



LOVE ALL SERVE ALL

December 2013

Sevalaya School in National top 20

Third time honour in Design for Change contest

Sevalaya's Mahakavi Bharathiyar Higher Secondary School has been selected as one of the top 20 schools in India from 540 schools in 19 states which participated in this year's Design for Change contest.

This is the third time the Sevalaya School is winning this distinction from Design for Change, a global movement which "empowers children to be the change they wish to see in this world."

Here's what the DFC Jury had to say about the winning entry:

"This story is remarkable because the students have truly engaged with the people who are a part of the problem and attempted to understand all perspectives. They have devised a solution WITH the community and not FOR them. They have also succeeded in creating a long-lasting impact."

This year when the children were asked to think about problems they see/feel /face, many of them came up with the problem they face everyday: difficulty in getting back home in the evenings. Buses are crowded by the time they reach Kasuva and they whiz past without stopping. They are also behind schedule quite often. The children discussed various solutions and finally came to a conclusion that the best solution could be a healthy discussion between the two concerned parties. They were hopeful because many of them could recollect incidents where the bus drivers/ conductors had shown a lot of concern towards them. So they decided to have a bus day, demonstrate the respect they felt towards them for their services and at the same time discuss their problems.

Preparations

The children formed groups and with the help of their teachers went to the bus depot, met the Manager, explained their plans, sent a letter to the Headquarters of the Transport Department and got the permission to hold a function. They also

talked to the village heads and leaders and got their support.

Then they started making all arrangements for the function, decorating the auditorium, selecting and wrapping the gifts funded by their teachers, organizing refreshments...

On 21st October, 2013, they welcomed the guests numbering 25, and thanked them for bringing them to school daily. They shared the incidents when the concern of the driver/conductor had touched their hearts and at the same time explained the problems they faced many a day.

The drivers/conductors too shared the problems they faced during each trip and the reasons for occasionally getting angry. They also assured the children that they would take all efforts to accommodate as many children as possible in each bus and assured them that they would help them get back home by 6 pm.

Change in the Air

By the time the programme wound up, there was a change in the air. Each side had understood the other. There was an atmosphere of bonhomie and a healthy trust for each other.

S. Vijayaraghavan, Std VII student who went with G.Sivakumar of Std XI to meet the officials of Transport corporation to invite them to the bus day said: "The drivers and conductors requested us to follow queue system while boarding the bus and we should not run behind the bus. We follow the rules now and the buses also stop properly in the stop and pick up with utmost care."

Now the children maintain queue. The buses stop to take the children in and when the bus is full, wait patiently for the next bus .

Most important is the lesson they have learnt on the importance of healthy dialogue to solve their problem.

They Did It All!



Inviting, getting permissions



Honouring the bus crew



Exchanging views and gifts

Design for Change

Design for Change is a global movement that empowers children to be the change they wish to see in this world. This movement was founded by Kiran Bir Sethi, founder-director of the Riverside School in Ahmedabad, Through this movement children across the world are saying 'I CAN' instead of 'Can I'.

Joy of Giving: *the* Way of Life

Deepavali in India encourages the giving habit just as Christmas does in the western world. Many people want to donate in cash, buy new clothes for the underprivileged children and senior citizens, gift sweet and dry fruit boxes, come and fire crackers with the children etc. Naturally, Sevalaya office was very busy receiving such guests.

Among them was a new visitor to Sevalaya – he was carrying a bag with coin changes and few notes. He met our office staff and emptied the coin bag on the table. He also handed over few five rupee and 10 rupee notes. It took our staff nearly half an hour to count the money, mostly in small coins, which added up to exactly Rs 1000. Then the visitor also handed over a list of people who donated the money – 163 children from Poondi Government Higher Secondary School!.

The visitor was Mr. K.Subramani, a Tamil Teacher from Government Higher Secondary School in Poondi village which is nearly 18 kms off Tiruvallur. The strength of the school is 863 out of which 393 are girls. 80% of the children belong to SC/ST community. They come from 8 remote villages in the nearby vicinity. The basic occupation of the villagers are cutting wood logs, collecting honey from the forest and selling it in the market. The parents have to be motivated to get their children educated; so that, with the money they earn they send their children to the school.

