



# LOVE ALL SERVE ALL

APRIL 2016

## Women Empowerment Project with L & T Infotech

Rs 4 lacs worth tailoring equipment and kits gifted to 50 Irula women



Tailoring kit being handed over to Irula woman by E Siddhamma and Rishab kumar, Software engineer, L & T Infotech

“Within a few hours our homes and belongings were washed away, in front of our eyes”, said Prema (name changed), her eyes welling with tears, when she recounted the fateful day in December 2015, when the torrential rains and water from the nearby lake breached the embankment and swept their homes away. Prema was one among the 50 beneficiaries who got a sewing machine, a stool and a sewing kit, on International Women’s day (March 8, 2016) at M Karnan Thirumana Maligai, Tiruttani.

This Women’s Empowerment Project was a joint effort by L & T Infotech and Sevalaya. Tailoring machines and sewing kits worth ₹ 4 Lacs were distributed to 50 women from the Irula tribe in Tiruttani and Pallipattu villages, Thiruvallur Dist. Sudhir Shenoy, Head, Business Operations, L & T Infotech, Chennai, joined the function via Video conferencing and declared open the Project. He expressed his happiness to partner with Sevalaya and play a part in empowering the women of the Irula Community. Jayakrishnan Nair, Delivery Head, J Premachandran, Operations Head, Col. Vijay Meesala, Head, Admin, and Padmalata Tangirala, Lead Consultant from L & T Infotech also participated in the programme.

Sevalaya undertook relief and rehabilitation work in full swing, when it came to know about the plight of this community through J Prabhakar, President of *Ennangalin Sangamam* (Confluence of thoughts), an NGO and E Siddhamma, President, Bharathi Trust, who has dedicated her life for the betterment of the Irula community. When Siddhamma expressed the need for tailoring machines, to help the women to become self reliant, Sevalaya approached L & T Infotech who readily agreed to sponsor the project. 50 women who had basic tailoring knowledge were identified with the help of Siddhamma.

J Prabhakar, President of *Ennangalin Sangamam*, E Siddhamma of Bharathi Trust, M Munuswamy, State President of Sarpam Irula Association and G Murali,



Beauticians from Sevalaya Community college applying Mehendi for the women staff at Corporate stalls

President of Irula Association, Tiruttani also participated in the programme.

The beneficiaries also gave an undertaking not to sell or gift the machines to others, and to attend the once in a month training to be organised by Sevalaya, to help these women upgrade their skills. They would also extend their cooperation to Sevalaya and officials from L & T Infotech to monitor the progress of the project.

### At Renault Nissan & Lionbridge Technologies

Women’s day celebrations were in full swing on 8th and 9th March 2016 at the stalls at the offices of Renault Nissan and Lionbridge Technologies, Chennai. The women employees of both the corporates were pampered by trained beauticians from Sevalaya, with beauty services such as facial, Mehendi and Eye massage. Products including handmade earrings, photo frames, gift articles, vermi compost, vermi wash etc were also offered at the stalls.

### At Haworth

Radha Srinivasan, PR Head, Sevalaya conducted a session on Work Life balance for the women employees of house keeping and shop floor units of Haworth International, a leading furniture manufacturing company at Sriperumbudur on 8th March 2016. The event was coordinated by Nithya of Haworth India



Interactive session on Work Life Balance at Haworth by Radha Srinivasan, PR Head, Sevalaya

# Joy of giving: *the way of life*

Dear Friends,

A new festival is becoming popular in India and also outside. This week long festival begins on 2nd October -Gandhi Jayanthi every year. All other festivals are for celebration for us, our families and friends – be it Diwali or Ramzan or Christmas. The main crux of the celebration is we buy new clothes for ourselves, we eat sweets, we fire crackers, we see movies, we watch special programs on TV, we meet our friends and families etc. But this festival is just the opposite – we do everything for others – people whom we don't know – people who are total strangers to us. The only thing we get in return is "joy of giving".

