



# LOVE ALL SERVE ALL

NOVEMBER 2015

## Gift Compassion



This is an exchange programme where children from matriculation schools visit Sevalaya and children from Sevalaya also visit other schools and the students exchange gifts. The idea is to provide the children an opportunity to interact with students from varied backgrounds and practice the acts of giving and receiving.

On 06th Oct 2015, Sevalaya's 40 students visited Smt.Krishna Moolchand Maheshwari Vivekananda Vidyalaya Matric School in Thiruninravur, Thiruvallur district. On the same day, students from Angel Matriculation School visited Sevalaya.

On 9th October 2015, students from Bharathidasan Matric School, Thiruvallur visited Sevalaya for participating in the gift compassion programme. 28 students from Sevalaya also visited Amutha Matriculation School and Oxford Matriculation School, Thiruninravur, a part of the gift compassion programme.

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## Seva Rath

Sevalaya organized Seva Rath Yatra to the villages surrounding Kasuva. The Rath carried the portraits of Sevalaya's Trinity Mahakavi Bharathiyar, Mahatma Gandhi and Swami Vivekananda. The Rath visited surrounding 7 villages one village each day, from 2nd October to 8th October 2015. One of the themes of the Rath Yatra was to motivate the villagers in the services of the society, to spread awareness on various aspects of leading good health, hygiene, environment and behavior and enjoy the joy of giving.



## Joy of Giving

A slew of programmes is arranged by Sevalaya as part of the week long Daan Utsav celebrations held nationwide from 2nd-8th, October 2015

## Wish Trees at Corporates

Sevalaya partnered with Lionbridge Technologies, GE, PWC, Tube Products of India and VA Tech WABAG Chennai and put up Wish Trees in their premises. Wish cards containing the details of each child of Sevalaya - the name, class and section - as also the wish of the child like sweets, crackers, school bag, a pair of shoes etc were placed on the wish trees. Employees of the corporate can choose to satisfy the wish of any child by picking up a card and either contributing money or donating items requested, as gifts. The contributions from employees can thus help fulfill a child's wish.



The staff members of Lionbridge, GE, PWC, TPI and WABAG, Chennai supported the wishes of under privileged Children by picking up a wish card and fulfilling the wish mentioned in it. Employees from PWC visited our campus and distributed gifts to our children.



## Madras Youth Choir

25 members from Madras Youth Choir led by B Rangachari, Retired Asst. Manager, George Town Co-Bank, visited Sevalaya on 3rd October 2015 and sang songs for the 300 students from Std X, XII, Community college & 20 old age home elders. The residents enjoyed the limitless repertoire rendered by the group.

# Joy of giving: *the way of life*

Dear Friend,

Wish you a very happy Diwali in advance!

Diwali (the festival of Lights), one of the major festivals of India symbolizes the triumph of good over evil. As the festival approaches, there is a lot of celebration in the air, with people busily planning for the purchase of new clothes, sweets, savories and all the shops are flooded with new and novel varieties of clothes, sweets and of course crackers, to woo the people and make the occasion a memorable one!

As donors and friends of Sevalaya ([www.sevalaya.org](http://www.sevalaya.org)), we are sure that you have included your extended family of Sevalaya also in the preparation of your Diwali celebrations. This extended family has 2000 poor, destitute village children and 65 poor and destitute grandpas and grandmas. These children are getting completely free education and doing very well in studies. Many of our students who completed school education have taken up higher studies and many of them are fully supported by Sevalaya. The grandmas and grandpas as well as the residents of the Children's Home which houses orphan and destitute children are given tasty, healthy and nourishing

food, proper medical attention, love and affection. We estimate at least ₹ 1000 as the expense for one person and we need support from all of you to have a great Diwali for the 2065 people in the Sevalaya family. We are sure that as in the previous years, we will get your support. With all your unstinting support, the evils of poverty and destitution which plagued these 2065 residents are being

successfully overcome. We invite you to join hands and help us celebrate this victory on the auspicious day of Diwali!

Please do visit Sevalaya campus and join all our children and grandpas and grandmas for a grand Diwali celebration.

