

ARADANA TV

NEWS LETTER - 2024



Aradana TV
Celebrates 15 Years of
Sharing and Spreading the
Love of Christ



Aradana TV

India's Premier Christian TV Channel

Broadcasting Faith Based Programs Worldwide

Aradana TV is India's premier Christian satellite channel, based in Hyderabad, broadcasting Bible-based inspirational programs 24/7 in Telugu, Hindi, and English and reaching over 90% of the Telugu population. It serves the faith community in India and their respective communities worldwide, with a mission to present content relevant to the Christian faith. Aradana TV acts as a global window of faith, primarily catering to the vast Telugu Christian population worldwide. The channel is multilingual, multicultural, and interdenominational.

Vision Statement:

To be a beacon of faith and inspiration, connecting and uplifting the global Telugu Christian community through impactful, Bible-based programming, fostering spiritual growth, and creating a unified platform for sharing and experiencing God's word.

Mission Statement

Aradana TV aims to achieve its vision by:

- 1. Broadcasting 24/7 Inspirational Christian Programming:** Continuously providing high-quality, Bible-based content in Telugu, Hindi, and English to inspire and nurture the faith of our viewers.
- 2. Reaching and Serving the Global Faith Community:** Engaging with the Christian community both in India and around the world, with a special focus on the vast Telugu Christian population.
- 3. Acting as a Global Window of Faith:** Offering a diverse, multicultural, and interdenominational platform that reflects the rich tapestry of the global Christian faith.
- 4. Delivering Faith-Based Interviews and Testimonials:** Featuring powerful stories and insights from influential Christians across the globe to inspire and encourage our audience.
- 5. Utilizing State-of-the-Art Technology:** Streaming our content online through advanced CDN technology, ensuring that Telugu viewers worldwide have seamless access to our programs via : www.aradanatv.com.



Ch. No: 944



Ch. No: 1492



Ch. No: 2499



Ch. No: 467



Ch. No: 745

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CH: 944

SUN DIRECT
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Aradana TV

Celebrating 15 Years of Spiritual Journey



We are delighted to share with you our remarkable journey of 15 years filled with evangelical broadcasting and dedicated community service. This video commemorates the incredible achievements and the impactful mission of Aradana TV.

“Go ye into all the world and preach the gospel to all creation.” These powerful words from the Holy Scriptures inspired Paul and Usha to establish Aradana TV. On July 7th, 2009, Aradana TV was gracefully launched by the late Dr. Y. S. Rajasekhara Reddy, the then Hon’ble Chief Minister of Andhra Pradesh.

Since its inception, Aradana TV has exercised innovation in consistently reaching the Telugu region and furthermore expanding into the nationwide stream. Today, they are accessible on all major cable networks, DTH platforms like Tata Sky, Airtel etc., and internet platforms like OTT live and YouTube Live. Aradana TV reaches almost 90 percent of Telugu households, delivering 24 hours of content daily from over 100 Evangelists/Pastors.

Aradana TV produces and broadcasts a wide range of creative in-house programs that have spiritually replenished the Christian community. According to the general consensus, some of the most watched programs are:

Ushodayam, Subhakankshalu, Amruthbhandam, Parichayalu, Adarsha Kutumbam, Aanimuthyalu, Church History, Probe, Madhuragnapakaalu.

Aside from their revitalising television content, Aradana TV’s outreach initiatives have been tremendously impactful in uniting the community and bringing to light the significance of Christian faith. Some of the highlighted Outreach Initiatives were/are:

- ⇒ 2010 Kurnool Flood - Helped Kurnool flood victims.
- ⇒ 2011 Run For Jesus Rally - The rally proclaims the message of the crucifixion and resurrection of Jesus Christ. This Ecumenical & Evangelical Rally is now being organized in over 500 locations with a participation of over 500,000 vibrant Christians on the Holy Saturday between Good Friday & Easter.

Paul Devapriyam Pulla, Chairman, Aradana TV.



Aradana TV reaches almost 90% of Telugu households, delivering 24 hours of content daily from over 100 Evangelists/Pastors.

