

## Anant Yerankollu: Preserving a Five-Generation Legacy of Sacred Artistry

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In a remarkable continuation of ancestral heritage, **Anant Prakash Yerankollu** stands as the fifth-generation custodian of a traditional craft that began in his family over seven decades ago. The Yerankollu legacy, rooted in fine artistry and devotion, traces its origins to **1948**, when his grandfather laid the foundation of the family business.

### A Grandfather's Influence and a Remarkable Artistic Heritage

The late **Dattatray Keshav Yerankollu**, Anant's grandfather, was a celebrated artist whose talent led him to work with renowned film production houses, including the iconic **Prabhat Film Industry**. His exceptional craftsmanship eventually evolved into a business that has now passed through generations.

Growing up in a household with limited financial means, Anant found inspiration in his grandfather's dedication and mastery. At the tender age of **10**, he began learning the intricate skills that would shape his future.

### From Early Training to Leading the Business

After completing his 12th, Anant briefly worked as an **art teacher**, before fully committing to the family business at the age of **21**. For the past **25 years**, he has been the sole force driving forward the legacy his ancestors built.

His specialization includes crafting custom-made items such as:

- **Gold and silver deity idols**
- **Temple jewellery and ornaments**
- **Silver-covered temple doors**
- **Crowns, backdrops (Prabhavals), maces, swords, tridents**
- Various traditional and devotional artefacts

### Landmark Creations and Prestigious Commissions

Among the many milestones in Anant Yerankollu's illustrious career, one of the most significant was the **honour memento presented to the then President of India, Pratibha Patil**, at the **All India Marathi Theatre Conference**—a moment that marked national recognition of his craftsmanship.

His notable contributions also include the creation of **silver masks and sacred artefacts for the Shri Gajanan Maharaj Temple Trust, Shegaon**, along with similar works for Shri Gajanan Maharaj temples in **Mumbai, Pune, Nanded, and**

## **Nagpur.**

Beyond India, Anant has been fortunate to craft sacred artefacts for temples located in **Atlanta (Georgia), Canada, Johannesburg, and California**, including temples dedicated to **Shri Gajanan Maharaj, Shri Swami Samarth, and Shri Sai Baba**. His international commissions include silver masks, Prabhavals, ceremonial umbrellas, chamar fans, flags, and numerous other ritual objects.

### **Art Beyond Religion: Inclusivity in Craft**

Anant's craftsmanship transcends religious boundaries. He has also undertaken significant work for **Muslim dargahs in Maharashtra**, including the intricate engraving of **Quranic verses in silver**—a task that demanded exceptional precision and artistic sensitivity. These projects stand as a testament to his versatility and deep respect for diverse cultural and religious traditions.

### **A Legacy Sustained Through Challenges**

Despite facing multiple hardships and financial challenges over the years, Anant Yerankollu never stepped away from his lineage. His resilience, discipline, and unwavering faith in his craft have ensured the continuity of a **five-generation-old artistic tradition**.

Through dedication and perseverance, he continues to honour the legacy of his ancestors—keeping alive a heritage that blends devotion, craftsmanship, and timeless artistry.

### **Selected for Maharashtra's Prestigious Awards**

Recognizing his dedication and achievements, he has been selected for the prestigious **"Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025"** awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

His selection marks a proud moment not only for him but also for the entire region.

### **Presence of Renowned Film Personalities**

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

### **Event Hosted Under Expert Leadership**

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talents.