



SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING

(Deemed to be University)

Press Release

20 September 2026

Prasanthi Nilayam, Andhra Pradesh, India

Sri Gurumurthy Highlights Contemporary Relevance of Ancient Indian Thought

Prasanthi Nilayam, 20 September 2026: Journalist and corporate advisor Sri Swaminathan Gurumurthy delivered the Sri S G Sundaraswamy Memorial Lecture 2026 at the Sai Hira Global Convention Centre, Prasanthi Nilayam, on “*Relevance of Ancient Indian Philosophical Thought to Contemporary Times*”.

Exploring connections between Indian philosophy, modern science and artificial intelligence, Sri Gurumurthy distinguished knowledge from information and emphasised the enduring relevance of India’s civilisational wisdom.

Through the themes of food, shelter and social security, he highlighted the role of family, community and shared responsibilities in sustaining society. Contrasting Western individual-centric models with India’s traditional social structures, he illustrated how families living together share duties and support one another.

He described Dharma as a framework of duties, ethics and interconnectedness that extends beyond ritualistic religion. Applying these principles to modern economics and governance, he argued, could promote long-term stability and social harmony over short-term material gain.

Sri Gurumurthy also delved into the origin of the universe and the concept of primordial sound as its beginning. “The Vedas are the means to connect with the cosmic sound – this intelligible sound,” he said. “The material universe was born out of this grand acoustic phenomenon, and the main teaching of our seers is that the gross is not real.”

“But merely believing is not enough. You have to understand. Hence, this stream of knowledge is passed on from one generation to another. This is how the Indian civilisation has survived and continues to thrive,” he concluded.

The annual endowed lecture honours the late Sri S G Sundaraswamy and was instituted by his son, Sri S S Naganand, Trustee, Sri Sathya Sai Central Trust. It brings students and faculty of Sri Sathya Sai Institute of Higher Learning into dialogue with distinguished scholars and professionals.

The event was attended by Sri Venu Srinivasan, Chairman Emeritus, TVS Motor Company and TVS Holdings; Sri K Chakravarthi IAS (Retd.), Chancellor, SSSIHL; Prof. B Raghavendra Prasad, Vice-Chancellor, SSSIHL; Dr Srikanth Khanna, Registrar, SSSIHL; Sri R J Rathnakar, Managing Trustee, Sri Sathya Sai Central Trust; Sri S S Naganand, Trustee, Sri Sathya Sai Central Trust, and his family; along with senior members of both trusts, faculty and students of SSSIHL.

Watch the event: <https://www.youtube.com/watch?v=LgVqIDgm9QM>

Notes for Editors (About Sri Sathya Sai Institute of Higher Learning)

Sri Sathya Sai Institute of Higher Learning (Deemed to be University), Prasanthi Nilayam, Andhra Pradesh, India, is one of the few institutions in the world offering values-based education to students at the University level, ever since its inception in 1981. Ethics and morals form the undercurrent of every subject taught at the Deemed-to-be University, providing a holistic framework of interpersonal development for its students combined with academic excellence. SSSIHL follows a merit-based open admissions policy for all, irrespective of income, religion, or region, and provides quality education free for all students.

The Deemed to be University hosts students from across the country at its four campuses in Andhra Pradesh and Karnataka, India, and provides free education to all programmes of study. The programmes offered include undergraduate, postgraduate, professional, and research.

SSSIHL also provides a strong research environment, with exceptional academic practices, that have resulted in the growth of national and international collaborations. The Central Research Instruments Facility (CRIF), based at the Prasanthi Nilayam Campus of the SSSIHL, is one of the few facilities in the country that houses advanced Characterisation / Analytical Tools to carry out Translational Research in various areas of Science and Technology.

For further information, visit: sssihl.edu.in.

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