- ⇒ 2011 Village Adoption - Through our Village Adopters, we are able to distribute our signal to remote places including tribes living in the hills & valleys
- ⇒ 2012 Musical Event with Don Moen - Organized a special musical event with the world- renowned gospel singer Don Moen in 2012 and his team at L. B. Stadium, Hyderabad.
- ⇒ 2012 Aradana Annual Awards - Recognized and honoured distinguished individuals within the Christian community through Aradana Annual Awards
- ⇒ 2012 Holy Land Tours launch - To fulfil the deep-seated desire of Christian believers to experience the sacred places where Jesus walked
- ⇒ 2014 Cyclone Hudhud- Supported Pastors & Churches affected by Cyclone Hudhud in Visakhapatnam.
- ⇒ 2017 Aradana Study Abroad launch - Provides assistance to Christian students pursuing higher education abroad
- ⇒ 2019 “Onsto” e-commerce platform launch - Offers a variety of Christian-related innovative products delivered directly to people’s doorsteps
- ⇒ 2019 Solidarity Walk - Organized a solidarity walk to express anguish and condolences to the victims of the Sri Lanka bomb blasts that occurred on Easter Sunday. Participants included people from Christian, Muslim, and Hindu communities.
- ⇒ 2020 Covid Pandemic - Provided essential commodities to many poor families.
- ⇒ 2023 The “Sunset Services,” - A subsidiary of Aradana TV offers comprehensive end-to-end services catering to one’s last phase of life including funeral/burial services.

Aradana TV’s commitment to social service is unwavering. For the past decade and a half, Aradana TV has been gaining recognition as a spiritual network for the Telugu Christian community globally. It is no exaggeration to say that Aradana TV has now become an integral part of Christian homes & is a household name amongst Telugu Christians.

We are thankful to God for His faithfulness and to our well-wishers, partners, Speakers, Village Adopters, RFJ Coordinators and Aradana TV staff for their prayers, cooperation, and contribution.

May this movement of spiritual impact continue to bless lives everywhere.

Usha Paul, Executive Director, Aradana TV.





Preaching Through the Ages:

Adapting the Great Commission with Technology

The Great Commission of Jesus commands us: “Go ye into all the world, and preach the gospel to every creature.” In fulfilling this great commission, Christians throughout history have faced various obstacles, restrictions, assaults, persecutions, and pandemic situations, yet they have persevered. These kinds of situations always pose the question to the Christian community: how then shall we preach?

Historically, Christians have been quick to adopt new technologies and communication methods to overcome obstacles in preaching the Gospel. At the time of Jesus, communication methods were limited to oral preaching and scrolls. We refer to the time of Jesus as “The age of orality,” during which Jesus preached and taught the Gospel.

In the second century, the codex—a book with papyrus sheets—was invented. All the books of the New Testament were written in this format. In the 15th century, Johannes Gutenberg invented the printing press, and Bibles were among the first books printed, helping to ignite the Reformation. When movies were invented in the early 20th century, Christians quickly saw their power and potential. Some of the earliest

silent films were biblical epics or explored Christian themes.

In 1920, radio-broadcast technology was introduced. Christians like Paul Rader, Bob Jones Sr., Charles Fuller, and Aimee Semple McPherson used this powerful medium to reach audiences in the millions. Later, radio ministries were introduced to Telugu people by FEBA and Viswavani.

When television broadcasting followed, evangelicals swiftly seized its potential. Billy Graham became a household name partly through his use of television. The term “televangelism” soon entered the lexicon. After Aradana TV launched, many Telugu evangelicals like Dhinakaran, Satish Kumar, Shyam Kishore, and Stephen Paul reached millions of people. Then, with the advent of internet services, many churches and individuals began internet evangelism.

In these troubled times, televangelism and internet evangelism are the best media to reach people. Aradana TV provides both television and internet platforms, allowing you to reach millions of people from the comfort of your home.

OUR SPECIAL PROGRAMS



OUR DAILY SPEAKERS



Dr. Satis Kumar



Dr. Paul Dhinakaran



Rev. Dr. Jaya Paul



Bishop. Samuel Patta



Dr. P.J. Stephen Paul



Pastor Syam Kishore



Dr. Joy Cherian



Bro. P. Joshi



Dr. P. Isaac



Rev. Dr. Chikkam Issaku

Plus, more than 100 speakers
preach on a weekly basis!



