as 'Gomatha seva' (service to cow), 'Yogalaya seva' (Yoga service), 'Aarogyalaya seva' (Health service), 'Vruddhalaya seva' (Old age service), 'Vidyalaya seva' (Educational service), 'Annvitharana seva' (Food service), and 'Kalaalaya seva' (Art service).