



# LOVE ALL SERVE ALL

Love 4 **Sevalaya's News Letter - August 2009** Serve 5 Price-Re.1

**Dear Friends,**

We have heard of many celebrations – religious, political, national etc. We also have fathers day, mothers day and many other such days. Why don't we celebrate "giving?" It is the most enjoyable act in this world – to share what we have with others and to see the effect of our giving. After a very long discussion in this year's strategy meet in Sevalaya we have redefined our vision statement as "Uplift of poor; unbounded cheer". When something can give us unbounded cheer, it needs to be celebrated, not just for a day, may be a weeklong celebration. Yes, thanks to Give India and Oriental Cuisines, we will be participating in a national level celebration called "Joy of Giving week".

Joy of Giving Week is a special week which aims to bring people, from all walks of life, together to get involved with a cause(s) of their choice. It will be a concerted effort across companies, celebrities, business heads, NGOs, schools, colleges, and the general public, to create a movement of "giving". The Week is slated from September 27- October 3, 2009, and we expect more than 1 crore Indians from all over India to participate and get engaged in "acts of giving".

What is special in Chennai during this week? How can people from Chennai participate in this great event? Every city will have one major event during this week and Chennai will have "The battle of the Buffet" on 1<sup>st</sup> Oct., 2009.

This event brings together the top 5 star hotels in the city to showcase their culinary talent and skills. It is intended to raise funds for at least

80 NGOs in Chennai. Funds raised could help educate a child, provide shelter to the elderly, subsidise medical costs for a poor patient, rehabilitate a mentally ill homeless woman...and reach out to several more such underprivileged people. Close to 4000 Chennaities are expected to attend the event by donating Rs 5,000 each for the causes they care about.

We are delighted to invite you to participate in the Battle of the Buffet. It will be a gala evening of fun, food and entertainment completely sponsored by the Oriental Cuisines. No event related cost will be on Sevalaya. 100% of what we raise will go to Sevalaya. Many celebrities from film world, sports world, etc. will be participating in this event.

Request interested donors to contact us via e-mail ([sevalayamurali@gmail.com](mailto:sevalayamurali@gmail.com)) and we will get in touch with you soon. Let us all make this event a great success. Let Chennai lead the Giving Week.

Thanks & Regards

**Murali**





### Bharathiyar Team

#### Staff Book Review

On 04/07/2009, Ms.T.Vijayarani spoke on Vivekananda's "Power of Mind". "Education" by Swami Vivekananda was taken up for discussion by Ms. G.Jothi on 11/07/2009. On 18/07/2009 Ms. K.Shanthini shared her views on Vivekananda's Gnanadeepam (Volume – 3) and Ms. S.Bhavani shared her views on Vivekananda's "Our motherland" on 25/07/2009.

#### BGV Programs in Prisons

In Puzhal prison, on 04/07/2009, Mr. G.Chittibabu spoke on Vivekananda and Patriotism. On 11/07/2009, Mr. A.A.Kingston spoke on Vivekananda's Religious harmony. On 18/07/2009, Dr. Devadatta spoke on Gandhi's Prayer.

In Vellore, on 04/07/2009 and 05/07/2009, Debate, patriotic songs, Essay competition and oratorical competitions were conducted for the prison residents. Film on the lives of Bharathiyar and Vivekananda were also screened.

The valedictory function of the 30 session course on Mahatma Gandhi, Mahakavi Bharathi and Swami Vivekananda was held at Vellore Central Jail on 11/07/09. Mr. N.Sekar (Superintendent, Central Jail, Vellore) was the chief guest for the programme. He distributed prizes to the winners of the competitions held in the previous week.

#### Training Programme

On 25/07/2009, two staff attended a training program on elementary education. Four staff members went for a 5 day course on Personality development program conducted by Vedathi Maharishi ashram at Azhiyar, near Coimbatore.

From 17/07/2009 to 19/07/2009, four staff members attended a 3 day course on Peace education, conducted by Dr. Jayaprakasam, in Madurai.

#### Events

On 21/07/2009 Sevalaya organized a workshop on "Organic farming". The workshop was conducted by Dr. G.Nammalvar, Organic Farming Guru. The workshop was inaugurated by Mr. Pon.Chandran, Assistant Director Agriculture, Thiruvallur District. The workshop was well attended and concerns over the dwindling resources, returns, and lack of incentives for agriculture was articulated by the farmers. It is in this context Dr. G.Nammalvar stated that going away from our native ways and resorting to imported technologies alone have caused our problems. He stated that nature, if we attune ourselves to it, will provide us in plenty with least resources and efforts. "Either learn to live with Nature or Perish" was the call of Dr. G.Nammalvar.

