



श्री श्री जगद्गुरु शङ्कराचार्य महासंस्थानम्,
दक्षिणाम्नाय श्रीशारदापीठम्, शृङ्गेरी
Sri Sri Jagadguru Shankaracharya Mahasamsthanam
Dakshinamnaya Sri Sharada Peetham, Sringeri - 577 139.



**Message from the
CEO's Desk**

P.A. Murali
CEO & Administrator
Sringeri Math

Sri Gurubhyo Namaha

29.1.2024

Dear Guru-bandhus and devotees,

It is well-known to every follower of Sanatana Dharma that the Dakshinamnaya Sri Sharada Peetham, instituted in the southern direction of Bharata by Jagadguru Sri Adi Shankaracharya has shone as a torch-bearer of dharmic vision and a beacon of Vedantic wisdom for more than a millennium.

Goddess Sharadamba, consecrated here by the Jagadguru, has always showered such grace upon this ancient institution that the Acharyas who have adorned the Peetham have all been endowed with great scholarship in the Shastras. Commencing from Sri Sureshwaracharya, the revered Acharyas of this Peetham have upheld a life of great austerity in accordance with their primary identity as Paramahansa Sannyasis even as they engage in their duties as heads of such a prestigious institution.

The Peetham grew into a Mahasamsthanam from the time of the renowned Vijayanagara empire, established by the 12th Acharya, Jagadguru Sri Vidyaranya. History is testimony to the fact that many officials appointed by the Acharyas functioned in various capacities to take care of the various dharmic and social activities of the Sringeri Jagadguru Mahasamsthanam under the guidance of the reigning Acharya.

Amongst the various people who have had the blessing to serve the institution as its Administrator and CEO, Guru Seva Dhurina Sri VR Gowrishankar stands on a unique pedestal.

Accepting the directives of the 35th Acharya, Jagadguru Shankaracharya Sri Sri Abhinava Vidyatirtha Mahaswamiji and later, the 36th and current Acharya, Jagadguru Shankaracharya Sri Sri Bharati Tirtha Mahasannidhanam, Sri Gowrishankar has rendered unparalleled and exemplary services to the Sringeri Math.

Functioning with the blessings of Sri Mahasannidhanam and in accordance with the Sankalpa or vision of Sri Mahasannidhanam, Sri Gowrishankar has been the primary Kriya-shakti or activating power of innumerable developmental activities for 38 long years from 1986 to the present day. He has overseen the expansion of Sringeri Math into running more than 150 branches and supporting countless places of worship pan India. Recognising the changing times and needs, in a landmark initiative, he has contributed to the Indian diaspora by coordinating the establishment of affiliated institutions of Sringeri Math in the USA and Canada.

Sri Gowrishankar has ensured that the Sringeri Math caters to the social, educational and health-care requirements by setting up various institutions across the country. In recognition of his yeoman service to the society at large, the State Government of Karnataka honoured him with the Rajyotsava award in 2003 and the Government of India conferred upon him the prestigious Padmashri award in 2008.

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His contributions to the present-day landmarks of Sringeri - the 127-foot Rajagopuram, the Swarna Shikhara of Goddess Sharadamba, the Adi Shankaracharya temple, the Torana Ganapati temple, the Rajagopuram for Malahanikareshwara temple, the 32 foot Vighraha of Sri Adi Shankaracharya at Shankara-giri, the massive Annadana hall, fantastic amenities to visiting devotees, and much more - have transformed this holy town to a buzzing and famous pilgrim centre.

On the southern bank of the Tungabhadra, in Narasimha Vana, the abode of the Sringeri Jagadgurus - the Adhasthanam of the 35th Acharya, Guru Nivasa, the present structure of Sri Sadvidya Sanjeevini Samskrita Mahapathashala and the Shankara Advaita Research Centre - have all been built, thanks to his dedicated efforts. Importantly, Sri Gowrishankar's immense Guru Bhakti with total dedication and unwavering commitment, as evinced from the title "Guru Seva Dhurina" bestowed on him by Sri Mahasannidhanam, has ensured that Narasimha Vana continues to have a pristine and tranquil atmosphere.

Sri Gowrishankar has the unique distinction of having served three Sringeri Jagadgurus including the successor-designate and 37th Acharya, Jagadguru Sri Sri Vidhushekhara Bharati Mahaswamiji.

As a devotee of our Jagadgurus, it has been my fortune to have been associated for many years with Sri Gowrishankar. As a fellow devotee, I too have been able to experience spiritual peace and joy whenever I have been at Sringeri even as Sri Gowrishankar tirelessly worked on its all-around development. Over the last decade, our association blossomed and Sri Gowrishankar guided me towards taking up some responsibilities in the Math.

Considering his advancing age and indifferent health of late, Sri Mahasannidhanam acceded to his fervent request to ease him from the day-to-day stress of his responsibility, blessed Sri Gowrishankar for his invaluable services and placed the responsibility of functioning as the Administrator and CEO upon me on January 25, 2024.

Given the extent and quality of his Guru Seva, as well as the invaluable experience he has gathered, Sri Gowrishankar, who remains ever dedicated to Guru Seva, has graciously consented to guide and support me as chief advisor, as I venture into this great task of administering this esteemed institution, established by Jagadguru Sri Adi Shankaracharya for the sustenance and propagation of Sanatana Dharma.

We, the devotees of the most revered Sringeri Jagadgurus, consider ourselves truly fortunate to be the shishyas of such an illustrious Guru Parampara. Our true strengths in our lives are the grace showered upon us by Goddess Sharada, Bhagavan Chandramouliswara and the constant Anugraha that Sri Mahasannidhanam and Sri Sannidhanam shower upon us.

I humbly invite you to join me in my journey to serve this sacred dharmic institution and work towards peace and well-being of all mankind, under the divine guidance of Sri Mahasannidhanam and Sri Sannidhanam.

(Guru Seva Nirata PA Murali)
CEO & Administrator
Sringeri Math

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