



LOVE ALL SERVE ALL

May 2015

100% placement at Community College



Yashwanth Nagalakshmi, CSR Head of SCOPE handing over the certificates

The students of various trades of Sevalaya's Community College have been employed by Naturals, Haworth India and Technocraft Engineering.

The second batch of 60 students received their certificates on the successful completion of the courses at a function on Wednesday, 1st April 2015 at the College. Yeshwanth Nagalakshmi & G.

Vinodkumar from Scope International, the sponsors for the Community College were special guests on the occasion and distributed certificates to the students.

Nagalakshmi, in her special address, congratulated the students and asked them to make the best use of the opportunities provided to them. She

advised them to adopt right attitude towards work and insisted that their focus should be on learning all practical aspects of the trade during their employment and aim for becoming entrepreneurs themselves in their chosen trade in a few years from now. She encouraged the students to form an alumni association and come back to the college every year to share their success stories and inspire the future batches of students.

Sevalaya started the community College with an aim to provide livelihood skills and empower poor rural youth and women who could not pursue academic education due to various reasons. The college provides absolutely free training in 5 streams viz Carpentry, Ac & Refrigeration Mechanics, Beautician, Garment Making and Electrician, to the rural youth and ensures that the students are placed after they successfully complete the course. The trades taught in the college are in high demand in the industry and the college has tie up with many companies who have offered employment for the students of this college. If the students learnt the trade well and worked hard with sincerity, they would be able to earn on par or even

Readying them for higher studies

54 in month-long Summer coaching

“Internet is a world of its own” says Lokesh, a student of class 12th after attending few sessions in the 30 day summer camp organized by Sevalaya to support students of Std XI and XII with spoken English and basic computer skills. The camp is from 1st April 2015 to 30th April 2015.



Along with basic computer literacy this camp also intends to provide softskills. 54 students are taking part in this summer camp. Learning is fun in these classes with various activities like role plays,

short term projects and engaging audio visuals. The program is supported by foreign Volunteers who are at Sevalaya and Nambi Varadarajan and Abhimanyu Arora who are the external teachers at Sevala-



ya. At the end of the course the students are expected to be proficient in computer skills and English language skills which is essential for their higher education.

Joy of giving: the way of life

Dear all,

Every time our Public relations team member visits a corporate to establish contact for Sevalaya, we get many interesting experiences. All corporates have a well defined structure and our PR team has to clearly understand this structure and make contacts inside the organization. It will be very difficult to get into any office without prior appointment. Our PR team tries their best to get appointment but in some cases it is hard to come. So in few cases, our PR people do gate crashing also, hoping that somehow they can meet the right people. One such trial gave rise to an interesting development.

Our PR representative, Mr. Mahesh, was trying to get a contact in a corporate. He was trying for a long time to get appointment, but was not able to reach the right person. He decided to gate

crash. So when he went to the factory, he was stopped at the gate and was not able to go anywhere beyond the security. But Mr. Mahesh was unstoppable; hence he started explaining the activities of Sevalaya to the security personnel at the gate. The security kept telling him that he must come with proper appointment and without that it will be not possible for him to allow any visitors inside. But on hearing about the activities of Sevalaya – that we are supporting thousands of orphan, destitute and poor children, senior citizens and animals, the security felt that he must be of some help. So he took Mahesh to Assistant Security officer, and then to the Security officer. Mahesh again explained the activities of Sevalaya and the security officer and his assistants collected Rs 500 and handed over to Mahesh as their individual contribution.

Next month Mahesh went again and they collected Rs 750 and gave it as their

donation. Then they took the initiative and introduced Mahesh to the Plant manager. He was also impressed with the services of Sevalaya and received a detailed proposal for CSR projects and passed it onto his higher ups. We hope the management will take a positive decision and will soon visit Sevalaya and support us under their CSR.

The security staff and their families will be visiting Sevalaya campus very soon and they have taken interest and have expressed their willingness to spread the word, talk to security guards of other factories, so that Mahesh has no problem in getting appointments in all the factories in that area.

