



# LOVE ALL SERVE ALL

**Love 9 Sevalaya's News Letter - July 2013 Serve 4 Price-Re.1**

## Dear Friends,

One more academic year has passed and our kids have done us proud by their great performance. We secured 100% pass in 10<sup>th</sup> grade exams, once again. 94 students appeared for this year's exam and all of them cleared it! The top ranker got 482 out of 500. 10 students have scored above 450 and 25 above 400 out of 500. Nine kids got 100 out of 100 in Science, one each in Maths and Social Science. We secured 97% pass in 12<sup>th</sup> grade exams. 126 students appeared for this year's exam and 122 of them cleared it! The top ranker got 1083 out of 1200. 6 students have scored above 1000 out of 1200. Such achievements become more significant as most of the children are first generation school goers and many of them are orphans and destitute, children of single parents, children from broken families etc. Also this achievement is repeated year after year!

As our results are always very good and there is no fee charged as it is open only for orphan, destitute and poor children, uniforms, books, note books, all stationery, pick up and drop for young children are all given free of cost, there is always too much pressure on us to increase the numbers every year. We are making careful selection and our intake has been 150 to 200 net additions every year. We are expecting to grow to a strength of 1850 from the current strength of 1650 this year.

Of course, to run a school with nearly 1850 kids, without any financial support from the government, we need a big support from public. Contributions are welcome – Rs 1000 per child to start the academic year – to buy two sets of uniforms, note books, pens, etc. or Rs 6000 to support a child for one full year or Rs 80,000 to create a Permanent endowment, which will support the educational expenses of one child permanently. All such donations will qualify for 100% tax exemption, in India. Please send us cheque or cash, or do a direct transfer to our back account – details are given on our website .

High quality education, proven by our results for the past 10 years, totally free and admitting only orphan, poor and destitute children, and no financial support from Government – this combination will work only if there is support from people like you – the general public.

Ofcourse, you can give your time too. We need volunteers to support us in English & computer education, arts, craft, dance, music, sports etc. If you can come to our campus and take part in these activities, you are most welcome. Otherwise, you can help us in our city office in Mylapore – with accounts, administration and PR activities. You can talk to your friends, contacts about our activities – you can introduce us to your contacts – there are many ways in which you can help these 1850 kids. They need your help.

With support from all of you, these kids will get a chance to grow – prove their talents and participate in the development of the nation.

**Thanks & Regards  
Murali**



**Dr D.K.Oza I.A.S (Rtd) presenting Khadi Uniforms to Staff**



**Mr. N.C.Sampath (Hon'ble Minister, Environment) Presenting 'Arignar Anna' award to Sevalaya**



**Mr.Edwin, CEO, Scope International at the World Environment day Celebration at Sevalaya**



## Administration

Mr. A. Prakash, Admin & Accounts Head, Sevalaya attended training on IT Acts for NGO Organised by iVolunteer at Chennai on 25<sup>th</sup> June. Accounting professional Ms. Preethi Kandasamy conducted the training.

## Awards

Sevalaya won the "Aringar Anna" award instituted by Ministry of Environment, Government of Tamil Nadu on the occasion of World Environment day, at a function held on 5<sup>th</sup> June. Sevalaya won the first prize, under NGO category. Mr. M. C. Sampath, Hon' Minister for Environment handed over the award.

## Public Relations

An interview with Sevalaya Muralidharan was broadcast by Radio City 91.1 FM at their Vanakkam Chennai Programme on 6<sup>th</sup> June from 8 to 10:30 AM.

On 13<sup>th</sup> June Sevalaya Muralidharan and Mr. R.Shankar , Trustee, Sevalaya visited Vivekananda Community College at Puducherry to observe its functioning .

On 14<sup>th</sup> June, Sevalaya Muralidharan had a meeting with Shell to discuss about including Sevalaya in their CSR Panel.

On 18<sup>th</sup> June, Sevalaya Muralidharan and Mr. G.Ramesh, Trustee, Sevalaya visited Ramakrishna Mission polytechnic to know about its functioning.

Sevalaya Muralidharan had a meeting with Chennai Willingdon Corporate Foundation on 20<sup>th</sup> June.

On 21<sup>st</sup> June, Sevalaya Muralidharan participated in the preparatory meeting for Joy of Giving Week organized by CSIM at Loyola College.

On 23<sup>rd</sup> June, Sevalaya Muralidharan attended the launch of the 75<sup>th</sup> edition of PR – E-SENCE at MGR Janaki College.

