



# LOVE ALL SERVE ALL

## Sevalaya's News Letter

FEBRUARY - 2005

### Dear Friends,

Ten minutes of water dance by nature, left more than 200,000 people dead in south east Asia and many poor families from the fishing community lost all that they had. Till recently, the term 'Binami' was very well known to us – but this 'tsunami' is a very new term. None of us were even aware of it. It is said that once world was all water and slowly the land emerged. Only after that we humans occupied the land. May be now the waters want to reclaim their area, and want to drive away, we, the 'Binamis'. Like any other Binamis, when the real owner wants the land back, we are also ready to run, but where?

There were calls to Sevalaya from people we know in the fishing community, asking for help. Chennai relatively didn't suffer much loss of life, compared to other areas. But the problem is houses were washed away, all their belongings gone, especially, their fishing nets and boats. We selected two such villages, Eranavurkuppam and Kovalam kuppam and started supplying rice and other food items. TCSers from Hyderabad sent one truckload of household articles and food items and TCSers from Delhi (reverberation) collected money and sent. That money was used to buy fishing nets for families in Eranavurkuppam. Some of my old friends, who had lost contact with me after college days, found out my number and started calling, offering help! May be one good effect of tsunami! Many of our donors have also contributed to this work and Sevalaya is helping these 450 families in the above-mentioned two villages. It may take some more time, before they stand on their own legs and re-start their life again. During such natural calamities like tsunami or earthquake or floods, we have observed a pattern. The entire world stands up for the cause and contributes. Sometime, there are too much

contributions coming in. Even our regular donors, when contacted, say that they have already contributed for tsunami and hence, they are not in a position to support Sevalaya this month. So when any natural calamity occurs, there will be a dip in Sevalaya's regular income for one of two months! I believe, when there is such a great natural calamity, people should be willing to sacrifice some of their comforts and make contribution for the cause. Simply diverting contribution from one cause to another puts lot of pressure on organizations like Sevalaya. May be Sevalaya is making that sacrifice!

We should also admit that there were many who made that sacrifice required and went and lived in tents along with fishing community and helped them. From press reports we see many doctors, many associates of TATA group, some film personalities, many other common men and women stayed with the affected people and worked for them.

Along with the seismic energy released, so much of human love and affection was also released. I am sure many people came forward to do community service for the first time. But we always have homeless people, people living below poverty line, orphan children, destitute senior citizens, all sorts of people who need help all the time. They were not created by tsunami or earth quake or floods. They are just the products of our social system, may be a constant tsunami! How will they get help, if all of us react only to natural calamities? Can this helping nature become part and parcel of our life?

Let us not wait for a tsunami to help others.

Thanks & Regards  
**Murali**



### Study circle meeting

Date : 08/01/05  
 Book : Mahabharatham  
 Author : B.R.Chopra  
 Speaker : G.Palaniswamy  
 Venue : Service Center

Date : 15/01/2005  
 Book : Hara Hara Sakara  
 Author : Jeyakanthan  
 Speaker : Bhuvaneshwari Muralidharan  
 Venue : Service Center

Date : 22/01/2005  
 Book : Raja Ram Mohan Roy  
 Author : Venkatji  
 Speaker : P.Narayanamoorthy  
 Venue : Service Center

Date : 28/01/2005  
 Book : Voluntary Action and Gandhian Approach  
 Author : D.K.Oza  
 Speaker : C.Thenmozhi  
 Venue : Administrative Office

Date : 29/01/2005  
 Book : Voluntary Action and Gandhian Approach (Tamil)  
 Author : D.K.Oza  
 Speaker : R.Latha  
 Venue : Service Center



### Students Study Circle Meetings at Service Center

Date : 15/01/2005  
 Book : Wings of Fire (Tamil)  
 Author : Dr. A.P.J.Abdul Kalam  
 Speaker : R.Nandakumar

Date : 22/01/2005  
 Book : National Leaders  
 Author : U.Narasimhan  
 Speaker : R.Yamunarani

Date : 29/01/2005  
 Book : The demon called fear (Tamil)  
 Author : Thiruvazhattan  
 Speaker : R.Prakash

### Taking part in external events / programmes

On 12/01/2005 our Headmaster Mr. G.Chittibabu attended the Headmaster's meeting conducted at Immaculate Higher Secondary School.