Gate crashing is not bad, if your cause is a right one!

Thanks & Regards

Murali

Asian Paints In 4th CSR project

Rs 6 lac donated for rainwater harvesting infrastructure



Dr. Sekhar Raghavan, First trustee of Akash Ganga alongwith Pratyush Unnikrishnan and C. Sanjeevikumar, Manager-Production of Asian Paints during the inauguration

Sevalaya's 18 acres Kasuva campus is now fully Rainwater Harvested with around 15 recharge wells being constructed to save rain water and increase the ground water level. This new project worth Rs.6 lakhs is sponsored by Asian Paints and executed by Akash Ganga Trust.

The recharge wells of 15 feet depth and 4 feet diameter each, are dug in the school area, boys and girls hostel area,

medical centre, community college, staff quarters and old age home.

Inaugurating the project Dr.Sekhar Raghavan, First Trustee of Akash Ganga Trust said that in a year roughly Chennai gets 130 cms of rainfall and most of the water is not used properly. Through this rainwater harvesting it is estimated that per day 120 litres of water per person can

be saved and can be used for drinking and other purposes.

In Sevalaya's boys home and girls home the rain water is collected through a pipe, filtered and collected in a sintex tank. This water can be used for drinking purposes. He also said that in this total campus 1.93 crore litres of water can be harvested per year.

The Chief Guests for the function Pratyush Unnikrishnan, and C. Sanjeevikumar – Manager – Production from Asian Paints recalled Asian Paints company's successful partnership with Sevalaya for many CSR Projects. "The current Rain water harvesting project will improve the ground water level in these areas", they mentioned.

Sponsor a poor child's education

Now you can sponsor a poor child's education online

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<http://www.ketto.org/SponsorAchildsEducation>

Sevalaya Staff annual picnic

Sevalaya organizes picnic every year to the staff and their family members. This year the team decided to go to VGP Golden Beach. 195 employees and their families, including 90 children, had a full day at the amusement park. The buses started from Sevalaya campus by 8 am. During the travel everyone enjoyed the trip by singing and dancing. The group reached VGP Golden Beach around



10.30 am. The children, ever so eager to enjoy the rides, rushed inside the park and got onto the rides. Next 2 hours, all the families were busy getting onto roller costers, toy trains, gaint wheels, swings and the like.

Around 1 PM, hot delicious lunch was served on the beach. After the lunch it was time for games. The group was split into teams and all the teams showed their competitive spirit and it was very difficult to select the winners. After an hour of games, many went back to enjoy the rides once again and some went to the beach. As the day came to a close, the team got back into the buses and started on their long drive back to Sevalaya campus. Sevalaya thanks V.G. Santhosam, Chairman of VGP Golden Beach, for making this memorable day possible by charging only a token entry



Montessori training for teachers



Sevalaya is among the pioneers in introducing Montessori system of Education in Tamil Medium School. Effective implementation of the system requires trained Montessori teachers. Sevalaya has arranged for Montessori training for 30 primary School teaching staff from 15th April 2015. This 25 Days – 150 hours - training programme will be conducted by Nishkam Trust. The training will cover all the modules of Montessori, viz. Exercise of Practical Life, Sensorial activities, Language and Arithmetic.

We place on record our sincere thanks to Mara Brech Foundation , USA , for the continuous support for Teacher empowerment programmes , which has made such trainings possible.

Assessment of children's learning abilities



Vidyasagar, an organization working for special children extended their support to Sevalaya by helping in the assessment of 25 children who were found to have learning difficulties. Initially during the month of February the special educators from Vidyasagar visited Sevalaya and conducted a training session for Sevalaya teachers on assessing learning capabilities of the students. Based on this, the

teachers identified children with learning difficulties in their respective classes who were then assessed by the special educators Anu, Sujatha and Arbib from Vidyasagar and the student counselor of Sevalaya P. Tamilarasi.

From the June 2015, special coaching programme is planned for these children.

