

Sri Veena D. Srinivas – A Legendary Journey of 48 Years in Veena Artistry



A Trailblazer from Telangana

Sri Veena D. Srinivas stands as the only TOP grade Veena artiste from Telangana, with a career spanning over four decades of unwavering dedication to Carnatic music. Born on 5th August 1968 in Hyderabad into a lineage of musicians, he began his journey under the guidance of his mother, Smt. D. L. Tulasi, a renowned Veena guru. By the age of 9, he was celebrated as a child prodigy. Later, he received advanced musical training from Vidwan Sri N. S. Srinivasan, a disciple of Flute Maestro T. R. Mahalingam.

Accolades and Recognitions

- Top Grade Veena Artiste – Only one from Telangana (All India Radio, 2012)
- Ugadi Visishta Puraskaram – Govt. of Andhra Pradesh (2011–12)
- Best Vainika – Madras Music Academy (2011)
- Andhra Balananda Award – At the age of 10
- Dr. Emani Sankara Sastry Award, Dr. C. Chittibabu Memorial Award, Smt. Gidugu Lalitha Award
- Titles Conferred:
 - Veena Vadya Vidwanmani
 - Raaga Sudhakara

- Vainika Chakravarthy
- Veena Vaadya Praveena
- Vainika Ratna
- Silicon Bharathi (U.S.A.)
- Sangeetha Kalaasaagara
- Asthana Vidwan – *Honored by Kanchi Kamakoti Peetham*
- Datta Peetham Asthana Vidwan

Global Representation & Prestigious Performances

Sri Srinivas has had the honor of representing India at the United Nations, under the aegis of Sangeet Natak Akademi, showcasing the Veena as a symbol of Indian cultural heritage. He has performed for:

- President & Prime Minister of India
- Prime Ministers of Singapore & Mauritius
- President of Chinese Congress
- World Bank President
- Indo-German & Indo-ASEAN Summits
- Pacific Asian Travel Association Meet
- Dandi March Celebrations (Surat), Pravasi Bharatiya Divas
- Akashvani Sangeet Sammelan, Doordarshan National Programmes

Major International Festivals:

- Queen Elizabeth Hall (London)
- Darbar Music Festival (UK)
- LearnQuest Festival (Boston, USA)
- Silicon Andhra Festival (California, USA)
- Temple of Fine Arts (Malaysia)
- Perth & Sydney Music Festivals (Australia)
- Chakradhar Samaroh, Raigarh (Chhattisgarh)
- Madras Music Academy, Chennai

Artistic Innovation and Contributions

Sri Srinivas is credited with developing one of the fastest plucking techniques ever recorded on Veena — 1,000 plucks per minute — setting a benchmark in instrumental virtuosity. He has introduced guitar-style plucking, producing multi-layered soundscapes on the Veena while retaining its classical core. These innovations have breathed new energy into Carnatic instrumental music, especially for modern audiences.

As a Composer & Scholar

He has composed and scored music for:

Doordarshan Telecasts and Cultural Documentaries:

- Nagarjuna Konda
- Buddhist Monuments of Andhra Pradesh
- Amaravathi

Classical Dance Ballets:

- Kuchipudi Natya Vaibhavam – 13-episode ballet by Padma Shri Raja & Radha Reddy
- Andhra Vaibhavam and Andhram – Music by Dr. S. P. Balasubrahmanyam & Smt. Chitra
- Navarasa Natabhamini – By Padma Shri Smt. Shobha Naidu

Numerous Sai Bhajans, private fusion albums, and a special collaboration CD with Dr. M. Balamuralikrishna

A Dedicated Educator

Sri Srinivas has trained over 350 students across the globe, teaching students of all ages and backgrounds. His lecture-demonstrations on gamaka classifications, plucking methods, prastara patterns, and the science of swaras have been conducted in leading music colleges across South India.

To democratize access to Veena education, he founded the "Learn Veena" YouTube channel – a free, high-quality learning platform especially intended for underprivileged learners. His digital outreach has made the Veena accessible to a whole new generation of music lovers.

Author of Seminal Publications

- "Veena D. Srinivas" – A foundational book for Veena beginners
- Pradhamiki Vidya Bhodini (Telugu & English)
- Varnabhodini (Telugu)
- Pancharatna Keertanas of Saint Thyagaraja
- Gamaka Bodhini – On gamaka production in Gayaka style
- Prastara Bodhini – On Swara Kalpana
- Swara Kalpana Patterns – Jati-based permutations

Sri D. Srinivas is not just a torchbearer of tradition, but a bold innovator shaping the future of Veena performance. Through decades of tireless work, he has proven himself as a visionary artiste, composer, educator, and ambassador of Indian classical music.