



# LOVE ALL SERVE ALL

**Love 6 Sevalaya's News Letter - February 2012 Serve 11 Price-Re.1**

## Dear Friends,

Recently near my residence many restaurants have mushroomed. There is a wide variety of cuisine - Pizza, south Indian, north Indian, Gujarathi, Rajasthani, Italian etc. On any day, if we go for dinner, all the restaurants are full and we can't get a table without waiting. There are too many people, some birthday parties are going on, many friends and families have a get-together - if you look for a quiet corner, you will never get it, either for lunch or dinner!

In the last two decades the country has seen high economic growth. Many industries have opened up, new private airlines, many new offices, new cars, etc - all indicating prosperity.

Recently a study report (HUNGaMA report) came out which made our prime minister call it a "national shame". The study was organized by a group of young politicians, artists, directors, social activists and policymakers called Citizens' Alliance Against Malnutrition. This study has revealed that at least 40 percent of all Indian children below the age of five are underweight. Hunger, lack of basic health education, bad sanitation and unclean drinking water are shown as the causes for this situation. Compared to this, in sub-Saharan Africa, the rate of children under five who face malnutrition is 24 percent, according to the United Nations Children's Fund. In China, a growing superpower alongside India, that number is only six percent. One child dies every 15 seconds in India due to neonatal diseases and 20 lakh children die before reaching the age of five.

The country sees over four lakh infant deaths every year within 24 hours of life and over 20 percent of the world's child deaths occur in India - the largest number anywhere in the world.

One in three malnourished children of the world live in India. Another interesting finding from the survey is that prevalence of child malnutrition is significantly higher among children of mothers with little or no education. It was seen that 55 percent of mothers never went to school while 84 percent had never heard of "malnutrition".

So why this divide? If nearly half the children in India are suffering from malnutrition, then what will be our future? We keep talking about growing young population in India and may be in 20-30 years time we will have the largest percentage of youth. If all the youth are unhealthy, what is the advantage of having such large "youth power"?

No doubt this is a national shame, but not doing anything about it is a national crime. Mostly these children will be in city slums, villages, etc. may be in some children's home like Sevalaya. We will have to plan and provide food, health education and provide for sanitation and good drinking water. There are many Government programs like ICDS, mid-day meals, free rice to the underprivileged, etc., but the results show that these programs are not effective. The problem is big - half the children are not getting proper food or clean water - so it needs everyone to participate.

If each one can help one person, then half the country can take care of the other half.

Thanks & Regards

**Murali**



Smt. B. Valarmathi, Hon'ble Minister for Social Welfare and Shri. B. V. Ramana, Hon'ble Minister for Environment in Pongal and Swami Vivekananda Jayanthi Celebrations at Sevalaya



Tailoring & Computer course Certificate Distribution Function at Vadanallur, Kanchipuram Dt.



## Bharathi team

### Events

Every year Sevalaya organizes 'Smokeless Bhogi' rally to create awareness on the harmful effects of burning waste especially plastics. This year's rally was held on 11/01/2012. The rally was flagged off by Ms.V.Thirumanju Aruldoss (Panchayat President, Pakkam) & Ms. K. Dhakshayani (Panchayat president, Puliur). Volunteers Lynn from Singapore and Caroline from China and Charlotte from England, Village ward members, and more than 1500 students from Sevalaya's Mahakavi Bharathiyar Hr. Sec.School, Angel Matriculation Hr. Sec. School, Dasar School, Govt Hr.Sec. School, Velliyur, Swami Vivekananda School Sivanvoyal, Melapedu Govt Middle School, Magaral Middle School & Pakkam High School participated in the rally. The students carried placards depicting the harmful effects of burning wastes especially plastics and rubber and raised slogans to spread the message among the general public.

On 14/01/2012, Sevalaya celebrated Smokeless Bhogi, Traditional Pongal and Swami Vivekananda Jayanthi. Smt. B. Valarmathi, Hon'ble Minister for Social Welfare and Shri. B. V. Ramana, Hon'ble Minister for Environment participated as Chief Guests in the celebrations. The Social Welfare Minister distributed prizes to the toppers in the State Level free Examination on the life of Swami Vivekananda conducted by Sevalaya. The Minister also handed over the cheque of Rs 25000/- to Ms. Mahalakshmi of Sevalaya under the Govt scheme for marriage assistance to poor girls. She also presented a memento on behalf of Sevalaya to Mr. G.Chittibabu who had been Sevalaya's Headmaster for 15 years and has now joined Government service. Dr. P.Venugopal, Honourable Member of Parliament distributed gifts to employees of Sevalaya who celebrated their birthdays in January. Mr. N.S.A.R. Manimaran, Honourable Member of State Legislative Assembly, released "Vidiyal" the monthly manuscript magazine prepared by the students of Sevalaya and it was received by Putlur Mr. Chandrasekar, Union Chairman of Thiruvallur. Ms. Ruth Vennila, District Social Welfare Officer, Thiruvallur, Mr. Syed Rawoof, Probationary Officer, Thiruvallur, Mr. Sakthi Ramesh, Vice Chairman, Thiruvallur, District Councillors, Smt. Bommi, Smt. A. Selvakumari, Panchayat Union leaders, Smt. Manju Aruldas, Smt. Datchayani, Smt. Mallika and advocate Shri. R.S.Rajaraman participated in the function.