Felicitating His Eminence Cardinal Poola Anthony



Thousands of Christians from various churches took to the streets, walking, running, and riding motorcycles and four-wheelers. They waved flags and joyfully shouted, “Christ is risen, indeed Christ is risen!”

The largest evangelical and ecumenical rally, “Run For Jesus,” was held on Holy Saturday, March 30, 2024. This grand event united both Catholic and Protestant churches to proclaim the crucifixion and resurrection of the Lord Jesus Christ, marking Good Friday and Easter.”

The concept of the “Run For Jesus” rally was conceived by the Aradana TV Team in 2011. Initially

organized in over 30 locations, the rally has now expanded to over 500 locations, simultaneously held across Andhra Pradesh, Telangana, parts of Karnataka and Maharashtra, and some international locations. Many local Christians, lay leaders, pastors, priests, bishops, and church heads participated in their respective areas.

Over time, churches, Christian leaders, and the community have embraced “Run For Jesus,” voluntarily organizing the rally on the Saturday between Good Friday and Easter. The event is proudly recognized and endorsed by the Federation of Telugu Churches (FTC), the apex body of Catholic and Protestant church leaders in Andhra Pradesh and Telangana. Despite the growing community ownership, Aradana TV continues to promote and coordinate this massive rally in collaboration with RFJ leaders and churches across the states.

This year, the “Run For Jesus” rally began at 6:00 am on March 30, 2024, in various locations. His Eminence Cardinal Poola Anthony, the Archbishop of the Hyderabad Archdiocese, flagged off the rally in Secunderabad. Numerous dignitaries from churches and the state government participated in the jubilant event at different locations. The rally culminated in great rejoicing, with praise and worship conducted by local gospel singers, and senior pastors delivering short Easter messages.

Aradana TV, on behalf of all the organizers, extends heartfelt thanks to all the Christians, leaders, and clergy who participated in large numbers, making the program a grand success and bringing glory to God Almighty.







Aradana TV, celebrated its 15th anniversary on 10th July, 2024, with a grand event filled with joy and reflection. Numerous Christian leaders from both Telugu states, other parts of India, and even from abroad participated in the celebration.,

The highlight of the evening was the heartfelt congratulations extended to Mrs. and Mr. Paul Devapriyam. These acknowledgments came from various dignitaries, recognizing the couple's relentless, selfless, and sacrificial service in successfully running Aradana TV for the past 15 years. The event was a testament to the significant impact Aradana TV has had on the Christian community, providing spiritual nourishment and a platform for

preachers to reach a broader audience.

Mr. Paul Devapriyam, in his speech, shared the vision and journey of Aradana TV over the years. He recounted the channel's humble beginnings, the challenges faced, and the milestones achieved. His narrative highlighted the channel's growth from a local station to a widely watched network, reaching 90% of Telugu viewers worldwide.

On this memorable occasion, Mrs. and Mr. Paul Devapriyam took the opportunity to felicitate the organizations and preachers who have been part of Aradana TV since its inception. This gesture was a mark of gratitude towards those who have contributed to the

channel's success through their inspiring sermons and programs.

The evening concluded with a vote of thanks by Mrs. Usha Paul. She expressed heartfelt appreciation to all the attendees, participants, and well-wishers who have supported Aradana TV throughout its journey. Her closing remarks encapsulated the spirit of the evening – one of gratitude, celebration, and a forward-looking vision for the future of Aradana TV.

The 15th-anniversary celebration of Aradana TV was not just a commemoration of past achievements but also a reaffirmation of its commitment to continue serving the Christian community with dedication and passion.





