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DEVIKA RANI & SVETOSLAV ROBRICH

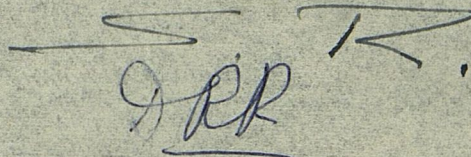
March 18, 1965.

We are happy to join our voice to all those who
pay homage to G. Venkatachalam today.

It is right that he should be so honoured for all
his work on behalf of the Arts, for all the interest
he took and the help he rendered to many an artist.

His was a dedicated devotion to the cause of Art
over a long series of years. He wrote much, he
lectured extensively and took part in many Art
organisations.

For all these services to individuals and to the
Country we are happy for this opportunity to
warmly felicitate him and to wish him many more
active years of service in the name of ART and CULTURE.

The signature consists of two stylized, overlapping initials. The first part is a large, sweeping 'D' that also forms the top of an 'R'. The second part is a large, sweeping 'R' that overlaps the first. The initials are written in a dark ink on a light-colored paper.

DEVIKA RANI & SVETOSLAV ROBRICH.

I am happy indeed to join my voice of appreciation to all those who through the pages of this Commemorative Volume pay a well deserved tribute to a man who has done much to popularise and interpret as well as encourage the Arts in India.

G. Venkatechalam, whose Sixtieth Birthday will be marked by this anniversary publication, has toiled for many years trying to create a wider appreciation of artists and Art in this country. Through the pages of his numerous books and articles he carries the message of Art to a wide circle of readers in India as well as abroad.

His approach is both intimate, appreciative and constructive.

His engaging, easy and delightful style is full of sympathy and understanding of the subject he interprets, be it dancing, painting or short sketches of living artists and friends.

His understanding is undoubtedly to a large extent rooted in his own charming and warm personality as well as his philosophic approach to life born of his own experiences and studies of life's higher values.

While his popular books have spread their message of art appreciation through the most

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variagated stratae of society, his personal interest and encouragement of young art students has helped and enabled many an aspiring and struggling beginner to follow the difficult path of an artist and instilled faith and courage into many a discouraged heart. We know how important it is to offer timely help and maintain the as yet unsteady flame of youthful aspirations before the heavy hand of the world puts it out completely or stifles it never to shine so brightly.

To encourage young artists and to find means for them to continue their studies is a work worthy of the gratitude of all, who have the progress of Culture at heart.

We know how difficult it is to introduce Art to an often indifferent public and what a thankless task it often can be.

For all this we must express our feeling of gbatitude to G. Venkatachalam for all the -
constructive, ^{ENLIGHTENED} ~~encouragement~~ and creative work done by him and for all the warm help and encouragement he has shown and given to many striving and struggling students of art.

I wish him a long and happy life crowded with creative work, success and achievement.