

The Sweets Legend, late Sri **G.Pulla Reddy**, is the epitome of the self-made man. Born in a lower middle class agricultural family in a remote village, **Gokavaram of Kurnool district in 1920**, Sri Reddy has become popular by sheer hard work, determination and perseverance. He started his career in sweets business in Kurnool, the then capital town of Andhra State in 1948. With his uncompromising insistence on quality, his sweets soon became a hallmark of taste, quality and purity.

The then Governor of Andhra State appointed him as the official supplier of sweets to the Government of Andhra Pradesh. When the State capital was shifted to Hyderabad in 1956, he also shifted his sweets business to Hyderabad. By scrupulously adhering to the business ethics and morals, acquired from his uncle, late Sri Kasireddy Venkata Reddy, he made "G.Pulla Reddy Sweets" an International Brand name for Quality Pure Ghee Sweets. His professional ethics and humanity are best exemplified in the fact that he had encouraged and helped many people to establish their own sweet shops.

Sri G.Pulla Reddy's life and career are the manifestation of the maxim "Simple living and high thinking". Since his childhood, Sri G.Pulla Reddy had nurtured noble virtues like patriotism and selfless service to society and donated generously for the construction and development of temples, hospitals and educational institutions. Though he could not pursue higher education, he believed in the importance of education in the development of the people and the country and established a number of educational institutions from elementary level to post graduate level. In the year 1977, he established G.Pulla Reddy Charities Trust and under its auspices started a good number of educational institutions, orphanages, hospitals and basha peethams etc., which are doing a yeomen service to the society. The educational institutions founded by Sri Pulla Reddy are as famous for quality education as his sweets are. He strongly believed in the richness of Indian culture and contributed his might in protecting and enriching it. He served as honorary president of **Bhagyanagar Ganesh Utsav Samithi** for many years. A socially responsible and morally upright man, Sri Pulla Reddy found **Viswa Hindu Parishad ideology** close to his heart, and worked for the cause of the country in close association with it.

Sri.G.Pulla Reddy was known for his inimitable generosity. His simplicity, honesty, generosity and his active participation in service activities endeared him to many great leaders like Neelam Sanjeeva Reddy, Lal Bahadur Shastri, Gnani Jail Singh, N.T.Rama Rao and Atal Bihari Vaipayee. In recognition of his magnanimity, Udipi Pejawar Peeth honoured with **Dana Guna Bhushana**. He was given **Jamnalal Bajaj award** for the best ethical practices in business. Leaving behind a rich legacy of educational institutions, hospitals and service organizations, Sri Reddy attained immortality as a man of simplicity, generosity and social service on 9<sup>th</sup> May, 2007 at a ripe age of eighty eight.