



LOVE ALL SERVE ALL

March 2015

Asian Paints' second CSR project with Sevalaya in 2 months



Radha Srinivasan receiving the cheque from N. Saravanan, Senior Manager, Asian Paints.

Asian paints contributed CSR funds for providing clean water, green environment and health and hygiene for children just two months ago. The projects were implemented at lightning speed and all the reports with photographs sent to Asian paints within a month.

Volunteers from Asian paints visited Sevalaya on every week end and interacted with the children and senior citizens. They could see first hand how

their contribution had improved the living conditions of the destitute people under Sevalaya's care.

This prompted Asian paints to decide on a repeat CSR project for Sevalaya within a span of two months. Some more buildings needed solar power, the school and the girls hostel needed extra toilets. Asian paints was happy to sanction these projects also. Captain Naveen says “We are very happy with the implementation

of the first CSR project by Sevalaya. We also saw how useful our funds were to the benefit of the children and senior citizens. We had no hesitation in doing a second CSR project based on our belief that the funds will be properly utilized for the children”.

The second phase of solar installation is nearing completion and the toilet construction work is in full swing. The total contribution of Asian paints comes to Rs 60 lakhs this year. They are also planning for a master medical checkup camp for all the children and senior citizens of Sevalaya. The relationship is very strong as already Sevalaya is in discussion with Asian paints for next year's CSR projects.



200 from Gypsy community benefit from Medical Camp



Thiruvallur district Collector K. Veeraghava Rao and District Child Protection Officer M. S. Syed Rawoof at the camp.

200 people from the Gypsy community benefitted from the special medical camp held at Pakkam village organised by Sevalaya. The Thiruvallur district collector, K. Veeraghava Rao, presided

over the function. The inception of this special medical camp is from the project “Eradication of Child Beggars” in the District of Thiruvallur. This project was
(Continued in Page 3)



Belonging to the Gypsy community, Durga is a 19 year old mother of a 7 month old baby girl. She was hugely happy that the child's medical check up was done at the medical camp. On her future plans for her child, she says: “ I want to send her to school. I will not allow my child to go for begging”

Joy of giving: *the way of life*

This story of 82 year old Physics teacher is an inspiration for giving. His name is George Salzman and he lives in Mexico now. He moved to Oaxaca in Mexico from USA – when we know that many people from Mexico try to cross over the border to enter, USA, he has just done the reverse! In his own words, “I moved here to experience a different mix of races and wealth (a mix of rich and poor). Though there are a lot more poor people, I sense a higher level of happiness and reduced capitalism”.

He had a lot of shares in many companies in the USA, but just got rid of all of them after the Vietnam War. The shares were doing quite well and he was making a good profit, but he felt that the profit is from the war. So, he didn't want to make money cashing on peoples' death. He donated a major portion of the money, from the sale of shares to charitable organizations that are running community centers, printing presses, community-controlled radio stations.

Then he bought a house for himself, but didn't like the idea of having any private property. After he bought the house, he



found that the real estate prices were going up, mainly because of the manipulations of real estate businessmen, and the people who own large properties. He saw that many people who had been living in that area were not able to continue there, as they could not afford the high prices and rentals and were driven out from there. This troubled him and he felt guilty. So he donated his

house in the posh area to a charitable organization and asked them to use the rent to fund various local grassroots efforts.

Then he moved to Mexico and is living in a poorer neighborhood, with his small pension from the university job he held. He has no savings. He is not leaving behind any property for his children. His pension is enough for his day to day living.

He is living happily though he has grown very old now. He says life is exciting and he is full of energy. But he is angry with all the Governments, who have lost their priorities, just engaging in wars all the time, destroying the lives of millions across the globe. He says “Instead of studying whether there is life in other universes, pay attention to the life that's right here.”

A right example of Mahatma Gandhi's “Voluntary poverty”!

Thanks and Regards

Murali

Marianand's art for Sevalaya's cause

Sevalaya organized a 3-days Art Exhibition from 13th to 15th February 2015, at Gallery Sri Parvati, Chennai to raise funds for its activities. The paintings generously donated by the artist Marianand for this cause were on display at the exhibition.. The sale proceeds of this exhibition has gone to fund Sevalaya's projects.

Cine artiste Rohini inaugurated the exhibition and lauded the services of Sevalaya. Sevalaya thanks Lakshmi Venkatraman for hosting the exhibition at her art gallery free of charges.



Marianand, who has been silently pursuing his passion for painting, is a long time supporter of Sevalaya. Right from Sevalaya's inception he has been a regular visitor taking classes and donating the proceeds from the sale of his paintings to Sevalaya.

