

LOVE ALL SERVE ALL

Asian Paints picks Sevalaya as CSR partner

Commits Rs.22.4 lacs for green energy, clean water and Health & Hygiene



Krishnan Vaidyanathan, General Works Manager of Asian Paints handing over the cheque to Radha Srinivasan, Head Corporate Relations of Sevalaya, applauded by V. Muralidharan, Founder and Manager Trustee.

Asia's No 1 paint company Asian Paints has selected Sevalaya as their CSR partner with a commitment of Rs. 22.4 lacs to fund projects in green energy, clean drinking water.

Sevalaya already meets most of its energy needs through solar power. The Asian Paints funding will facilitate generation of 6 KW power from solar energy. They have also provided a bunch of inputs to improve the Helath and Hygiene of students.

By funding ten water Doctors (purified drinking water dispensers), Asian Paints will meet a dire basic need. Providing clean drinking water is the responsibility of the Sevalaya school, especially since it caters to underprivileged children, who have been poorly fed for many generations, and come from homes that consume drinking water of questionable quality.

The third area of support is health. The

Three focus areas Solar Project:

Green energy for Girls Hostel Water Project:

10 Water Doctor dispensers

Health & Hygiene Endowment:

Funding to cover Food, Medical &

funding will go towards taking care of the needs of 8 children in the hostel.

M.Rajaram, Officer HR from Asian Paints, also participated. This was the culmination of a thorough evaluation process by Capt. (Retd) B. V. Naveen, Kumar, Manager - Security of Asian

The Company heard about the good work done by Sevalaya from P. M. Vinobha,

Quality Officer in Asian Paints. Vinobha had known Sevalaya since 2006 when two orphaned kids of his relatives were admitted to Sevalaya. Says Vinobha: "I used to go to Sevalaya with my father to see the two kids, as their guardian. Seeing many children and senior citizens even without any guardian or relation, I had an urge to do something for Sevalaya. This motivated me to approach my Company. I am thankful to my Company for recognising Sevalaya for their tremendous service".



Krishnan Vaidyanathan, General Works Manager, presented a cheque for Rs 22.4 lakhs as their CSR contribution, on 28th November, 2014, at a function held in Sevalaya campus. "Asian paints as an organization always looks for opportunities to give back to society. I am very thankful to Sevalaya for providing us an opportunity to serve the society through them. The 2000 destitute children and 60 senior citizens deserve all support. We are happy to be a part of this and we assure more support in the future" said Krishnan Vaidyanathan.

Joy of giving: the way of life

Dear Friend,

Wish you all a merry Christmas and happy New Year!

During this time of the year, we think of holidays, celebrations, church etc. Most importantly we think of Santa Claus. What a great personality – to be able to meet children and keep giving gifts! wherever he goes, children with smiling faces will welcome him, his appearance will be anticipated with great joy in any event. It is a role anyone will like to play, as it enables you to handover gifts continuously, year after year and making people around you very happy. Do we have Santas in real life or is Santa just an imaginary character?

Richard Semmler from USA is a living Santa. He is a commoner like most of us, with an income just enough for him to run his family . He works in Northern Virginia Community college as a Mathematics professor. He also does two other part

time jobs, may be to earn more so that he can give more! His goal is to donate 50% of his income to the needy and poor. He has been successfully doing this for the past decade.

He says people can select one charity locally and one internationally, so that they wil be able to help people who live close by and also cater to the needs of people who are in other continents. The

Santa is a real character. He dresses up like Richard and lives in our midst.



Richard Semmler

community college he works at gives life to many poor students. He has set up many scholarships for poor students. Not satisfied with just giving money, he gives his time also by engaging himself in constructing houses for poor people. He volunteers in serving the evening meal once a week in a home for the homeless and also sponsors meals for 100 homeless people once a month.

His goal is to donate one million dollars before he retires. He is not a big business magnet nor does he have a huge bank balance. He is like the majority who survive on the monthly salary.

Santa is a real character. He dresses up like Richard and lives in our midst.