Two kind-hearted CEOs



S. D. Lee (Managing Director, Sharadha Motors Limited), second from right and his friend Young Hyo, Chief Executive Officer of Korea Exchange Bank, extreme left visited Sevalaya on 29th March 2015

and interacted with the residents. They donated 1270 kg of rice for our kitchen. Lee is a regular visitor to Sevalaya and he never comes empty handed.

Tamil New Year celebrations

Tamil New Year day was celebrated at Sevalaya on 14th April 2015 with much joy. The Chief Guests Thirumanju Aruldass, President, Pakkam Panchayat and K. Datchayani, President, Puliur Panchayat, greeted the students and conveyed their best wishes for a bright new beginning.



Volunteers Wanted

Sevalaya is looking for students from Arts, Science and Engineering Colleges to serve as volunteers. The task is to help Sevalaya gain visibility in Colleges amongst the student community. If you are interested in giving your time for a noble cause, Please contact Radha Srinivasan @ 9884503039 or write to sevalayaprhead@sevalaya.org

SCOPE volunteers conduct summer camp



50 volunteers from SCOPE International conducted summer camp for 15 days for the students of Std V to VII. 300 children attended this camp. They were taught spoken English and were told value education stories.

BNY Mellon team

The CSR team from BNY Mellon, Pune and Chennai, visited Sevalaya on 21st March 2015. Leandra Mendonsa, Regional Head – Diversity, Inclusion and Community Affairs, along with her team went on a tour of the campus and met the residents of Sevalaya. She explained that BNY Mellon employees would be interested in volunteering with Sevalaya, BNY will match the time spent in volunteering, with grant as donation to the NGO.

Fee concession offered for Sevalaya students

Substantial fee concessions were assured for Sevalaya students completing Std XII by Kantilalji H. Sanghvi, President Shree Chandra Prabhu Jain Educational Foundation (SCPJEF)

Speaking at the 2614th Mahaveer Jayanthi Celebrations at Sevalaya, on 4th April 2015, he congratulated Sevalaya for the emphasis on value education and advised the students to learn disciplined living from the life of Lord Mahaveer.



Also present in the function was Kantilal D. Shah, Savera Opticians, Chennai. He is a long standing supporter of Sevalaya and he appreciated the services of Sevalaya.

The children presented cultural programmes about Lord Mahaveer's life and the five concepts of Jainism. On the same day the alumni of the school met and took a pledge to visit the organization every week and do voluntary service in the school.

Jesus comes alive at Sevalaya



Easter, the festival that spreads the message of hope was celebrated with joy and merriment at Sevalaya with the little primary kids enacting Jesus Christ's resurrection realistically on 7th April 2015. Maria R. Saleth (Director, Loyola Institute of Business Administration, Chennai), the Chief Guest on the occasion said that Jesus Christ's resurrection brought hope to the people. He stressed that the children should aim to be good human beings first and then pursue their career dreams. He urged the students to make best use of the good opportunity provided by Sevalaya.

Also present in the function were S.D.Lee, Managing Director of Sharada Motors Industries Ltd and Charlier Palmar, Volunteer from United Kingdom.

Raindropss sets up Summer fiesta

Raindropss, a youth based social organization in Chennai, in association with VGP Universal Kingdom organized its 3rd edition of "Summer Kondattam -2015" on 5th April 2015, with less privileged children from Orphanages. 70 children from Sevalaya were taken on a trip to VGP Universal Kingdom . Sathyabama University supported the event with the transportation for the kids and the entry passes were sponsored by VGP Universal Kingdom.

Children enjoyed the various rides in the amusement park. Oscar Award winning music director, A.R.Rahman's sister, Music director A.R.Raihanah, National Award Winner Actor Bobby SimHa, Gana Viji, VGP Universal Kingdom Chairman Dr. V.G.Santhosham and John yesudas, CEO – Gadgets World graced the occasion and celebrated the Easter day evening and encouraged the children. Sevalaya children also performed gymnastics event on the occasion.