The weeklong festival is called "DaanUtsav" – celebration of giving. Few individuals and organizations thought about these five or six years ago and are doing their bit to popularize this week long celebration. The ultimate aim is that this should become like Diwali or Christmas or Ramzan – there are no promoters for the event – just everyone

celebrates on their own. But that goal is still a long way ahead.

Sevalaya has been participating in this event right from the first year. We keep "wish trees" in many corporate offices, giving an opportunity to corporate employees to full fill the wish of a child; "Gift compassion" - getting children of various schools together and encouraging them to exchange gifts; "Seva rath" – taking the pictures of Bharathi, Gandhi & Vivekananda in a decorated Rath (chariot) to villages and promoting the idea of giving among villagers and encouraging them to involve in one day voluntary service to benefit their own villages and many other programs.

Recently I was in Bangalore attending a planning meeting for south zone for this year's DannUtsav. Around 50 volunteers from five states in the south discussed for two days to get new ideas to promote giving. These meetings will happen in each zone and also in each state and then in each city and town and village. Slowly such planning should stop and people should take over the festival and act

spontaneously. Giving culture promoted in this week, should become part and parcel of our lives and giving should be an everyday activity.

But right now we need more volunteers who can take this message forward. May be after 100 years this will become like Diwali, but today we need people to push it and plan it. We still have six months to go for this year's DannUtsav, but if we have to reach all villages, we need to start the work now. Ideas are available in plenty. It is not an NGO event or a corporate event or Government event or an Individual's event – but it is all this put together and much more. Unless everyone joins, this will remain a festival of few people.

Giving is part of our culture; only need is to channelize it properly so that the real beneficiaries get the benefit. DaanUtsav is a vehicle to get there.

Are you ready to join hands?

Thanks and Regards

Sevalaya Murali

## 410 Volunteers from SPi Global at Sevalaya campus

Sevalaya was a beehive of activity on March 12, 2016, when 410 volunteers from SPi Global eagerly set about various tasks around the campus. The volunteers split themselves in to teams and spread out to various units of Sevalaya. One team helped in the Homes, in cleaning the dining hall, serving food, cleaning up the Old age Home and making beds for the elders. Some of them helped in stacking firewood to be used as a fuel

### Education



Volunteers conducting games for children

### A Planetorium visit

40 students of Std VII & VIII were taken on a one day trip to Ashtalakshmi Temple at Besant Nagar, Birla Planetorium and Arignar Anna centenary library by R Nandakumar & friends from Aricent technologies on 5 March 2016. The

in kitchen. The volunteers also leveled the pathway outside the Old Age Home leading to the dining area. Another team of volunteers were busy in the gaushala and agricultural fields, cleaning the weeds, sieving the vermi compost and packing them. The third team went to school and helped in digitizing the library records. In the morning session, the volunteers completed the tasks they undertook with gusto.

### Rural Development



Volunteers busy at the gaushala

After lunch, they conducted a variety of programmes for the children and gave away the prizes. Rajkumar, a Team Lead at SPi Global summed it up best when he said that the pace of development at Sevalaya between his earlier visit and this one was rapid and encompassed many areas now. Radha Srinivasan, PR Head, Sevalaya noted that the volunteers came with a specific plan and carried out their tasks with dedication and enthusiasm.

### Homes



Volunteers levelling the pathway outside Old Age Home

children enjoyed the visit to the temple at the shores of Elliots beach. They were awe struck by the 3 D show at Birla Planetorium and amazed by the vast collection of books and facilities at the Anna Library.

At Birla Planetorium



# Sevalaya Winners at the Be a FarmDost Contest

'Be a FarmDost' is a novel initiative of Tractors and Farm Equipments (TAFE) to raise awareness about farming among school students. TAFE had organised a state level Be a Farm Dost contest in which around 35,000 students from 63 schools from Tamilnadu participated. The students were given a short, but effective, lecture on the importance of the agricultural sector and a kit to start

quote C Adhimuthu, who was involved in this project from the beginning" I was fascinated by the enthusiasm of the children and the way they cared for the plants. They were constantly checking on each other about the status of their plants and kept me updated. The children reminded me every seven days to take pictures of the plants and upload them in TAFE website. It was wonderful to see the

J Farm research centre in Kelambakkam, was graced by TAFE Chairman and CEO, Mallika Srinivassan, who also felicitated all the winners of the 'Be a FarmDost' contest.

