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Press Release: Announcement of Shishya Sweekara

January 6, 2015

Jagadguru Sri Sri Bharati Tirtha the Mahaswamiji, the 36th Jagadguru Shankaracharya of the unbroken lineage of Dakshinamnaya Sri Sharada Peetham Sringeri, has announced His divinely ordained decision to nominate Brahmachari Sri Kupp Venkateshwara Prasada Sharma as His successor-designate.

In a public function organised in Sringeri on January 4, 2015, the Jagadguru expressed that with the divine will of Goddess Sharada, He would initiate Brahmachari Venkateshwara Prasad Sharma into Sannyasa on Jan 23, 2015, to continue the Guru Parampara of the 1200 year old unbroken lineage that stretches directly back to Sri Adi Shankaracharya.

Jagadguru Sri Adi Shankaracharya rejuvenated Sanatana Dharma and spread the Advaita philosophy of the Upanishads. To sustain and propagate Sanatana Dharma, He established four Amnaaya Peethams in the four directions of our nation of which the first and foremost Peetham is the Dakshinamnaya Sri Sharada Peetham at Sringeri. The Peetham has been adorned by an unbroken chain of illustrious Jagadgurus known for their erudition and penance.

Jagadguru Shankaracharya Sri Sri Bharati Tirtha Mahaswamiji, the presiding Acharya of the Peetham and the thirty-sixth in the Guru Parampara, is a scholar nonpareil. Since becoming the Peethadhipati in 1989, the Jagadguru has propagated and spread the tenets of Sanatana Dharma and the Vedanta



philosophy. The Jagadguru has consecrated many new temples and renovated dilapidated ones. He has undertaken several Vijaya Yatras across the country.

Known for His ease in giving discourses in various languages, the Jagadguru has been expounding Dharma to people in a simple, yet profound manner. The Jagadguru has fostered Vedic learning by establishing traditional Pathashalas. Under His direction, many new branches of the Math in India and abroad have been established to serve as centres of Dharma. With His blessings and guidance, the Peetham has undertaken a number of social causes in the fields of Education and Healthcare. Amidst His various duties as a Peethadhipati, the Jagadguru has upheld His Sannyasa Dharma like His illustrious predecessors.

On January 4, 2015, devotees assembled in large numbers in Sringeri to celebrate the silver jubilee of the Jagadguru's Peetharohanam. During this historic event, the Jagadguru announced His decision, as divinely ordained by Goddess Sharadamba, to accept Brahmachari Sri Kuppa Venkateshwara Prasada Sharma as His successor-designate.

Brahmachari Sri Kuppa Venkateshwara Prasada Sharma was born in Tirupati in 1993 to Sri Kuppa Shivasubrahmanya Avadhani and Smt. Seetha Nagalakshmi. He belongs to the Kaundinya Gotra and is a native of Anantavaram, Guntur District, Andhra Pradesh. The Brahmachari had his Upanayanam at the age of five and began his first lessons in Krishna Yajur Veda under his grandfather and Yajur Vedic scholar, Sri Kuppa Ramagopala Vajapeyayaaji. He continued his Vedic education up to Krishna Yajur Veda Kramanta under his illustrious father,



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who is currently serving as Principal of TTD Veda Pathashala in Tirumala and as Project Officer in Dharma Prachara Parishad managed by TTD.

Born in a family of disciples of the Sringeri Jagadguru, the Brahmachari had accompanied his father while the latter had come to Sringeri to participate in Dharmic activities in the years 2006, 2008 and 2009. The Darshan of Jagadguru Sri Sri Bharati Tirtha Mahaswamiji during these visits made a profound impact on the Brahmachari. The Brahmachari expressed his desire of studying Shastras directly under the Jagadguru in early 2009. With the blessings and consent of Jagadguru Mahaswamiji, the Brahmachari took refuge under His Lotus Feet of the in June 2009. Under the tutelage of the Jagadguru, the Brahmachari mastered the Sanskrit language. Then, the Jagadguru Himself taught the Brahmachari the entire Tarka Shastra. The Brahmachari is endowed with Guru Bhakti, scholarship in the Vedas and Shastras, adherence to tradition and dispassion.

The Shishya Sweekara ceremony will take place on the 22nd and 23rd of January 2015 at Sringeri. The Jagadguru will initiate the Brahmachari into Sannyasa on 23rd January 2015.

Gurusevadhurina, Padmashri Awardee
Dr. V.R Gowrishankar
Chief Executive Officer
Dakshinamnaya Sri Sharada Peetham, Sringeri