

## Report on 17<sup>th</sup> ISHA GRAMOTSAVAM on 07.09.2025

On 7th September 2025, KL University, in collaboration with Isha Gramotsavam, hosted the 17th edition's highly energetic and competitive volleyball tournament, featuring 355 participants from various villages and institutions. 'Gramotsavam' translates to 'celebration of village life.' Isha Gramotsavam is an annual sports festival that promotes sporting culture among rural India and showcases the essence of rural life through an elaborate display of rural games, art, drama, dance, music, and food. The volleyball tournament was a highlight of the event, with teams enthusiastically showcasing their skills and teamwork, creating a lively and spirited atmosphere that captivated the large crowd. The event was graced by Chief Guest K Koteswara Rao, SAAP, and University authorities, including Dr. K Hari Kishore, Director (Sports), along with Isha Foundation staff and team, who witnessed the Opening and Closing Ceremonies. The event promoted sportsmanship, physical fitness, and community bonding among participants and spectators alike. Despite minor logistical challenges, the tournament was a great success, contributing to the overall vibrancy of the cultural festival. Plans are underway to organize more such sporting events in future editions to further encourage youth engagement and healthy competition.

The 17th Isha Gramotsavam - Sporting Spirit of Bharat Andhra Pradesh Divisional Level Matches were successfully conducted on the same day at KL University, Guntur. The event saw energetic participation from winners and runners representing 12 districts across Andhra Pradesh, showcasing remarkable sportsmanship, teamwork, and enthusiasm for rural sports. Dr. K. Hari Kishore, Director of Sports at KL University, inaugurated the program at 8:30 AM, emphasizing the importance of sports in fostering discipline, unity, and overall well-being among youth. The day featured a series of electrifying matches, culminating in the Final Matches at 4:00 PM, followed by the Valedictory Ceremony at 5:00 PM. Sri K. Koteswara Rao, SAP DSDO, graced the Valedictory Function as the Chief Guest, appreciating the efforts of all participants and organizers for promoting traditional sports culture. Organized in collaboration with Isha Foundation, the event highlighted the theme "Sporting Spirit of Bharat", celebrating the energy, joy, and cultural connection that sports bring to communities. Sadhguru's message resonated with the spirit of the occasion:

“If you are a little playful with life, every moment is a celebration.”

The success of this event has set a promising precedent for future collaborations between KL University and Isha Foundation.



*We Invite You To  
Andhra Pradesh Divisional  
level matches*



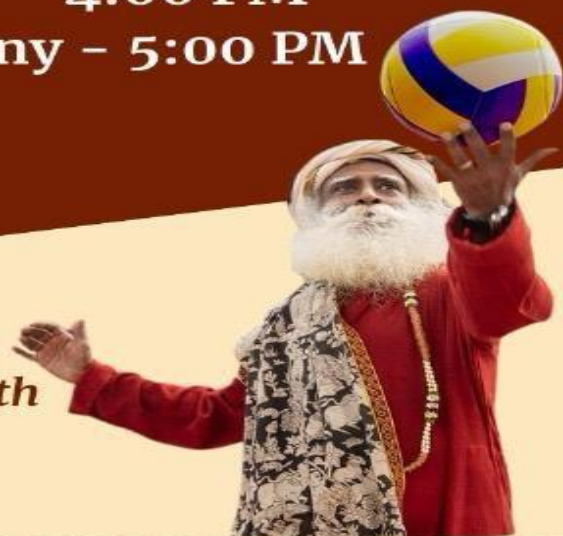
*Electrifying Game with Winners and  
Runners from  
12 districts of Andhra Pradesh*

**September 7th  
KL University, Guntur**



**Inauguration – 8:30 AM  
Final Matches – 4:00 PM  
Closing Ceremony – 5:00 PM**

*If you are a little playful with  
life, every moment is a  
celebration. – Sadhguru*





## Photo Gallery





