



# sevalaya

**LOVE ALL  
SERVE ALL**

October 2013

## Value Education Book Released



Sevalaya, in line with its belief in value-based education has brought out a book comprising of 12 basic indispensable values. Anecdotes from the lives of the Sevalaya's leading lights, highlighting these values, have been compiled and presented in form that is easily accessible to the younger generation. This is one more effort by Sevalaya to build a better tomorrow.

On September 14th, this book was released by Chief Guest B.V.Ramanaa, Minister of Commercial Taxes and Registration. Poonamallee MLA N.S.A.R. Manimaran and Thiruvallur Union Chairperson R.Chandrashekhar were present during the function. Prizes were distributed to the winners of interschool BGV competitions.

## Wish Trees Spread the Word

From September 18th to 21st Sevalaya participated in All India state level Technical festival "AARUSH 13" held at SRM University, Kattankulathur campus. About 5000 students visited the campus. Sevalaya put up a stall with our handmade products and also displayed a wish tree made by the students. The students showed great enthusiasm. An attitude of empathy and community service was evident among the students who have promised to volunteer their skills for Sevalaya.

On September 20th, Sevalaya had set up at stall at Hotel Residency during "National Seminar on HVAC for clean rooms and controlled environments", ISHRAE Chennai Chapter. About 500 people attended the seminar and visited our stall.

From September 27th onwards Sevalaya stalls have been put up in the offices of eBay, World Bank and Tube Investments

offices. Wish trees, displaying the wishes of all children and senior citizens, are placed in these offices so that Donors can select the wishes they want to fulfill.



## Paperman Supports 15 Kids' Education

Paperman, an environmental NGO has selected Sevalaya as the NGO to be supported in their Joy of Giving week programme. They will be collecting old newspapers from many areas in Chennai

## Wedding Bells!

On September 28th, Sevalaya organized a wedding reception of newly married couple, Jothi and Senthil who are employees of Sevalaya's Goshala. As both of them are orphans, Sevalaya had arranged their wedding some time back in a temple of their choice. A grand reception was arranged for them at the campus on 28th. The Chief Guest at the function was Ellis Banu, Chairperson, Child Welfare Committee, Thiruvallur. She blessed the couple and praised



Sevalaya for taking care of all the needs of not only its residents but employees who had no one to support them.

## Watch out for two Sevalaya Kids

On September 21st Suryan FM recorded a programme where 2 primary school students told anecdotes from Gandhi's life. This programme is to be aired on Gandhi Jayanti day.

during the first week of October. The proceeds from the sale of such old newspapers, will be channelised for sponsoring 15 kids' education in Sevalaya.

# Wish you a very happy Diwali in advance!

Dear Friend,

Diwali (the festival of Lights), one of the major festivals of India symbolizes the triumph of good over evil.

As the festival approaches, there is a lot of celebration in the air, with people busily planning for the purchase of new clothes, sweets, savories and all the shops are flooded with new and novel varieties of clothes, sweets and of course crackers, to woo the people and make the occasion a memorable one!

As donors and friends of Sevalaya ([www.sevalaya.org](http://www.sevalaya.org)), we are sure that you have included your extended family of Sevalaya also in the preparation of your Diwali celebrations. This extended family has 1700 poor, destitute village children and 60 poor and destitute grandpas and grandmas.

These children are getting completely free education and doing very well in studies. Many of our students who completed school education have taken up higher studies and many of them are fully supported by Sevalaya. The grandmas and grandpas as well as the residents of the Children's Home which houses orphan and destitute children are given very good, healthy and nourishing

food, proper medical attention, love and affection.

We estimate at least Rs. 1000 as the expense for one person and we need support from all of you to have a great diwali for the 1760 people in the Sevalaya family. We are sure that as in the previous years, we will get your support.

With all your unstinting support the evils of poverty and destitution which plagued these 1760 residents are being

successfully overcome. We invite you to join hands and help us celebrate this victory on the auspicious day of Diwali!

