

# seValaya LOVE ALL SERVE ALL

**Love 9 Sevalaya's News Letter - September 2013 Serve 6 Price-Re.1**

## Dear Friends,

We always celebrate when we get something - when we get a new house, a new car, a new degree, a new job etc. Actually we feel happier when we give. People, who have given whole heartedly, will certainly realize this. So why don't we celebrate Giving?

To encourage people to give, GiveIndia and few other organizations join hands together every year to organise many events which will promote the giving culture. Sevalaya is part of this group. The 'Joy of Giving week' rightly comes in the Gandhi Jayanthi week. This year it will be from October 1<sup>st</sup> to October 9<sup>th</sup>. All charities, clubs, individuals can plan events to promote giving culture in their area. Select any charity you want to support, organize events in this week and make people give. There will be lot of programs on television and print media so there will be lot of talk on Giving doing rounds, so each one of us can do our bit during this week. More than one crore Indians are expected to participate and year after year, we see the Giving movement catching momentum.

As a part of this event, Sevalaya has planned to organize an event called "Wish Tree" where our children & senior citizens will jot down their desires in a piece of chart paper and tie it to the branches of the wish tree. Such trees will be placed in corporate offices and if you want this in your office, please contact us.

Sevalaya's Old Age Home houses 60 senior citizens from the age groups 60 to 90. We have 150 orphan boys and girls residing in the hostels. They are provided food, clothing and shelter, and also given all other essential facilities, viz. medicines, taken to places of worship of their choice. Every year, to break the monotony of staying at the campus, we take them for a picnic cum outing for one day.

The day includes entertainment and physical activities such as a movie, some games and food outside. Year after year this day has been a huge hit with the residents and they cherish these memories for a long-long time. This day also acts as a learning experience and creates a special level of bonding between residents. You may sponsor or request your company to sponsor this event.

Any sort of knowledge transfer is welcome - if you know cricket please come and coach the underprivileged children; if you know cooking, come and cook for the old people and teach our cooks; if you know computer programming, teach our children; plant trees; donate your used clothes, toys, books etc; organize lectures and discussions on giving; help NGOs to write proposals; direct NGOs to where they can apply for grant; tell villagers what Government schemes are applicable to them and how to get that - you can think of hundreds of thousands of ways in which you can participate by giving your time, knowledge, money etc. in this week.

There will be a mega evening of music and food in Chennai on 1<sup>st</sup> Oct, at Chennai Trade Centre. This is called the "Battle of Buffet". Many five star hotels of Chennai have agreed to supply food and many leading artists will perform on the stage. Many celebrities from the corporate and film world will participate. Donors passes (Rs 5000 per pass) is available with Sevalaya. This event is completely sponsored by Oriental Cuisines and Sevalaya does not spend anything on organizing this event. So your entire contribution will go towards Sevalaya projects.

For any details, you may revert to Miss. Sara.V (sevalayaprgeneral@sevalaya.org) at Mobile No: 7401651322

**Thanks & Regards**

**Murali**





### Administration & Accounts

On August 22<sup>nd</sup> Accounts and Admin training was conducted by Mr. V. Muralidharan, Mr. T.S. Venkataramani, and Mrs. Bhuvaneswari Muralidharan for Unit heads, Campus and City Office Staff.

On August 23<sup>rd</sup> & 24<sup>th</sup> Mr.A.Prakash, Admin & Accounts Head, city office, participated in two day National Conference in Chennai organized by Committee for Co-operatives & NPO Sectors, Institute of Chartered Accountants of India.

### Public Relations

On August 5<sup>th</sup> Mr.T.S. Venkatramani, Honorary Coordinator delivered a lecture on "Vivekananda as Social Reformer" at Madras School of Social Work as a part of Sevalaya Silver Jubilee Celebrations. Prof. Shakeela introduced Sevalaya to the students, Mrs. Madhuvanthi, PG Student, moderated the event and Ms. Vaishnavi proposed vote of thanks.

On August 12<sup>th</sup> an interview with Mr. V. Muralidharan, Founder & Managing Trustee was broadcast on Thenral community radio.

On August 25<sup>th</sup> Mr. V Muralidharan, Founder & Managing Trustee attended the executive committee meeting of Exnora International, Thiruvallur.

On August 26<sup>th</sup> Mr. V Muralidharan, Founder & Managing Trustee attended a training organized by iVolunteer on retaining & developing donors.

### BHARATHIYAR UNIT

#### Events

On August 2<sup>nd</sup> Puthiya Thalaimurai conducted a science fair 'Veetuku oru Vignani' at Bhajrang Engineering College. Sevalaya students exhibited two models titled "Mattri Yosi" and "An Ideal Village" - one highlighting the excessive use of water in cattle rearing thereby making non-vegetarian food habits less eco friendly and the second on sustainable energy usage.

