



LOVE ALL SERVE ALL

AUGUST 2015

PPG Asian Paints' Rs.25 lac scholarship package

Alumni can now realize their higher education dreams



One of the biggest money spinners in today's world is education. Higher education costs are sky rocketing. So, it is very difficult for poor families to provide good education to their children and find resources to finance their higher studies.

There are exceptions like Sevalaya. Otherwise, profit motive dominates the private sector education. This poses a major challenge to Sevalaya in supporting its alumni who aspire for higher studies.

Godsend

The ₹. 25 lac sponsorship grant from PPG Asian Paints has come as a Godsent as it

opens up higher education alternatives to Sevalaya alumni. 59 of them have already availed of this scholarship. Sevalaya has paid their full college fees including transport and other charges using the fund given by PPG Asian Paints.

These students come from very poor families. Their parents mostly work as daily wages earners, coolies in agricultural fields or factories. Without these scholarships, many of them could not have continued their college education as they were facing financial crunch and struggling to find the means to complete the course.

32 out of the 59 alumni have chosen Arts and Science courses while 22 have joined engineering colleges. 3 alumni have opted for diploma courses and 2 have been able to join M.Sc A few have joined nursing.

R Sarath kumar who has joined BE (ECE) feels that he is "in a dream world". His father, a worker with an Indane distributor, had no means to mobilize ₹. 55,000 for his son's education.

Boon to 32 girls

32 of the 59 beneficiaries are girls who face even a greater challenge to enter higher education. One of them is M Mallika from Thiruninravur. She studied in a Govt aided school till X Std before joining Sevalaya. She wanted to join the medical profession but could not get enough marks. Her world seemed shattered but then this scholarship provided her an opportunity to pursue B.Sc Nursing which will take her into the hallowed medical corridors though in a different route. She is thrilled. R Jayasree from Vengal knows that but for this scholarship, her education would have stopped with 12th.

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"Growing up in a less privileged community has thrown up financial and academic challenges, but has also helped me realize the value of a college education. Thanks to PPG Asian Paints and Sevalaya." *Yuganesh N*

"I am honored to be one of the recipients of the PPG Asian Paints Scholarship. Thanks to your generous support, I will be the first in my family to attend college." *Manigandan R*

"I want to thank you for your generous gift that has made my education possible. With your support, I can accomplish what I never thought was possible. I am proud to say I had worked hard to be where I am, but I certainly could not have done it without your help." *Ethiraj S*

"This scholarship will help me to pursue my dreams of becoming an engineer. It has taken the financial burden off my parent's shoulders, and will allow me to invest the most in my education. Thank you PPG Asian Paints and Sevalaya. It means so much to me." *Thilagavathi S*

"By awarding me the PPG Asian Paints scholarship, you have lightened my financial burden which allows me to focus more on the most important aspect of college, learning. Your generosity has inspired me to help others and give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me." *Baby S*

"My educational pursuits would not be possible without generous support from sponsors like you. I would have to take up a part time job if the scholarship was not available". *Vignesh V*

Joy of giving: the way of life

Dear Friends,

There are many NGOs (not for profit or charitable organizations) in India. Just in Tamil Nadu we have more than 50,000 NGOs. The entire country may have millions of NGOs. Some of them may be not so good, but many of them have been started by people with passion. They see misery around them - poor people, lack of education, lack of medical facilities, environment issues, deserted children, and senior citizens not cared for, animals tortured, women without skills, and many more issues – such sights push people with kind heart to jump into action and start NGOs to support the cause they have taken up.

But once an NGO is started, it needs a registration, government rules are to be followed, funds are needed on an ongoing basis, staff have to be recruited to carry on the various functions, they need to be motivated, trained, monitored, the beneficiaries have to be carefully selected, networking with other NGOs become a requirement, media has to be managed, so many other issues crop up. These were not part of the initial 'passion package'. Some learn all this as they move along, but many struggle to



www.sevalaya.org/leadership/

understand the pros and cons and some windup the NGOs, some get bad name, some NGOs get taken over by wrong people. It is true that the founder was committed, wanted to help the ones who needed help, but he or she was not able to manage the NGO like a corporate, was not able to bring in professionalism and hence the failure.