ABB team visits Sevalaya



Dhenuka Srinivasan, Environment & Sustainability Affairs Manager, alongwith T. Govindharajan, Manager – Admin, visited Sevalaya on 15th April 2015.

The team had a close look at the existing Solarization Project and how Sevalaya has been generating 80% of its power needs from Solar power.

300 daily wage earning mothers honored on Mothers' Day



Mother's day celebration is never heard off in small villages, that too by mothers who spend long days in brick kilns and agricultural fields as daily "coolies". They toil in the hot sun, win their daily bread and busy getting beaten up by their drunken husbands in the evening. They have no time for any celebration. Nearly 300 such mothers were brought together by Sevalaya, as all their children are studying in Sevalaya's school, for a daylong celebration of their motherhood. The program was sponsored by SCOPE international.

Mothers, along with their children started arriving around 9 AM on 25th April, Saturday, in Sevalaya campus. Around the same time six bus loads of SCOPE volunteers also arrived. The village woke up to see dozens of cars coming into Sevalaya, bringing in top executives of SCOPE. By 10 AM, they

were all grouped into 30 teams. Each team had village mothers, their children, SCOPE volunteers, Sevalaya women staff and grandma's staying in Sevalaya's old age home. The teams were assigned one festival of India, like Deepavali, Pongal, Christmas, Independence Day, Gandhi Jayanthi etc and were asked to prepare models, make rangoolis, songs, dance etc, to bring out the theme of the festival. They were all given one hour time for preparation. SCOPE executives and Sevalaya management team were the judges and they went around the grounds and visited all 30 stalls put by the teams. The top teams were given awards.

"This is a unique idea to bring poor village ladies, their children and ladies from SCOPE, who are educated software engineers, to work together and present models, rangollies etc, and also sing and dance together. The team work makes



them understand each other and poor mothers get a chance to feel proud about their motherhood" said, Yashwant Nagalakshmi, CSR head of SCOPE.

All the mothers were presented with nice saries. After the presentation hot steaming vegetable briyani and sweets were served to all.

"I always thought that being a poor mother in a village is a curse. No one appreciates me for bringing up my children all on my own, against all odds. Today I feel somebody has realized this and I was in tears when I was called on the stage to receive my gift. The love and affection shown by Sevalaya to my children and the entire village community is the biggest gift we have all got" said one of the mothers, wiping away her tears.



Would you like to visit Sevalaya campus?

For the 9th May (Saturday) and 17th May (Sunday) we have arranged transport from Chennai. Please confirm to our trustee K C Prembabu, kcprem@yahoo.com, 9043417624 (From 7 am to 8 am & 7 pm to 8 pm).



Every month, on the 2nd Saturdays and the 3rd Sundays, we are facilitating the visit for the first time visitors to our Kasuva campus where over 2,000 under privileged village students receive free education. It is also the venue of Children's homes, Old age home, Gaushala and a Community College.

we will pick you up from your doorstep and will drop you in your home in the evening 04:30 PM or earlier, after you spend a memorable day at Sevalaya and have lunch with our resident kids and seniors. The vehicle will start at 09:00 AM, If you are planning to donate some used clothes, books, electronic devices, furniture, etc., then please let us know in advance, so that we can plan transport accordingly.

P A Seshan: Going strong at 101

Successive generations of The Hindu newspaper readers got their primer on financial matters and later their regular updates, from one source: Leo. The man behind that pen name is P A Seshan, former Financial Editor of the Hindu, acknowledged as the Bheeshma Pithamaha of financial journalism. He took in his stride the loss of vision and with passion built a remarkable career lasting six decades. At 101, he is busy with social work, as President of all the major socio cultural organisations in Palamadai, his home town that he is deeply committed to. He is also the President of Pattamadai based institutions including Sri



Venkatachalapathy Seva Samithi and the Governing body of a 130 year old local school. He considers himself fortunate to have had “an interesting career”. He is proud of his career, and proud of the achievements of his children and grand children. An ardent devotee of Sringeri Sharada Peetam, Seshan actively participates in its activities.

On the objectives of financial journalism.