The 'Be a Farm Dost' award ceremony also offered students the opportunity to experience the joys of a farm. With TAFE's J Farm - an adaptive agri-research centre spread over 200 acres, as the venue, the award ceremony was the perfect setting for students to receive a hands-on experience in a farm. The students also went on an organic farm trail with opportunities to harvest crops, tractor ride, knowledge sessions on farming by eminent agriculturists and interaction with farmers.

Manikandan of Std VIII D who participated in the Farm Dost programme said that he used to see his father work in the farm, but it never occurred to him to help his father. When he was given this project, he felt as though it was his land and his responsibility to take care of the plant. He said that taking care of nature is a priority. Kavya, another child of a farmer said she felt helpless that she could not help her parents in the field as she had to be in school between 8-6. But, at school she used to help in the field, and also help at the Gauthala. She got the TAFE Thank you farmer award.



Above: The Sevalaya team at the Be a Farm Dost Contest  
Below, from left: Mallika Srinivasan, CEO, TAFE presenting Award to C Adhimuthu. T R Kesavan, Vice President, Marketing, TAFE presenting Award to D Kaviya & E Surya



## Awards won by Sevalaya

- Thank you Farmers Award ..... E Surya of Std VIII & D Kavya of Std IX
- Most enthusiastic Farmdost teacher Award... C Adhimuthu, Staff of Sevalaya
- Be a Farmdost Social Award..... Sevalaya
- Be a Famdost School Award..... Sevalaya
- Champion of Champions..... Sevalaya

their own little farms. The kit consisted of a packet of seeds and instructions on how to grow them. The instructions were very detailed and precise. The students were also encouraged to think about the different kinds of containers in which they could grow their plants. Each stage of growth from shoot to mature plant has to also be clearly documented through photographs and uploaded in TAFE's website.

800 students from Sevalaya participated in this contest. Initially the teachers were sceptical about participating in the competition. They were not sure about the response from the students, whether they would sustain the interest, whether they would be able to regularly upload the progress in the website etc. But the children surprised them. To

children take ownership of their plants from seedling to harvest stage, which included watering, and weeding out grass. It was a joy to work with them." he said. The award ceremony held at TAFE's



Enjoying the tractor ride at J Farm



800 Sevalaya children and 25 teachers/staff worked for 2 hours each, in implementing the project over 30 days in (month) 2015.

## Cracking the Govt exams



*J Selvanayagam, Former Teacher at Sevalaya , on cracking Govt. Exams*

Our ex-staff J Selvanayagam, BT Asst in Karalapakkam Govt school, gave a preparatory and motivation class for cracking Govt exams to a group of youngsters which included 21 alumni of Sevalaya and students from other colleges. He explained the different levels of Government exams, qualification and basic preparation for the exams, mark allotment and evaluation for exams. His class was especially motivating to women who were afraid of taking the exams due to a phobia. He exhorted the gathering to attend all TNPSC exams and gave them practical examples of how to attend the interview and reply to questions posed. He also told them to aim higher than the post for which they apply for.

## Heartfulness Meditation – Fine tuning Heart with Mind



*Heartfulness meditation session in progress*

S Connect is a Heartfulness initiative focussed on schools and administered by Shri Ramachandra Mission, a non profit organisation. Volunteers Madhu Nair and Rajshekar introduced Heartfulness relaxation and Sahag Marg meditation system – simple technique of relaxation and meditation- to 25 teachers and all the students of the school. The 3 day programme from March 14, 2016 was conducted classwise,- guided meditation for 10 minutes followed by an interactive session with the children on their experience. “I feel very relaxed.” said M Jagadeesh of XI Std. “The mind calmed down and I experienced more clarity in my thoughts after the meditation” said Tamil Teacher K Malarmathy.