Management training is very expensive. May be corporates can afford it, but NGOs will find it difficult. But the need of the hour is to train NGO leaders on management skills. Understanding this

need, Sevalaya approached Antony Silard, CEO of Centre for Social Leadership, USA to conduct a 3 day workshop for NGO leaders on effective leadership. Tony Silard conducts this course in George Washington University and the course is very popular. Tony Silard is a coach for many CEOs of Fortune 500 companies and also some political leaders in USA. To get a celebrated leadership coach from USA to come to Chennai and take class for NGO leaders in India would have cost a fortune! But on hearing that Sevalaya will offer it as a free course, Tony Silard also agreed to do it free.

The 3 day workshop will happen in Chennai from 16th to 18th Dec 2015. We have to limit the seats to 100 NGOs, and strictly one seat per NGO. There is a selection process and NGOs will have to apply before 15th Aug 2015. (Please click www.sevalaya.org/leadership/) The selected NGOs will be informed by 31st Aug 2015. Later, Silard will send a questionnaire to the selected NGOs, which has to be completed by them and sent back to him.

Request all to make use of the opportunity – effective NGO leadership course from USA offered free in Chennai, for all NGO leaders in India.

Thanks and Regards

Murali

Helmet campaign



“Use helmets, have a safe ride” was the central theme of the short skit presented by Sevalaya students at the street corners in Thiruninravur, Thamarapakkam and Pakkam, on 30th June 2015. Based on the orders issued by High Court of Madras that wearing of helmets by two wheeler riders and the pillion riders is compulsory from 1st July 2015, Sevalaya took up this initiative to create awareness among the riding public about the importance of wearing helmets while riding.

Gladson Jose, Inspector of Police and Velraj, Sub Inspector of Police, Thiruninravur, honoured the students by their presence at the Thiruninravur main road, where the students staged the skit.

At the Thamarapakkam junction, the children were honoured by the presence of Udayakumar, Sub Inspector of Police, Vengal.

The students also distributed pamphlets regarding the importance of helmet usage.

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Ask them about their dreams and it is either becoming an engineer, a nurse, an IAS officer, a teacher, a lecturer or a higher official in government in future. What paths their future will take is not exactly known but they are sure of one thing - they will support and help Sevalaya so that others like them can pursue their dreams. Their parents are very happy as the scholarship has helped their children pursue higher education and reduced the financial burden they might have to incur.

This crucial support in their career journey has further strengthened the alumni's sense of belonging to the Sevalaya family and “Aalam Vizhuthugal”, the alumni association.

These students come every weekend to volunteer their services in various areas. They feel happy to see each other, meet their teachers and work happily, chatting with one other and sharing their new experiences.

Kamaraj Day Celebrations at Sevalaya



R. Saravanan receiving the shoes from M. Annadurai, Director (News), Regional News Unit, Prasar Bharati, Government of India

“ A good library is the gateway to success”, said M. Annadurai Director (News), Regional News Unit, Prasar Bharati, Government of India, Chennai at the 113th Birth Anniversary celebrations of Karmaveerar Kamarajar at Sevalaya on 10th July 2015. Sharing some interesting anecdotes from the life of Kamaraj, the Chief Guest urged the students to make best use of the 3 libraries at Sevalaya.

Honorable Judge Mohanasundaram, (Retd) also celebrated his 75th birthday at Sevalaya on that day with the residents.

The Chief Guest released Vidiyal - the manuscript magazine prepared by the children. Sports shoes, sponsored by Lionbridge technologies for the athletes of Sevalaya Sports Academy were also distributed .

V-Ships support for Sevalaya's girls home

V-Ships, a leading global maritime service provider has sponsored living expenses for 11 underprivileged children of Sevalaya's girls children home, as part of their CSR activities.

GRT triples education sponsorship



Cheque being received by Radha Srinivasan from R. Giridharan, Manager - Purchase, GRT Jewellers

GRT jewellers sponsors education for 33 underprivileged poor children for a year. This is the second year that GRT is supporting Sevalaya.

Starting with 11 children from the I and II std last year GRT has added 22 beneficiaries, thus tripling the numbers. GRT jewellers are planning to support these 33 children upto their higher studies.

Florida University team visit



Sevalaya team with Prof Muthusamy Kumaran, HOD, Department of NGO Management, Florida University and his students

On 8th July 2015, a group of 20 NGO Management Students from Florida University, USA, led by Prof. Muthusamy Kumaran, HOD, Department of NGO Management, visited Sevalaya campus. The students went round the entire campus and appreciated the services.

