



# LOVE ALL SERVE ALL

**Love 6**

**Sevalaya's News Letter - July 2011**

**Serve 4 Price-Re.1**

Dear Friends,

For everyone, their birthday or the birthdays of their near and dear are very important days. When you forget your spouse's date of birth, it means, you are growing old! We see very many different ways in which birthdays are celebrated. The Indian politicians and movie stars celebrate their birthdays - the big cut-outs and decorations on the streets announce everyone that the important birthday has arrived. Many have a family celebration, go to temples and offer special prayers etc. Many celebrate with loved ones and friends. They all go out for lunch or dinner, cut huge cakes, distribute sweets and with music, dance etc, etc.

There are few who celebrate their birthdays with the underprivileged. We get visitors on many days, people sponsoring food for the children, for the senior citizens, coming with family and friends and cutting cakes and distributing them to the children and elders in our home. Some buy gifts for the children on the occasion of their birthday. Our children prepare handmade greeting cards and send it to the donors as a small thanks giving.

There are organizations which celebrate the birthdays of their employees. In many organizations the employee gets a gift from the employer and of course from his close friends in the organization. Most of the time, the employee also takes his team out for lunch. In many forms of such celebrations, our money is spent on ourselves and nothing more.

One organization decided to think differently. They wanted to celebrate their employees birthdays and also attach a social cause. Whole of last year, on each employee's birthday they decided to plant a tree. The employee will get to plant the tree and the photograph of that event will be a great birthday gift. Expenses for the tree planting will be borne by the company. This year they came to know about Sevalaya and decided to invite Sevalaya for their birthday parties. On the birthday of each employee, the company will make a donation to Sevalaya and the employee will get the honor of dropping the cheque into the donation box kept for the occasion.

In addition to this, the employee can also make his or her donation. All his friends who want to wish him or her happy birthday will also drop their donation into the box and the entire collection will be handed over to Sevalaya. This event was inaugurated recently. The organization is Asian PPG, Sriperumbudur unit.

On the inauguration day, one Sevalaya girl joined the party - it was her birthday too! Asian PPG requested the girl to distribute sweets to all employees and it became a joint birthday celebration! This is a new beginning in corporate NGO partnership! Corporate social responsibility (CSR) has got a new meaning now!

Asian PPG employees will visit Sevalaya campus one day sometime during this year and spend a full day in our campus. More events are planned for that day and of course, lots of cakes and ice creams and sweets!

Thanks & Regards  
Murali

**Hon'ble Minister B.V. Ramana distributing free uniforms to students**



**Employee's Birthday Celebration at Asian PPG**



**Mr. Arumugam, Forest Ranger, planting a sapling on World Environmental Day**





## Mr. Bharathi Bhaskaran Speaks on Puthiya Athichudi



## Training in First Aid Methods by Puthiya Thalaimurai Charitable Trust



## Public Relations

On 09/06/2011, Sevalaya Muralidharan was an invited speaker in a function organized by CIOSA to facilitate Mr.K.Pandia Rajan, Hon'ble Member of Tamilnadu Legislative Assembly from Virudhunagar constituency. On 11/06/2011, Sevalaya Muralidharan took part in a meeting organized by CSIM to prepare for the Battle of Buffet program to be held on 2<sup>nd</sup> Oct, 2011. This will be a mega fundraiser program for the NGOs in Chennai.

On 21/06/2011 a team from AXA UK visited Sevalaya and spent time with the 60 kids they are sponsoring. They also handed over a cheque towards the sponsorship.

On 21/06/2011, Mr.Ravi Shah, Vice President TCS, visited the campus to inspect the progress of the Girls hostel construction work, sponsored by Page Pierre foundation of Switzerland.

On 27/06/2011, Sevalaya Muralidharan was the chief guest in a function at Lotus Blind Welfare Association and addressed visually challenged girls on self confidence on the occasion of Ms. Helen Keller's Birth Anniversary.

## Administration & Accounts

Sevalaya's accounts for the year 2010-2011 were audited and the final audited accounts were released on 16/06/2011. They will be published soon in our 23<sup>rd</sup> Annual Report and will be published on our website also.

The first advisory committee meeting of the newly constituted committee was held on 24/06/2011 at Sevalaya's city office in Adyar.

## Bharathiyar Team

## Events

On 07/06/2011 Sevalaya staff went on a one day tour to Yelagiri.

On 06/06/2011, World Environment Day Function was organized by Sevalaya at Camp Tonakela. Mr. Arumugam, Forest Ranger, Poondi, Mr.E.D.Chandrasekar, Director of Camp Tonakela, Mr.P.Murugavel, District Environmental Officer and Mr.Rathanchand Sharma also participated. The Chief Guest motivated the students and gave an inspiring speech on the importance of planting tree saplings and preserving them. More than fifty tree saplings were planted by Sevalaya students at Camp Tonakela on the occasion. On the same day a documentary film on the importance of afforestation was shown to the students at the School campus.