The villagers do not have even the basic medical facility. For their medical needs they have to go to either Katchur village which is 10 kms from Poondi or Tiruvallur GH 18kms away.

Imagine, despite all this, human kindness prompted 163 school children to come forward to donate for Sevalaya!.

Sevalaya's Deepavali appeal for funds had reached Poondi and the students of Std X studying in the tuition centre had a look at this pamphlet. They then had a discussion about this in their class and their Tamil teacher K.Subramani motivated them to do something for the children

The Head master of this school K.Nasser Baig also motivated the children and explained to them about Sevalaya. The students of the Government School now plan to visit Sevalaya and they are also now planning to collect more money and donate to Sevalaya children for Pongal. Sevalaya eagerly looks forward to the visit of these large hearted little ones! A royal welcome awaits them.



of Sevalaya. Even though the students come from a poor family background they thought that had to do something.

The idea reached the Std XII students also and three girls from that class donated. One boy of Std X donated Rs.110 out of his savings. The staff also felt that they had to do some contribution and hence they also joined the children and a total sum of Rs.1000 was donated to Sevalaya.

At times, it takes little children from such deprived backgrounds to remind us that one does not need money to donate, one only needs a heart to do so.

Thanks & Regards

Sevalaya Murali

Sagely Advice

M.Rajamanikam, Additional Chief Education Officer, SSA, Tiruvallur District, Chief Guest at a function on 19th November 2013 to celebrate Kartigai Deepam, had some sagely advice for children. He noted that studying in a school such as Sevalaya where values are given more importance, is a boon for the children. The children of Sevalaya are more disciplined and they shine in their lives.

He recalled that on his way to college he used to salute the idol of Gandhiji and go. Even in his college days he had a lot of respect to this great leader.

He also shared his experience of visiting the birth place of Bharathiyar and the good feelings he had.

He felt very happy for the children of Sevalaya who get everything free of cost. He noted that the management of Sevalaya follow lofty ideals, in giving free and quality education to all the needy children free of cost.

The Chief Guest released the latest edition of "Vidiyal", the manuscript magazine being brought out by children of Sevalaya school, without a break, for over a decade.

Two Generations Meet

140 children of Standard IV had an interaction with the elders of the old age home of Sevalaya. Guided by their teachers Muruganandam, Sembaruthi, Umar and Arasani, this interaction was based on their lesson in Social studies, "Ovoruvarin Vazhvil". The objective of this interaction was to know their life stories.

The elders felt very happy with this interactive sessions. They shared their life experiences and advised the children to study well and come up well in life.

Children's day Message: Seize opportunities to Learn



On 14th November 2013, the children of Sevalaya's Mahakavi Bharathiyar School had a memorable Children's day celebration. A cultural programme was presented, in all by 30 children. Many little Nehrus appeared on stage, highlighting different aspects of Chachaji's life. This was interspersed by two dance performances. Winners at a drawing competition received their prizes.

The Chief Guest for the function was Venkatesh Nagan, Group CEO, Asmara International, who recalled Nehru's deep desire for all children to develop and realize their potential. "The school is the best place to learn and hence you should utilize this opportunity to the full and develop develop your skills", he appealed to the young

audience. Remembering his own school days when he used to be the Secretary of Hiking and Biking club, Nagan emphasized the need to achieve development of the body and the mind.

He then spoke about his life after finishing his degree and getting his job, "When I was asked by my company to visit Germany to learn shoe making, my mother felt very bad that I studied so well but was ending up in a profession of shoe making. But I explained to her that whatever work we do we have to do with utmost sincerity, discipline and thoroughness. That is the secret of my success". Later he learnt Chinese at the age of 40 when he was working in China. There is no age limit for learning. Nagan appealed to the students to "study well, work hard and be disciplined". As a Sai Baba devotee whose principle was to Serve the needy, he would like to continue his relationship with Sevalaya which follows a similar motto of "Love all, Serve all". He expressed the hope that the Community College which Sevalaya plans to start will be of great use for the students, through vocational education and the resultant job opportunities.