Prof. Kumaran, delivered a presentation to PR Team of Sevalaya on NGOs' fund raising and stewardship. He discussed at length on the strategies of approaching the new donors, retaining the existing support and getting repeated contributions. He explained methodically with

the illustration of the pyramid structure strategy.

On the sidelines of the session, the Professor lauded the great services of Sevalaya and even mentioned it is a pioneer among the NGOs in the country. Prof. Kumaran further averred that Sevalaya, as an NGO, is run on the lines that NPOs (not-for-profit organizations) in USA maintain their organization in the services to the community targeted. Prof. Kumaran greatly admired Sevalaya's services and donated 500 US Dollars for its projects.

All 2,000 plus children participate in

Annual Sports is the most exciting of all events at Sevalaya's annual calendar. With SCOPE International sponsoring this massive event, with over 230 of their employees conducting the show, this year's event lived up to its expectations.

One unique feature needs highlighting. All of Sevalaya's 2,000 plus students take part in the Annual Sports. Yes, at every track and field item, every Sevalaya child participates. This is managed by holding 12 to 13 heats for each standard, in each sprint! The winners then get into serious sporting competition through a couple of heats and the finals!. No wonder, the mega event was spread between June 23 and July 7. Besides individual athletic events in three age groups for boys and girls (totaling 36 events), there are team games.

Inclusion of Chess and Carom further improves opportunities for participation. The Montessori children also had their own set of games. The staff also had their fun: Cricket for gents, and Throw ball and Shuttle for ladies.

That 773 medal were given away speaks of the spread.

M. Gopi, a good sprinter and hand ball player, captained Bharathi team which won team championship. Giving credit to the unity in the team, Gopi felt that the team's eagerness to win clinched it for them: "The students were all very enthusiastic that their team should definitely win this time."

Mind over matter

In recent years, Sevalaya has been adopting a serious approach to sports and the students have done well, despite inadequate facilities. A case of minds over matter, or the urge to get the best out of opportunities.

They are fortunate to have A. Sankarapandian and V. Nithyanandam, both qualified PT masters, and more importantly, dedicated and committed, having given up more lucrative careers to work in Sevalaya. The students have also benefited from former Indian ace basket baller S Mohan Raj who coached the children during the summer vacation, in basket ball, carom, chess and badminton. For serious sports and games, 50 students with high potential have been identified, to be nurtured. They are all barefoot athletes, waiting for spikes to add centimeters to



Bharathi team receiving the Overall Championship trophy from V. Muralidharan, Founder and Managing Trustee

All of Sevalaya's 2,000 plus students take part in every track and field item at the Annual Sports. This unique feat is managed by holding 12 to 13 heats for each standard, in each sprint!

their jump distances and reduce seconds from their sprint timings. Barefoot, he runs 100 meters in 13 secs.

There is some hope, with a longstanding donor promising to sponsor track suits,



fortnight-long Annual Sports Meet



T- shirt, shoes, spikes and nutritious food for 20 top prospects.

The grit to overcome limitations is a Sevalaya trait. Last year, two Sevalaya girls got into the District basketball team, without a court or even a board and ring to practice. The so called track is only of 150 meters, as against a standard track of 400 meters. So, even the hundred meters sprint is a curved run, not a straight one. High jump is conducted without proper post and cross bar. The jumpers will soon have a long jump, with Lionbridge offering to sponsor it.

Chief Guest of the function was D Subramanian, Senior Manager, SCOPE International.

Volunteer experience

Iris Manuel, Engagement and CSR officer at SCOPE received good feedback from volunteers. They had a good time as they helped conduct the sports events for the students. Iris commends the dedication of the PT master Sankarapandian and he made sure the team from SCOPE had a good volunteering experience. Sports is an important aspect of every child's schooling. Most Indian schools don't give importance to sports and fitness so I am glad that Sevalaya makes sports day an elaborate event, says Vinod Moorthy, SCOPE Team Leader. "I learnt a lot from them. The children were all well disciplined".

Individual champions

- U-19 girls G.Kavitha 11 B.100,400,600 first (15 points)
- U-17 girls S.Saranya 9-A.100,400 first.200 second (13 points)
- U-14 girls G.Saranya 8-B won 100,200,shot put first (15 points)
- U-14 boys S.Ashok 8-B won 100,200m first (10 points)
- U-17 boys V.Deenadayalan 9-A 100, 200,high jump first.400 m second (18 points)
- U-19 boys M.Jagadesh 11-C.400,800, javelin first (15 points)

For serious sports and games, 50 students with high potential have been identified, to be nurtured. They are all barefoot athletes, waiting for spikes to add centimeters to their jump distances and reduce seconds from their sprint timings.