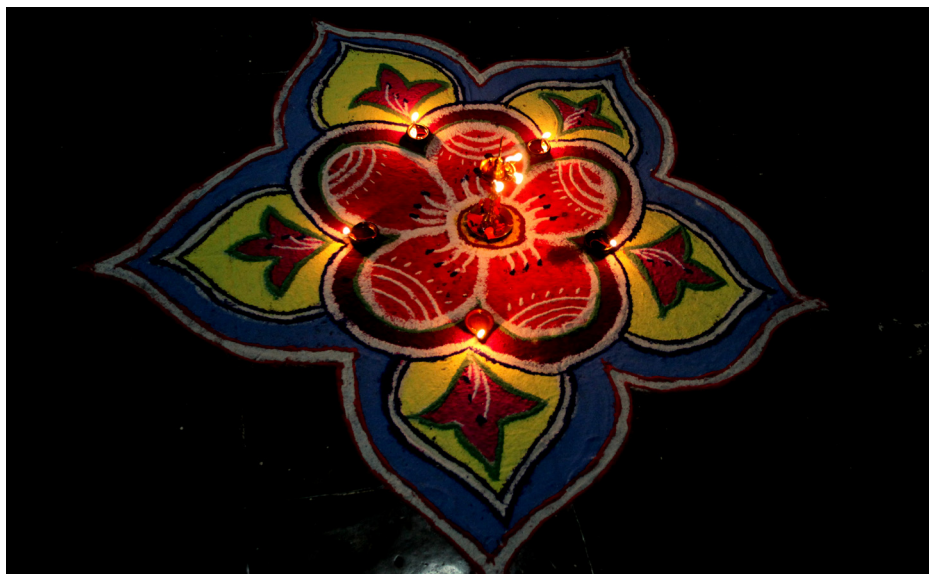
Please do visit Sevalaya campus and join all our children and grandpas and grandmas for a grand Diwali celebration.

Thanks & Regards

**V.Muralidharan**

Founder & Managing Trustee

20/09/2013



## How to make a donation:

1. This year take an opportunity to donate via iGIVE page <http://www.giveindia.org/iGive-HelpSevalaya> - upto 24th Oct, Give India will match your contribution to Sevalaya! (conditions apply)
2. Cheques in favour of 'Sevalaya', or donations in kind like clothes, crackers, sweets etc., can be sent to our city office at Sevalaya,  
F-B1, First floor,  
Old no 10, new no 24, Keshava Perumal West Street,  
Mylapore, Chennai – 600 004
3. Or money can be directly transferred to:  
For Indian Donors:

ACCOUNT NAME:	SEVALAYA
ACCOUNT TYPE:	SB
ACCOUNT NO:	029101000008743
BANK:	INDIAN OVERSEAS BANK
BRANCH:	DR. R.K.SALAI BRANCH, (E.E.Road Branch) CHENNAI 600004
BRANCH IFSC CODE	IOBA0000291

For Overseas donors:

ACCOUNT NAME:	SEVALAYA FCRA A/C
ACCOUNT TYPE:	SB
Account NO	408048361
BANK :	Indian Bank
BRANCH:	DR. R.K.SALAI BRANCH, CHENNAI600004
SWIFT CODE:	IDIBINBBMAS
BRANCH IFSC CODE	IDIB000 D035



## Thanking the Bus Crew

On September 21st Bus Day was celebrated. Former Panchayat President of Puliur R.Ramadhas, Vice President Shanthi Ettiyappan, N.R.Sambasivam, and Sevalaya Trustees were present.

Bus drivers and conductors on the Avadi-Periyapalayam route were invited for the occasion. The drivers and conductors were thanked and appreciated for their services and were honoured with gifts. Awareness on road safety was given and



some problems faced by students during travel were put forth to them too.

## Rural Awareness Programme



Kottumurasu, Sevalaya's cultural team conducts rural awareness programme every week. On 4th September the programme at Magaral Mettu Colony was on banning child labour. Panchayat president Chokkalingam was the Chief Guest. 53 villagers attend the programme.

On 11th September the programme at Naththamedu Periyar Nagar was on Women Education; 42 villagers attended the same. Panchayat President Ms .C Alangaram was the Chief Guest.

On 14th September health and hygiene issues including Dengue Fever were discussed at Naththamedu Main Village. Area Ward Member S.Dhivakar was the Chief Guest. 57 villagers attended.

On September 20th, child education and child labour issues were discussed at Melaped; 34 villagers attended. Area Ward Member M. Sankari Manogaran was the chief Guest.