Helping the Little Ones Forget the Pain



There are many ways to celebrate a joyous occasion, but none greater than spreading a smile, as the children of Sevalaya demonstrated. On Children's Day, 20 of them visited the General Hospital, Thiruvallur and performed variety entertainment programme for the children admitted in the pediatric ward. For the children who were confined to the ward, that was a nice way to forget their ailments and their eyes brightened on receiving fruits and gifts.

After the event, a parent approached the coordinator and said "I saw a big smile in my child's face after a long time. I was worrying a lot about my child's health problem. But this day become a memorable day for our family with this celebration. Our heartfelt thanks to the children of Sevalaya!".

That made it a memorable day for all.

Festival of Lights



The children of the home celebrated Deepavali in a grand manner on 2nd November 2013. The 130 children of the home and the elders woke up early morning, took their Ganga Snanam and conducted the Pooja. After the pooja was over they wore their new dress and fired the crackers.



Puppets Enthrall

Lavanya and Lasya Mavillapalli, daughters and disciples of the famous dancers and Gurus Sri Narasimhachari and Smt. Vasanthalakshmi seek to reach out to the common man through the Trust Rasoham founded by them. On 1st November 2013, Rasoham organized a Puppet Show by Selvaraj, a veteran puppeteer and 60 residential children of Sevalaya attended the show. The theme was Deepavali and the story of Narakasura vatham was enacted. Keerthiga, XII standard girl who

attended the programme says, "It was totally a new experience. We have seen puppet shows only in Television but for the first time we saw it live and we thoroughly enjoyed it. The movements were very peculiar and we also came to know in detail the story behind celebrating Deepavali.

Sevalaya children also performed 2 small skits and a karagattam which was well enjoyed and appreciated by the hosts

An Inspiring Outing

SCOPE international sponsored the visit of 40 boys of Standard VIII and 40 girls of Standard VII to the Birla Planetarium. Staff of SCOPE received the children in the planetarium. The children watched a 3D movie on the planets, Galaxy and they

also had a look at the models of the aero plane, cycle and other modes of transport that was used in the earlier days. T. Manikandan says: "The experience was a memorable one for me and I learnt more about space. I want to become a Scientist and learn more about planets and space".



Empowering Youth

Students rendered the sayings of Swami Vivekananda as a part of Ramakrishna Math's initiative to celebrate the birth anniversary of this great patriot saint. K.S. Kumar, Principal, Vivekananda Vidhyakala Ashram Gurukulam Residential School, Sivanvoil was the Chief Guest on the occasion. A.A.Kingston, Centre Head, welcomed the guests. This was followed by a speech on Vivekananda by A.Mohanaprasad of Std II and J.M.Ikalyavasan of Std IX and recitation of the quotes of Swami Vivekananda.

The Chief Guest, in his inspiring speech, said that Swami Vivekananda believed in the power of youth. Inculcating his values in the youth is today's need.

The students rendered the sayings with passion and enthusiasm and the entire campus reverberated with the energy of the sayings.

Elders, Kids Loved it

The Hostel children and the elders went out for a day to participate in a cultural programme "Love all" organized by Jeevan Akshay Charitable Trust on 10th November 2013. The members of the trust distributed new dresses to all the children and the elders with a toilet kit for a month's requirement. All the children enjoyed the day by playing games which was organized in the venue.

New 'Environment', English Lab and 3rd Library Added

The children of Day care centre have now got a new environment with all the Montessori items. (In the Montessori system, the class room is called environment) Montessori Methodology such as Exercises of Practical Life, Sensorial activities are now taught to the children with new sets of materials. The children are now more interested to work

with the new material.

Meanwhile, High school children have now got their English Lab set up, where in the children will learn English in a different way.