Sports academy inaugurated



By starting a Sports Academy, Sevalaya has taken a major step forward to provide proper training for the rural poor children who have a flair for sports. The academy was inaugurated on 13th June 2015 at Sevalaya's Mahakavi Bharathiyar Higher Secondary School.

Inaugurating the Sports Academy, Dr. Iyappan, President, Thiruvallur District Athletic Association said that it is essential for the students to participate in sports activities for their holistic development and schools must give as much importance to Sports as they give to academics. He also said that as an added benefit, sports persons get placements in Banks and Govt. Departments like the Railways, Police, and Electricity Board etc. The Academy at present provides training to the students in athletics, volleyball, basket ball and hand ball.

Iftar party at Sevalaya



Sevalaya hosted Iftar party in the holy month of Ramzan on 13th July 2014. K. Navas Kani, Managing Director of ST Courier and Kunangudi Hanifa, Vice – President of Tamilnadu Muslim Munnetra Kazhagam participated in the celebration and spoke to the children about the significance of fasting during the month of Ramzan and the duties laid down by the Holy Quran for Muslims.

On this occasion, certificates were distributed to the children who excelled in sports and the foreign volunteers who served in Sevalaya for the past one year.

Zoe Abott, volunteer from United Kingdom receiving the certificate from K. Navas Kani, Managing Director of ST Courier

6th year running, champs at Bhumi Competition



Bhumi, an NGO conducts competitions for the residents of destitute Children's Homes every year. The competition for this year was held on 12th July 2015 at Ethiraj College, Chennai. Children from 45 homes including Sevalaya participated in the competitions on various streams like Art, Literature and Cultural and 3 divisions - Junior, Senior and Super Senior. 37 children from Sevalaya participated. Sevalaya students were the overall champions for the sixth consecutive year with 9 – First prizes, 14 – Second prizes and 13- Third prizes and Bhumi Nakshathra overall championship trophy.

I joined Sevalaya to serve the children

**S. C. Suresh,
Secondary grade teacher
and official photo/videographer**

"I joined Sevalaya to serve the children" Says S. C. Suresh, Secondary Grade Teacher working at Sevalaya's Mahakavi Bharathiyar Nursery and Primary School. He came to Sevalaya in the year 2009 to make a donation. When he came to the



campus, it was a day of some celebration and he spent some time at the campus. He was very much impressed with the organization that he submitted his resume seeking to join the organization as a teacher.

Employed in the school since June 2010, Suresh's positive attitude has helped him to make the best use of the opportunities provided by Sevalaya and develop himself. Suresh is the official photographer / videographer at all Sevalaya functions and he sharpened his skills by attending training on Photography at the Gyan (Get Your Answers Now) workshop organised by iVolunteer, Chennai.

He is a good teacher as well and takes care of the needs of his children. He has been guiding the Junior Red Cross team of Sevalaya and encourages the children to keep the campus clean and green. He is any time available on call and works efficiently to serve the needs of the organization.

GRT chess tournament



GRT group of institution organized Chess tournaments in Tirutani, on 3rd & 4th July 2015. 800 students representing several schools participated. Sevalaya participated with 9 students. All the 9 students (5 Boys & 4 Girls) came through in all the 6 rounds and won prizes.

Bengaluru Marathon 2015: Run for Sevalaya!

BENGALURU'S OFFICIAL MARATHON IS BACK. BIGGER AND BETTER.



The Bengaluru marathon is happening on 18th Oct 2015.

Pledge your run by choosing Sevalaya. Please enter the link <https://milaap.org/communities/spbm15>, Press "Contribute" to support Sevalaya to bring about a positive change in the lives of the underprivileged children by contributing to their education.

You can also raise funds for Sevalaya by choosing "Fundraise". Pls contact sevalayapthead@sevalaya.org for help on fundraising for Sevalaya.

Taking BGV to Villupuram District



R.Vijayaragavan, Social Science teacher from Sevalaya is personally interested in spreading the message of Bharathi, Gandhi & Vivekananda among school children. Sevalaya has been conducting BGV classes to its school children for more than two decades now. Sevalaya's own publication "Virtuous and Victorious always" gives details about 12 basic qualities which have to be imbibed by the children. It also explains how the three leaders lived by these qualities. This book is available as a free download from Sevalaya website and many schools in India and abroad are using it as their moral education book.

