



# The King of Hearts

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That is  
**Vellappally Natesan.**

This briefly summarizes the  
saga of achievements by a person  
born with a silver spoon who  
could very easily have multiplied  
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, but instead his life depicts &  
portrays social success encom-  
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**'KING OF HEARTS'.**

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Prof. Chandramathy

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The looks and talks of Vellappally Natesm attract people, especially the energetic, enthusiastic aspirants of success in life . He moves ahead with firm will to achieve his goals and targets for the growth and development of the organization he leads.

Wednesdays of this S.N.D.P. yogum General Secretary, S.N. Trust Secretary S.N. Medical Mission Secretary, Managing Editor of the bimonthly 'Younnam', Kanichukulangara Devaswom President have been kept for public interaction Then what about the other six days or the week?

They are scheduled in such a way to bring good outcomes i.e, focused on priorities . To make schedules as one's heart says is a healthy and brilliant way to bring best results is Vellappally's belief. He introspects and identifies what matters to him.

I was very curious to be in his office for an hour on a Wednesday. In a well furnished hall with comfortable seating arrangements Vellappally' with a glint of laughter he listened to the first batch of people . They approached him with certain organizational problems. They were allowed to talk, he listened to them and asked some doubts in between. When all the members of the group stopped he started with a joke. The atmosphere was so light.

With less words he made them to realize the technical problems that may lead if they do what they want , at the same time he made certain queries the answers of which easily led them to the solution. They thanked him with pleas-



ant smiles and relieved minds.

The next turn was of some youngsters of the various organizations under his leadership. They explained certain matters while he asked their ideas regarding that. Some of their ideas were acceptable to him as I noticed his comments “yes good”, “Excellent”, “It will work out”, “Let’s try it “ etc, while some were heard with a nod. Thus this leader who inspires many, grooms the next rung of leaders. Besides being a good listener this full fledged leader is a connector as well as a good observer of feed backs from all corners .

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While conversing with a job aspirant, a Malayalam Post graduate he raised the question,” Why don’t we use Malayalam words for Malayalam University?”

“Sir, the appropriate words are not there in Malayalam.”

“ Why cant we use Kulaguru for chancellor, Kulapathy for VC, Vidyapeeth or Sarvakalasala will do for university . The terms Mukhyacharya and Acharya for Principal and Professor won’t do or what? Let’s call college Mahavidyalayas !He woundup it with a smile .

Thus the credit of choosing apt words for Malayalam University and Vice Chancellor also goes to him.

Along with his social, cultural activities and business he has been finding time to spend with literary figures. He reads as much as he can. This trait has given him in-depth knowledge in mother tongue.

Being a business icon of repute as well as leader of a communal organization he realizes the fact that he can never be is a totally ‘Safe Zone’, yet does the maximum to avoid tussles in his unique way.

It was a tryst with destiny that the well known civil contractor Vellappally Natesan stepped into the first and largest communal organizations reigns. His entry to the field of contract work also was not preplanned. Without being afraid of the ups and downs of the sea of business he accepted the advice of his mother to associate with his elder brother Mr.Mohandas who was a civil contractor of repute. Till the other day this ‘boy’ of rich legacy was busy with other activities. As a student it was he along with his friends A.K. Antony and Vayalar Ravi (union ministers of today) who gave rise to KSU. Later Sri. Natesan had been elected as School Union Secretary as a KSU candidate. Besides that he was the school football team Captain and Malayala



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Manorama Balajana sakhyam member too. In this he had a close companion from Puthuppally, Kottayam who even stayed at Vellappally house along with him, the present Chief Minister of Kerala Shri. Oommen Chandy ! As a student he had interest in painting, “but it was nibbled in the bud itself by his parents as they feared that this would get him strayed away in life as it was not seen as a prospectful career in those days,” he regrets!