Both these new facilities have been sponsored by Chennai Willingdon Corporate Foundation.

Sevalaya School's latest and third library is set to be inaugurated soon. The Library will have 2,000 Self Empowerment books which will be useful for the children and the teachers as well. This facility is sponsored by Chennai Willingdon Corporate Foundation and Guru Krupa Foundation.



Tailoring Teachers Get International Training



The tailoring teachers of Sevalaya had a wonderful experience when they got training in Garment Manufacturing of international standards. Pooja and Daulath of Asmara International, Delhi gave training to the teachers on various aspects of Garment Manufacturing, from 21st November to 23rd November 2013. Eight tailoring staff from Vadanallur, Kasuva and Ayalur attended the training.

Initial Assessments were done for all trainers on the basis of Personality, Color Blindness Test, Threading, Written Test and Personal Interview.

Pooja of Asmara International felt that the three days training helped the trainees to get a good knowledge on using power machine and the parts of the machine.

When asked about the training A.Sajitha Begum, tailoring teacher in Kasuva campus said : " Now I feel proud to call

myself a tailoring teacher".

M.Sathya, a student of Vadanallur campus shared her emotion in the dais during the valedictory function. With wet eyes she said: " This was a great opportunity for me, and I would like to thank Sevalaya for it".

Villagers Trained in Organic Farming

Organic Farming training was given to around 15 villagers of Nalankavanur



3 Sevalaya Kids in Bhagavad Gita Chanting Finals

Chinmaya Mission conducts Gita Chanting competition every year during September and October to make the children to learn the values preached by Lord Krishna through Bhagavad Gita.

This year on 17th November 2013 as many as 20 children from both primary and high school participated in the competition. The 13th chapter of Bhagavad Gita was taught to all the children according to their groups.

The programme was held in Chinmaya Vidyalaya in Thamaraiakkam and 13 Sevalaya children got prizes. Of them, three are heading for the finals.

Here is wishing them the best!

village and Magaral Kandigai in Tiruvallur district by L.Loganathan and C.Felix Raja of Gandhi Unit. The objective of the training was to tell the villagers the importance of organic farming and usage of bio manure. The trainers also taught the preparation of Bio Manure through a demonstration.

The villagers felt very enthusiastic after this training and sought a more detailed training which the trainers readily agreed for.

Q&A

with **Jayanthi Vaidyanathan,**
Director – HR, PayPal



What is PayPal's line of business?

PayPal is a global leader in payments solutions. Our mission is to help power commerce around the world and create economic opportunity.

What is PayPal's CSR focus?

The CSR focus of PayPal is to create economic opportunity, power charitable giving, enable greener commerce, and promote volunteerism among employees.

What are the projects already done under CSR?

We execute projects focusing on the above agenda in general and in alignment with the philosophy of eBay Inc.

How did you come to know of Sevalaya and your impressions on Sevalaya?

We have interacted with Sevalaya as part of a whiteboard initiative of GIVE India that I'm part of and have been inspired by the purpose. Many of our employees have also been associated with Sevalaya.

What are the CSR projects done at Sevalaya by PayPal?

PayPal has provided grants to Sevalaya for video conference facilities to enable remote tutoring to their students. This, we believe, has helped provide quality mentoring to the children from remote parts of the world and overseas.

We have also been happy to partner with them during the 'Joy of Giving Week' by setting up a wish tree to help children at Sevalaya have their wishes fulfilled for Diwali through our employees.

Our employees also participated in Sevalaya's Diwali celebrations and it was great fun interacting with the children and seeing their energy, discipline and all round enthusiasm.

What is the future plan for CSR in Sevalaya?

We look forward to continued engagement with Sevalaya in the field of education. We also intend to support Sevalaya with some of their technological and software requirements.

How does PayPal recognize employee contribution to CSR?

Since eBay Inc. was founded in 1995, our employees have been not only driven by a spirit of innovation and entrepreneurship, but guided by a sense of purpose. Over the years, hundreds of these employees have presented ideas big and small to our leaders on how to drive eBay Inc.'s positive impact into the far corners of the world.