ARADANA

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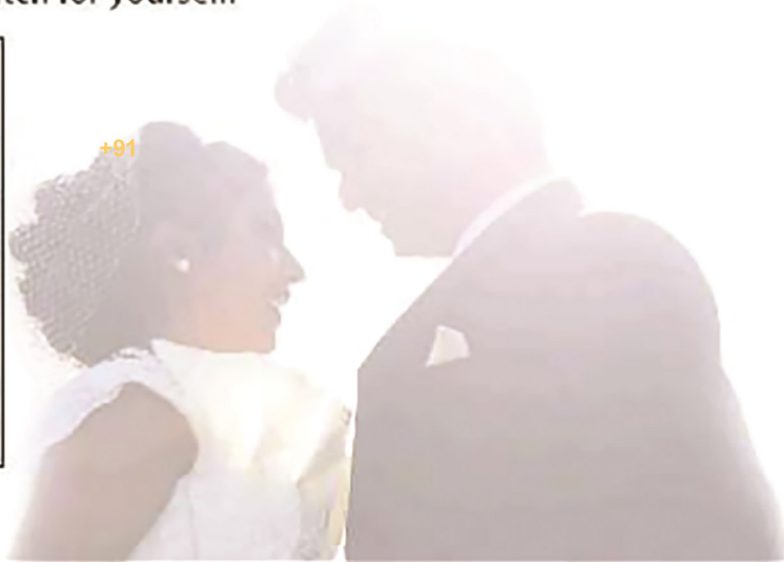
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Adopt A Village



After the initial years of Aradana TV's launch, numerous viewers expressed their appreciation for Aradana TV Ministries and sought ways to become involved. To cater to this interest, Aradana TV introduced a special initiative called "Adopt A Village."



Through this scheme, Faith Partners of Aradana TV can contribute a minimum of Rs. 10,000 annually. These contributions are used to extend Aradana TV's signal reach, ensuring that even the most remote mountains and valleys of the Telugu States can access its broadcast.

Your contributions will be used for the following purposes:

- Ensuring uninterrupted transmission of your favourite programs via satellite and internet to the remotest villages and towns.
- Producing special programs such as Shubakankshalu, Parichayalu, Church History, Health Show, and International Programs.
- Spreading the message of the crucifixion and resurrection during Easter Week through the annual "Run For Jesus" event, which will be conducted in more than 500+ locations.
- Supporting community welfare, including relief causes and funding Gospel-driven projects.

Running a TV channel incurs significant expenses. Therefore, we request all our Faith Partners, Prayer Partners, and Well-Wishers to pray and extend their financial support generously.

Contact for further details:

7702 777 787

7702 777 767



Sunset Services is a not-for-profit, inter-denominational, holistic service-oriented organization, promoted by Aradana TV, dedicated to supporting our community elders as they navigate the final phase of their lives. Our mission is to provide honorable, respectable, and dignified funeral services that reflect the unique lives and values of those we serve.

Our Commitment

At Sunset Services, we are committed to ensuring that every elder's final journey is planned with care and compassion. We believe in honoring life through comprehensive support and services tailored to meet the diverse needs of our community. Our goal is to ease the burden on families during a difficult time, allowing them to focus on cherishing the memories of their loved ones.

Our Services

1. Planning the Last Phase of Life
 - Personalized consultations to discuss and plan end-of-life preferences.
 - Assistance in making informed decisions regarding medical care, living arrangements, and legacy planning.
2. Preparing Death-Related Documentation
 - Guidance on the necessary legal documents, including wills, powers of attorney, and healthcare directives.
 - Assistance with completing and filing required paperwork.
3. Performing Last Rites
 - Coordination of religious and cultural rituals as per the elder's wishes.

- Collaboration with Pastors to ensure ceremonies are conducted with reverence and respect.
- 4. Planning Post-Funeral Arrangements
 - Support in organizing memorial services and celebrations of life.
 - Assistance with obituary writing, announcements, and remembrance activities.
- 5. Providing Digital Services
 - Creation of digital memorials and online tribute pages.
 - Digital archiving of important documents and cherished memories.

Contact us for more information or to schedule a consultation, please contact:

Sunset Services

#705, 7th Floor, Eden Amsri Square, Sangeeth Circle, St. John's Road, Secunderabad – 500 003, Phone: +91 7702 777 767
www.sunsetservices.in



"Death is the destiny of everyone; the living should take this to heart" - Eccl. 7:2.



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