Actress Rohini looks at the paintings as V. Muralidharan, Founder and Managing Trustee of Sevalaya and artist Marianand looks on.

13 students win prizes in various games at HSSF



Hindu Spiritual and Service Fair (HSSF) is an annual event to connect Hindu Spirituality to contemporary way of living. The fair demonstrates that Hindu Spiritualism and Life Styles are based on them, which provides solution for the critical contemporary issues of the world and India – Environment, Ecology, Pollution, Human values, Women's Honour and Patriotism. All the

programmes at the fair are designed to connect high Hindu spiritual values to daily lifestyle by Themes, Samskarams and Symbols.

As part of the fair school level competitions were conducted on 15th January 2015 on our traditional games. 693 students participated and 216 students were selected for the 1st level.

In the second level of the competitions held on 21st January 2015 at Vivekananda Vidya Kala Ashram in Sivanvoyal, 75 students were selected for the Zonal level competition.

In the Zonal level competition held on 28th January 2015 at Vivekananda Vidyalaya Junior College at Perambur, 16 students won prizes.

The finals were conducted during the Hindu Spiritual and Service Fair held from 3rd to 9th February 2015 at AM Jain College, Meenambakkam. 13 students won prizes in the finals.

As a part of HSSF, a Chariot carrying the idol of Swami Vivekananda also visited Sevalaya on 21st January 2015. Sevalaya school children presented a cultural programme and paid floral tributes to Swamiji.

On 5th February 2015, 1008 teachers from tamil medium schools were honoured in an event aptly named "Acharya Vandanam". 9 teachers of Sevalaya's school were honoured during this occasion.

Medical Camp for Gypsy community

Continued from Page 1

started with a pilot study conducted in Redhills. Sevalaya was one among the organisations selected by the District Collector to conduct a survey on the beggars in Thiruvallur District for the Eradication of Beggary Project. Sevalaya conducted the survey in Pakkam village. The first phase of the project is collecting information about the native place of the beggars, migration details and rehabilitation needs. Their comfortable zones to live in, needs for livelihood, health, education facility around their places were identified in the second phase.

Collector's direction

In the third phase it was observed that medical facilities is one of the prime requirements of the gypsies of this area and hence upon the collector's direction, a medical camp was organised in Pakkam village on 22nd February 2015. People from Pakkam, Kavanoor, Karima nagar were benefitted from the camp. The doctor's from Puliur Primary Health Centre conducted various check-ups like Dental, General check-up and took various test like ECG, Scan and blood test



to assess the medical problems of these people.

Speaking on this occasion the collector asked the people to send their children to schools in this area to ensure that the younger generation gets the benefits of education. The collector assured them that the general camp is just a beginning and in future he will ensure that they get all benefits for their general well being and upliftment.

Social Work is my aim

My father is my Role Model and a great Inspiration. When I was in 6th Std, I aimed to become a Social worker. I continued my studies and started doing social services from 7th Std. I organised Independence Day and Republic day programs in my Street. I joined National Service Scheme (NSS) in 11th Std and continued my service through this. I was selected as the Best NSS volunteer of my School PCKGHSS, Kodambakkam.

I continued doing services through NSS while studying UG at Mar Gregorios College (MGC), Mogappair west and participated in many programs related to social causes. I have organized plenty of awareness programs through NSS. The Unforgettable Incident in my life is "The Indefinite Fasting for India against corruption. I fasted for 6 days.

I was awarded as the Achiever of MGC-NSS in 2009 and Best NSS Volunteer of MGC – 2007-2010.

Later, I joined in my favorite course Master of Social Work and took Community Development and Empowerment as Specialization. I have done field work in many NGOs. After completing the course, I joined an NGO called Community Health Education Society (CHES) as a Social Worker, Project Support and Coordinator in Children projects. I have given my best in all



B. Ramesh receiving the state award from S. Sundararaj, Honourable minister for Youth welfare and sports

the projects. I got recognition from the Government officials for my works. I fixed 4 S's as my Career objectives. Satisfaction, Self-development, Service to the needy which will fulfill the organization goals and 4th 'S' - the Salary which will help me to achieve personal goals as well. I couldn't find any job related to my own Career Objective.

My friend P. Tamilarasi, who is a student counsellor at Sevalaya informed me that there is a job vacancy in Sevalaya. I went through Sevalaya's website as well. I found that Sevalaya is working for/ with children. It was a great pleasure to

attend the Interview. When I attended the Interview on 17th November 2014 I found my 4 S's here. I got selected and joined on the same day. Within few days, I got many big opportunities to attend many training programmes. The recognition given by Sevalaya was my long cherished dream.