On 12/06/2011 Spoken English Class through video conference was inaugurated. Ms. Sahi from USA will teach English for ten students through Skype every Sunday.

On 14/06/2011 a programme on "Let's Learn to Appreciate Poems" was organized by Sevalaya. IsaiKavi. Ramanan participated and delivered an inspiring speech on Bharathi poems.

On 15/06/2011 free note books & two sets of uniforms worth Rs 15 lakhs were distributed to 1500 students. Mr.B.V. Ramana, Hon'ble Minister for Handlooms & Textiles, Govt. of Tamilnadu, participated as a Chief Guest and honored the function. Mr. N.S.A.R Manimaran, Hon'ble Member of the Legislative Assembly of Tamilnadu from Poonamallee distributed two sets of uniforms to staff of Sevalaya. Mr. Rajarajan, District Counsellor, distributed gifts to the staff of Sevalaya who celebrated their birthdays in June. Mr. R. Chandrasekar, Union Counsellor, participated in the function and addressed the gathering.

On 18/06/2011 "Let's understand Puthiya Aathisudi" programme was organized by Sevalaya. Mr. Bharathi Baskaran participated as resource person and shared his views on Bharathi's Puthiya Aathisudi.

## Isaikavi Ramanan speaks on How to Appreciate Poems



## Spoken English Class Through Video Conference





## Sevalaya Staff on Tour



### Staff Book Review

On 04/06/2011, Dr.M.S. Udhayamurthy's book on "Thoughts" was taken up for discussion by Mr. G. ChittiBabu. On 11/06/2011, Ms.R. Vijaya spoke on the book "Wings of Self Confidence for youngsters" (Tamil) by Mr. R. Vaithyanathan. Mr.R. Vijayaraghavan spoke on J. Krishnamurthy's "Freedom from the Known". On 25/06/2011 A.A. Kingston spoke on "Time Management and Self Improvement".

### School Clubs

Mrs . B Nirmala trained the students on how to write essays in Tamil in the Tamil club Meet on 23/06/2011. Mrs Annapoorna conducted a Vocabulary Building language game in the English club on 22/06/2011. On 24/05/2011 Mr. Chellamuthu from Kulipalayam govt. Hr. Sec. School participated as resource person and explained how to draw graph accurately as a part of the Maths club activity. Ms. G. Jothi spoke on "The scientist and their lives" in the Science club on 22/06/2011

Red ribbon club met on 23/06/2011. NSS students cleaned Sevalaya campus on 24/06/2011.

On 25/06/2011, a Team of 120 members from HCL, visited Sevalaya and rendered voluntary service. They cleaned all the class rooms, hostels, play ground and they planted 30 saplings in the school and hostel premises.

On 25/06/2011, fifteen volunteers from Nokia visited Sevalaya

On 26/06/2011, Yuva Shakthi, Youth Welfare Association, conducted a training Programme for members /volunteers.

### School Tours

On 22/06/2011, X standard students went on a tour to Birla Planetarium. On 24/06/2011, XII standard students went on a tour to Vandallur Zoological park.

## System Rice Intensification training for Agricultural students



### Gandhi Team

### Events

On 17/06/2011 and on 18/06/2011 training on first Aid methods was organized by Puthiya Thalaimurai Charitable Trust. Mr. Sundararajan and Mr. Sivaprakash from ICF trained the students in various first aid methods. Forty students participated in the programme.

### Mobile Library

On 12/06/2011, Sevalaya's Mobile Library visited Kaliyanurkandikai.

On 26/06/2011 Sevalaya's Mobile Library visited Arunthathipalayam

### Vivekanandar Team

System Rice Intensification (Semmai Nel Sahupadi) training was given to the Higher secondary students studying Agriculture by Sevalaya Agricultural Teacher

### Training Programme

A.A. Kingston attended a two day training programme on "Character Building" arranged by Social Defense Department on 24/06/2011 and 25/06/2011.

### Camps

101 students from Anna University stayed at Sevalaya Campus and did voluntary services like taking classes from sixth to twelfth, teaching physics with fun, giving training on first aid methods and fire safety methods, helping in library data entry, conducting cultural events in old age home etc. from 20/06/2011 to 26/06/2011.

### Student's book review

On 19/06/2011 Karthick from IX standard spoke on Gandhiji's "My Life". On 26/06/2011 Arunakumari from XII standard spoke on Gandhi's "My Experiments with truth".

### Visit to places of worship

Boys visited Kasuva Vinayagar temple on 03/06/2011, and Ramanathapuram Vinayagar temple on 10/06/2011. On 17/06/2011 they visited Kasuva Vinayagar temple.