Thanks & Regards

Christmas eve

Murali

(Thanks to www.boldergiving.org, for bringing to light such people)

One who does not part his wealth wouldn't get salvation



Christmas was celebrated in a grand manner at Sevalaya on 26th December 2014.

The Chief Guest for the function Dr.
M. Victor Louis Anthuvan , Dean,
Research- Loyola Institute of Business
Administration paid rich encomiums to
Sevalaya for the selfless and exemplary
services to the poor, needy and orphans.
He also gave an anecdote that Jesus
loves and also declares only a giver and
charitable gets salvation, none else
irrespective of their power and wealth.
In a surcharged emotion he said that as
he entered this Sevalaya's campus he had
a feeling of entering a great temple. He
concluded his speech quoting Jesus's

saying that "Even a camel may get into a needle's tiny hole but not a wealthy person gets salvation unless he gives away to the poor".

Irene Nicoll from United Kingdom was all praise for Sevalaya for its great services. As she returns to UK she will take the message of Sevalaya, spread in UK, develop contacts there and mobilise support for Sevalaya.

The children also presented colourful cultural programme on Christmas. They enjoyed when Santa entered the arena which was the peak of the day's excitement.

UK volunteer Irene turns Santa Gifts footwear to all residents on



Irene Nicoll, volunteer in Sevalaya has come a long way from Scotland to spend time with the children of Sevalaya for Christmas. At the age of 59 she is more energetic and dances with the children when she teaches them Christmas Carols. When Irene shared her experiences about staying in Sevalaya "I came to Sevalaya last Christmas and was moved by the way the children are here and decided that I should come here whenever I find time. I wanted to help these children as much as I can".

Last year when she came here she donated mattresses worth Rs. 300 each, for the 150 boys and girls of the hostel. This year she gave branded slippers for all the hostel children which is worth Rs. 300 each and toys worth Rs. 50.

(Continued from page 1)

Says Capt. Naveen: "We evaluated and found Sevalaya to be professional and working for the social cause. Also, the founder's noble efforts for socio-economic upliftment of the underprivileged which he started in a single room now turning into a campus impacting 40 villages speaks loud about his dedication and professionalism. Alongwith it, his down to earth conversations were inspiring and contagious. These made us decide Sevalaya was the right match for our CSR projects".

Meanwhile, Asian Paints, in true spirit of partnership, has involved their employees. The employees visit Sevalaya every second Saturday, for volunteering

Asian Paints Chennai Plant has been active in CSR even before legislation



P. M. Vinobha giving motivational talk to the children

stepped in. It sponsors Helpage India (Mobile Medicare Unit) for taking care of the medical needs of the underprivileged elderly people in and around their Plant for 13 villages. As Rajaram, HR head notes, "We have

taken up construction of toilets for the underprivileged people and organised multi specialty health check up camps, besides gifting furniture, civil construction works, gates to the nearby schools and the like", adds.

eBay Foundation's \$10,000 grant for Sevalaya

Sevalaya was awarded a \$10,000.00 grant from the eBay Foundation Corporate Advised Fund at Silicon Valley Community Foundation. The grant was recommended by eBay Foundation's employee-volunteer led Chennai and Bangalore GIVE Teams. Funds will be used to sponsor education for 100 poor, underprivileged children of Sevalaya.

The Education Sponsorship was made possible in part through eBay

Foundation's GIVE Team program, which empowers employees of eBay Inc. to support their communities through volunteerism and employee-sponsored grants. In 2013 alone, GIVE Teams worldwide recommended over 200 non - profit organisations to receive grants totaling more than \$1,100,000.

Said Amy Millington, President of eBay Foundation. "Through our GIVE Teams, we've been able to identify and support a wide variety of outstanding programs, that feed families in the San Francisco Bay Area, educate children in India, assist seniors in Germany, mentor at-risk youth in Omaha, and serve the homeless in Austin—to name only a few. We couldn't be happier to add to our list of beneficiaries by supporting Sevalaya in its efforts to educate poor, under privileged children from rural villages."

Sevalaya ties up with Jr NBA Kit and coaching part of the deal



Sevalaya has become a registered Reliance Foundation Jr NBA Member School.