On 21/01/2012 Mr. Prembabu and his team from TCS, initiated a month long activity- "Book Reading Programme" for students of Std VI to IX and XI. At the end of the month "Best participation award" will be given to the best class.

On 26/01/2012, Republic day was celebrated in Sevalaya campus. Volunteer Ms. Kym Anderson from UK hoisted our National Flag. A farewell party for the XII Std students was also given on the same day. 50 old students participated in the meeting.

The Annual Sports day was held on 27/01/ 2012. Mr.V.Mohan Inspector of Police, Vengal. presided over the function. Prizes were given to the winners of various events held for the students, senior citizens, parents, village youth & women.

5 students from 11<sup>th</sup> standard were offered free membership cards at the British Council Library.

### Staff Training

On 04, 05 & 06/01/2012, Mr. V. Jeevanandam and Mr. J Lakshmanan attended the 2<sup>nd</sup> session of disability training conducted by Kuruvilla Jacob Memorial Trust at Vidya Mandir senior Secondary School, Chennai.

On 09/01/2012, Primary school staff attended a CRC training programme at Pakkam and Veppampattu.

On 21/01/2012, Mr. C.Adhimuthu, Mr.V.Jeevanandam, Mr. Benoy and Mr. E.Adam Basha attended a session on teaching English non-detailed and grammar through activity conducted by SBOA.

### Staff Study Circle

On 07/01/2012, Mr. Adam Basha reviewed the book "Personality Development and Upliftment of Humanbeing", written by Prof. Radha and Prof. Raja Husain.

On 21/01/2012, Mr. R.Kannan reviewed the book "Approach to Development", written by Mr. R.Vaidhyanathan.

### Participation in events outside Sevalaya....

10 students from Sevalaya participated and won prizes in the oratorical competitions conducted by Vendhan Tutorials on 10/01/2012 at their centre in T.Nagar, Chennai in which 150 students from various schools participated.

On 13/01/2012, Sevalaya displayed a photo exhibition on the Life of Swami Vivekananda in the "Adarsh Youth Mela" for College students organized by Yuva Shakthi on the occasion of National Youth Day – Birthday of Swami Vivekananda, at Vivekananda Auditorium, Anna University, Guindy, Chennai

## Vivekananda team

### Events

On 01/01/2012, 20 members from Human Rights Organisation, Uthukottai celebrated the New Year in Sevalaya Old Age Home by cutting cake. They also organized a feast for the senior citizens.

On 04 & 05/01/2012, senior citizens of Sevalaya went to the Pakkam Perumal temple for the "Vaikunda Ekadasi".

On 05/01/2012, 20 volunteers from Wings of Shade Cognizant, MEPZ, Thambaram, Chennai visited Sevalaya. They interacted with the residents of Children's Home and Old Age Home and presented gifts to them.

On 07 & 08/01/2012, the residents of Sevalaya Old Age Home went to Pakkam Shiva temple for "Aarudra Dharsan".

On 07/01/2012, the elders participated in the II anniversary celebrations of Sri Varasakthi Vinayagar Temples & Charities trust at Pagalmedu. The Trust donated bed sheets to the Old Age Home residents.





On 07/01/2012, Dr. Vikram, Psychiatrist and Ms. Anandalakshmi, Psychologist from SCARF, visited the campus and provided one on one counselling for the residents who needed such service.

On 08/01/2012, "Pasam Train Friends" visited Sevalaya and entertained the residents by presenting a cultural programme.

On 14/01/2012, 15 volunteers from Rotract club of Soka Ikeda College of Arts & Science for women, Madhanang Kupam, Chennai, Rotract club of Gurunanak Arts & Science College and Rotract club of Anna Adarsh College for women in the title of "Soka Albatross", visited Sevalaya old Age Home and celebrated Pongal festival with the residents.

On the same day, Mr. Prem Babu and his friends from TCS, visited the Old Age Home and interacted with the residents.