Our boys participated in the two-day cricket tournament conducted by Vel's Matriculation School on 18/01/2005 & 19/01/2005.

Ms. C.Dhayalini, attended the training for teachers in Higher Secondary Mathematics, providing them an orientation to the revised syllabus, conducted at College of Education in Saidapet on 20/01/2005 & 22/01/2005.

P. Thenmozhi of XI Std won the I Prize in the Oratorical Competition and K. Chitra of VIII Std won the Third prize in the essay writing competition in the District level competitions conducted by Tamil Teachers Association on 23/01/2005 at Sri Venkateswara Matriculation Higher Secondary School.



### DONATION TO TSUNAMI FUND



On 23/01/2005 Mr.V.Muralidharan, Managing Trustee of Sevalaya received an award for encouraging Ilakkiya Saral Youth .

Mr.V.Muralidharan, Managing Trustee of Sevalaya presided over the sports day function in Rama Krishna Matriculation School, T.Nagar on 26/01/2005.

Trustees, staff and children participated in Gandhi bhajan, on the occasion of Sarvodaya day, in front of Gandhi statue at Marina beach on 30/01/2005.

### At Sevalaya...

**Swami Vivekananda Jayanthi** was celebrated on 09/01/2005. Mr. Ravi Viswanathan, General Manager, Tata Consultancy Services, Chennai, Mr. Krithivasan, Head of Sholinganallur Center of Tata Consultancy Services and Mr. V.M.Manthiram, Retd. Headmaster of the Ramakrishna Mission Higher Secondary School were the chief guests. Prizes were distributed to the students who scored the first three ranks in each of the 3 categories i.e Stds VI – VIII; Stds IX & X and Stds XI & XII in the unique open book examination on the life and works of Swami Vivekananda. Sevalaya conducted this exam for the schools in Thiruvallur district with a view to create awareness among the students and educate them about Swami Vivekananda's life and mission.

**Pongal**, the harvest festival of Tamil Nadu was celebrated in the traditional way on 14/01/2005. The campus wore a festive look with the ground covered with colourful "Rangolis" Traditional brick stove was arranged in the ground in front of the hostel and milk was boiled in a new, decorated earthen pot amidst joyous cry of "Pongalo Pongal" by the children. Sweet Pongal, sugarcane and fruits were offered to the Sun God, the friend of the farmer and source of energy. Mr. T.Venkatesa Mudaliyar and Ms. Stella Raman were our Chief Guests for the occasion.

15/01/2005 was celebrated as "**Mattu Pongal**"- a day of thanks giving to the buffaloes and cows, which are a farmer's best partners in Agriculture. Cows and buffaloes with their horns painted in bright colours, foreheads smeared with vermilion and garlands around the neck were the center of

### SEVALAYA CD RELEASING



### REPUBLIC DAY FUNCTION



attraction. Mr. Lakshmanan, Mr. Vishnu and Palavedu Panchayat President Mr.Raveendran, are also participated in the function.

**Senior officials of Tata Consultancy Services, Digital Zone conducted Leadership & Management Training Programme** on 22/01/2005.Mr. G. Ramanathan spoke on inter personal communication, interpersonal conflicts and ways of resolving it. Mr. Vasu spoke on the need to determine the quality Policy of the organization and implementation of the same to achieve excellence. As a direct result of this, various units of Sevalaya are now actively involved in framing their units' quality policy. Mr. Sivasankar spoke on Leadership and Ms.Seetha spoke on customer service.

**Republic Day** was celebrated with patriotic fervour on 26/01/2005. Mr. J.S.Murali, Head of HP Centre of Tata Consultancy Services hoisted the National Flag. Mr. Ravi Krishnamurthy, Head of GE Center of Tata Consultancy Services released the CD of a documentary film on Sevalaya directed by Mr. Jagadeesan Pragadeeswaran of Tata Consultancy Services. Prof. Narasimhan of Anna University distributed certificates to the rural women who successfully completed the 6 months free tailoring training course conducted by Sevalaya's Kasthurba Craft Center.