Thanks & Regards

Murali

## How to make a donation

**1. Cheques in favour of 'Sevalaya', or donations in kind like clothes, crackers, sweets etc., can be sent to our city office at Sevalaya : F-B1, First floor, Old no 10, new no 24, Keshava Perumal West Street, Mylapore, Chennai – 600 004**

**Account Name: SEVALAYA**

**Account No : 029101000008743**

**Bank : INDIAN OVERSEAS BANK**

**Branch : Dr R K Salai Branch**

**(EE Road Branch),**

**Chennai - 600004**

**IFSC Code : IOBA0000291**

**2. Or money can be directly transferred to :**

**For Indian Donors:**

**Account Name : SEVALAYA**

**Account No : 218601000134**

**Bank : ICICI BANK**

**Branch : Mylapore,**

**Chennai - 600004**

**IFSC CODE : ICIC0002186**

**For Overseas Donors:**

**Account Name : SEVALAYA FCRA A/C**

**Account NO : 408048361**

**BANK : INDIAN BANK**

**BRANCH : Dr R K Salai Branch ,**

**Chennai - 600004**

**SWIFT CODE : IDIBINBBMAS**

**IFSC CODE : IDIB000D035**

*Continued from page 1...*

## Health camps



An eye camp was conducted on 25th September 2015 at Arunthathipalayam Village by Sankara Nethralaya with the support of SCOPE International. A total of 60 persons were screened and 10 were advised cataract surgery and 13 were advised fundus examination and 15 were prescribed spectacles.

Another eye camp was conducted on 6th October at Coyambakkam Village with the support of M N Eye Hospital, Thiruvottiyur. More than 80 villagers were screened in the camp and 15 were advised cataract surgery and 15 were prescribed spectacles.



## Temple cleaning

The staff members of Sevalaya and more than 150 villagers cleaned inside and outside of the temples and painted the walls. 300 tree saplings donated by Rotary Club of Mogappair and Thiruvallur, were planted outside the temples.

# Nissan India celebrates World Food Day at Sevalaya



Colin McDonald, Managing Director, Renault Nissan Automotive India Pvt Ltd, with his team of senior officers & 70 Staff members

To celebrate World Food Day and Nissan's Zero Hunger initiative. Colin McDonald, Managing Director, Renault Nissan Automotive India Pvt. Ltd., with his team of senior officers, and 70 Staff volunteers visited Sevalaya Campus, on 16th October 2015

Impressed by the service activities of Sevalaya, M/s. Nissan India gave a cheque for Rs 4.15 Lakhs to cover grocery expenses for a month and food expenses for a whole day for Sevalaya. Added to this great gesture, the staff members also donated 200 Kgs of dhall, 500 Kgs of rice, sugar and 4800 biscuit packets.

Colin McDonald, spoke at length on various matters that concern the world particularly relating to Hunger and Food. Appreciating the services of Sevalaya, he assured that he and his staff will visit

Sevalaya with their family during the exclusive Joy of Giving Week to be held in Dec 2015.

McDonald urged the children of Sevalaya to make the best use of opportunities

provided to them by the organisation and even promised to consider placements for deserving students, in his Units. He also invited the students to visit their factory.



## CSR Fair and Payroll programme at DTCC, Chennai



Left to Right : Gobinath Jayaram (CSR Ambassador), Mary Jasmine Francis (WINS Chennai Lead), Radha Srinivasan (City Head - Sevalaya), Praveen Manivannan (CSR Ambassador), Sowrirajan (PR Corporate, Sevalaya)

Sevalaya participated in the CSR Fair conducted by DTCC, a 40 year old Global Financial Services Leader in USA, on 13th October at their office at Perungudi, Chennai.

A presentation on Sevalaya's activities was made to the employees and they were encouraged to enroll in the payroll programme by contributing a small portion from their salary on a monthly basis to Sevalaya. DTCC has agreed to provide a matching grant for their employee's contribution. Praveen Manivannan, Systems Director, Mary Jasmine Francis of DTCC facilitated this event.

## PWC visits campus with bagful of gifts



Sonal Agarwal, Lakshmi Krishnan, Tarini and Sanchi, staff of PWC visited Sevalaya and presented gifts to children

## CAMS CSR support continues ...



*T Srikanth hands over cheque to V Muralidharan as P B Vijayaraghavan, Officer on Special duty, CAMS looks on.*

CAMS, as a part of its CSR activities has been sponsoring the educational expenses of students of 3 sections of XI and XII Stds. This year too they continued their support.