On 15/01/2012, 20 Rotract club students from New College, Chennai celebrated Pongal at Sevalaya and entertained the children with cultural programme and organized sports events. Mr. Vekatesa Mudhaliyar of Puliur was the chief guest for Pongal celebrations.

On 16/01/2012, Mattu Pongal (Thanks giving festival for the cow- friend of the farmer) at Sevalaya's Vinobhaji Goshala. Sub-Inspector of Police, Vengal Ms. Paripooranam and Veterinary Doctor , Dr. Ram participated. Sevalaya also organized a 'Volley ball tournament' for the village youth as an alternative to Jallikkattu – the traditional bull fight. Nearly 42 teams participated.

On 26/01/2012, 10 students and 2 staff went and received cloth materials from Rajasthan Cosmo Club Foundation, under "Dinesh Kumar Bhandari" new cloth scheme for 1000 students at T.N.Rajaratnam Auditorium, Adyar, Chennai.

### Volunteers

Ms. Charlotte Chapman from UK is volunteering at Sevalaya as a part of the Children's Art Village USA. Ms. Chapman is teaching the kids to make bottle birds- birds out of disposable plastic bottles and waste materials.

Ms. Kym of Project Trust from Scotland and Ms. Caroline of AISEC from Singapore are volunteering their services at Sevalaya. They work with Primary School children teaching them English reading and writing and rhymes.

Mr. Nick from Project Trust was on a one day visit to Sevalaya on 27/01/2012.

Ms. Linda Menges, a volunteer from Australia is at Sevalaya campus, volunteering her services from 30/01/2012. She is teaching English to the children.

### Staff Training

From 27/01/2012 to 29/01/2012, Ms. Parameshwari, caretaker of Mother Teresa Girls Home participated in a 3 days training programme on the topic of "Female child protection", organized by Madurai School of Social Work in Madurai.

### Students' Study Circle

On 01/01/2012, P.Gunasekar, of IX Std spoke on the book "Gandhi", written by Mr. T.D.Thirumalai.

On 07/01/2012, P. Janaki, shared her thoughts on the book "Where is peace?" written by Mr. Mohammed Abeed.

### Gandhi team

On 21/01/2012, Karuna Club students went to Tamaraipakkam and planted 150 tree saplings.

On 22/01/2012, a function was organized to distribute certificates to the students who have successfully completed tailoring & Computer Training at Sevalaya centre at Vadanallur, Uthiramerur. Mrs. Pramila Vinayagam (Ex. President of Town Panchayat) was the Chief Guest and distributed certificates. Mr.Madhuraimuthu (Ward Member of Town Panchayat, Uthiramerur), Mr.Angamuthu (Agricultural Officer, Vadanallur), Mr.Jayachandran (Vadanallur), Mr.Dhanasekar (Vadanallur), Mr.Balasubramaniam (Vadanallur). Mr.Ravi (Vadanallur), Dr.D.Oza (Retd., Chief Election Commissioner), and Mr. Kannan (Vadanallur) participated in the function.

From 25/01/2012 to 29/01/2012, Sevalaya put up a stall in the Hindu Spiritual Service Fair 2012 at DRB Vaishnava College, Arumbakkam, Chennai.

### Public Relations

On 17/01/2012 Mr. V. Muralidharan participated in the auditing committee meeting of Credibility Alliance - South zone, as a panel member.

On 20/01/2012 Mr. V. Muralidharan participated in the District senior citizens Protection Committee meeting, chaired by District Collector, Thiruvallur.

On 21/01/2012 Mr. V.Muralidharan participated in the "Youth personality development" program organized by Puthiathalaimurai foundation at Arulmigu Sri Subramania Swami Arts and Science college" at Tiruttani.

On 30/01/2012, Mr. V.Muralidharan participated in a meeting convened by Tamil Nadu Electricity Board and pressed for 50% concession on electricity tariff for service organizations.



**Mr.Kumarianandan, Gandhian Activist  
at Sevalaya's stall at  
Hindu Spritual & Service Fair**



**'Smokeless Bogi' Rally**



**Planting of Tree saplings Sevalaya's  
Karuna Club At Tamaraipakkam**



## Stand up and fight!

For spiritual aspirants, there is a danger of straying into distorted notion of some teachings. The maxim, "Resist not evil" is one such. Swami Vivekananda is firmly of the view that evil has to be resisted with all one's might. He does not believe in the fine distinction between evil and the evil doer. In his view it is for a very few enlightened people. For the rest, such discrimination is impossible. He is one with Mahakavi Bharathiyar who exhorted the child to trample upon the evil doer and spit right into his face.

