

**ADDRESS BY THIRU. BANWARILAL PUROHIT, HON'BLE GOVERNOR OF TAMILNADU AT "RELEASE FUNCTION OF
COMMEMORATIVE POSTAGE STAMP ON SHRI. B. NAGI REDDI" ON 23RD FEBRUARY 2018 at 05.00 PM**

AnaivarukkumMaalai Vanakkam

Hon'ble Vice President of India

Shri Venkaiah Naidu ji,

Smt. B. Bharathi Reddy,

CEO & Trustee, Vijaya Medical & Educational Trust

Thiru B. Venkatrama Reddy

Managing Trustee, Vijaya Medical & Educational Trust

Smt. B. Vasundhara,

Trustee, Vijaya Medical & Educational Trust

Thiru B. ViswanathaReddi

Chief Administrative Officer,

Vijaya Medical & Educational Trust

Dignitaries on Dais

Distinguished Invitees

Friends from the Media

Ladies and Gentlemen

We are here today to honour the memory of Shri B Nagi Reddi, a giant among men, whose achievements in the fields of cinema, medical education and health, journalism and story-telling, printing, etc. were outstanding and unmatched. We are honoured by the presence of our Hon'ble Vice-President, who is here to release the commemorative postage stamp on Shri Nagi Reddi. A book on the versatile and multi-faceted achievements of Shri Nagi Reddi is also being released on the occasion. His life was truly symbolic and representative of the dictum in the Bhagavat Gita "Yogah Karmasu Kaushalam – Yoga is skill in action.

At a time when this place called Kodambakkam in Madras was desolate and deserted, Shri NagiReddi set up the Vijaya Studios (in 1948) and was thus the pioneer for film making in South India. Many outstanding films were produced in his studio. One memorable film which was released under the banner of Shri Nagi Reddi's productions was the famous 'Maya Bazaar', which came out in 1957. The film covered the sequence of events leading to the marriage of Abhimanyu, Arjuna's son, with Vathasala, the daughter of Balarama. In this manner, a total of over 50 films in Hindi and four South Indian languages were produced in Vijaya Studios. For his outstanding contribution to Indian Cinema, he was awarded with the Dada Saheb Phalke Award in 1987.

Shri Nagi Reddi was a kind hearted soul, who was always available to people who needed his support. One such person to benefit by his association was Bharat Ratna Dr. MGR. In the late 50s when MGR decided to produce his make-or-break film 'Nadodi Mannan', it was Nagi Reddi who provided the facilities of Vijaya Studios. This association between MGR and Nagi Reddi continued even after Dr MGR became the Chief Minister of Tamil Nadu.

Shri Nagi Reddi was a religious person. Many of his films were meant to convey the stories based on the Puranas. He also started a publication called Chandamama with the purpose of narrating stories in simple language for the benefit of children, who would enjoy reading the stories of the Puranas in colourful and pictorial print.

Chandamama became so popular that it was printed in 14 languages including English and Sinhalese. To honour the religious personality of Shri Nagi Reddi, he was made head of the Tirumala Tirupati Devasthanam in the early 80s.

The visionary in NagiReddi saw him establishing the Vijaya Medical & Educational Trust in 1972. At that time Vijaya Hospital had only 30 beds. Today it has grown into a multi-speciality institution with over 650 beds and about 1800 medical and paramedical professionals who serve here day and night. The Vijaya Hospital is now additionally supported by Vijaya Health Centre, Vijaya Institute of Trauma &Orthopaedics, Vijaya Heart Foundation and Vijaya Eye Foundation.

Before I conclude, I must say that the book released today celebrates the fact that a simple person can become a legend through hard work, dedication and commitment to values. Shri Nagi Reddi was valued by friends, respected by his employees and honoured by the society.

I wish the Vijaya Family, all the very best, in their continued pursuit for quality improvement and excellence.

I thank the organisers of this grand function in honour of Shri Nagi Reddi and wish them all success in their endeavours.

Nandri Vanakkam
Jai Hind Jai Tamil Nadu