## Lesson Plan and teaching aids



Dr Uma Garimella, educationist from Hyderabad conducted a training on December 26th and 27th in preparation of teaching aids and lesson plans. She emphasized the need for a teacher to have passion for the profession. She also shared a few thoughts on the importance of teaching aids and a proper lesson plan for effective teaching. She spoke on the need to be aware of the difference between aim and the learning outcome while preparing the lesson plan. She played videos on the Montessori teaching methods. Uma showed the trainees some ways of formative assessments and queried the methods used by them.

Her training was very structured and encompassed a wide range of activities. 73 teachers attended this training.

**It is not enough to sharpen the tools and oil the machine.  
It takes training to sharpen the skills to get the best out of them.  
Sevalaya offers training opportunities in all areas to employees.**

## Workshop for Caretakers

S Kokila, Nurse, and Thennarasu, Old Age Home Care takers participated in the one day Capacity Building Workshop for caretakers organised by Nimmadhi Old Age home, Ambattur. Dr S Sivakumar, Professor and head of Geriatric Medicine, Rajiv Gandhi Govt. General hospital, was the facilitator. Ms. Hanna Evangeline Sangeetha, Professor of Loyola College, discussed palliative care and issues involved in dealing with elders, like alzheimers, and providing quality care to them. Dr Abirmai Premnath, Therapeutic Consultant – Naturopathy emphasised the need to encourage elders to do exercises which will go a long way in keeping them stable, both physically and mentally.

Nurse Kokila said she has a better understanding of how to care for elders and this training has motivated her to look at different aspects of caring for senior citizens.

## Management development programme



A A Kingston, Anupriya Suresh and T Arun Kumar from Sevalaya attended a Management Development programme on “Perform with ease and enjoy with peace “ organised by GM Foundation on 30th January 2016. S Mahadevan , Consultant and Faculty, Energy and Management , conducted the session.

The topics discussed included analysis of Intelligence Quotient/Emotional Quotient/Spiritual Quotient and their role in Personality and How Personality leads to Performance.

## NSS Volunteers at work

45 students of NSS from various departments of Aalim Muhammed Salegh Engineering College camped at Sevalaya on 14th and 15th March 2016. Prof. Dr M Afzal Ali Baig, Principal and Janab Seghu Jamaludeen, Secretary inaugurated the NSS Camp. The students engaged themselves in various activities like cleaning the campus, farming, painting the walls. They also organised a medical camp for the elders.



*NSS volunteers from Aalim Muhammed Salegh Engineering College at work*

# Sevalaya's Community College - developing skills, ensuring placement

## From PC skills to Cafe Coffee Day

V Tamarasi was at the crossroads of her career when she decided to join Sevalaya's Computer course (MS Office, and desktop skills) community college, after finishing her XII standard exam from the govt high school. Her parents are farmers and did not have formal schooling. She finished her course at the community college in November 2015. She appeared for the interview conducted by Cafe Coffee day at our campus, and got selected. She was thrilled when asked to report to their Mylapore office, in the city, for training. On successful completion of the training, she was posted to Thirumazhisai (Bangalore Chennai highway). The news of her getting employment was an occasion to celebrate in her family. She went to the temple to seek the divine blessings.



On her first day at work, she was introduced to her colleagues by her manager. Sevalaya was represented by the hostel warden on her first day at work. She travels about 20 kms daily to work. She says her work is very interesting and there are lots to learn.

## Hands on learning at Industrial visit



A/C & Refrigeration students from the Community College undertook an Industrial visit to R R Service Engineering, Pattabiram. After five months of training at the college, they were excited to learn how to check compressors and Freon recharging to refrigerators. They also learnt to dismantle, service and reassemble split A/C and window A/C's. Parthibhan and John said this visit has instilled confidence and will help them deal with customers in a real time scenario. They also learnt how to talk and deal with customer's complaints.

D Dayanidhi who visited RR Service Engineering, mentioned that he learnt about flaring and swaging using copper pipes, how to check compressor pumping, leak testing of cooling coil and assembling of split A/C. He also said he is hopeful of gaining employment on completion of this course.