On 27/07/2009 the Birth Anniversary of former Chief Minister of TamilIndu, Thiru. K.Kamaraj, the Centenary of freedom Fighter and former minister Thiru. Kakkann were celebrated. Mr. Koppur B.Vijayakumar, District Panchayat President, Thiruvallur, Mr. S.Pandiyan, Director, Gandhi Study Centre, Chennai, Mr. V.S.Shanmugam, Chairman, Thiruvallur Union were the chief Guests. Mr. S.Pandian, a close associate of Sri Kakkann spoke about his endearing personality, qualities, and sacrifices made for the sake of the nation. Mr. Vijaykumar told the children about the various welfare schemes introduced by Kamaraj and his selfless service to improve the lot of the downtrodden and economically weaker sections of society. Various competitions had been organized for the students of Sevalaya's Mahakavi Bharathiyar Hr. Sec. School to commemorate Kamaraj's birth anniversary. Mr. V.S.Shanmugam distributed the prizes to the prize winners. On the occasion, free Books, note books, bags and two sets of uniforms were distributed to the 1050 students of Sevalaya by the distinguished guests on the stage.

### **Camps & Tours**

Our 10<sup>th</sup> grade students were taken to Childrens's wild life park at Guindy, Chennai on an educational tour on 08/07/2009. We came to know of a Mango farm in Thiruvankadu which is doing 100% organic farming, through Dr. G.Nammalvar, an organic farming Guru. We took our 12<sup>th</sup> grade agricultural group students on a visit to this farm for an educational tour.

### **Club Activities**

On 01/07/2009, Mr. A.E.Gopi introduced "Mathematics puzzles" , in the Maths Club meet. On 14/07/2009 Ms.B.Nirmala and Mr.P.Soundararajan taught Bharathiyar songs and Thirukural in the Tamil club meet. On 26/06/2009, Ms. Vijayarani explained "Small chemical reaction" in the Science Club meet.

### **NSS Activities**

The NSS wing of Sevalaya undertook the cleaning of the Puliur Shiva temple on 11/06/2009.

### **Sports Activities**

On 09/07/2009 four students went to District level athlete at Panchatti Velammal Mat. Hr. Sec. School. S.Baby got 1<sup>st</sup> Prize in 200m. S.Banupriya got 1<sup>st</sup> Place in 800 m and Ms.Praveena got 2<sup>nd</sup> place in the same event. She also got 2<sup>nd</sup> Place in relay race. On 19/07/2009 two students (S.Baby and S.Banupriya) from our school went to State level athlete meet at Thanjavur Kings Engineering College and got 5<sup>th</sup> place.

## **Gandhi Team**

Jaya Indian Medical Pharmaceutical private limited conducted a free siddha medical camp on 05/07/2009 at Sevalaya near Thiruninravur by a team of Siddha doctors. Nearly 360 persons from various villages in and around Kasuva were given treatment and free medicines.

On 08/07/2009, the general public are benefited by the Sevalaya's Mobile library at Puliur village.

Sevalaya along with Exnora International organised a rally/walk on 16/07/2009, to create awareness about global warming and the 99999 lights out messages ie switch off electric lights for 9mins at 9 pm on 09/09/2009. Enthusiastic students with attractive posters displaying the hazards of global warming, singing songs & slogans spread the message of global warming & the steps to be taken to reduce the same. The rally was flagged off at 11am by Mr. Sivakumar (Exnora International) and Mr. V.S.Shanmugam (Chairman, Thiruvallur Union). Mr. V.Muralidharan (Founder & Managing Trustee, Sevalaya), Staff of Sevalaya and nearly 2000 students from various schools in and around Thiruninravur took part in this rally.

Mr. V.Muralidharan spoke to about 250 students from Angel Matriculation School on Gandhiji's Life during their 3 day camp at Camp Tonekela Avadi, on 24/07/2009. Mr. V.Muralidharan addressed a gathering of about 70 Engineering College students and spoke to them on "Leadership Qualities" in a meet organized by ISHRAE (Indian Society of Heating Refrigerating and Air conditioning engineers) on 25/07/2009.

Kamadenu Jewelers of Avadi celebrated their 40<sup>th</sup> anniversary on 26/07/2009 and Mr.V.Muralidharan was honoured with an award for "Excellence in Social service".

On 27/07/2009, Sevalaya's cultural troupe "Kottu Murasu" presented a programme about Importance of Education through Drama's & Songs at Kilambakkam Village.