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When the responsibility of inherited fortunes including enormous land, industrial houses etc fell on his shoulders he was quite willing to take it. But

this didn’t give him a sort of fulfillment as he believed that money should be earned by ones own sweat. With the aim he started a provision shop. As he couldn’t give a deaf ear to the starvation of familiar this venture came to be a financial loss, it was a profitable loss! Many could realize him and was reciprocated with love and trust. Thus, though it was not deliberate he laid the foundation of a strong structure of social service on the pillars of trust and love.

This apart in those days he had to play the role of a mediator, the single bench to settle the disputes and differences of the people in the locality which had been done by his father in the past.

Kanichukulangara was the centre of his activities. Tagore Arts & Science Club, Library & Reading room are all of his toil and sweat. This library even in those days could boast of the best literary works and periodicals. An institution made of his efforts during that period Lokakarya Kshethram did very many developmental activities to give a face lift to Kanichukulangara. He was growing . He is ‘Great’ as he dares to be Great for the cause of the needy. The passion for innovation makes him dare.

The main attraction and source of prosperity of the village is Kanichukulangara Devi Temple. The administration of the temple, its properties and institutions are carried out by the elected representatives of Kanichukulangara Devaswom. People who were convinced by his leadership qualities persuaded him to contest the election for being the Devaswom president. With a thumping majority he was elected as the President in 1964 through the newly introduced system of Secret Ballot. Since the last almost 50 yrs he has been getting elected in this position consecutively. This shows his access and acceptability in people’s minds. It is the recognition of his indomitable courage and unshakable will power.

During the early periods along with other schemes to improve the condition of villagers he introduced a new scheme called ‘Gramaswaraj’ to give financial aid

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to the needy to save them from greedy moneylenders of those days. It can be told that Sri. Vellappally inculcated and nurtured the habit of saving among the people of his village.

Prior to this in 1962 the period before the bifurcation of Communist Party Vellappally Contested Panchayat Election as a communist candidate from ward No.7 of Mararikulam North panchayat. Through he had the support and



The biographical sketch of Vellappally Natesan “Yes, I Did It.” Releasing Mr. Oommen Chandy, Chief Minister of Kerala. Kadakampally Surendran, Prof. Chandramathy (author), Preethi Natesan, Vellappally Natesan, P. K. Kunhalikutty Minister for Industries, Kerala, V.S. Sivakumar Minister for Health, Kerala and A.P. Anilkumar Minister for tourism.





The power of observation even to the minute details, faith in associates, choosing the right talents, to get the support of reliable well wishers are the tips that can be applied. Business acumen and entrepreneurial attitudes are inherited by him, they are there in his genes.

drove him to advance in contract works. His contacts and contracts grew in great dimensions crossing the boundaries of Kerala. It was during the second phase of his contract works that he get acquainted with E. Sreedharan to do the works of Konkam Railway . Very many prestigious works were going on in full swing with thousands of workers, machinaries of crores including 2 dredgers, social services, Kanichukulangara Devaswom administration etc made him so busy even to collect processed bills.

**It was totally unexpected for a busy business man like Vellappally to be S.N. Trust Secretary. But it happened.** As far as the Trust was concerned it was a period of atrocity and stagnation. Sri Vellappally is bold to take strategic initiatives

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at times of confusion, distress, and financial turmoil with excellent skills. Thus he could win fast track growth. This Skilled captain can stay in any tough sea with ease .

Later due to strong persuasions Vellappally had to contest election and with 70% votes he resumed the position of SNDP Yogam General Secretary. After Sri R. Sankar it is Vellappally Natesan who holds both the positions of SN Trust Secretary and SNDP Yogam General Secretary together. From then till the date he holds these positions with day by day increase of glory and halo .

He ignites up the fire of abilities in him and his people spreading warmth and energy to the fired nerves of the organization. He looks in and out, gives rise to strategies and techniques to achieve strength, awakening and prosperity of people as envisaged by Gurudev.

"Happiness" Sri. Natesan say" is a

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association of the eminent leaders of the time he lost the battle for 16 votes.