Sevalaya Muralidharan was the chief guest at the Founders Day Celebration of Vedavalli Vidyalaya senior Secondary School at Walajapet, Vellore District held on 24<sup>th</sup> June.

## Bharathi Team Functions

On 8<sup>th</sup> June, Volunteers from Scope International organized a large scale tree planting programme as a part of the World Environment Day Celebrations. More than 500 trees were planted in Ayalur village and in Sevalaya campus, Kasuva.



**Sevalaya staff Ms.Jothi and Mr.Senthil  
Wedding at Puttur**

On 12<sup>th</sup> June, free uniforms were distributed to the Sevalaya school children in a function in which Ms. Rakshana the State topper in the SSLC exams (499 /500) participated. She spoke to the students on how she prepared for the Board exams. Uniforms worth Rs. 15 lakhs were distributed to the students.

## Trainings

From 06<sup>th</sup> June to 08<sup>th</sup> June, Ms.B.Rajeswari and Ms. S.Lakshmi attended the 2<sup>nd</sup> module of the disability training organized by Kuruvilla Jacob Foundation.

On 17<sup>th</sup> June, a programme on health & hygiene for adolescent girls was organized by Hindustan Unilever Limited, Chennai.

On 22<sup>nd</sup> June, Trustee Mr. Shankar organized an interactive science training session on equations of motion for the Science & Maths teachers. Mr. K.K. Shiva Sailam, Vivekananda Team Head conducted a relaxation training programme for all staff on the same day.

On 23<sup>rd</sup> June, Rotract club of Akash organized a day's camp "Sangamam " for XII students during which students were given a training in the basics of first aid .This was followed by a career counseling session and culminated with a hands on life skill training session.

## Saturday Fun class activity

On 29<sup>th</sup> June, Tamil recitation competitions were held for all classes and Inter class competitions were held. Winners were selected in 3 levels.

## Clubs

The last week of June saw the inauguration of all club activities for this academic year. Students have enrolled themselves for the various clubs organized at Sevalaya's School-Tamil,English,Maths,Science,Social,JRC,NSS, Karuna club & Eco club. The staff and students sat together and planned the year's activities after the initial round of introductions and sharing of last year's experiences.



**Selvi. S.Rakshana, the state topper  
in the SSLC exam distributing the free Uniforms**



**NGO Day at Sevalaya**



### Volunteer activity

The volunteers in the school campus were as excited as the children when school reopened and started conducting English classes in primary and High school along with the evening sessions of Juggling and Origami for new students. Catherine from Children's Art Village has been taking music classes for all students as also a special music session for interested children in the evening.

### Vivekananda Team Events

On 03<sup>rd</sup> June, Mr.V.S.Shamugam on behalf of Thiruvallur DMK, sponsored special feeding to the residents of Sevalaya on the occasion of the 90<sup>th</sup> birthday of DMK supremo, Dr. Kalaignar. M. Karunanidhi.

On 04<sup>th</sup> June, 62 children from Sevalaya Homes and the volunteers were taken on a day's tour to Chennai. They visited Thakkar Bapa Vidyalaya in T. Nagar where Gandhiji had once visited and saw the pictorial exhibition of Gandhiji's life. Then they visited Bharathiyar Illam at Triplicane and Vivekananda House. They also visited Kapaleeswarar Temple at Mylapore and the Marina Beach.

On 06<sup>th</sup> June, 42 residential children visited Camp Tonakela and enjoyed playing in the swimming pool.

On 06<sup>th</sup> June the hostel children visited the Vinayagar temple at Kasuva Village

On 08<sup>th</sup> June, the children conducted a parade with the face masks made by them. The overseas volunteers taught the children the art of making face masks..

On 17<sup>th</sup> June, Mr. A.A. Kingston & Mr. Loganathan represented Sevalaya at the meeting conducted by Department of Social Defense at the Thiruvallur Collectorate. The District Collector Mr. Veera Raghava Rao presided over the meeting. Issues related to Child welfare and protection were discussed in the meeting.

### Wedding Bells....

On 21<sup>st</sup> June, the wedding of Jothi with Senthil was celebrated at Puttur, Andhra Pradesh. Both the bride and the groom are the staff of Sevalaya.

On 27<sup>th</sup> June, the residents of Sevalaya went to Murugan Temple, SivanVoyal.

### Gandhi Team Events

On 08<sup>th</sup> June, Sevalaya celebrated the Environment Day function with Scope International. 200 saplings were in the campus and 300 in the Aayalur village.