## **Vivekanandar Team**

### **Visit to Places of Worship**

On 03/07/2009, hostel boys went to Puliur Kandigai Shiva Temple. On 10/07/2009, hostel girls were taken to Church at Thiruninravur. On 17/07/2009, hostel boys went to Ramanathapuram Vinayagar temple. On 24/07/2009, hostel girls went to Ramanathapuram Vinayagar temple. On 31/07/2009, hostel boys went to Thiruninravur Church. On 24/07/2009, Sevalaya's Old Age home Grandpas and Grandmas went to Thirumullaivoyil Pachayamma Temple and on 27/07/2009, Sevalaya's hostel girls went to Thirumullaivoyil Pachayamma Temple.

### **Students Study Circle**

On 04/07/2009 "Uyarntha Ullam" by Mr. Govindasamy was reviewed by A.Aarthi. On 11/07/2009, P.Anusaya shared her views on "Chinna Kadai mama" by Mr. Venkatesan.

### **Events**

On 25/07/2009 a modern kitchen with amenities like steam boilers etc was inaugurated at Sevalaya by Mr.Ajit Kumar Chordia , Managing Director, Khivraj Group of companies. Mr. K. Srikanth, Managing Director, Calibre Financial Services, and Mr. Mahaveerchand Bhandari, CEO, Texonic instruments were the special guests.

# A Better India A Better world

Mr. N.R.Narayana Murthy (Founder Chairman of Infosys Technologies Ltd.) has recently come out with a book titled, "A Better India A Better World".

It will be interesting to see what the author, known as "Corporate Gandhi" among his admirers, feels and writes about Mahatma Gandhi and his values.

"My Experiments with Truth" by Mahatma Gandhi is one of the three books that influenced his thinking deeply. He writes "Mahatma Gandhi opened my eyes to the importance of good leadership in raising the aspirations of people, making them accept sacrifices, to achieve grand vision, and most importantly in converting the vision into reality. Gandhi realized that trust in leaders is extremely important if the followers have to rise to commit to sacrifices. He unleashed the most powerful instrument for gaining trust-leadership by example. He ate, dressed, traveled and lived like the poor. Maintaining Gandhi's simple style did pose lots of logistics and security problems..... But walking the talk was extremely important to the Mahatma who understood the pulse of our people like no other Indian Leader. The biggest lesson for me from Gandhi's book and life is the importance of leading people by example."

He cites Gandhiji as one of the leaders who have the courage to dream big and stand up for their beliefs, who have the power of creating a grand vision, and who can articulate the vision to a large mass of followers.,-a leader who has instilled hope and confidence in them about the future, make them feel enthusiastic and proud about being part of the journey and to convert the vision into reality through hard work and excellence in execution."

Like anybody else, Mr.Murthy enumerates all the maladies that ail the nation, but he sounds an optimistic note. Says he," Today, we have political freedom but not economic freedom- the freedom from hunger, disease and illiteracy. I believe that achieving economic freedom is the responsibility of this generation. It is our charter to transform this society, fulfilling the dream of Mahatma Gandhi of wiping the tears from the eye of every poor child. Can we do it? My answer is an unequivocal yes. Do you know why I am so confident? .... I have tremendous confidence in

the power of youth, in the energy, confidence, determination and enthusiasm every one of our young citizens possesses in abundance"... He further adds," To achieve these goals we must create a civilized society- a society where every body has equal opportunity to better his or her life; where every child has food, shelter, health care, and education; a society where duties come before rights; where each generation makes sacrifices to make life better for the next generations"

We spontaneously nod in approval, when Mr.Murthy writes:" Somehow in this country it is fashionable to see ideals as an end in themselves without focus on implementation. In fact articulation is accomplishment enough for most of our intellectuals! This tendency to keep discussing an idea without making any progress towards implementation is sometimes taken to ridiculous levels. If my count is correct, we have had thirty three seminars on building a power station for Bangalore city over the last twenty five years. Yet there is still no power plant in Bangalore and we continue to suffer from blackouts." Yes; we have seen organizations whose sole business is to conduct seminars, workshops and awareness camps, that at the end of the day they have nothing to show as their results except the number of papers read.

In the light of the views of Mr.Narayana Murthy we are reassured that we are going on the right track in building a better India. Apart from conducting seminars, lectures, classes, examinations in schools, colleges and prisons etc., on the values of Gandhiji, Bharathiyar and Swami Vivekananda, we have 1000 children from the most depressed sections of first generation learners getting free education and proving their worth by excellent results year after year, village women and youth empowered by training in skills, 150 orphan and destitute children getting a good standard of living, Child labor eradicated in 15 villages, 60 destitute old people leading a happy life in their sun-set days, 35 dry cows deflected from slaughter houses, etc.

Enthused, motivated, and inspired we rededicate ourselves to our goals significantly as we enter the 22<sup>nd</sup> year of our existence.

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