On August 4<sup>th</sup>, Bhoomi Foundation conducted various competitions. Actress Dhiya and Young Scientist Mr. Mohan were the chief guests. MCC College students volunteered in the event. Sevalaya students won several prizes in different competitions and won 3<sup>rd</sup> place in the Overall Championship.

On August 7<sup>th</sup> during the holy month of Ramzan, Iftar was celebrated at Sevalaya. Mr.Syeed Ravoof (District Child protection officer), Mr. Hayathbasah from Palavedu mosque and Mr. Kunankudi Hanifa of Manithaneya Makkal Katchi participated in the Iftar along with other Islamic friends from the mosque.

On August 13<sup>th</sup> Sevalaya's yearly Science exhibition was held. This year it was titled 'Water is Life'. Prof. Hemanathan, Subramaniya Swamy Arts & Science College, Tiruttani was the Chief Guest. Most of the Govt. School Children, in and around Thiruvallur Dist. participated in this exhibition.



**Aero Modeling Workshop**

On August 15<sup>th</sup>, Independence Day was celebrated, Mr.Vijaykishoor M.Sc., M.Tech, MISTE, MIIM Principal, AMK Technological Polytechnic College (Govt. Aided) Sembaramabbkkam, Chennai was the Chief Guest and hoisted the National Flag. Blood Donation Camp was conducted by Red Cross of Thiruvallur and old Students Association of Sevalaya on the occasion. Many students participated in the camp. Students presented a cultural programme on this occasion.

On August 16<sup>th</sup> awards were presented to toppers of Std X and Std XII of Sevalaya and students of nearby Government schools by Mr. Jegan Moorthiyar of Puratchi Bharatham. Prizes and medals were distributed in the function.

On August 25<sup>th</sup> Gymkhana Trust, Triplicane conducted Bharathi song competition, in which 11 students from Sevalaya participated.

On August 27<sup>th</sup> Krishna Jayanthi was celebrated at Sevalaya. Mr. A .S. Rangaramanujam was the Chief Guest in the event. He entertained the children with stories of little Krishna and also spoke on life of Indians in USA.

### Trainings and workshops

On August 1<sup>st</sup> primary teachers Ms. K. Beulah and R. Poongavanam visited SBOA school, Anna Nagar and observed classes to learn better teaching methodologies that would make classes more interesting.

On August 2<sup>nd</sup> the third session of spoken English for students and teachers was conducted by Mr. Narayanasamy and Mrs. Annapurna Narayansamy.

From August 9<sup>th</sup> to 16<sup>th</sup> a week long NSS Camp was conducted at Sevalaya campus by Thirumurugan Arts and Science College, Thirupachoor, Thiruvallur District. Ms.N.L.Amuthayi and Mr.D.Duraivelu were the Chief Guests at the inauguration of the camp. Ms. Sudha and Ms. Rajaseeli were the Co-ordinators. 36 girls participated in the camp and cleaned the campus,kitchen and sorted things in the stores.





On August 19<sup>th</sup> Aeronautical Model Training workshop was conducted by Mr. Vivekananda and Mr. Satish from Eagle Aero Sports, Chennai. Students of Std. IX participated in the workshop.

On August 20<sup>th</sup> training on Hygiene was conducted by Dr. Rambabu. All boys from Std VI to XII participated in the training. The doctor explained how to be hygienic in our daily lives and spoke on the importance of keeping our body and our surroundings clean.

On August 31<sup>st</sup> Lion Bridge Talent club was inaugurated. Top rankers in each class are members of this club and they will be given special training in spoken English, computers and personality development.

### **Sports**

On August 13<sup>th</sup> Sevalaya girls participated in Kho Kho 3<sup>rd</sup> level category competition which was held at Immaculate School, Avadi.

On August 20<sup>th</sup> Throw Ball (Zonal Level) 3<sup>rd</sup> category competition for girls was held at Jaya School, Thiruninravur. Runner up prizes was won by our school in juniors and Super Senior category.

On August 26<sup>th</sup> Volley ball 3<sup>rd</sup> category competition for boys was held at Amudha School, Thiruninravur.

On August 27<sup>th</sup> Sevalaya boys participated in Kho Kho 3<sup>rd</sup> level category competition which was held at Dasar School.

On August 31<sup>st</sup> Zonal Level Chess Tournament was conducted at Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva.

### **VIVEKANDNA UNIT**

#### **Events**

On August 17<sup>th</sup> Nila Mutram - Cultural program was arranged along with NSS Students of Thirumurugan college, Thiruvallur at Sevalaya campus.

On August 18<sup>th</sup> Sevalaya Children went to SKR Engineering College to attend a Cultural program & Games. Note books and other stationery items were donated by the College during the program.