The cheque for the second instalment ₹ 304,000 was handed over to V Muralidharan by T Srikanth, Senior Vice President, Operations of CAMS.

## Help Age India donates equipment for old age Home

The Help Age India donated to Sevalaya's Sri Ramakrishna Paramahansa Old Age Home Medical equipments like Air Mattress, Patient Bed, foldable Stretcher, Stretcher trolley, Weighing Machine and Wheel chair. The Physiotherapy instruments including IRR, Muscle Simulator, Rehabilitation Unit, Short wave Diathermy, Traction Unit, Treadmill, Ultra Sound, Wax Bath and allied accessories



were also donated by them. Now this Physiotherapy Unit is fully installed and ready to use. The Help Age India Staff helped installation of equipments and provided training to our staff.



## A classical dance programme in aid of Sevalaya



In commemoration of Mahakavi Bharathiyar's death Anniversary and as a fund raiser for Sevalaya, popular Classical Dancer Kalaimamani Parvathi Ravi Ghantasala, Founder, Kala Pradharsini Centre for Performing Arts & Cultural Activities, & her disciples presented a dance programme of Mahakavi's songs on 29th Sep at Narada Gana Sabha Satguru Gnananada Hall, TTK Road, Chennai.

The Programme titled Bharathi+Bharatham was a thematic one representing Bharatham (India) as envisioned by Bharathi through his songs.

Songs on Nature Worship, girl child's education and women's empowerment, the famous Pappaa Pattu on holistic development of children, the divine love as brought out in his Kannamma songs, the enchanting Kavadi chinthu and the mesmerizing Uzhi koothu were beautifully choreographed and excellently performed by the artistes.

The Chief Guest for the programme, Pujya Shree Swami Omkarananda, in his speech quoted extensively from Bharathiyar's poems and noted that there was ample scope for selecting a wide range of themes from his song collections – be

it patriotism or spirituality, or harmony or Navarasas, which will be challenging for the creativity of the artistes and give them opportunity for exploring and bringing out the best of their art forms. He blessed the artistes for their wonderful performance and Sevalaya for its sustained service for the poor and the needy.

The Guest of Honour, Sri Rajkumar Bharathi, Great Grandson of the poet, appreciated the choice of songs and the excellent performance of the dancers and musicians. He congratulated Sevalaya for bringing alive the dream of Bharathiyar.

## Excellence in Sports

The efforts of Sevalaya in focusing to nurture the talents of the children in sports have started yielding results as can be seen from their achievements listed below.

In athletics, Avinesh of VII std participated in the interstate athletic championship held at Vishakhapatnam from 5th to 7th September 2015. In Thiruvallur district athletics meet, G Saranya of VIII B won first prize in 600 mts and 400 mts G Kavitha of XI A won first prize in 200 mts, Long Jump and Triple Jump and M Dhanalakshmi of IX C won third prize in 1500 mts.

In Thiruvallur district level games, in Handball, in the under 17 category Sevalaya boys team were the winners and in the under 14 category the boys team were the runners up.



In Basketball, girls team were the winners in the under 17 category, boys were runners up in under 14 category and winners in the under 17 category.

In divisional level athletics competition held at Kanchipuram in SDAT stadium on 9th October 2015, D Keerthana of VIII won first place in 80mts hurdles. She is selected for the state level athletics competition to be held in the month of January 2016 in Coimbatore.

## Saint Gobain Visit to Campus



J John Prem, CSR Coordinator and Shiva Kumar, Team Leader WCM of Saint-Gobain India Pvt Ltd visited Sevalaya campus on 9th Oct 2015 to explore the option of partnering with Sevalaya for their CSR activities. They took a complete tour of the campus and understood all the project activities of Sevalaya, particularly the education and living facilities provided for Girl children.



## Rotary Club of Vadapalani support Sevalaya

At the meeting of Rotary Club of Vadapalani on 27th September 2015, Sevalaya Muralidharan was the Chief Guest and he spoke on Inspiration to Implementation.

10 members from Rotary Club Vadapalani, visited Sevalaya campus on 18th October along with our advisor Professor Dr S V Mani. They contributed towards purchase of Sports Shoes to Sevalaya school children.

