When the changing needs of the community determine our actions, can we be bound by the past? When human lives cry out for help, can we remain within the boundaries of the past?

The year that was, saw Sevalaya breaking the traditional boundaries of its operations, in response to community needs. We crossed boundaries of geography, going beyond the 40 villages around our Kasuva campus which have been our field of action. We also went beyond the ambit, engaging in new types of activities, as dictated by the needs – such as emergency rescue and then rehabilitation of communities affected by the unprecedented floods in end 2015.

The nature of the task at hand demands our long term commitments. Hence, by breaking our operational boundaries, we have defined our new, widened boundaries.


INSET – I ROW: G P Aishwarya, L N Anupriya, T Arunkumar, Dr D K Devendrav Oza, G Ilayaraja, Kumaran Mani, T M Lakshmikanthan

II ROW: Lakshmi Murali, E Lakshminarayanan, Dr Malavika Vinodh Kumar, J Manivannan, K Remya, Rekha Persumal, Sebatin Sahaya Mary

III ROW: R Shankar, Sujatha Renganathan, Thilak Iyer, Thomas T Abraham, T S Venkataramaneni
In 28 years, Sevalaya has transformed 40 villages of Thiruvallur district, west of Chennai, from 100% child labour to 100% literacy, through quality education given free to 3,500 children and setting them up for a productive life, nurtured and shaped the lives of 450 orphans and given shelter with dignity to 225 destitute elders, imparted skills and facilitated employment for 250 rural youth and provided medical aid for 1,34,400 poor and needy rural folks.
Organisation

Board of Trustees / Advisors

Founder - Managing Trustee
V Muralidharan

VP - Donor Relations
Radha Srinivasan

Hony. VP - Admin Team
Bhuvaneswari Muralidharan

VP - Operations
A A Kingston

DR Team

P Rangarajan, Sr. Manager
N Jagannathan, Media & Govt Relations
N Ravichandran, Retail Donors
Rekha Perumal, Tech Support
A Arvind, Admin
G P Aishwarrya, Corporate Relations
V Vijaykumar, Retail Donors
K Sivakumar, Thiruvallur & Kanchipuram Districts

Admin & Accounts Team

K Viswanathan, Sr. Manager
A Kalayarasi, Admin
T Arun Kumar, Accounts
B Ramya, HR
J Sebastin Sahaya Mary, Campus Accounts
U Revathi, Accounts
R Rizwana Sultana, Despatch
J Manivannan, Driver

Sr. Manager - Education
R Vijaya

Sr. Manager - Operations
L N Anupriya

Community College
K Srinivasan

Health
Dr M S Rajan, Dr D Avinash

Programme Manager
P K Gowri Shankar

Gandhi Team
S Manokaran

Vivekananda Team
L N Anupriya

Vadanallur
A N Sabira

Mambakkam
K Sumathi
Management Heads

Founder and Managing Trustee
V Muralidharan, Software Engineer

Board of Trustees
N Annapurna, Educationist
G Ilayaraja, Software Engineer
Kumaran Mani, Software Engineer
T M Lakshmikanthan, President, PC Jewellers Ltd
E Lakshmi Narayanan, Tax & Investment Consultant
R Shankar, Entrepreneur
Sujatha Renganathan, Accountant, AIMS, UK
Thilak Iyer, Management Consultant

Advisory Committee
M Amarchand Jain, Social Activist
Lakshmi Murali, Software Engineer
Dr Malavika Vinothkumar, Nutritionist
Prof Dr S V Mani, Software Engineer
D K Oza IAS, Rtd. Chief Election Commissioner
Thomas T Abraham, Management Consultant

Hon. Co-ordinator
T S Venkataramani

Hon. Internal Auditor
P Seethapathy, B.Com., A.C.A, Retd. CM - Finance, Power Grid

Hon. Financial Auditors
M/s Menon & Pai,
Chartered Accountants,
12/4 - Ashirwad Apartments,
Puliyur First Lane,
Trustpuram, Chennai – 600024.

Academic Heads
B Nirmala, Tamil
D Aswini, English
S Sumathi, Mathematics
B Dinesh Kumar, Physics
R Jeevendran, Chemistry
R Vijaya, Biology
M Thenmozhi, Computer Science
P Lakshmi, Economics
S Lakshmi, Commerce
S Manokaran, Agriculture
A Kumaresan, Social Science
A Sankara Pandiyan, Physical Education
Vision

The vision of Sevalaya is to serve the rural poor and transform them for an equitable, happy and fulfilled society with an improved quality of life.

Mission

Sevalaya’s mission is to offer required quality inputs free to:

Children: Providing high quality education, life skills and character building for rural children to prepare them for productive, healthy and happy lives.

The aged: Caring for the aged and ensuring their physical, mental, spiritual and emotional well-being.

Rural citizens: Providing capacity enhancement initiatives for the rural poor for self-sustaining livelihoods and lifestyles.