D Bharani who also visited RR service engineering, said that learning about charging Freon gas to Refrigeration unit, and general maintenance was a good experience. He is also hopeful of gainful employment soon.

## Home Nursing internship

Home nursing and the need to serve patients who are immobile is increasing day by day. Sevalaya aims to empower women by providing training to underprivileged teenage girls in villages around Kasuva. Sevalaya has charted a curriculum to develop their skills in Home nursing. Ten students of the second batch of Home-Nursing course have completed 4 months of theory learning and are now undergoing 2 months Practical Internship Training. This will give them the necessary skills to adapt to



real time situations and how to deal with immobile patients. S Ramya, V Gomathi and M Jeevitha are training in Deva Multi-Speciality Hospital, Thiruninravur. V Hema Malini, S Parameshwari, G Pavithra and M Mariyammal are undergoing training at Sugam 24 Hrs Multi-Speciality Hospital, Thiruninravur. G Sandhiya, P Priya and M Bhanu Priya are training at Vijay Clinic, Thiruninravur. We are hopeful that they will find placement on successful completion of the training.

## "My aim is making this home peaceful for elders" - S Kokila, Nurse

S Kokila, nurse in Sevalaya's Mahatma Gandhi Medical Centre, has many roles to fulfil, and one of them is to extend moral support to all the senior citizens at the Old Age Home. Kokila has been in Sevalaya for the past one year. She was referred to Sevalaya by K Muthuramakrishnan, a long term associate and well wisher of the organisation.

Kokila, who has completed Auxiliary Nursing Midwifery course hails from a very poor family. Widowed at a young age, she found it difficult to manage her family with two young children, one of



whom is developmentally disabled and requires a lot of support. His misfortunes have made Kokila stronger and she has developed a lot of patience, a very crucial trait in the nursing profession.

This patience helped her to be more effective with elders. She has handled a lot of senior citizens who are bed ridden. Recently, she nursed resident Sonabai, who developed bedsores, back to good health, with her tender care.

Kokila works around the clock in the campus, and she is always available in case of any emergency, be it in the day or night. Children are special to her and if any child becomes sick, even in the middle of the night, she will attend to them immediately.

She proudly says that joining Sevalaya has been a turning point in her life and she wants to serve all the elders at Old Age home and make this home a peaceful place for the elders.

## Competitions provide children an opportunity to beat the stage fright, display their talents, see where they stand and strive to improve. Prizes are instant bonus.

### Science contest by KRM school



*Prof M S Swaminathan with the Winner at International Science Day competition*

10 students of Sevalaya participated in the Inter School Science Day competition- "Think –Quest – Apply" conducted by KRM Public School, Permabur in memory of Bharat Ratna, Late Dr. A P J Abdul Kalam on 5 March 2016. Devaraj of Std VIII won 1st prize in Essay writing, Ranjani of Std VI got III prize in Slogan writing, D Deepak of Std VIII won III prize in Oratorical & Jayashree of Std VIII won II prize in Poetry writing. The students received prizes at the hands of renowned agricultural Scientist and Padma Vibhushan Awardee Prof M S Swaminathan.

### Sekkizhar Vizha Competition



*A skit at the Sekkizhar Vizha competitions*

K Sivakumar of Uzhavaaram organization organized a Sekkizhar Annual day function at our campus on 25th February 2016. Sekkizhar, a tamil poet authored Periya Puranam, a compilation on the 63 Nayanmars, the devotees of Lord Shiva. The preliminary level speech and drama competition was conducted at school, as a preparatory event for the the Sekkizhar annual day function to be celebrated in May 2016. 53 children from std VI to IX participated in the competitions. G Meera, Tamil PG staff said that it was important for the children to know about the contribution of 63 nayanmars to Tamil literature and philosophy.

### Rotract cultural fest



*Winners of Rotract cultural festival receiving prizes from V Veeramuthu*

Season 3 of Kondattam, an annual cultural festival for orphanages, organised by Rotaract Club of Blue whales was held on 28th February 2016 at Annai Sivagami Mahal, Thiruvotriyur. 320 Children from 6 homes participated in the events. Sevalaya children won the first prize in group song category, and Sharath from Std IX won the drawing competition, for his imaginative drawing on the galaxy. Sevalaya students also secured the second prize in group dance. V Veeramuthu, President of Rotaract Club of Blue Whales presented prizes to the winners, and applauded the children for their dedication their interest in fine arts.