Sevalaya's Mobile library visited these villages along with the Kottumurasu team.

## Vinayagar Chaturthi Celebrated

On September 7th Vinayagar Chaturthi was celebrated in the Residential campus. Nearly 100 students from Guru Nanak College and other colleges visited our campus and distributed sundal and sweets to the children and Old Age Home residents.

On September 10th , Vinayagar

Chaturthi was celebrated in the campus. Students of Std IX performed a cultural programme.

The chief Guest Dr.J.Prabhakaran (Deputy Director of Health Services Thiruvallur) addressed the gathering and spoke about measures to avoid dengue. Our in house doctor Dr. Ram Babu was present.



## Teachers Day

On September 5th Teachers Day was celebrated, where officials from LIC – R.Rajesh, Divisional Manager (NB), K.R.Kannan, Manager (Sales) and S.S.Raghunathan, Principal, Divisional Training Centre) distributed prizes to primary students for different competitions held in connection with the anniversary of LIC. Mementoes were



presented to Sevalaya staff who have completed 5 years. Silver coins were presented to all Sevalaya staff by the management of Sevalaya on the occasion.

Hindustan Unilever Ltd honoured the Headmistress on this day.

## Lecture at M C C

On September 23rd, Sevalaya presented a talk at Madras Christian College on the topic 'Swami Vivekananda, Mahakavi Bharathiyar & Mahatma Gandhi – Leading Lights'.

Bhuvaneshwari Muralidharan, Hony. Correspondent, Sevalaya and T. S. Venkataramani, Hony. Co-ordinator, Sevalaya delivered talks on the topic. The event was coordinated by Dr. Johnson Sampathkumar, Head of the Department of Public Administration Department, and his team. This event was well received by the audience.

## Weekly Go Pooja

Weekly Go pooja is conducted every Friday. Munivel Gangasri & family, Thamarapakkam, Vimalchand Jain & family, Thiruvallur, Malathy Kumar & family, Kakkalur and Suresh Raj Gopalan were the weekly donors of the Pooja.

## Temple Visits

Senior citizens were taken on a monthly temple visit to Kattavakkam Lakshmi Narasimar temple. They also attended wedding reception of our donor Vijayalakshmi at Sunguvarchathiram.

## Training Highlights

On September 18th N. Annapoorna, Headmistress & Unit Head and M.T Anand, Headmaster, Primary school, attended a workshop conducted by ez Vidya on 'New tools for teaching and how to think'.

On September 22nd a Video conference on developing English writing skills was

conducted by Padmanabhan, volunteer from Bangalore. Five students of Std XII participated.

On September 12th Craft Training was conducted; flower making and agarbathi making were taught to 13 village women.

## Finishing School Training

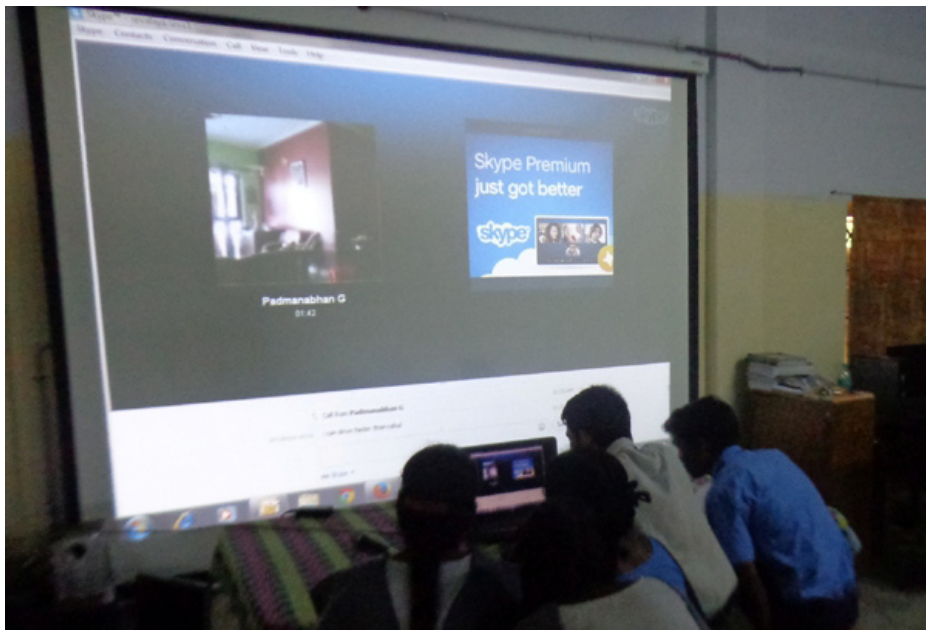
Lion Bridge's Finishing School training started on 1st September. Every Sunday, staff from Lion Bridge conduct classes like spoken English, personality development, soft skills for students who have passed out of Sevalaya and are in now various colleges.