Values

Service and sharing
Equality of all humans
Indian, yet international
Courage of conviction
Discipline
Fair means
Our Activities

Education

(Mahakavi Bharathiyar Unit)
Mahakavi Bharathiyar Higher Secondary School is a Govt. recognised, unaided, Tamil medium School for classes from Pre School to Higher Secondary. It provides quality education 100% free. The school provides value-based education to make the children self-reliant and responsible citizens. Teachings of Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathi are imparted to the children.

- Free Education from Pre KG to Std XII
- Free uniforms, stationery, note books
- Free transport for Primary school day scholars
- Total school strength 2058
- Minimal drop outs 2%
- Centum or near centum results in Board exams (Std X & Std XII)

Mahakavi Bharathiyar Community College, unaided, provides skill training to school dropout youth from the villages and helps them to get jobs.

- 230 students per batch in 3 locations
- 6 trades
- Electrician, AC & refrigeration, Computers, Nursing Assistant, Beautician, Tailoring, Tuition Centres
- Live Labs for practical training
- Library in each centre
- Technology Partnership with Corporates
- 100% placement

Swami Vivekananda Library (Including Mobile Library) has over 20,000 books including the complete works of Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathiyar and also books on various topics like self-improvement, physical and biological sciences, IT and engineering.

- Free Library with a collection of 20,000 books
- Open to public
- In a month, the mobile library reaches around 500 people in 4 villages

Rural Development

(Mahatma Gandhi Unit)
Sevalaya is a Green Zone:
Sevalaya imparts environment education to its children and implements the same in the campus. It segregates the degradable and non degradable wastes for disposal. Sevalaya's Kasuva Campus is thus a green zone.

- Tapping Solar Energy:
  - 80% of operations in Sevalaya's Kasuva campus is powered by Solar energy.

Organic Farming:
Organic Farming is implemented in the campus. Cow dung and Vermicompost are used as bio fertilizers. Sevalaya conducts regular workshops to propagate organic farming.

Vinobhaji Gaushala:
Vinobhaji Gaushala shelters dry cows. It also shelters cows yielding milk for consumption by residents.

Medical Camps:
Medical Camps are conducted regularly for eye, dental and general check up for the benefit of the residents and villagers.

- Green Zone
- Organic Farming
- Gaushala
- Medical Camps

Homes

(Swami Vivekananda Unit)
Swami Vivekananda Boys Home and Mother Teresa Girls Home (Unaided, Recognized as “Children’s Home” under Dept. of Social Defense, Govt. of Tamilnadu)
Presently these homes shelter around 150 children. These homes provide food, education, opportunities for skill development and talent promotion in an atmosphere of love and care.

These children are taken care of till they become self dependent. Many of the children are now well settled in life, pursuing careers as qualified mechanics, electricians, artisans, bank officers, nurses and software professionals.

Sri Ramakrishna Paramahamsa Old Age Home (Unaided, Recognized by the Social Welfare Department, Govt. of Tamilnadu)
It is a home for poor and destitute senior citizens. The home strives to provide dignified living to them in the evening of their lives. 80 senior citizens have made their homes here.

Integrated Campus (Aided, Recognized by the Social Welfare Department, Govt. of Tamilnadu) Sevalaya has been selected by the Govt of Tamilnadu for implementation of its new programme in Tiruvallur District, the Integrated Campus under which 25 destitute senior citizens and 25 destitute children are housed in one campus.

Mahatma Gandhi Medical Centre with 12 beds providing medical facilities to the residents and the neighbouring community.

- Boys Home and Girls Home housing 150 orphan/destitute children
- Old Age Home housing 80 senior citizens
- Integrated Campus housing 25 senior citizens and 25 children in the same campus
- Medical centre with 12 bedded facility
Date of Establishment: 29 May 1988
Constitution: Registered as a Charitable Trust
Registered under FCRA (Regn. No. 075900640)

Donations for Sevalaya School Expenses Project, Old Age Home and Children Home Expenses Projects are eligible for 100% tax Exemption under section 35AC of IT Act.

Other donations are exempted under sec 80G of the IT Act.

Gold certified partner - Guidestar India, for transparency.

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Our associates
Ours is a land in which many great seers have lived and shown the right way to lead a really meaningful life. Almost all of them have hailed the ‘Service to Mankind’ as ‘Service to God’. ‘Sevalaya’ is an organization that has committed itself to such selfless service. They not only provide education to the poor, underprivileged children and take care of the hapless elders, they show a lot of care and concern for all other living beings as well!

Kudos to Sri. Muralidharan, his wife Bhuvaneswari and the entire Sevalaya team for their untiring service for more than a quarter of a century, retaining their sweet smiles throughout!

I am happy that they have turned 28 and wish them much more! At the same time I also remind myself and other like-minded friends to be of some help for the Sevalaya team. May God be with all!