I tried to be of service to my readers. It was important that I was incorruptible, to deliver that service.

On people who shaped his career.

My uncle, then Editor of Calcutta- based Indian Finance was responsible for my entry into journalism. I learnt by working with him. Later, at the Hindu, (former Editor) G Kasturi was most supportive as a mentor.

On his visual impairment.

Doctors had warned me about it, so when I started to lose my eye sight, there was no shock. People say I compensated that with my mental alertness and memory. (Even to this day, Seshan listens to all the AIR news bulletins during the day)

On his longevity.

Many of my family elders have lived up to 90 – 93. I am the first to cross 100. There was no special diet, just regular habits. Keeping my mind alert must have helped. I keep myself busy with social work.

On Sevalaya. It is a challenging task you have undertaken. Had I heard about Sevalaya earlier, I would have been a donor from then.

Teacher’s Competency Training



Teacher’s Competency Training :

Teacher competency building is a very important area for improving quality education. This is more so in Rural schools where it is difficult to find competent teachers.

LionBridge Technologies, Sevalaya’s CSR partner, came forward to fund this project.

The main objectives of this program are to improve Computer Competency, Functional English Competency and Subject Matter and Innovative Pedagogy competency of the teachers. External trainers conduct training, on Saturday, Sunday, and one week day. Experienced Teachers from industry design the curriculum

Functional English :

The teachers in rural schools have studied in Vernacular medium, so their English competencies are very low. They are not in a position to comprehend the content which is available in the net. Sevalaya believes in laying a strong foundation for teachers and students in functional English. Hence two teachers are

appointed to teach teachers functional English.

Computer competency :

As there is a lot of content available in the net, teachers should know the basics of computers, surfing the net and picking out the content required for them. Special computer classes are arranged for the teachers so that they can learn these skills

Teaching methodology :

Once the teachers know how to download from the net and how to read and understand the content, then comes the delivery part in the class. Experienced teachers and educational professionals are invited to Sevalaya to take classes to our teachers. They learn better teaching methodology so that the classes can be made interesting.

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The shock that changed the course of his life

In his Autobiography, Gandhiji writes of an indiscretion committed by him while at Bombay after his return from England. He refers to its consequences and also summarizes the lesson learnt by him from this episode.

His brother had been a secretary and adviser to the Ranasaheb of Porbunder. He is alleged to have given a wrong advice to the Ranasaheb, and hence had fallen into disfavour with the political agent who was a British officer. Gandhiji had known this officer while at England, and their terms could be said to be friendly. Gandhiji's brother wanted him to put in a good word with the officer, so that he could favorably decide the case. Gandhiji was totally against such interference. But on the insistence of his brother, Gandhiji met the officer, totally against his will, and compromising his self

respect. The result was disastrous.

The officer bluntly told Gandhiji, "Your brother is an intriguer. I want to hear nothing more from you. If your brother has anything to say, let him apply through proper channel." In spite of this, blinded by self interest, Gandhiji went on arguing. The officer was in no mood to listen. He ordered the peon to lead him out. Still, Gandhiji would not yield. The peon had to place his hands on the shoulders of Gandhiji and push him out of the room. Smarting under the insult, Gandhiji immediately shot out a note to the officer, " you have insulted me. You have assaulted me through your peon. If you do not make amends, I shall have to proceed against you." Pat came the reply: " You were rude to me. I asked you to go out and you would not. I had no option but to order my peon to show the

door. Even after he asked you to leave the office, you did not do so. He therefore had to use just enough force to send you out. You are at liberty to proceed as you wish."

A legal luminary, Pheroza Shah Mehta, whom Gandhiji contacted, advised him simply to pocket the insult and be done with it. In his view, Gandhi had yet to know life. Gandhiji sums up the episode like this:

"The advice was as bitter as poison to me, but I had to swallow it. I pocketed the insult, but also profited by it. 'Never again shall I place myself in such a false position, never again shall I try to exploit friendship in this way', said I to myself, and since then I have never been guilty of a breach of that determination. This shock changed the course of my life."

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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