



# LOVE ALL SERVE ALL

Love 4 **Sevalaya's News Letter - July 2009** Serve 2 Price-Re.1

Dear Friends,

Some of our donors have started contributing in innovative ways. Recently, one of our donor couple had their "60<sup>th</sup> wedding" (this occasion is celebrated in India when the Man turns 61 years) and they printed an appeal about Sevalaya in their invitation itself, requesting their relatives and friends to contribute to Sevalaya instead of presenting gifts to them. A pamphlet from Sevalaya was enclosed with the invitation. They also invited Sevalaya to attend the function and we opened a "Sevalaya counter" in the function hall to receive the donations and issue receipts then and there.

One more donor celebrated his son's "thread ceremony" (This is called Upanayanam, this is performed for young Brahmin boys when they start wearing the sacred thread) and on the previous day evening he invited Sevalaya to make a presentation on Sevalaya activities, to his friends and relatives.

One donor had his house warming ceremony and printed information about Sevalaya as a part of the invitation, so that all his contacts can know about the organization's good work.

Sometime back, one of our donor's son got married. The family didn't want to accept any dowry, but the girl's family insisted on giving some presents. There was no other option but to accept the minimum presents. So just after the marriage, the entire family, both sides, landed in Sevalaya and all the presents the boy and the girl got during the wedding, were all donated to Sevalaya. This included gold jewels, gold and silver coins, many other

kitchen items, etc. Both the families were happy to donate everything to a good cause.

Many of our donors, all over the world, now celebrate birthdays in an innovative way. They tell all invitees to contribute to Sevalaya instead of getting them presents and the family adds a matching amount and sends it to Sevalaya. Some donors have arranged their "Pizza parties" in Sevalaya campus, ordering pizza for all kids. One family arranged a one day picnic for Sevalaya kids on the occasion of their son's first birth day.

All these donors, in addition to writing the cheque, also came to our campus and spent time with our kids and grand pas and grand mas. Spending a day for a good cause and celebrating your special days with such kids and senior citizens, makes the day more special. We can see this on the bright smiling faces of the donors, during the day and when they say good-bye. They are so happy about the visit and what they could do to make the children and senior citizens happy for a day. They send back pictures, write to the kids and develop a lasting relationship with the organization. We feel happy when we see everyone around us happy.

When are you coming?

Thanks & Regards

**Murali**

workshop on Active Learning Methods to Sevalaya's Teaching Staff



### **Bharathiyar Team Events**

On 19/06/2009, Mr.A.A.Kingston and 3 students attended the Initiation Workshop – Climate EduXchange conducted by TERI Dell at Chennai CIT Nagar, Alpha Matriculation School.

On 22/06/2009, 30 students from Sevalaya participated in the function got up to launch – “Let’s Chart a New Destiny” -an arts based mentoring Programme organised by an NGO Nalanda Way, UNICEF and Department of Social Defense, Tamilnadu for the children of Government Homes run by Department of Social Defense, at the Egmore Government Musuem. The children got the opportunity to listen to the inspiring speech of Dr. A. P. J. Abdul Kalam, who launched the Programme and urged the children to Dream and chase their Dreams, but not to forget the fact that they also have to help others along the way.

### **Gandhi, Bharathi & Vivekananda Programme at Prisons**

#### **Coimbatore Prison**

The valedictory function of the 30 session course on Mahatma Gandhi, Mahakavi Bharathi and Swami Vivekananda was held on 26/06/09. Debate, Essay

Students in Egmore Government Musuem



competition and oratorical competitions were conducted for the prison residents on 24/06/2009 and 25/06.2009. Film on the lives of Gandhiji, Bharathiyar and Vivekananda were also screened. Mr.P.Govindarajan DIG, Central Jail, Coimbatore, who was the Chief Guest for the Valedictory Function on 26/06/2009 distributed prizes to the winners of the competitions.