On September 6th, a training on Effective Communication was conducted for students of Lion Bridge Talent Club by

Sarath of Lion Bridge Communication.

On September 7th, 14th & 21st, Spoken English classes were conducted by Lion Bridge Talent club. 30 students and 42 staff members attended the training.

On Sept 4th, Annual Competitions on Bharati, Gandhi, Vivekananda for the students of Thiruvallur and Chennai districts were conducted. 339 students from 24 schools participated.



## Sevalaya's Partners for Community College

Scope International is funding the building and infrastructure for Sevalaya's free Community College for the rural poor youth. AMK Polytechnic is providing faculty support. The construction of the college is in progress and the college will be offering free vocational courses on refrigeration and air conditioning mechanic and house electrician from November. A team from Scope International and AMK Polytechnic visited the campus on September 24th to view the progress of the project.

## News in Brief

On September 5th & 6th, internal PR training on sales process, email & tele marketing was conducted. All PR staff and few campus staff attended the training.

On September 7th, 160 students from Bala Vidya Mandir School visited our campus and sponsored lunch for our students

V. Muralidharan attended Credibility Alliance National Conference on Accountability and CSR at New Delhi on 23rd & 24th September.

On September 26th, Senior Citizens Protection District Committee meeting was held at Thiruvallur collector's office. V.Muralidharan is a member of this committee. Various aspects of senior citizens protection was discussed with the district officials.

Associates from Aricent technology visited the campus and donated provisions.

## Swami Vivekananda's Karma Yoga

***Concentration itself is Yoga. Swamiji has this to say on concentration.***

When one works with concentration, losing all consciousness of oneself, the work that is infinitely better, and this every one may have experienced in his own life. We perform many works sub consciously, such as digestion of food etc., many others consciously, and others becoming immersed in samaadhi as it were, when there is no consciousness of the smaller ego.

If the painter, losing the consciousness of his ego, becomes completely immersed in his painting, he will be able to produce masterpieces. The good cook

concentrates his whole self on the food material he handles; he loses all other consciousness for the time being. But they are able to do perfectly a single work in this way, to which they are habituated. The Gita teaches that all works should be done thus. He who is one with the Lord through Yoga performs all his works by being immersed in concentration, and does not seek any personal benefit. Such a performance of work brings only good to the world, no evil can come out of it. Those who work thus never do anything for themselves.

### **On Integrity, read this**

Every successful man must have behind him somewhere tremendous integrity, tremendous sincerity, and that is the cause of signal success in life. He may not have been perfectly unselfish. Yet he was tending towards it. If he had been perfectly unselfish, his would have been as great a success as that of the Buddha or that of the Christ. The degree of unselfishness marks the degree of success everywhere.



# Children's Art Village Volunteers Hold Art Camp

## 200 children thrilled at novel experience

Five volunteers from UK and one from USA have been taking week long classes in various types of art, music and dance for nearly 200 students of Sevalaya's Mahakavi Bharathiyar HSS in Kasava village in Thiruvalluvar Dist. The art camp at Sevalaya is an annual event sponsored by Children's Art Village, USA . It infuses confidence and boosts self worth of these rural youngsters. It can also set career directions: it was one of these camps which motivated a resident of Sevalaya's home to pursue studies and a career in Fine Arts .

The valedictory function held on 28th September at Sevalaya's Kasuva campus saw a colourful display of the various items which had been prepared the last one week by the children. Multi coloured streamers, colourful masks, enchanting clay dolls of different hues , huge paintings made in a group adorned the large auditorium. The students who had made the different items were full of joy and pride. They kept looking at their contributions and pointed them out to their teachers and others.