Recently, I got the State Award for the Best NSS Volunteer of Tamilnadu.

My dreams are becoming a reality , thanks to Sevalaya...

B. Ramesh, PR Corporate

participate in the quiz competitions and also do the compering in the school programmes. These opportunities boost my self confidence" says Vijayaraghavan.

He remembers his primary school teachers Mohan helping the students to grow Pigeons in the classroom, feeding them and taking photos of them. He dedicates all his knowledge to the teachers especially , M.T.Anandan, V. Mahariga, S. Santhi and G. G. Mohan who encouraged him a lot.

Now he shows more interest in learning English and is an outstanding student in the functional English programme that is held at the school.

His future aim is to become a Collector and serve the people .When asked what is his idea about the work of a collector, he says Collector is the person who helps common people to fulfill their basic needs.

His dream: become a Collector

**K. Vijayaraghavan
VIII std**



K.Vijayaraghavan, a student of VIII std of our school has been an outstanding student from his Kinder garden. He participates in all the competitions, good at sports and studies.

He hails from Komakkambedu, a village near Kasuva. He lost his parents at a young age and is under the care of his

grandmother. He is very much inspired by the values that is taught in the school and the idea of giving free education to the poor is most touching to him. "This is the reason I like my school the best" he says.

" I participate in all the competitions that are conducted in the school. I

Heritage food carnival : Some food for thought for 3,000 visitors

What is the purpose of food? To fill the tummy and kill hunger? To feel good with yummy taste? Or to provide vital nutrients to the body, for health and growth?

The mega Food Carnival organized at Sevalaya on 27th February 2015 was an enjoyable way of drawing attention to these questions. The focus was on heritage food which is based on sound science and hence healthy. But life style changes over the years have reduced their popularity and many of them have gone out of fashion, with the advent of convenience food. Soon they would be lost, unless a conscious effort is made to draw attention to their beneficial effects. Cereals, once a vital component of our food, has given way to pizza, burger and such other items of the fast food culture.



M. Nandhitha, District Social Welfare Officer at a stall

Inevitably, this change has brought in its wake many health issues and hazards.

In eight stalls, more than 80 food items were displayed. They included herbal juice, soup, vegetables, sprouted grams and fruits to be taken for particular health problems. Sevalaya students also



gave a practical demonstration of cooking these foods items. They also spoke about the uses of these cereals. Boards showing their importance were displayed in each stall.

Over 1000 residents of the 40 villages joined the 2,000 Sevalaya children at the carnival and tasted the traditional foods. Among the most popular dishes, 50 year old S Elumalai of Bandikavanoor village found spiked millet *dosa* and banana stem juice most interesting.

The Chief Guest at the function M. Nandhitha, District Social Welfare Officer complimented Sevalaya for bringing back heritage food into reckoning.

Fruit and Vegetable Juices

HEALTH ISSUES	REMEDIES
1. Anaemia	Beetroot, Carrot, Parsley
2. Arthritis	Potato Peel, Cabbage, Apple
3. Artherosclerosis	Pineapple, Ginger, Carrot
4. Cataract	Ginger, Parsley, Garlic
5. Common Cold	Carrot, Lemon, Ginger, Apple
6. Hair loss	Ginger, Green Leaf Veg, Tomato
7. Constipation	Gauva, Apple, Cauliflower
8. Indigestion	Cauliflower, Cabbage, Ginger
9. Memory loss	Carrot, Parsley, Banana
10. Menstrual problems	Pineapple, Cabbage, Apple
11. Osteoporosis	Parsley, Beetroot, Grapes
12. Stress	Carrot, Tomato, Ginger, Parsley
13. Stomach Ulcer	Cabbage, Ginger, Apple



The many dishes and benefits from Millets

INGREDIENTS	BENEFITS	DISHES
Great Millet / Cholam	Body growth, teeth and bones development	1. Great millet dosai, 2. Uthappam, 3. Idli, 4. Murukku, 5. Veg adai, 6. Vadai, 7. Upuma, 8. Kitchadi, 9. Payasam, 10. Kanji
Spiked Millet / Kambu	Reduce Cholestrol	1. Uthappam, 2. Pakoda, 3. Poori, 4. Bonda, 5. Puttu, 6. Kara dosa, 7. Murukku, 8. Kolukattai, 9. Kanji, 10. Adai
Finger Millet/ Ragi / Kelvaraghu	Diabetes, Anaemia	1. Vadai, 2. Dosai, 3. Roti, 4. Koozh, 5. Puttu, 6. Kozhukattai, 7. Kali, 8. Adai, 9. Vadai, 10. Urundai

Sevalaya runners up at Bhumi Competitions and Thiramaipor

Sevalaya's children have proved it again! They won the overall runner up trophy in the Bhumi Nakshatra competitions held at A.M.Jain college in Meenambakkam on 22nd February 2015. There were 1300 participants from 46 homes in Chennai and Thiruvallur districts. Our children won prizes in 22 games.