Swamiji said that if a number of us put non resistance into practice, the whole social fabric will fall to pieces, the wicked will take possession of properties and our lives, and do whatever they liked with us.

To his Western Disciples, who raised their eyebrows about Lord Krishna admonishing Arjuna and calling him a hypocrite and coward because of his refusal to fight, or offer resistance, making the plea that non-resistance was the highest ideal of love, here is the voice of Lord Krishna, mouthed by Swamiji. "This is a great lesson for all of us to learn. The extreme positive and the extreme negative are always similar. Of like nature is the difference between resistance and non resistance. One man does not resist because he is weak, lazy, and cannot, not because he will not.; the other man knows that he can strike an irresistible blow if he likes; yet he not only does not strike, but blesses his enemies. The one who from weakness resists not commits a sin, and as such cannot receive any benefit from the non-resistance; while the other would commit a sin by offering resistance. Arjuna became a coward at the sight of the mighty array against him; his "love" made him forget his duty towards the country and the king. That is why Shri Krishna told him that was a hypocrite. "Thou talkest like a wise man, but thy actions betray thee to be a coward; therefore stand up and fight!"

There is a classic episode in the life of Swamiji where he stoutly resisted an offence against him.

One day, when Swamiji was living in a suburb of Calcutta, he met a Police officer, who was his family friend. He greeted Swamiji cordially and invited him for the dinner in the same evening. When he arrived, the host was speaking so many things, but there was no sign of any dinner. Suddenly he lowered his voice, and assuming a menacing look, said,"Come, you had better make a clean breast of it and tell me the truth. You know you cannot fool me with your stories, for I know your game. You and your gang pretend to be religious men, but I have positive information that you are conspiring against the Government." "What do you mean?" asked Swamiji, amazed and indignant. "What conspiracies are you speaking of, and what have we to do with them?" "That is what I want to know," coolly replied the Police Officer. "I am convinced it is some nefarious plot, and you are the ring leader. Out with the whole truth, and then I will arrange that you are an approver." " If you know everything, why don't you come and arrest us and search our house?" Said the Swamiji and rising, he quietly closed the door. Now, Swamiji was a young man of powerful build, while the police officer was a puny wizened creature. Turning round upon him Swamiji said, "You have called me to your house on a false pretext and have made a false accusation against me and companions. That is your profession. I on the other hand, have been taught not to resent an insult. If I had been a criminal and a conspirator, there would be nothing to prevent me from wringing your neck before you could call out for help. . As it is, I leave you in Peace." So saying Swamiji opened the door and went out, leaving the officer speechless and in fright.

### SPONSORSHIP DETAILS

SPONSORSHIP	CHILDREN HOME		OLD AGE HOME	
	Contribution(Rs)	Endowment(Rs)	Contribution(Rs)	Endowment(Rs)
FOOD				
Milk(One Time)	500	7000	200	3200
Breakfast(one day)	1000	14000	500	7000
Lunch/Dinner	2000	28000	1000	14000
Lunch/Dinner with sweet or fruit	2500	35000	1250	20000
Fullday food Expenses	3500	50000	2000	28000
Fullday food Expenses with sweet or fruit	5000	70000	3000	42000
Residential Expenses for one Child/one child/one Grandpa/year	6000	80000		
Maintenance of One Cow/year	6000	80000		
Education Expenses for one Child/year	6000	80000		
Salary for one staff per month	5000	850000		
Funeral Expenses for one Grandpa/one Grandma	5000	70000		
Cultural Expenses for one child/one Grandpa/one Grandma	1000	14000		
Medical Expenses for one child	500	7000		
Medical Expenses for one Grandpa/one Grandma	5000	70000		
Educational Aids Educational Kits	500	7000		
Sports Expenses for one child per year	500	7000		
Camps and Tours, Temple Visit for one child/one Grandpa/one Grandma	1000	14000		
Higher Education	20000	300000		
Professional Higher Education	50000	700000		
Workshop/Training/for one Staff	2000	28000		



Published by : Bhuvaneswari Muralidharan and owned by / on behalf of Sevalaya and published from F2, Jains Eden Park, 4 Judge Jambulingam Road, Mylapore Chennai 600004  
And printed by: S.Kannappan @ Gem Offsets, No. - 24(Old no.20), Swami Achari St., Royapettah, Chennai -600 014.  
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E-mail Address : \_\_\_\_\_ I hereby enclose my donation of \_\_\_\_\_

Please make your donation payable by cheque to **SEVALAYA** and send to:

**SEVALAYA,**  
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(Donations to School, Children Home and Old Age Home qualify for 100% exemption under section 35 AC and Rest 50% under section 80G of Income Tax Act, India)