The students also presented a cultural programme showcasing all that had been learnt during the week. For the music show they had prepared many small

percussion instruments themselves. This added an additional thrill to the show. A lot of pom poms again made in the camp added a zing to the dance shows.



## What They Have to Say

We have had a fantastic time. The teachers and students have been wonderful. The eleventh and ninth standard boys have helped me make a super film about Sevalaya.

**Nathalie Grace Holman**

Enjoyed film making and learnt lot about interview concept, video coverage, etc.

**E.Vijay(XI-B)**

The children have made some beautiful art work. They have all wanted to get involved in art, music, dance and film making.

**Michelle (Shelly) Rodgers**

Learnt lots of new things. Using creativity, we were able to make objects and even music instruments, from waste material.

**R.Nandhini (Students-XI A)**

I feel privileged to teach at Sevalaya. The children have been amazing. I have learnt lot from them. I shall miss all the children when I am gone to UK.

**Lea Marie Kennedy**

This experience has been life changing. It has pushed my limits and brought me joy, laughter and appreciation for the borders that art can help cross.

**Amelia Rayne Lamer**

I believe that Sevalaya become a bench mark for all caring institutions. It has been a privileged to volunteer at such a beautiful place.

**Matthew Anthony Clark**

For my first time volunteering abroad I could not have asked for a better place than Sevalaya. The staff made me feel welcome from day one and have made my stay here the best it could be.

**Faye Anthony Johnson**



## Volunteers from UK

Tatti and Martha from UK (through Project Trust) will be volunteering at Sevalaya campus for a year at our Primary classes. Meztli from Mexico (through AIESEC) will be volunteering for 3 months.

## Avenues for Support

### Sponsorship

Food (Annadhanam)	Children Home		Old Age Home	
	Contribution (Rs)	Endowment Corpus (Rs)	Contribution (Rs)	Endowment Corpus (Rs)
Milk (one time)	500	7,000	200	3,200
Breakfast (one day)	1,000	15,000	500	7,000
Lunch/Dinner (one day)	2,000	30,000	1,000	15,000
Lunch/Dinner (one day) with sweet/fruits	2,500	35,000	1,250	20,000
Full day Food Expenses	3,500	50,000	2,000	30,000
Full day Food Expenses with sweet or fruits	5,000	70,000	3,000	45,000

### Other sponsorships

	Children Home		Old Age Home	
	Contribution (Rs)	Endowment Corpus (Rs)	Contribution (Rs)	Endowment Corpus (Rs)
Residence Expenses for one child/senior citizen/cow per year	6,000	80,000	6,000	80,000
Educational Expenses for one child /year	6,000	80,000		
Salary for one staff per month	5,000	800,000		
Medical expenses for one child/one senior citizen	500	7,000	5,000	70,000
Funeral expenses for one senior citizen			5,000	70,000
Cultural expenses for one child/senior citizen	1,000	14,000	1,000	14,000
Camps and tours for one child/senior citizen	500	7,000	500	7,000
Sports Expenses for one child per year	500	7,000		
Educational Aids	1,000	14,000		
Educational Kits	1,000	14,000		
Higher Education	20,000	300,000		
Professional Higher Education	50,000	700,000		
Workshop/Training/for one staff	2,000	28,000		
Go Pooja - One Cow	500	5000		

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Editor: T.S.Venkataramani

Send your comments to: Sevalaya, Old no 10, New no 24, Kesava Perumal Westward Street, Mylapore, Chennai-600 004, Tamil Nadu, India

Phone Nos. : 9444620286, 9444333529, (044)64611488, (044)26344243, (044) 24950204

E.mail : sevalayamurali@sevalaya.org, sevalayaprm@sevalaya.org Visit us at: www.sevalaya.org

## 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: \_\_\_\_\_

Address : \_\_\_\_\_

City : \_\_\_\_\_ District \_\_\_\_\_

Postal Code : \_\_\_\_\_ Phone No.: \_\_\_\_\_ E-mail Address : \_\_\_\_\_

I hereby enclose my donation of \_\_\_\_\_

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

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