



LOVE ALL SERVE ALL

Love 7 Sevalaya's News Letter - October 2012 Serve 7 Price-Re.1

Dear Friends,

The concept of "Dhan" is very old in India - as old and ancient as the country itself. All our scriptures, literature write very highly about the donors who contribute money, time, food, skills etc. for the benefit of the underprivileged. Charitable institutions have done yeomen service for centuries in this country. In the last hundred or two hundred years, many institutions and even Government started receiving grants from foreign countries, may be from individuals, or funding agencies or even from the other Governments.

Two things have happened in the last few decades. Indian economy is growing at a good pace, much better than many countries in the world. 6 to 9% GDP growth is a good number, compared to many other countries. We have had many new millionaires in their early 30s and economic activity is really booming. Star hotels are always full - trains, flights, even though there is one every five minutes, are all full. The Government is also spending money on projects like "Pokran" and "Chandrayaan". Our Government is also donating millions of dollars to other poorer nations. Thus we have joined the "donor club". So in the recent past, the foreign funding agencies have started asking questions like "If India can spend money on high profile scientific projects, if they can donate to other countries, why can't they take care of their own poor?" With the result, the foreign funding has come down very heavily for many charitable organizations.

Some of the foreign funding has come with strings attached, the funder or the funding country want India to move in certain

direction and Government has to know about such activities and they are tightening the screws in the FCRA rules. But unfortunately, genuine organizations will also suffer due to such wholesale tightening of rules. On the other hand Government is planning to open up Indian philanthropy by making it a law for all companies to spend 2% of their profits on CSR. We will know about the effectiveness of its implementation, only when this happens.

Is it really true that India has become a strong economy that we don't need help from outside? What about all the people we see sleeping on the pavements, people begging in front of all temples, the increasing number of farmer suicides ...? Recently when we had the full day "Bharath Bandh", there were many daily wage earners, who had to go hungry on that day as they could not get any job and hence no money to even have one meal. We have people who don't have even one day reserve money.

The problem with our economic growth is that rich have become richer and the poor have become poorer. Unless the new generation which has become very rich or rich, share their resources with the underprivileged, we will have a big problem as the outside world is treating India as a developed country while the reality is only a section of India has really developed.

In this context, the Joy of Giving week is really significant and let us all get into the habit of giving.

Thanks & Regards

Murali

BGV Day Celebrations at Sevalaya



Sevalaya Children programme at HIRCO Company



Public Relations

Mr. V. Muralidharan represented Sevalaya at the National consultation on philanthropy Meet to discuss the various ways NGOs can collaborate with Planning Commission, organized by Credibility alliance on 17/09/2012 at New Delhi. He also attended the Credibility alliance Annual General Meeting on 18/09/2012.

HIRCO is the corporate Sponsor of Sevalaya in the India Giving Challenge 2012 launched by GiveIndia. Mr. V.Muralidharan met the executives of HIRCO on 04/09/2012. The children of Sevalaya presented a cultural programme on the occasion.

Sevalaya put up a stall at Scope International on 26/09/2012 and distributed pamphlets and other literature to the associates.

Awards

Sevalaya was selected by Project Management Institute of India as the Best Managed project. Mr. V.Muralidharan received the Award at the hands of Mr. Vineet Nayyar, CEO, HCL Technologies at PMI conference, Chennai on 28/09/2012. Sevalaya made a presentation on the way the organization is professionally managed-setting up of Annual goals with inputs from all stake holders, drawing up of Annual Plan in alignment with the goals, breaking down of the Annual Plan into Monthly and Weekly Plans, Daily/weekly review meets by the teams and the monthly Management meetings where the activities are reviewed and corrective actions taken, if needed and performance evaluation of staff as against their self-determined goals.

Bharathi Team Clubs

The students of Social Science club visited the post office at Thiruninravur and got firsthand information about the different activities carried out there, steps to be followed to enter the postal service etc,. In the English club groups of students read stories and shared what they had read with other groups. In the Karuna club students went to Puliyur Kandigai School and talked about Mahavir and his ideas on compassion. The Maths club enjoyed an outdoor activity, actually measuring the fields in the campus and calculating their areas, perimeter etc. while science club students did a hands on activity to find out the acidic/basic nature of different substances.



Hundis given by Pothys for Sevalaya Children



Tree planting at Kasuva Campus by volunteers from Scope International



Sevalaya Murali receiving PMI Award at the hands of Mr. Vineet Nayyar, CEO, HCL Technologies



Vinayagar Chaturthi Celebrations at Sevalaya

Fun Class

An Inter class poem competition was conducted on 01/09/2012.

Functions

Teachers' day was celebrated with great enthusiasm on 05/09/2012. Mr. Vijay Kumar Bafna, President, Rajasthani Association was the chief guest. Members of the Rajasthani association participated in the function. The Chief Guest distributed gifts to all staff and instituted a Cash award for a Best Teacher to be selected by the staff of the School every year. This year Mr. R.Vijayaraghavan was selected as the Best Teacher and won the Award. Silver coins were presented to the staff as a gift for Teachers Day by the Management. A special cultural programme highlighting the tradition of Guru Worship in India was presented by the students.

The Annual Bharathi, Gandhi, Vivekananda (BGV) day was celebrated this year on 07/09/2012. The Chief Guest IsaiKavi Ramanan gave away the prizes to the winners of the inter school BGV competitions held earlier and captivated the audience with his sparkling talk on the values of the three leaders. 500 Children from thirty schools participated in the function.