They were the winner in Basketball, Throwball and Tennikoit.

The students were also runners up in Volleyball and Kabadi.



Rotaract club of Akash, Thiruninravur conducted a sports meet Thiramaipor on 7th February 2015. 330 students from 12

schools participated in this and Sevalaya's school won the runners up title.

Sevalaya overall champions at Rotaract Club sports meet

Our school children won the overall championship in the talent meet held at Sri Chandra Prabhu Jain College conducted by Rotaract Club of Blue Whales. over 300 students participated in this meet. 54 children from Sevalaya participated in Group dance, Adapt tune, Treasure Hunt, Spell bee, Drawing and Singing competitions.

Rtn. Suresh Kumar distributed prizes to all the children.

Music for a cause



Music Lovers Chennai, a group dedicated to preserving the spirit of vintage Indian music, brought to the discerning listeners of the city. Love Songs from Hindi Films of the 50s and 60s on Sunday the 8th February, 2015 at the Music Academy Main Hall, Chennai.

From the proceeds of the program Rs. 50,000/- was donated to Sevalaya by Mr. Richard Immanuel, Sr. Manager Residential Sales of Prestige Group, who were the sponsors for the program.

Hony. Correspondent in Shasun committee

The Honorary Correspondent of Sevalaya Bhuvanewari Muralidharan has been appointed as the member of the Internal Compliance Committee under prevention of Sexual Harassment of women at Workplace at Shasun Research Centre.

Honour for Sevalaya

Sevalaya is one of the 13 homes that were honoured during the 13th annual day celebration of 'Anandham' a free old age home on 15th February 2015. The Chief Guest for the programme was K. Veera Raghava Rao, district collector. The elders of Sevalaya were given dresses.

Wipro Chennai Marathon support

The Wipro Chennai Marathon funds Disbursement program, was held as an extension to Cyclothon CXO ride 2015, on 8th February 2015 at GRT Radisson Temple Bay, organized by United Way of Chennai

M.A Alagappan, Chairman, United Way of Chennai (Ex Chairman, Murugappa group) presented a cheque to Radha Srinivasan of Sevalaya for funding the Montessori training materials project. The Chief guest for the function was R. Chandrasekar, President of NASSCOM.

The function had an audience of atleast

250 members, consisting of top level Corporates and cyclists who participated in the ride.



Exam readiness

A. V. Senthil our long standing donor took motivation class for the students of X and XII who are going to write their board exams in few weeks. He gave them tips to face the exam and come out with flying colours.



Training on Psycho Social support to the children

P. Tamilarasi, student counsellor of the school attended a two day seminar on Psycho Social support to the children conducted by Don Bosco National Forum for the Young at Risk. The forum concentrates on the issues faced by the stakeholders while working with children. The program was inaugurated by Nirmala IAS, retired as Chairperson & Managing director of TANSI.