Sevalaya participated in the 'Train the Trainer' programme in Santhome High School Mylapore and received free basketballs, training kit and coaches training book. This tie up has come at the right time, now that Sevalaya has a basket ball court, thanks to the support of Round Table 64.

Reliance Foundation Jr. NBA India



provides PE instructors/coaches the resources to teach the game and grow participation. Member Schools will benefit from after school activities

implemented by NBA certified coaches. The schools will also receive invitation to send teams/players to Reliance Foundation Jr. NBA competitions

57 rescued children join Sevalaya

District authorities transfer children of closed down Home

57 children in the age groups of 6 years to 19 years were transferred to Sevalaya on 13th December 2014. When a residence had to be found for these children who were rendered homeless, the District authorities called up Sevalaya towards us and the next day itself we and made the request.

The children, already under severe shock, were stressed by the prospects of being shifted from what has been their home for many years. Many of them were in tears. They had their apprehensions and the natural fear of the unknown. But later, when the bus of Sevalaya arrived, to pick them, that gave them some confidence. After interacting with the representative of Sevalaya, the children boarded the bus and soon turned into a happy bunch enjoying the ride. They had a lot of questions about their new home, naturally.

Later when they entered Sevalaya and were served snacks, their hunger and their anxieties vanished.

R. David, a senior boy says: "We were very confused when the Government

people said that we will be shifted to another home. We were all in tears at that moment. But now, after staying in Sevalaya, we really feel secure here. The old students are also showing affection got all our basic requirements. I am also happy that I will be studying in such a big school. The hostel looks huge and I like this place very much".

The District Education Officer (DEO) of Thiruvallur district, who visited Sevalaya on 15th December 2014, expressed

happiness about Sevalaya's support in providing shelter and education to these children. The Chief Education Officer (CEO) also conveyed his appreciation to Sevalava management.

In 2013, 17 children arrived in Sevalaya under similar circumstances. The total strength in the Boys and Girls Homes has suddenly gone up from 150 to 207. While additional resources have to be found for the new residents, this development is also a great opportunity to shape these young lives.



"Maths Knowledge essential for all higher studies"

R. Mohan, Resident Editor, Deccan Chronicle participated in the Srinivasa Ramanujan's birth anniversary function held on 22nd December 2014.

Mohan, during his speech stressed the need to be proficient in Mathematics, since this subject forms the basis for all the higher studies including economics. He advised the children to study well making use of the opportunities provided in Sevalaya, come up in life through quality education and go in for various research. He narrated an anecdote wherein Ramanujan gave a new hypothesis to the number 1729. This number was taken from a car's registration number. Instantly within a few seconds Ramanujan said that this number was the smallest number which had the combination of two cubes. "Such was his genius!" Mohan pointed out.

The other dignitary on the stage was N. Balasubramanian popularly known as Bharathi Balu, who made power point presentations on the life history of the

great genius and solved some interesting Maths problems to highlight how the subject can be learnt and understood easily.

Every year Sevalaya's Mahakavi Bharathiar School celebrates Ramanujan Day. During the month of November 2014, students of Std VI to XII from schools in Thiruvallur and Chennai were invited to write an examination.

99 children from 10 schools participated in this competition and 11 children were selected for the prizes.

The prizes were distributed to the children during the Ramanujan Day celebrations.

Irene Nicoll, volunteer from Scotland also distributed medals to the prize winners.



State Open Book Exam: Prisoners among prize winners



Over the years, the children in Sevalaya's Mahakavi Bharathiyar Higher Secondary School have inculcated values for life, from the teachings of the great leaders, Gandhiji, Vivekanda and Bharathiyar. To widen the benefit, Sevalaya has been conducting open book examinations on these great leaders. These examinations are open for all the schools, colleges and prisons in Tamilnadu. In the month of November an open book exam on

Mahakavi Bharathiyar was conducted. There was a good response from the schools, with a total of 1000 children from 20 schools participating. This year, the examinations had 30 residents of 3 prisons participating.