## Creating employment opportunities to rural poor



Swami Amrutanandaji Maharaj of Sri Ramakrishna Mission, Malliankaranai distributed certificates to the 10th batch of students - 35 women who completed tailoring course and 25 women who completed Basic computer course conducted by Sevalaya's craft centre at Vadanallur village, Uthiramerur at a function on 19th March 2016. Sevalaya has been conducting free six month tailoring course and basic computer course to rural poor women, thus increasing their employability.

Retd Headmasters Thanikachalam and Ramamoorthy, Retd. Village Administrative Officer Murugesan, and

D Jayachandran of Vadanallur Village, participated in the function.

Among the women who received their certificates is Sarala (Name changed), who is deaf and dumb. Her father is paralysed and her only brother works for daily wages is the sole bread winner supporting the family. Raji has now got placement as Supervisor in a company at Vadanallur. Now she will be able to support her family and share the responsibility with her brother.

The free tailoring and computer course run by Sevalaya has thus empowered the rural women and brought about transformation in their lives.

## Montessori exhibition



*Visitors viewing the Montessori Exhibition and listening to the explanation by the children*

The Montessori exhibition is a yearly event, to display the special talents in Sevalaya's Montessori children was also held on the same day The craft work by the tiny tots using broken bangles, cotton etc., painting and other artworks were on display at the exhibition as a testimony to their creativity. 200 persons visited the exhibition, viewed and appreciated the innate talents in the tender children. M Raja Ram, Officer HR, Asian Paints inaugurated the exhibition and appreciated the children.

# Exam fever and family “remedies”

Exams are stressful times for the entire family. While the children suffer from peer pressure and the ‘have to do well’ syndrome, parents agonize over whether their children study enough. Parents think of various ways to induce the children to study, by reducing TV time, offering nutritious meals, motivating and cajoling them, by explaining the advantages of studying well and scoring good marks. Sevalaya, during exam time, dons a similar hat, and goes the extra mile!

## Extra hours

The teachers spend extra hours, after school, to reinforce the fundamentals, travel with the children to their exam hall, give them pep talk and make them feel at ease, during the exam season. More importantly, the teachers know that most of the students do not have a study support system at home, since the parents are daily wage earners or farmers with no formal education during their childhood. Most of these children will be the first to graduate in their family.

Hostel wardens double up as teachers and provide the children and fill the gaps in knowledge. Hostel students get their breakfast as early as possible to reach the exam center in time. The students are dropped and picked up from the exam centre, by the school bus.

This year Sevalaya has sent 153 students to X std and 144 students to XII std Board exams.



Late night study hour

## Brahmakumari’s motivational inputs

A very timely programme was offered by Brahmakumari’s, the spiritual organization, giving tips on memory retention, retaining interest in the subjects, power of observation and honing the listening skills. B K Easwari explained that these traits will help not only for exams, but later on in life too. About 195 students going for the X and XII board exams benefitted from this. K Shruthi from Class XII said that mass meditation was very nice and she felt very positive.

## Temple visit

Sevalaya took the students to Shiva and Anjaneya temples in nearby Pakkam Village, for worship, just before the exams. The students said that they felt positive vibrations and were brimming with confidence, after the team prayer at the temple. The pupils felt Sevalaya is their home and teachers, their parents. On first day of their Board exams, Murali anna was present at the school, early in the morning, to encourage and motivate the students, and, wishing them well.



Early Break fast

Sevalaya HM and AHMs also were at hand to guide them. Every day, after their exams, the teachers gently enquire the students about how they wrote their exams.