On 17/06/2011 girls visited Ramanathapuram Vinayagar temple.

## Anna University NSS Students taking Class



## AXA sponsoring 60 Children





## Gandhiji's Fasts - XXI

### August 15, 1947-A day of fasting and prayer

The decision to partition the nation saddened Gandhiji. There was an exodus of people from one side to the other accompanied by an unprecedented spate of communal violence. People were simply mad. Gandhiji was a worried man. He was anguished by the tales of innocent victims of violence and the problems of people rendered "refugees" in their own motherland. His appeals were unheeded, and sections of both the communities caviled at him as being partial towards the other side.

His speeches from the Bhangi Colony were bearing a depressive note. He confessed to his misgiving that the struggle we carried on for the last 30 years was not non-violent in spirit. He gave a call to observe August 15 in a solemn manner. It was not his intention to have the day set apart for mourning although it was a day of sorrow, not because the British were leaving, but because they were doing so after having the nation torn asunder. There were strong reasons for every Indian to fast and pray and feel humble before God as the times they were born bore the sad witness to bear witness to brother fighting brother.

Calcutta was literally in flames, all engineered and encouraged by the then Chief Minister of Bengal Province, Suharwardy. Murder, rape, arson, loot, forcible conversions and forced marriages were the order of the day. There was aggressive retaliation from the other side. Only then Suharwardy realized his mistake. He rushed to Gandhiji to seek his intervention to restore normalcy. Gandhiji agreed, but with some pre-conditions. He must live with him under the same roof without any Police or other protection in the most riot-torn area. He must confess his mistake. He must shed his western attire, and be in simple dress. As this proposition is very risky for him, as people were seething with

Rage against him, he must get the permission of his elderly father before agreeing to it. It was accepted by Suharwardy.

On 13<sup>th</sup> August, just two days before the D-Day Gandhiji and Suharwardy moved to a dilapidated building, majestic in name only, Hydari Mansion, in a remote suburb of Calcutta, The place had free access to anyone, whether he came to pray or to assault. It is a thrilling story well narrated in the book "Mahatma Gandhi-Last 200 days." Taunts and threats were met with poise, and the mission was successful in that peace was restored. Mountbatten, commended the role of the "one man army" which restored peace in Calcutta- a feat a 55000 strong army was not able to achieve in the Punjab. (But, alas the satisfaction was only short-lived-as we shall see later.) Thus on 15<sup>th</sup> August, at the historic moment when the tri-color fluttered and the shouts, "Mahatma Gandhi-ki-Jai!": rent the Delhi air, the frail 78 year old man was in prayer and fasting in a remote place. On that day, people, Hindus and Muslims thronged to have his Dharshan and seek his blessings.

It had been suggested to Gandhiji that he should give a message to be broadcast in B.B.C. He declined. To the plea that it would look bad, he said, "Let it be so! Forget that I know English!"

Gandhiji observed the Independence Day in fasting and spinning and there was no special ceremony on the occasion in his camp, He observed "Mahadev Desai Day" early in the morning by holding prayers which included the recitation of the whole of the Gita. He walked all the way to the prayer ground which was thronged by 30000 strong crowds of Hindus and Muslims. He congratulated the Hindus and Muslims meeting together in perfect friendliness. In the evening he broke the 24 hours fast which he had started on the 14<sup>th</sup> evening. During the night he made a tour of the city to witness the scenes of fraternization.

### SPONSORSHIP DETAILS

SPONSORSHIP	CHILDREN HOME	OLD AGE HOME
FOOD	Contribution(Rs)	Endowment(Rs)
Milk(One Time)	500	7000
Breakfast(one day)	1000	14000
Lunch/Dinner	2000	28000
Lunch/Dinner with sweet or fruit	2500	35000
Full day food Expenses	3500	50000
Full day food Expenses with sweet or fruit	5000	70000
	Contribution(Rs)	Endowment(Rs)
	200	3200
	500	7000
	1000	14000
	1250	20000
	2000	28000
	3000	42000



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Editor: T.S.Venkataramani

Send your comments to: Sevalaya, 63/32, I Main Road, Gandhinagar, Adyar, Chennai 600020 Tamil Nadu, India.  
Phone Nos : 9444620286, 9445872748, (044)64611488, (044)26344243, (044) 24419009  
E.mail : sevalayamurali@gmail.com, sevalaya2@gmail.com Visit us at: www.sevalaya.org

### DONATION FORM

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City : \_\_\_\_\_ District : \_\_\_\_\_ Postal Code : \_\_\_\_\_ Phone No \_\_\_\_\_

E-mail Address : \_\_\_\_\_ I hereby enclose my donation of \_\_\_\_\_

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