## Sevalaya celebrates Saraswathi Pooja at all Centers

City Office



Navarathri Kolu



Kasuva Campus



Vadanallur



Ayalur

## Sevalaya staff tour to Kanchipuram



History came alive literally on 27th September 2015, as nearly 90 people which included 30 staff members and their families, alumni, and trustees joined Gopu, an expert on Heritage, on a tour of some of the old temples of Kanchipuram. Gopu kept the entire group mesmerized as he pointed out intricacies in each temple, narrated mythological stories behind the life like carvings, reeled out historical facts associated with each temple leading many to wonder how so many facts could be remembered by a person.

The group members have visited temples earlier, but the tour opened up hitherto unknown vistas of temple architecture and created a reverence for the far reaching visions of great rulers of the past, their dedication and skill of the artisans capacities.

## Camp at Dakshina Chitra

25 students of Std VIII participated in the Kanavu Pattarai workshop – a 4 day residential camp at Dakshina Chitra from 12-15th October. The camp was organized by Nalanda Way Foundation. The focus of the camp was to instill self esteem and a sense of belonging in children, by providing opportunities to engage in various forms of arts through guided

The vocabulary of all members increased considerably. Everyone could now talk about the “Gopurams (towers)”, “Vimanams (tower over the sanctum sanctorum)”, and use new terminologies like “Koshtas (niches on the walls)”, “Antarala (inner enclosure)”, “Praharam (circumbulatory passages)” when describing their trip to others.

Starting from the Ulagalanda Perumal temple built of granite with a huge deity of Vishnu, which left everyone spell bound, the group proceeded to Mathangeeswara temple which is a contrast –a marvel in sandstone with a Somaskanda deity in the inner sanctum. The next stop was at Vaikunta Perumal temple with its three tier Vimana with the Lord in a sitting posture in the sanctum in the ground level, an enclosed empty space signifying the Parkadal

and an outer corridor with inscribed panel of carving portraying the history of Pallavas. The massive Gopurams of Ekambareswarar temple, its huge pillars with carvings of the auspicious banana stem and numerous Gods and Goddesses was an awesome sight.

The tour ended with a visit to Kailasanathar temple, one of the oldest temples, built in the 7th century by the Pallavas. The carvings and the paintings on the walls were an amazing sight. Traces of vegetable dyes used in the paintings can be still seen in some of the faded murals, which speak volumes of the artistic skills that have stood the test of time.

“On the whole a beautiful experience”, “Never knew about our rich heritage was”- were some of the comments heard.

## Half yearly SPL review meet



Sevalaya has started Seva Premier League (SPL) for 16 functional areas within the organization, with 16 different teams focussing on achieving excellence in each area. Each Team is headed by a Team Lead supported by Head Coach and a Coach Team. The Team Lead manages the operations with the help of Team Members.

The first half yearly review meeting of the SPL teams was held on 15th October at Anna University, Alumni Centre. Each team presented their highlights, issues and Management support required in their areas. The issues were analyzed and discussed in detail and follow-up actions were finalised.



# Progress, yes. Patriotism?

## S Chidambaram

*It is a great honour that Chidambaram, the grandson of V.O Chidambaram Pillai is one of the donors of Sevalaya.*

*Needless to say, VOC was a fiercely patriotic freedom fighter who dared to run a steam navigation company against the mighty British by pledging his entire personal property, and a great leader who toiled in the prison by pulling the oil press machine and underwent unspeakable physical hardship for the sake of freedom of our motherland.*

*Excerpts from a conversation with the grandson of the legendary leader:*



The country has progressed in several areas, but it is painful that the spirit of patriotism is lacking. The onus rests with the institutions and teachers who educate our children. The focus of the schools must be to inculcate the spirit of patriotism in young minds. It is absolutely essential and It is heartening to note that Sevalaya has taken many initiatives in this area by providing an opportunity to the students to know more about the great leaders of this land.

It is a matter of great concern that “Nation First” attitude is lacking in the people. Another important area for our industrialists is to focus on effective indigenization. It is odd that we export engineers and import potato chips? Is it not an anomaly? There are instances where other countries found equivalent or replacements to our monopoly products, thus we have lost the international markets. Similarly to stop or reduce import we should find replacements to the products and India is a vast market. To achieve this, media should play an active role.