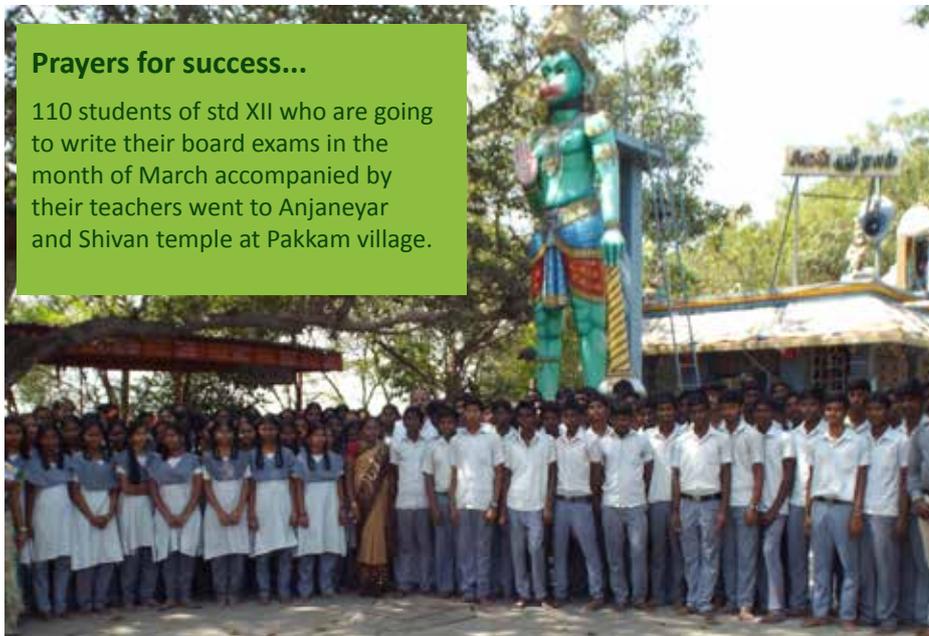
The panel members included R.Vidyasagar, Child protection specialist, UNICEF, Glory-District Child Protection Officer, Chennai, Krishna Prasad, Psychologist and Lourdu Mary, Stella Maris College. The discussion was on the goals for next national seminar. There were discussions on the steps to be taken



on the upliftment of street children. The Deputy Superintendent of Police from CBI branch was the special guest at the valedictory function. He provided the telephone number to be contacted in case of any violation of child rights.

Prayers for success...

110 students of std XII who are going to write their board exams in the month of March accompanied by their teachers went to Anjaneyar and Shivan temple at Pakkam village.



Exposure visit

TERI (The Energy Resources Institute) conducted Global Warming awareness programme for the school students on 10th February 2015 at Exnora Green Pammal at Pallavaram. 5 students of Std VIII attended this programme and got

an idea about Rain water harvesting and Bore well management. They also visited Organic Manure centre and learnt about preparation of manure and production of bio gas from vegetable manure.

Motivation training for staff



Drawing from his varied experience to discuss typical organisational issues and how it can be tackled, R .Shankar, Entrepreneur and Trustee of Sevalaya had a session with 12 staff members on 27th January 2015.

Project presentation

S. Sumathi and B. Rajeswari participated in a programme conducted by Kuruvilla Jacob Initiative for Promoting Excellence in School Education on 14th February 2015. They presented a project on the topic "I can make a difference", where they studied the child's attitude towards studying well and be more disciplined.

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A vow is a vow

In England Gandhiji was persistent that he would not deviate from the promise he made to his mother regarding Vegetarianism. Efforts were made by his well-meaning friends to wean him away from vegetarianism, as in those days, it was difficult in England, to survive on vegetarian diet. Their argument was, "what is the value of a vow made before an illiterate mother, and in ignorance of the conditions here? It is no vow at all. It would not be regarded as a vow in law. It is pure superstition to stick to such a promise."

Gandhiji's polite but firm reply was this:

"Please excuse me. These abstruse principles are beyond me. I admit it is necessary to eat meat. I cannot argue

about it. I am sure I cannot meet you in argument. But, please give me up as foolish or obstinate. I appreciate your love for me and I know you to be my well-wisher. I also know that you are telling me again and again about this because you feel for me. But, I am helpless. A vow is a vow. It cannot be broken."

Gandhiji states his considered opinion on interpretation of vows as below:

"Interpretation of vows or pledges has been a fruitful source of strife all the world over. No matter how explicit the pledge, people will turn and twist the text to suit their own purposes. They are to be met with from any classes of society, from the rich to the poor,

from the prince down to the peasant. Selfishness turns them blind, and by a use of ambiguous middle, they deceive themselves and seek to deceive the world and God. One golden rule is to accept the interpretation honestly put on the pledge by the person administering it. Another is to accept the interpretation of the weaker party when there are two interpretations possible. Rejection of these two rules gives rise to strife and inequity which are rooted in untruthfulness. He who seeks truth alone easily follows the golden rule. He need not seek learned advice for interpretation."

You can shape a life without taxing yourself

Please sponsor one or more of the Sevalaya residents - 200 children and 70 elders - or its 2000 school children who receive free education. That is a good way to show your care, even as it reduces your tax.

Contributions to Sevalaya's Children's Home, Old Age Home as also to the School Expenses Project qualify for 100% tax exemption under Sec. 35 AC/80GGA of Income Tax Act.

Please donate generously and avail of tax rebates

In loving memory of my beloved Wife Mrs. Padma Alaghia Krishnan

Er. K. Alaghia Krishnan
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