## Calming their nerves

This year, the Chemistry board exams were very difficult, a fact acknowledged by most of the newspapers and visual media. The children were rattled, and it was painful for the teachers to watch the children suffer silently. Murali *anna* came to the school, to calm their nerves and encouraged the students to look ahead, rather than look back. It was also a coincidence that volunteers from “Heartfulness meditation” were at the campus that day, They urged the children to relax their minds, through meditation. It certainly was a welcome diversion and the children were able to rebound faster.

## Surprise gift from outgoing students



Sevalaya received a surprise gift from all the standard XII B students on 24th February 2016. They gifted 25 wall clocks to all classrooms and one big wall clock to the school. These are proudly hung in the classrooms. They also gifted a Leaders photo, CFL light.



Brahmakumari B K Easwari interacting with students



Boarding the school bus to go to the exam centre

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## A midstream reflection

Readers will remember that in these columns, we are giving out episodes from the autobiography of Mahatma Gandhi, which he had titled, "My Experiments with Truth". Each episode, describes a life situation he encountered, the significance he attaches to them, how he faced them and the lessons he has drawn. In the middle of this work, he pauses a while to reflect on this exercise. We can do no better than to quote him verbatim.

"This chapter has brought me to a stage where it becomes necessary for me to explain to the reader how this story is written from week to week.

When I began writing this I had no definite plan before me. I have no diary or documents on which to base the story of my experiments. I write just as the Spirit moves me at the time of writing. I do not claim to know definitely the conscious thought and action on my part is directed by the Spirit. But on an examination of the greatest steps that I have taken in my

life, as also those that may be regarded as the least, I think it will not be improper that all of them were directed by the Spirit.

I have not seen Him, neither have I known Him. I have made the world's faith in God my own, and as my faith is ineffaceable, I regard that faith as amounting to experience. However, as it may be said that to describe faith as experience is to tamper with truth, it may perhaps be more correct to say that I have no word for characterizing my belief in God.

It is perhaps now somewhat easy to understand why I believe that I am writing this story as the Spirit prompts me.

I understand more clearly today what I read long ago about the inadequacy of all autobiography as history. I know that I do not set down in this story all that I remember. Who can say how much I can

give and how much omit in the interests of truth? And what would be the value in a court of law of the inadequate ex parte evidence being tendered by me of certain events in my life? If some busybody were to cross-examine me on the chapters already written, he could probably shed much more light on them, and if it were a hostile critic's cross-examination, he might even flatter himself for having shown up 'the hollowness of many of my pretensions.'

I, therefore, wonder for a moment whether it might not be proper to stop writing these chapters. But so long as there is no prohibition from the voice within, I must continue the writing. I must follow the sage maxim that nothing once begun should be abandoned unless it is proved to be morally wrong.

I am not writing this autobiography to please critics. Writing is itself one of the experiments with truth."

## 28th Annual Report: Communication sponsorship

We are happy to share with you a novel opportunity for you to support Sevalaya and benefit from visibility for your brand in a philanthropic context. This opportunity comes in the form of 'Communication Sponsorship' in Sevalaya's 28th Annual Report.

Sevalaya Annual report reaches 10,000 people in the Government and Corporate sectors, besides High Networth Individuals. Additionally, uploaded on our website, it enjoys perennial viewing.

In keeping with the design of the

publication, select sponsors will get to feature their brand/ company logo and name, along with the by-line. The space earmarked varies, with one-third page for Platinum Sponsor to 4 cm x 6 cm for Bronze Sponsors. In addition, similar space in an issue

of Sevalaya's monthly newsletter "Love all Serve all" will come as a bonus.

Additional insertions in the newsletter can be booked at moderate extra cost. 8,000 printed copies of the newsletter and an additional 25,000 copies as emails are despatched to our donor community. Uploaded on our website, the newsletter also enjoys added visibility. Communication Sponsorship shows you in a favourable light generated by the goodwill Sevalaya enjoys.

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Published by: Bhuvanewari Muralidharan and owned by/on behalf of Sevalaya and published from F2, Jains Eden Park, 4- Judge Jambulingam Road, Mylapore, Chennai 600 004.

Printed by: S Kannappan @ Gem Offsets, New no. 24, Old no.20, Swami Achari St., Royapettah, Chennai -600 014.

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