Today, not only do many of those initiatives and ideas still live on as part of our Social Innovation portfolio – we continue to prioritize identifying

and supporting these passionate 'intrapreneurs' as a key element of our strategy.

All employees directly get to recommend organizations that they would like us to support and fund, which is a great way to include our people in decision-making.

What has been the employee reaction to voluntarism?

There is a great appetite for volunteering that our GIVE team has been able to channelize by promoting and hosting employee volunteer events in and around the communities in which we live and work.

Beyond voluntarism, PayPal employees in diverse roles and locations have partnered with our Social Innovation team to use their unique skills and business goals to drive positive social impact.

In addition to our employee volunteer programs, we encourage our employees to use our Social Innovation programs to maximize their impact when they buy and sell on eBay, and invest and donate to their favorite charities.

Say PayPal Employees:

"Our visit to Sevalaya has been one of the best moments in my life."

- Asma Wasifa Zaveria

"It was my first visit to Sevalaya and it was a truly a touching experience. Hoping to get involved in more such activities and bring joy to someone..."

- Visvesvarryya Neelakantan

"I was so glad I could make myself available to spend some time with kids of Sevalaya. Kids were so adorable and sportive, and I was truly amazed at their skills, confidence, their discipline, active participation, their enthusiasm in firing the crackers, prayers before eating, in fact, everything. I was so touched sharing their happiness and this visit

has very much inspired me and made me wish to participate more in future. In short they made my day." - Usha V.

"What made me feel great about the festival season this year was our visit to Sevalaya, which brought us together. It felt wonderful to see my small contribution of fulfilling a wish in the wish tree light up a beautiful smile on a child's face and make her dream come true. The effort put in by the kids to stage a show was commendable and it felt special to be part of their Diwali celebrations. I am truly inspired by Sevalaya's dedication to support children and serve the elderly for 25 years now. I also realized that every little drop matters, that even a seemingly small contribution can make a world of difference to the person in need." – Haritha Phalgun

"It made me look at this kind of initiatives differently and has propelled me to be more participative as kids make you learn so much in so less of time. The kids and the entire organization had so much to give us, such a warm welcome, illuminated faces truly expressing the happiness of celebrating Diwali with us, the dazzling performances in spite of the resource crunch (the power went off, the vigor did not). It touched my heart and made me firm up my resolve to contribute ... all small gestures add up! The bright, confident kids and the selfless people who support to fight against every adversity and get the organization going. We need to do more!" - Smrita Singh

They Visited Us



Mr. E. Pattabiraman, Retired AHM of DRBCC School, Tiruvallur visited Sevalaya on 9th November 2013 along with K.C. Prem Babu, Trustee of Sevalaya. Mr. Pattabiraman distributed prizes to Praveena, Nandhini, Maheshwari and Kasthuri who were the school toppers of the Std X board exam in

April 2013. He also appreciated the children for their efforts and wished them to achieve their ambitions.

On the dais, TCS team who supported during the Joy of Giving Week by donating dress to our children, also presented a cheque for Sevalaya



Associates from iGate visited Sevalaya on 23rd November 2013 and went around the campus.

They interacted with the children of Std IX and XI through games. They also distributed medals for

the children who won the Gita Chanting Competition organized by Chinmaya Mission.

This followed V. Muralidharan's visit to iGate, Bangalore to presented the activities of Sevalaya.

Staff from TCS AXA visited Sevalaya on 21st November 2013 and interacted with the children of standard VII who are sponsored by them every year. I



Students of NSS group of IIT Madras visited Sevalaya on 29th November to 3rd December 2013. They took classes for the children and visited the villages nearby Sevalaya.

Members of Lions Club of Chennai Global Metro West visited Sevalaya on 25th November 2013. The Chairperson of the Club, Lion Prakash Kumar handed over notebooks to the children.