#### **Puzhal Prison II**

On 06/06/2009, Mr.P.Selvam spoke on Gandhiji’s views on Health. On 20/06/2009 Ms. Mariyammal spoke on Bharathiyar’s Panchali Sabatham. On 27/06/2009 Mr.P.Selvam spoke on Vivekananda’s Self - Confidence.

#### **Vellore Prison**

On 20/06/2009, 4 sessions were conducted in Vellore Prison – 2 each in Men’s Prison and Ladies’ Prison. Mr.S.Jayakumar spoke on Bharathi’s Fearlessness, Mrs.B.Nirmala spoke on Bharathiyar essays, Mr.P.Narayanamoorthy spoke on Mahatma Gandhi’s Satyagraha and Mr.R.Sakthivel Murugan spoke on Vivekananda’s Life History. On 27/06/2009, in the four sessions conducted in the Men’s Prison and Ladies Prison Mr.S.Jayakumar spoke on Vivekananda’s Patriotism Ms.B.Nirmala spoke



on Bharathi's God, Mr. Aadhimuthu spoke on Gandhi & Bhagvad Gita, The Holy Bible and the Holy Quran and Mr.R.Sakthivel Murugan spoke on Vivekananda's stories.

### **NSS Activities**

The NSS wing of Sevalaya undertook the cleaning of the Vinobhaji Goshala on 11/06/2009

### **School Club Activities**

In the Science Club Meet on 26/06/2009, Ms. Vijaya explained about "Blood Cell Counting" and on 27/06/2009, Mr. S.Jayakumar explained about "Easy way to multiply numbers" in the Maths Club Meet.

### **Staff Book Review**

On 06/06/2009, Mr.G.Chittibabu spoke on "Vivekananda's Life History by Swami Ashutoshananda. "Vivekananda's Spiritual Thought" was taken up for discussion by Mr.A.A.Kingston on 20/06/2009. On 27/06/2009 Ms.Vijaya shared her views on Vivekananda's Foreign Trips.

### **Tours**

On 24/06/2009, 30 students were taken to Guindy National Park and Snake Park at Chennai. The children saw various forms of wildlife and also witnessed how venom was extracted from the snake at Snake Park.

### **Training Programme**

On 12, 13 & 14/06/2009 Dr.G.Uma (Course instructor and Coordinator) from Hyderabad conducted workshop on Active Learning Methods to Sevalaya's Teaching Staff.

Two teachers from Sevalaya attended a two - days training program on - "The Art of Story Telling" for primary School teachers conducted by Kathalaya, organised by Relief Foundation, Chennai.

On 27/06/2009 Muthiah Ramanathan conducted training program for Teachers about Skills and Development

### **Gandhiji Team**

Sevalaya celebrated World Environment day on 05/06/2009. Saplings were planted at Kommakkampedu School Ground. Kommakkampedu Village Panchayat President Mr.N.Mani and Mrs. Nagomi Headmistress, Kommakkampedu School were the Chief Guests on the Occasion.

Sevalaya's cultural troupe Kottu Murasu presented a programme at Thottikalai Village on 26/06/2009. Importance of Education was stressed through Skits & Songs. Mr. E.Srinivasan (President, Thottikalai) was the special Guest on the programme.

### **Vivekananda Team Students Study Circle**

On 06/06/2009 S. Santhakumar spoke about Smt. M.S.Subbulakshmi from the book "The Great Women of India" authored by Narasimhan. On 13/06/2009, Mahalakshmi shared her views on Goal Setting from a Book in Tamil written by Mr. Narayanan. On 20/06/2009, Kandasamy spoke on "World Popular Leaders" by Subbulakshmi.

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

On 05/06/2009 hostel boys went to Pakkam Shiva Temple. On 12/06/2009, hostel girls went to Ramanathapuram Vinayagar temple. On 19/06/2009, hostel boys went to Ramanathapuram Vinayagar temple. On 26/06/2009, hostel girls went to Pakkam Shiva Temple. On 28/06/2009, Sevalaya's Old Age home Grandpas and Grandmas went to Thiruvallur Veeraraghava Temple.