**Like any other achiever Mr. Natesan is a good interpreter. He interpreted his failure as a lesson to turn a to new heights of achievements saying adieu ' to politics !**

As the president of the Devaswom he observed social problems as special challenges. A barbarian custom that was told as a ritual *Velapatayani* that many times had a climax of multiple murder was put to an end. Thus because of his strong will power and efforts the people could heave a sigh of relief during festival season. His style of the introduction of reforms is not at one go, but step by step taking the beneficiaries along with.

Vellappally's mind is always in top gear to do 'difficult' and 'impossible' challenges. He had already conditioned his mind to do so. His true potentials

state of mind that we inculcate finding the means of fulfillment" The happiness he got when crowned as the 'Best Contractor' by the authorities who run the most complex rail network for linking the remotest corners of the country by multiple gauges had the same fragrance of the garlands he gets from myriads of his community members.

'Chances never knock twice at your doors' he reminds the youngsters. One has to make hay while the Sun Shines. The application of this can be seen in the existing if 4 LPS, 9 UPS, 21HS, 2VHS, 21 HSC, 19 Sr. Colleges, 4 B.Ed. Colleges, 3 ITC, 3 polytechnique 16 Hostels, 1 Medical Institute. Total 114 plus 13 new inaugurated Sree Narayana Educational Institutions along with additions spread the light of Knowledge throughout Kerala . The SN institutions provide maximum benefits to the people in various ways.

For the renaissance of SNDP Vellappally's readiness to take risks, excellent communication skills, faith in associates and positive attitudes were instrumental. There after the SN institutions began to grow in tremendous momentum.

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Sree Narayana Vision is spread far and wide in all continents. The curriculum also incorporates it in School and College levels. The community has attained all the desired qualities like awakening, strength and prosperity far beyond. The General Secretary gets infinite fulfillment from this . The gentle breeze of fame blows with the precious fragrance of appreciation.

The mega project Microfinance -a financial project of inclusive growth is considered as the masterpiece project of Vellappally. This enables, empowers, enlightens and enriches the womanhood. This is the improvised version of *Gramswaraj* set up by Vellappally dur-

ing his teens.

**The leadership excellence of Vellappally comes to the surface at times of crisis. He firmly believes that there are opportunities in all crisis and one has to make use of it brilliantly.**

Regarding his business, Hospitality, he opines, "No business can be told as totally safe. Then how can I say that about hotel business, 'the changing game' is Safety Net?" Like any other business group he too leads the team of employees and partners, interacts with customers, sees the unseen strings and red tapes , anticipates curves & holes in roads , envisages practical profit for all. It is obviously risky.

The power of observation even to the minute details, faith in associates, choosing the right talents, to get the support of reliable well wishers are the tips that can be applied. Business acumen and entrepreneurial attitudes are inherited by him, they are there in his genes. He says that one can even try micromanagement system on a 'trial and error' basis.

Hospitality 'business, both domestic and international has very many challenges to face. But the red carpets unrolled by Vellappally group have wide acceptance. Their hotels are elegantly designed with fabulous restaurants to satisfy all moods. This is a 'business of patience' 'Leaders are born, not taught' is true in his case. Which academic curriculum can inculcate these skills in a person who doesn't it have leadership qualities in his blood?

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Moreover Vellappally has a realistic approach. He doesn't take things for granted unless that appeals to his senses.

He finds out trouble makers and eradicates such elements "I believe in consistent hard work, optimism and above all in satisfaction".

"Going on nagging is not at all my policy. This tendency is a negativity, I think Who can be 100% satisfied? If so do you think that there will be dreams and vitality in this world?

"Unity brings strength, yet unity with a group doesn't mean enmity with other. While enjoying the piece of pie you got don't stretch the hand for the next. Enjoy the one you got".

Make use of it for the benefit of your body, let others also get their fair share. Let's stretch the hand when our turn comes". He concludes .

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