Shell Lessons in Road Safety



16 volunteers from Shell visited Sevalaya on 9th November 2013 to teach the children the importance of Road Safety. Students from Std VIII & IX took part in this session. The volunteers explained the children the safety measures that has to be followed while crossing roads, in school etc. The session was carried out through a mime which was performed by the volunteers and later there was an

interactive session with the children. S. Menaka and M. Bhuvaneshwaran felt that this programme was very useful to them. After this programme they realized the importance of road safety and they started to follow road rules effectively. S. Menaka said "when driving cycle I started to follow all the rules that they said and following the rules properly now."

In Brief

On 1st November 2013, V. Muralidharan was the Chief Guest in Tenth Planet technologies for Deepavali and addressed around 250 IT professionals about Sevalaya.

A. A. Kingston and K. K. Shiva Sailam underwent training on Emotional Intelligence, followed by one on Problem Solving and Decision making, organized by Light House Talent Management Company.

Residential campus children went to the Rotary Talent Competition conducted by Neeta Memorial Charitable trust held in Kamarajar Arangam on 22nd November 2013. 50 children with 4 staff went over there. Nearly 25 children participated in Drama, Drawing and Dance competition. 4 children won the prizes in drawing competition.

V. Muralidharan, Founder and Managing Trustee and Bhuvaneshwari Muralidharan, Honorary Correspondent, attended a FCRA Outreach Seminar conducted by Ministry of Home Affairs, Govt. of India, on 29th November 2013.

Around 700 children from Std IV to Std IX chanted Vishnu Sahasranamam in the school and certificates were distributed to them. This programme, Mazhalaiyin Mozhiyil Madhavanin Namangal, was organised by Chennai group of Sri Vishnu Sahasranama Mandali affiliated to the All India Vishnu Sahasranama Cultural Federation.

The tailoring unit staff went for a one day visit to Ambattur Clothing Factory to learn techniques of tailoring and after the training they went to Mahabalipuram for a one day picnic.

Children of Std XII went to Gojan Engineering College and received career guidance and tips on writing examinations. Ramesh Praba, Chairman, Galaxy Institute of Management, Chennai and Guinness Book World record holder Rajesh Fernando, a magician teaching attitude with illusions and magic, participated at the function which was co-hosted by 'Malai Malar'. The college authorities promised to give a free seat to G. Selvakumar of Std XII if he gets good mark in his final exam. Said a thrilled Selvakumar: "This visit was really useful to me very much. I feel more encouraged now and will definitely do well to get good marks and claim my free seat".

Swami Vivekananda's Karma Yoga

He, who always speculates as to what awaits him in future, accomplishes nothing whatsoever. What you have understood as true and good, just do that at once. What's the good of calculating what may or may not befall in future? The span of life is so, so short—and can anything be accomplished in it if you go on forecasting and computing results? God is the only dispenser of results; leave it to Him to do all that. What have you got to do with it? Don't look that way, but go on working..It is the worker who is attached to results that grumbles about the nature of the duty that has

fallen to his lot; to the unattached worker all duties are equally good, and form efficient instruments with which selfishness and sensuality may be killed, and the freedom of the soul secured. We are apt to think too highly of ourselves. Our duties are determined by our deserts to a much larger extent than we are willing to grant. Competition rouses envy, and it kills the kindliness of the heart. To the grumbler all duties are distasteful; nothing will ever satisfy him, and his whole life is doomed to prove a failure. Let us work on, doing as we go, whatever happens to be our duty, and being ever

ready to put our shoulders to the wheel. Then surely shall we see the light. Condemnation of all weakness. This is a particular idea in all our teachings which I like, either in philosophy, or in religion, or in work. If you read the Vedas, you will find this word always repeated---fearlessness---fear nothing. Fear is a sign of weakness. A man must go about his duties without taking note of the sneers and the ridicule of the world.

(Extracts from Complete Works of Swami Vivekananda-Vol.VI Page 455 and Vol.I page 47, Page 71)

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With **Rs.6,000**
you can support one child's
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one year.

Sponsoring a Gopooja
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