### NSS and other Camps

Students of Murugappa Polytechnic camped for 10 days at Sevalaya from 21/01/2005. During their stay they were engaged in laying mud roads inside the campus.

### Temple visits

Senior citizens from Old Age Home and hostel boys visited the Hanuman Temple & Sivan Temple on 01/01/2005 and on 22/01/2005.

On 14/01/2005 some children from the hostel were taken to the Panchamukha Anjneyar temple at Thiruvallur. Our children sang Bhajan songs in the temple. On 21/01/2005 Hostel boys went to the Ramanathapuram Ganesh temple. On 28/01/2005 Hostel girls went to the same temple.



### SARVODHAYA DAY

## Ethics in Business

Subramania Bharathiyar recognizes only two castes. Be he the ruler of the land, or a small time vendor of bananas, he belongs to the Upper Class if he eschews untruthfulness in business. All others are of lower order. As a virtue, integrity is admirable. But the question is whether such integrity will bring one success in life. Swami Vivekananda has no doubt about it, when he declares, *"Every successful man must have behind him, tremendous integrity, tremendous sincerity and that is the cause of his success in life."*

Notwithstanding Bharathiyar and Vivekananda, there are many who hold that there is no other way than being easy on truth, if one has to succeed in at least certain calling like trade, marketing and law.

The best way for us to examine this matter is to turn to Gandhi, the great experimenter with Truth, who has recorded his experiments and their results for the profit of all who choose to seek.

The first ever-public speech of Gandhi was to the businessmen of Pretoria and the subject was observing truthfulness in business. Businessmen generally contented that Business was a very practical affair whereas truth was a matter of religion. Practical affairs are one thing, and religion is quite another. Gandhi strongly contested this stand in his speech and awakened in the merchants a sense of duty.

Gandhi had a lucrative practice in Law in South Africa. He recalls some of his reminiscences of the bar, which bear upon the practice of truth. Often he knew that his opponents had tutored their witnesses, and if only he encouraged his clients or witnesses to lie, he could win the case. But, he always resisted the temptation. He warned every new client at the outset that he should not expect him to take up a false case or coach the witnesses, with the result that he built such reputation that no false cases used to come to him. In one case in Johannesburg,

when the case was proceeding in the court, Gandhi came to know that the client had deceived him. Without argument, Gandhi asked the judge to dismiss the case. The opposing counsel was astonished and the judge was pleased. The client admitted the mistake, and Gandhi had the impression that he was not angry, as he was already aware that Gandhi was not taking up false cases. His devotion to truth enhanced his reputation amongst the members of his profession.

Again, there was a case of a very valued client. The case involved highly complicated book keeping, and the judge referred the accounting portion to arbitrators who are expert accountants. The award was in favor of the client. But in a point of Accounts, which is totally unrelated to the merits of the case, the arbitrators, had made a mistake, which involved a trivial sum. Gandhi's side found it out. The opposite party had opposed the award on other grounds. Gandhi was insistent that the error should be pointed out to the judge. His senior was of the view that the court might cancel the entire award and no sane counsel would imperil his client's case to that extent. No counsel was bound to admit anything that went against his client's interest. Gandhi however was firm that he would have nothing to do with the error was not admitted. He had his way. In the court, the judge who started with skepticism that Gandhi was adopting a sharp practice was forced to listen to the whole matter. He was convinced by the correctness of the stand. The Award still went in favor of Gandhi's client with proper rectification of the error in calculation.

Gandhi here draws one lesson for the professional. Even truthfulness in the practice of the profession cannot cure it of the fundamental defect that vitiates it. He also records the result of his experiment: It is not impossible to practice Law without compromising truth. He avers that he has not lost anything, not even money, certainly not the soul, by adhering to truth in profession.

### **FOR FREE CIRCULATION :**

Send your comments to: Sevalaya, #3, First Link Street, Karpagam Gardens, Adyar, Chennai-600 020.

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