On 15<sup>th</sup> June, Certificate distribution function for the for Free Summer computer course Free Tailoring course was held in Vadanallur Village, Uthirameru Taluk. Swami Amudanandaji Maharaj (Sri Ramakrishna Mission, Malliyankararani) participated in the function as Chief Guest and distributed certificates to the people who successfully completed the course. Mr. D.K.OZA, Retd. IAS, (Former Chief Election Commissioner) also distributed khadi uniforms to Sevalaya staff and spoke on the need to empower village women. The other dignitaries present at the function were Ms. Rama Kashyap (India Cement PVT., Ltd) and Mr.Ramamoorthi (Rtd Head Master, Panchayat Middle School, Vadanallur).

### Kottu Murasu

On 21<sup>st</sup> June Kottu Murasu team visted Puliyur Village and presented cultural programme.

On 23<sup>rd</sup> June, an Awareness Programme on Mental retardation was organized by Sevalaya at Melakondayar Village. Dr.Kathirvel, Project Officer, Guild of Service, Palavedu the chief guest in the function and conducted the awareness programme. 36 persons participated in the programme.

On 27<sup>th</sup> Sevalaya organised NGO Day as a part of the Silver Jubilee celebrations. Mr. M.S. Syed Rawoof (Probationary Officer & District Child Protection Officer, Thiruvallur Dt.), was the chief guest. Mr. K. Srinivasan, Founder and Chairman, Primepoint Foundation, Ms. Archana Hari (Head, Credibility Assurance Team – Give India) and Mr. Prasanna Gandhi (CIOSA), and led discussions on topics like NGO and Media, NGO and Corporates and NGO and the Government.



**Kottu Murasu Program at Puliyur Village**



**Sevalaya Children at Mahakavi Bharathiyar Memorial House, Chennai**



**Swami Amudanandaji Maharaj distributing Free Tailoring & Computer Certificates at Vadanallur**

## Swami Vivekananda's Karmayoga

### Why should we do good?

We have seen that the world does not need our help. And that it will carry on with or without us, as a mixture of good and evil. Then why should we do good?

The desire to do good is the highest motive power in us. We must remember that it is a privilege to help others. We should not adopt a condescending attitude in giving a few cents to the poor man. We must be grateful that the poor man is there so that by helping him, we have an opportunity to help ourselves.

Swamiji says:-


"It is not the receiver that is blessed, but it is the giver. Be thankful that you are allowed to exercise your power of benevolence and mercy in the world, and thus become pure and perfect. . All good acts make us pure and perfect...Let us give up all this foolish talk of doing good to the world. It is not waiting for your or my help; yet we must work and constantly do good, because it is a blessing to ourselves.

That is the only way we can become perfect. No beggar whom we have helped has ever owed a single cent to us; we owe everything to him, because he has allowed us to exercise our charity on him. It is entirely wrong to think that we have helped such and such people. It is a foolish thought and all foolish thoughts bring misery. We think that we have helped some man and expect him to thank us, and because he does not, unhappiness comes to us. Why should we expect anything in return for what we do? Be grateful to the man you help, think of him as God. Is it not a great privilege to be allowed to worship God by helping our fellow man? If we were really unattached, we should escape all this pain of vain expectation, and could cheerfully do good work in the world. Never will unhappiness or misery come through work done without attachment."


(Ref: The Complete works of Swami Vivekananda-Volume 1-Chapter V)

## SPONSORSHIP DETAILS

SPONSORSHIP		CHILDREN HOME		OLD AGE HOME			
FOOD	Contribution(Rs)	Endowment(Rs)	Contribution(Rs)	Endowment(Rs)			
Milk(One Time)	500	7000	200	3200	Residential Expenses for one Child/one child/one Grandpa/year	6000	80000
Breakfast(one day)	1000	14000	500	7000	Maintenance of One Cow/year	6000	80000
Lunch/Dinner	2000	28000	1000	14000	Education Expenses for one Child/year	6000	80000
Lunch/Dinner with sweet or fruit	2500	35000	1250	20000	Salary for one staff per month	5000	850000
Fullday food Expenses	3500	50000	2000	28000	Funeral Expenses for one Grandpa/one Grandma	5000	70000
Fullday food Expenses with sweet or fruit	5000	70000	3000	42000	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



**Sangamam Camp**  
by Rotract Club of Akash,  
Chennai



**Go Pooja Celebrations**  
at Sevalaya

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# DONATION FORM

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

Name : \_\_\_\_\_,

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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:

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Old No 10, New no 24, Kesava Perumal Westward Street, Mylapore, Chennai-600 004