At a function held on 11th December 2014, seven students from Cuddalore, Kancheepuram, Thoothukodi, Chidambaram and Thiruvallur districts

received their prizes from the Chief Guest, Rajeev Raizada, Field General Manager of Punjab National Bank . Also receiving their prizes for doing well at the examinations were 4 prison officers representing the prisoners from Cuddalore and Coimbatore prisons.

The Chief Guest praised Sevalaya's vision of inculcating discipline through the ideologies of the great leaders and noted that the impact was greatly visible in the behavior of the children in the school. The children look more disciplined and the teachers have played a major part to shape these children. He appreciated the services and committed to extend his support to Sevalaya in whatever means he can.

Asst. General Manager Rajeev Kheera, who participated in the function appreciated the children for having high aspirations to become doctors and Collectors and encouraged them to consider banking which is also a rewarding career.

Sincerity and discipline need of the hour, says N Gopalaswamy



Rajaji's Birth Anniversary was celebrated at Sevalaya campus on 12th December 2014. N. Gopalaswami, Former Chief Election Commissioner, Government of India was the Chief Guest for the function. During his brief speech he recalled the genius of Rajaji, and wished that the students should learn and follow three important principles of the leader in their life. One should imbibe the virtue of sincerity in every aspect of life and should become self -dependent. One has to strive to one's level best to succeed in life. One should be disciplined. He reminded the audience that Rajaji was a strong advocate of prohibition and wanted to root out the evil of alcoholism.

excellent service to the poor by educating them, which is the basic need for the hour.

He also distributed prizes to the 12 students who participated in the Tamilnadu State wide Open book examination on Rajaji, conducted by Sevalaya. These students were from schools and colleges of Thiruvallur, Villupuram, Trichy and Chennai districts.

Members of Rajaji Centre for Public Affairs also attended the function and K.R.Krishnan, Head of Rajaji Sathsangam and V. L. Narasimhan encouraged all the children to follow the principles of the great leader and come up in life.

Lakshmi Menon award for Founder

On the occasion of Laskhmi Menon's 20th death anniversary, Sevalaya was recognized for the exemplary service it has done to the cause of girl Child education. Sevalaya was selected for the "Lakshmi Menon memorial award" for the year 2014. V. Muralidharan, founder and managing trustee of Sevalaya received the award from the Chief Guest Veena Sirohi in the presence of the chairperson of All India Women's Conference (AIWC), Dr. Aparna Basu and President of AIWC ,Veena Kohli, Secretary General of AIWC, Asha Gambir and Vice president of AIWC Janaki Rajaram. The function was held in the All India women's conference auditorium in New Delhi, on 4th December 2014.



He paid rich tributes to Sevalaya for the

Parameswara Venkata Subramaniam (PVS Manian for short) is an active 80-year old, with an alert mind and a phenomenal memory even for details. If you have the time, listen to his life story unfolding like a screenplay, complete with narration and dialogues, all delivered in impeccable language – both vocabulary and grammar.

The lone brother to six sisters, Mani remembers being neglected and "muted at home" on T Nagar's GN Chetty Road. His father had a good job and a car, all of which he lost in a failed hotel venture. Yet he was the law at home and declared Mani "too short for Chemistry lab tables', and therefore unfit for Maths group. So Mani got 3B (History and Commerce) at Pachayyapas College, after Principal Prof R Krishnamurthy noticed the 4'8" youngster standing alone in the admission queue. Soon the college play ground became Mani's stage for self expression, through five games including cricket. Playing 3rd division for Young Gems Cricket Club as an opener and leg break googly bowler, he was "Kulla (short) Venkat', among three Venkats. He passed his Umpiring exam before passing his Intermediate exam in 1951. Even the money collected from his meager income as a newspaper boy, and what the sale of his text books in Moore Market fetched was not enough to pay the exam fee - so sister's wedding ring had to be pawned. Mani remembers that the English paper was leaked and a reexamination was held.

On landing a job with Indian Railways, Mani left for Gangapur City in the Rajastan desert in 1953, funded by his mother who pawned her chain. There he worked with some brilliant officers, serving them well and earning their praise and goodwill. For young Mani, travelling with the officers in coupes was an ego boosting

"I will continue to support Sevalaya as much as I can..."