Vinayaga Chaturthi was celebrated on 22/09/2012. The Manager of SBI, Thiruninravur Branch was the chief guest. He spoke to the students about Vinayaka's intelligence and extended his wishes to all students to study well and come up in life. Students presented a cultural programme enacting various anecdotes from Vinayaka's life.

Sports

In the zonal athletics held on 04/09/2012 & 05/09/2012, boys won the III prize in Discus throw and three girls walked away with I prize in 100m at the junior level, II prize in 800m in Super Senior level and III prize in 400m in senior level.

Tours

A group of 120 people including staff and families and the orphan children of Sevalaya went on a three day tour from 26/09/12 to 28/09/12 to Madurai, Palani and Kodaikkanal.

Trainings

Mr.Senthilmurugan & Ms.Aswini attended the English Language teaching workshop conducted by British Council on 22/09/2012 and 23/09/2012 on improving listening, speaking , reading & writing skills of children.

Ms. N.Annapurna attended the School for tomorrow conference at Rani Meyammai Hall on 15/09/2012.

Staff of primary School attended CRC training at Pakkam and Veppampattu on 22/09/2012.

Staff of high school attended RTE Act training at Avadi on 28/09/2012.

Volunteers

Volunteers from Scope International visited Sevalaya campus on 14/09/2012 and organized drawing, quiz competitions for primary & High school students & conducted communication skill classes for higher secondary students. They also planted many fruit trees in the fields while a group entertained the Senior Citizens of the Old Age Home.

The number of foreign volunteers in the campus has increased with the arrival of Rosa from Germany and Rose& Lily from United Kingdom. Rosa is an organic farming enthusiast and spends a lot of time in the fields while the 2 volunteers from United Kingdom teach primary classes.

Vivekananda Team Events

On 01/09/2012 children's parliament was conducted.

The Tamilnadu Government has proposed setting up of Integrated Homes housing 25 orphan/destitute students and 25 destitute senior citizens. Sevalaya was selected in Thiruvallur District to run the Integrated Home. On 05/09/2012 the Integrated home was inaugurated by Honorable chief Minister Dr.J.Jayalalitha through video conferencing.

Students from Guru Nanak College visited the Campus on Vinayaga Chathurthi Day (19/09/2012) and interacted with the resident children and senior citizens.

On 19/09/2012, 60 Members of Jamad eIslamia - Perambur, visited the Campus and interacted with the students. The resident children made images of Lord Vinayaga in clay and offered pooja on 19/09/2012.

On 21/09/2012, TI Metal company celebrated its Founders Day at Sevalaya and provided Lunch for children home and Old Age home.

Gandhi Unit Events

Ms. Sajidha Begum conducted jewellery and phenyle making classes at Vadanallur on 06, 07/09/2012, at Aayalur on 08, 09/09/2012 and Kasuva on 11, 12/09/2012.

On 14/09/2012, Sevalaya and Sundar chemicals (p) ltd., distributed salt enriched with micro nutrients and folic tablets in Vadathur and Magaral village.

On 15/09/2012, Sevalaya and Scope International organized a Tree plantation program. More than 100 trees were planted in the Campus.

St.Gabriel's Higher Secondary School, Broadway, Chennai held a NSS Special Camp from 27/09/2012 to 03/10/2012 at Sevalaya campus.

On 15, 16/09/2012, 3 staff members attended a training on Organic farming at Erode.

KottuMurasu & Mobile Library

The KottuMurasu cultural troupe presented cultural programmes at Sivanvoil village on 02/09/2012, Kakkakandigai village on 09/09/2012 and Thamarapakkam Koot Road on 23/09/2012. Nearly 210 villagers attended all the 3 programmes. The Mobile library also visited these villages on those days. Nearly 150 people borrowed books from the library.

Kottu Murasu Programme at villages



St. Gabriel's NSS camp at Sevalaya

Jewellery making class for the Villagers



Swami Vivekananda's Karma Yoga

Man – a fusion centre!

Swamiji says, "Karma in its effect on character is the most tremendous power that man has to deal with. Man is, as it were, a centre, and is attracting all the power of the universe towards himself, and in this centre is fusing them all, and again sending them off in a big current.

Such a centre is the real man-the almighty, the omniscient-and he draws the whole universe towards him.

Good and bad, misery and happiness all are running towards him and clinging round him; and out of them he fashions the mighty stream of tendency called character and throws it outwards As he has the power of drawing in anything, he has the power of throwing it out.

Swami Chinmayananda in his commentary on "The Holy Geetha" deals elaborately on this aspect of Man.

"Through the five "gateways of knowledge", the organs of perception, all of us experience the world of objects around us at all moments of our waking state.

The innumerable stimuli that re-act with our sense objects create impulses which reach the objective mind and these impulses filter deep down to the subjective stratum through the intervening layers of ego-centric desires.

These impulses, reaching the subjective mind of a person, react with the existing impressions of his own past actions that are carefully stored away in the subjective layer and express themselves in the world outside through the five organs of action."

Well, what has this to do with Karma Yoga we are discussing?

Let us wait and see.

Sevalaya is participating in the India Giving Challenge 2012 launched by GiveIndia. Donations to Sevalaya through iGive page link given below will enable Sevalaya to get matching grant* from GiveIndia.

www.giveindia.org/iGive-SEVALAYAIGC2012

* Conditions apply

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



Staff attending Organic farming Training at Erode



Sevalaya staff with their families and children at Gandhi Museum, Madurai

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

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DONATION FORM

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:

SEVALAYA,
2/25, Ground Floor, Rajaji Nagar Main Road, Pillaiyar koil Street, Thiruvannamiyur, Chennai-600041

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