### **Fund Raising Programme at Canada**

Professor M.V.N. Murthy from Institute of Mathematical Sciences, Chennai presented a benefit concert at McMaster University in Hamilton, Canada on 29/05/2009. This program was organized to raise funds for Sevalaya's educational projects. The programme was conceived and organised by Prof. and Mrs. Bhaduri and Prof. Ralph Pudritz, Director, Origins Institute, McMaster University, Canada.

### **Attention..... Kotak Mahindra Bank Account Holders**

**Now you can transfer your contributions to Sevalaya online through Kotak Mahindra Bank.**



Professor M.V.N. Murthy's benefit concert in aid of Sevalaya at Canada



## When Greed and Jealousy work overtime...

Greed and Jealousy, like Truth and Love, are as old as the Himalayas. In the Mahabharata, Dhuryodhana and his ilk faced their downfall due to these negative traits. Dhuryodhana was jealous of the reverence that Yudhishtira and his brothers commanded. He wanted to destroy the Pandavas by hook or crook and "take over" their Indhraprastha Kingdom. How Truth triumphed in the end is narrated in the epic Mahabharata.

Greed and Jealousy are not confined to any particular space or time. Only Mr. G.J. (short for Mr. Greedy and Jealous), in his various avatars, changes his modus operandi according to the times and circumstances. If he is present to-day, he may send false complaints. If they are proved false, he may untiringly repeat the same complaints with variations in details, unmindful of even contradictions in his charges. He may use emotional black mail. He may employ muscle power to intimidate and threaten. He may work overtime to contact the admirers and well wishers of the target, in a bid to spread canards. He may use his money power to set up vulnerable people to fling filthy and baseless charges. He may plant false stories in the Press. He may engage goondas to physically eliminate too. In any era and any avatar, the ground rule of his game is unchanged. "Throw a lot of mud at a person; some of it will stick." His theme song is "finish off the virtuous." Goebbles of Germany believed in this philosophy.

Swami Vivekananda faced many such onslaughts. A lady who long ago left India and settled in America, preaching her own versions of religion and Yoga felt threatened by the popularity of Swamiji who preached real religion and Yoga. She sensed her reputation and income were at stake. With her joined several other vested interests and disgruntled elements. How Swamiji reacted to this? He tells one of his disciples.

"They spread many slanders about me by publishing them in the newspapers. Many asked me to contradict these slanders. But I

never took slightest notice of them. It is my firm conviction that no great work is accomplished in this world by low cunning; so without paying any heed to these vile slanders, I used to work steadily at my mission. The upshot I used to find was that often my slanderers, feeling repentant afterwards, would surrender to me and offer apologies, by themselves contradicting the slanders in the papers. Sometimes, it so happened that I had been invited to a certain house, somebody would communicate these slanders to my host, who hearing them, would leave home, locking his door. When I went there to attend the invitation, I found it was deserted, and nobody was there. Again after a few days, they themselves, learning the truth, would feel sorry for their previous conduct and come to offer themselves as disciples. The fact is, my son, this whole world is full of mean ways of worldliness. But men of real moral courage and discrimination are never deceived by these. Let the world say what it chooses, I shall tread the path of duty-know this to be the line of action for a hero. Otherwise. If one has to attend day and night to what this man says or that man writes, no great work is achieved in this world. Do you know this Sanskrit Shloka: "Let those who are versed in the ethical codes praise or blame, let Lakshmi, the Goddess of Fortune come or go wherever she wisheth, let death overtake him today, or after a century, the Wiseman never swerves from the path of rectitude." Let people praise you or blame you, let fortune smile or frown upon you, let your body fall now or after a Yuga, see that you do not deviate from the path of Truth. How much of tempests and waves one has to weather, before one reaches the heaven of Peace! The greater a man has become, the fiercer the ordeal he has had to pass through. Their lives have been tested true by the touchstone of practical life and only then they have been acknowledged great by the world. Those who are faint hearted and cowardly sink their bark near the shore, frightened by the raging of waves on the sea. He who is a hero never casts a glance at these. Come what may, I must attain my ideal first..."

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