Retired from BSNL as DGM (Finance), V. Vijayamohan has been a passionate supporter of Sevalaya for over a decade.

How long you have been supporting Sevalaya?

An all-rounder in life



thrill. In 1960, Mani won a gallantry award for "working without food and sleep for six days during the first Railway strike". As Steno Secretary, he had the privilege of accompanying and meeting Prime Ministers. In 1960, Mani rushed to Madras on receiving the news that

Don Bradman in the Pioneer and various letters he has drafted for policy change to sponsorship, his speeches and interviews featured on AIR, scripts for documentary films, serving as Hon Editor, South Metro Mail, his skills as a vocalist in Carnatic music... "I suggested the modernization of Cement plants in Tamil Nadu", he says, searching for documents to support.

Back in Chennai in 2008, Mani joined Ramakrishna Ashram. "I got back the pavement taken over by the Corporation some 40 years back", he says, explaining that he made his case based on old government records he poured over. "I got property tax exemption for government-recognised schools in Tamil Nadu", he says. Showing correspondence that refers to his name being considered for Padma Shree, Mani nonchalantly explains how he thwarted it with the one liner: "Mani is mission-born, not a machine for decoration".

The secret of his age-defying alertness? "I keep doing things, handle the sick, stay

Showing correspondence that refers to his name being considered for Padma Shree, Mani nonchalantly explains how he thwarted it with the one liner: "Mani is mission-born, not a machine for decoration".

his mother was not well. It was a false message and a ploy just to get him back to Madras. Mani then joined Simpsons, got married at the age of 38, and lost his only son early.

Mid life, Mani switched his career track and got involved in the cause of the deaf from the mid 1980's. He was Advisor to the national – and later, Tamil Nadu - Sports Council for the Deaf. During his life in Delhi, he kept lofty company and was involved in organizing sports tournaments and tours. In his long list of proud achievements are his tribute to

with them in Medical Centre, I clean the toilets, sweep and mop our room". Mani likes order and his cultured hand writing reflects a methodical mind. Praising the Sevalaya management, he says: "A bed for the abandoned is the greatest gift in the world".

How did he learn and master multiple fields to become an all-rounder? For once, he does not speak, but answers by touching his ears with both hands. By being a good listener, of course.

Some 10 years ago also, some of my family members and I myself used to support Sevalaya, but that was with small amounts, clothes etc. After I came back to Chennai 6 years ago, I restarted supporting Sevalaya more seriously.

Now that I am leading a retired life, I hope to support Sevalaya for all time to come.

Why have you chosen Sevalaya for your contributions?

I was contributing to other organizations also, apart from Sevalaya. But, slowly, I increased my contributions to Sevalaya and now, Sevalaya is my strong favourite. I have two reasons for this. Firstly, I have personally visited and experienced that the poor and orphan children at Sevalaya are really, really getting adequate love and care and good education. The smiles on their faces and the way they greet visitors is enough evidence for this. They energize me a lot.

Secondly, Sevalaya is supporting orphaned elders. I have seen and talked to most of them also. The satisfaction on their faces and in their words is enough evidence of the great service that Sevalaya is rendering.

Visit by Project officer of CAF



CAF India, a leading fund raising agency for charitable organizations, visited Sevalaya on 26th November 2014. Poulomi Dutta, Project Officer from CAF India, met children and home residents of Sevalaya in a detailed tour of the campus and studied the impact of the Microsoft employees GAYE - Give As You Earn program grant being received by Sevalaya from CAF India

Visit by Peethathipathi of **Uttaradi Mutt**



His Holiness Shri Shri 1008 Satyatma Theertha Sripadangalayaru, Peetadhipathi of Shri Uttaradi Math visited on 24th December 2014 and blessed the children.

Joy of Giving Week - All India Meeting

V. Muralidharan, Founder & Managing Trustee of Sevalaya participated in the All India Joy of Giving Week (JGW) event in Delhi and presented various activities like Wish Tree, Seva Rath, Learning Sandwich, Gift Compassion, conducted by Sevalaya in TamilNadu, as part of Daan Utsav Celebrations.