Vijayaragavan has been visiting many schools in Thiruvallur district and taking classes based on this book. This time he got invitation from two schools in Villupuram district. Two of Sevalaya's ex-teachers, who are employed in government schools in Villupuram district, contacted Vijayaragavan and wanted him to conduct the BGV classes

there. Vijayaragavan readily agreed and went to La Kudalur & Dhuruvam villages and spoke about "BGV". In La Kudalur 270 children from classes 6th to 8th attended the session and in Dhuruvam 500 children from 6th to 10th got benefitted.

The headmasters of both the schools and senior staff members also participated. They were all praise for Vijayaragavan, who spent his personal money to travel to Villupuram and back and conducted the classes with a missionary zeal. He is ready to travel to any school and take "BGV" classes. He only needs an invitation - no payment, TA & DA etc. ! He only wants children to know "BGV".

With best compliments from

KAMALA METAL

No : 252, C.T.H Road, Thiruninravur (near Railway Station) Chennai – 602024

S. Pal Raj Proprietor Ph : 26360009

October 2015 – What's Cooking?


The Battle of the Buffet, 2015 is BACK! The event will take place on


1st October 2015, at 6pm, at Chennai Trade Center.

Donors will be treated to a Musical Night by Padmashri Hariharan and a Sumptuous Dinner brought by some of the famous five star restaurants in Chennai.

Enjoy an evening of music and entertainment and the entire proceeds will go to educate 2000 poor, underprivileged children studying in Sevalaya school.

For Donor passes of ₹ 7,500 please contact N.Ravi on 9444620289.





Acknowledgement Receipt

Name of Issuing NGO: _____

Name of Donor: _____

Address: _____

Date Issued: _____ Signature: _____

Chennai Trade Center, Thursday, 01 October 2015 **Rs : 7500**

Hard as a diamond and tender as a blossom

In Natal, Gandhiji applied for enrolment as an advocate in the Supreme Court. There were several hurdles in the way. One objection was that he did not submit the Barrister certificate obtained in England. He had submitted the certificate of admission from the Bombay High Court. The English Certificate had been deposited with the Bombay High Court when he enrolled himself there. The second objection was that it was not envisaged at the time of making the regulations that a coloured man would apply. Besides, several certificates were required, and Gandhiji patiently collected and submitted all of them. Nevertheless, the Law Society raised objections in the Supreme Court. The Supreme Court overruled the objections and admitted his application.

As soon as Gandhiji was sworn in, the Chief Justice said to him, "You must now

take off your turban, Mr. Gandhi. You must submit to the rules of the Court with regard to the dress to be worn by practicing Barristers."

Gandhiji was now in a ticklish situation. To understand this, we must recall an earlier incident.

Immediately within a few days of his arrival at South Africa, Gandhiji went to witness the proceedings in the Court at Durban. The magistrate kept staring at him and finally asked him to take off the turban. He refused to do so and abruptly left the court. The incident was much discussed in the Newspapers, and Gandhiji was described as an "Unwelcome Visitor".

Now, what he had to do?

He took off the turban in obedience to the order. His friends did not like his submission. They felt that he should

have stood by his right to wear the turban while practicing in the Court. But Gandhiji's reasoning was this: "I wanted to reserve my strength for fighting bigger battles. I should not exhaust my skill as a fighter in insisting on retaining the turban. It was worthy of a better cause." He said, "As an officer of the Court, it would have ill become me to disregard a custom of the Court."

Gandhiji concludes: (There is) the applicability of the principle of looking at a thing from a different standpoint in different circumstances. But all my life through, the very insistence on truth has taught me to appreciate the beauty of compromise. I saw in later life that this spirit was an essential part of Satyagraha. It has often meant endangering my life and incurring the displeasure of friends. But truth is hard as a diamond and tender as a blossom.

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(Great Grandson of Mahakavi Bharathi)



VENUE

Narada Gana Sabha Main Hall, Sath Guru
 Gnananada Hall, TTK Road, Chennai-18

DATE, TIME

29th September 2015, 6 pm to 9 pm

CONTACT

N. Ravi at 9444620289 / 044 - 24950204

DONOR PASSES

₹.100, ₹.200, ₹.300, ₹.500 and ₹.1000

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