#### **Visits & Visitors**

On August 4<sup>th</sup> & 11<sup>th</sup> few staff along with foreign volunteers attended Nama Sagar, a programme of Bhajan and discourse by Shri. Vittal Das Maharaj at Teynampet, Chennai.

On August 9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup>, 10 children and 5 care takers went on a trip to Coimbatore and Pollachi.

#### **Volunteers & Interns**

On August 3<sup>rd</sup> Special Study class was organized for Std IX, X and XII hostel students. Dr. Meera Ph.d (Chemistry) taught Science to our students. She is a Volunteer for Sevalaya who visits every Saturday and conducts classes.

On August 16<sup>th</sup> a set of Volunteer's from Youth Helping Hearts, Ayanapakkam and volunteers from SKR Engineering College, Poonamalle, taught dance for hostel children as a part of Cultural / Game program.

Between August 1<sup>st</sup> & August 31<sup>st</sup> foreign interns left for their home town after completion of their internship. Rosa (UK) interned for 1 year, Bailey (UK) interned for 3 months, Jenifer (Austria) interned for 3 months, Anna and Kathreen from USA interned for 3 months.

### **Trainings**

On August 5<sup>th</sup> Life Skill training was conducted for primary school children by Mr. K K Shiva Sailam.

### **Camps**

On August 18<sup>th</sup> Dental Camp was organized by Thirumurugan College & Rotary Club for hostel Children & Senior citizens. Nearly 138 children and 60 senior citizens were benefitted.

On August 21<sup>st</sup> Mr. Jayaraman, a donor of Sevalaya organised a dental check-up for our senior citizens. Treatment was given at Saveetha Dental College. Old Age Home residents, Mr. Ramu, Ms. Lalitha, Ms. Logammal, Ms. Mary, and Ms. Nagaveni underwent treatment.

### **GANDHI UNIT**

#### **Events**

Go Pooja is conducted on every Friday. Mr. Mahaveer Jain & Family, Thiruvallur, Area Ward Member Ms. Ilamathi Thivengadam, S. Sathyasankari, Block Development Officer, Thiruvallur, Munirathinam & family, Ramanathapuram, Ms. Kamala Devi & family, Thiruvallur, Mrs. Shoba and Mr. Shivasailam were the sponsors of the Pooja this month.

### **Kottu Murasu**

On August 6<sup>th</sup> Kottumurasu street play troupe of Sevalaya and Mobile Library visited Amanampakkam Tamil Colony. Area Ward Member Ms. Ilamathi Thiruvengadam welcomed the troupe. 67 villagers watched the street plays & made use of the mobile library.

On August 8<sup>th</sup>, Second 6 month Tailoring & Computer course completion Certificate distribution function was held at Aayalur Village. Mrs. Gomathibabu, President, Aayalur presided over the function and certificates were distributed to 42 candidates who successfully completed the courses. A new computer training centre was also inaugurated on that day.

### **Trainings**

On August 9<sup>th</sup> Craft training was conducted at Melakondayar Periyar Nagar. 18 women participated in this training.

On August 12<sup>th</sup> Ms. Sajitha Begam conducted the craft training at Kasuva village. 12 women were benefitted from this training.



# Swami Vivekananda's Karma Yoga

## Means and Ends

Vission, Mission and Goals are essential ingredients of efficiency. Swami Vivekananda sets out his standards for his Goal setting, and the ways to go about achievement of the Goal.

Let us hear him:

"Everyone should take up his own ideal and endeavour to accomplish it. That is a surer way of his progress than taking up other men's ideals which he can never hope to accomplish. Let everyone do the best for realizing his own ideal. Unity in variety is the plan of creation. However men and women may vary individually, there is unity in background. The individual characters and classes of men and women are natural variations in creation. Hence we ought not judge them by the same standard or put the same ideal before them."

In essence, what Swami talks about is, one's following one's own Swadharma. In the next stage, Swamiji discusses processes. All the secret of success is to pay as much attention to the means as to the end..... our great defect in life is that we are so much drawn to the ideal, the goal is so much more enchanting, so much more alluring, so much bigger in our mental horizon, that we we lose sight of the details altogether.

But whenever failure comes, if we analyze it critically, in ninety nine percent of cases we shall find that it was because we did not pay attention to the means. Proper attention to the finishing, strengthening of the means is what we need. With the means all right, the end must come. We forget that it is the cause that produces the effect.

The effect cannot come by itself; and unless the causes are exact, proper and powerful, the effect will not be produced. Once the ideal is chosen and the means determined, we may almost let go the ideal, because, we are sure it will be there; when the means are perfected...The means are the cause.The attention to the means is, therefore, the great secret of life.

### SPONSORSHIP DETAILS

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

(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:  
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