Narrating some interesting anecdotes from the life of VOC his grandson mentioned that VOC had named his nephew Valeswaran to honour a British Judge, Justice Wallace who was of great help in restoring his Bar License to restart his practice after his period of incarceration – at a time when it was most needed.

# Gandhi Jayanthi celebrated



22 students from Chennai, Kanchipuram, Vellore, Villippuram, Pudukottai and Thiruvallur districts who were State level Toppers at the free State Level open book examination on Gandhiji’s life were awarded trophies, prizes and certificates at the Gandhi Jayanthi Celebrations at Sevalaya on 5th October 2015. The prizes were distributed by the Chief Guest Eashwar Prasad, Head, Near Product Services (India), Ericsson Ltd.

# Volunteering by an English Professor

Professor Chandrasekar, Retired English Professor from Govt College, volunteered and took special classes in English for three days on essentials in English particularly grammar, dictionary usage and encyclopaedia.



Ramakrishnan, Retd deputy Director, Agriculture, Govt of Tamilnadu addressing Sevalaya’s Agriculture students.

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## Where Gandhiji slipped...

Gandhiji had set up a household at Natal and engaged a friend as a companion and help. He also employed a cook. Gandhiji thought that the companion was faithful to him but The companion wove stories about an office clerk who was also staying in the household. Gandhiji believed his words and began suspecting the clerk. Pained by this, the clerk left both the office and the household.

In the meanwhile, the cook went on leave for a short period and a substitute was appointed, who within a few days, discovered certain irregularities that were going on without Gandhiji's knowledge and decided to warn him. The discovery was all the more shocking to the newcomer as Gandhiji was noted to be a credulous but a very straightforward man.

One day when Gandhiji was in the office, engaged in an important work, the substitute cook arrived at the office

and insisted that Gandhiji come home urgently. On arrival at home, Gandhiji was shocked to find the companion in a closed room with a prostitute. Gandhiji asked her to leave the house, never to return. He said to the companion, "From this moment I cease to have anything to do with you. I have been thoroughly deceived and have made a fool of myself. That is how you have requited my trust in you?"

The companion was defiant and threatened to "expose" Gandhiji. Gandhiji put his foot down and challenged him to expose whatever he wanted and proceeded to inform the Police. Unnerved by his guilt, the companion apologized and entreated Gandhiji not to inform Police and left the house immediately.

Following this, the cook also left saying "I cannot stay in your house. You are so

easily mislead. This is no place for me,"

About this incident, Gandhiji observes:

"The incident came as a timely warning in my life. Only now could I see clearly how I have been thoroughly beguiled by this evil genius. In harbouring him, I had chosen a bad means for a good end. I had expected to 'gather fig of thistles.' I had known that the companion was a bad character, and yet I believed in his faithfulness to me. In the attempt to reform him I was near ruining myself. I had disregarded the warnings of kind friends."

Gandhiji also tried very hard to make amends for the injustice he did to the clerk. It has however, been his eternal regret that he could not satisfy him fully.

"Howsoever you may repair it, a rift is a rift" Gandhiji concludes.

## EFFECTIVE NGO LEADERSHIP SUMMIT BALANCING HEART, HEAD AND HAND

Anchored by Anthony Silard, celebrated Leadership Coach

Date: December 16 - 18, 2015

Venue: Alumni Centre, CEG, Anna University, Guindy, Chennai, India.

Sevalaya and US based Social Leadership organization, Centre for Social Leadership (CSL), are jointly offering a world class NGO leadership Conference for India's top 100 NGO leaders, free of cost.

This conference is an abridged version of CSL's 5.5-day Transform – Certificate of Executive Nonprofit Leadership offered at George Washington University in Washington DC.

This three day program will take a 360 degree view of the concerns of NGO leadership in India, with breakaway sessions focused on skill building in crucial areas. For the participants to gain vital insights into the expectations of the Corporate Sector, we are creating two forums of Corporate panel discussions.

**For enquiries, please contact :**

**Mob : 9884503039**

**E-Mail : sevalayaprhead@sevalaya.org**

**The by-invitation audience of NGO leadership and the breadth of themes under discussion make this an ideal opportunity to reach out to a very influential group of opinion makers in India.**

**Limited sponsorship avenues are available:**

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