Montessori training for staff

Jaya Glory and S. Mari of Nishkam Trust conducted a two day training programme on 8th and 9th December 2014 for the nine Montessori staff of Sevalaya. They gave an indepth training on various methodologies of Montessori through all the teaching materials. This training was very useful to all the teachers to get more ideas about the various activities.

Christmas Celebrations

At Raindrops:



On 20th December 2014, 75 students of the hostel were taken to "Jingle Bells Be" a Santa programme held in Spencer Plaza. The programme was organized by CSC and Raindrops. The Chief Guests were D. Imman, Fim Music Director, A.R.Reihana (Sister of A.R.Rahman) and Andrea Jeremiah (Film Actor).

The students were given school bags as Christmas gifts.

At Loyola College:

On invitation from Dr. Victor Louis Anthuvan, Dean Research, LIBA, Sevalaya's children and elders along with the Founder & Managing Trustee V. Muralidharan, participated in Christmas function on 6th December 2014. Dr. Maria Saleth, Director LIBA, Dr. Anthuvan and Dr. Thyagarajan spoke at the function. Father Rector delivered Christmas day messages. The highlight of the function was Santa Claus, who gave away gifts to the children, as a revered custom of Christmas.



Award distribution to Infosys **Volunteers**

V. Muralidharan, Founder and Managing Trustee, was the Chief Guest of the Infosys - Sneham 16th Annual Function held on 18th December 2014. He distributed awards to the volunteers of Infosys.



Sujith Kumar, Head, Human Resource of Infosys receiving the award

Haworth CSR team visit

The CSR team headed by Sajjan Raj P D, corporate safety and security, along with Head HR and Head Finance of Haworth India Pvt Ltd, a global company, manufacturers of interior products, with factory at Sriperumbudur, visited Sevalaya on 24th Nov 2014. Sevalaya would partner with Haworth for **Employability Skill Training for Carpentry** and Tailoring programs of Sevalaya's community College and "Train the Trainer" programs for Carpentry and Tailoring staff.

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The cleansing effect of a clean confession

Guilt was haunting the mind of the young Gandhi. He had clipped a bit from the gold chain of his brother. Unable to bear the pangs of conscience, he decided to make a clean breast of his sin to his father and promise him that he would never commit theft again. However, he did not dare to speak out to his father. He wrote a note confessing his guilt, asking for adequate punishment, promising that he would not commit the sin again. His request was that father should not punish himself for the misdemeanor of his son.

With trembling hands, he handed over this note to his father who was lying in a plain wooden plank as he was suffering from fistula. The scenario is vividly described by Gandhiji as follows: I handed over the note and sat opposite the plank. He read it through, and pearl drops trickled down his cheeks, wetting the paper. For a moment he closed his eyes in thought and then tore up the note. He had sat up to read it. He again lay down. I also cried as I could see my father's agony. If I were a painter I could draw a picture of the whole scene today. It is still vivid in my mind."

Gandhiji writes that this sort of sublime forgiveness was not natural to his father. He had thought that the father would be angry, say hard things, and strike his forehead, but he was so wonderfully

peaceful. Gandhiji believes that this was due to his clean confession. His confession made his father feel absolutely safe about him and increased his affection beyond measure.

His conclusion on this episode is summarized by him as below: - It was for me an object lesson in Ahimsa. It was pure Ahimsa. When such Ahimsa becomes all embracing, it transforms everything it touches. There is no limit to its power. A clean confession, combined with a promise never to commit the sin again, offered before one who had the right to receive it, is the purest type of repentance."

You can boost her confidence,

SHAPE HER SELF-IMAGE.



The poor parents of Sevalaya school children will be hard pressed to meet the expenses of new school uniforms. So Sevalaya provides two pairs of uniforms to the 2,000 school children. Over 9,000 metres of cloth are required, costing over Rs 6,43,000. Stitching costs another Rs 4,00,000.

That is a little over Rs 500 per child, to gift these children possibly their best dress – and the pride and self confidence that goes with it.

Help us shape the self image of these young ones. Help us shape these lives.

Please donate generously.



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