Ever since I came to know about Sevalaya I keep on wondering about Muralidharan and his wife.

I can believe now that God creates people in His Own image. It is possible for a single individual to dedicate his life for service to others.

To have a life partner who is willing to give up a comfortable middle class life after a decade and voluntarily and cheerfully embrace a life of tough challenges calls for superhuman, if not divine qualities!

I am very very happy to learn that Sevalaya is a youthful 28. By divine Grace it will continue its track record of service for years and years to come!

Sevalaya is indeed a mirror of God!

Heartiest congratulations to Sevalaya for the selfless work rendered over the past 28 years. The commitment and dedication with which this organization serves the rural poor is commendable and we are proud to partner with Sevalaya in improving the quality of life in Tiruvallur District.

All the very best to Murali and his team as they continue to transform the lives of the community.

Congratulations to entire Sevalaya family on completing 28 years of social work. Sustaining such initiatives over a long period is creditable.

When we were looking to engage with NGOs for rehabilitation work after Chennai floods in Dec. 2015, Sevalaya emerged as a qualified choice due to their dedication and commitment to cause.

While we had heard about Sevalaya, this was our first opportunity to work together. We are happy to see the progress of rehabilitation work which should be nearing completion. Sevalaya distinguishes itself by their professional approach to social projects as well as their community connect. Both these factors become important when corporate bodies engage with an NGO.

We hope to see continued working together in the future.
What They Say

I am writing to express my pride and warm wishes for Sevalaya as it reaches 28 years of fostering educational and economic development in rural India. I am deeply appreciative of the Center for Social Leadership’s (CSL) long-standing partnership with Sevalaya. My friendship with Murali and Sevalaya goes back to 2004, when I met him for the first time. Afterwards, I visited the school he had started in the outskirts of Chennai.

Murali has been an indelible role model for me. He truly embodies some words once spoken by Gandhi: “My life is an indivisible whole, and all my activities run into one another and they have their rise in my insatiable love of mankind”. Murali’s daring initiative to help a region of India convert from 100 percent child labor to 100 percent child education is ineffable. He embodies the best qualities of a social change leader.

We at CSL are very proud of our collaboration with Sevalaya.

The PwC India Foundation had supported Sevalaya to create a societal impact in the areas of Education and Environment Sustainability. I would like to congratulate Sevalaya for its indefatigable efforts to provide quality education to underprivileged children. It was heartening to see these enthusiastic and ambitious children chase their future dreams.

I would also like to laud their endeavours towards environment conservation through organic farming which have yielded encouraging results. I wish the very best to this energetic team and hope to see them create bigger and a more impactful difference to society.

I have great pleasure in felicitating Sevalaya on crossing their 28th year milestone in their Sustainability journey. SCOPE International has had a long standing association with Sevalaya with our staff routinely volunteering their time and energy towards organising and conducting sports, cultural events, projects and initiatives in the area of education and thus creating a lasting impact in the lives of the children.

Sevalaya’s continuous mission to facilitate the development of children with value-based education is truly inspiring and we are indeed proud to be part of this journey. With the indefatigable and ever sincere Mr Murali at the helm of affairs, Sevalaya is bound to grow and succeed by leaps and bounds.

The CEO and all of us from the management committee of Standard Chartered SCOPE International are keen to continue our association with Sevalaya for many years to come.

Congratulations to Sevalaya on achieving so much within 28 years. It was the foresight of the founders who have created an establishment which touches and affects so many people of all ages.

The generosity from donors helps support such a wonderful cause. The continued commitment ensures stability, education, and health to groups of people who otherwise would face adversity and difficult challenges on a daily basis. By staying twice at Sevalaya in 2015 I was able to witness firsthand the incredible work from a team of very dedicated staff and teachers. The happiness of the children is palpable. The elders have routine. The college is thriving. There are excellent medical facilities. Poor children who otherwise would face a bleak future now have ambition. With the new Gaushala, this is also a place for ‘Happy Cows’.

I feel proud to consider this charity to be my given cause for the future.

Anthony Silard, President
Center for Social Leadership, USA

Kunj Vaidya
Senior Partner, PwC

Gita Karunakaran
Head of PMO and Strategic Planning, SCOPE International Pvt. Ltd.

Sue Humphreys
Volunteer
On the occasion of Sevalaya’s turning 28, congratulations to the team headed by Mr. Murali, in transforming and reshaping our society through selfless service!

My association with Sevalaya started in 2009. Inspired by their deeds, I along with the help of my friends in the US, organized a successful fundraising campaign. Over the years, I have seen the organization grow from being a simple school to an old age home, fully functional organic farm, community college, Biogas plant, Native Gauhsala etc to form a fully integrated and unique schooling model. It is no wonder that many alumnus return to work and volunteer for Sevalaya. I was personally a witness to the relief and rehabilitation efforts undertaken by Sevalaya during the recent floods that affected Chennai and parts of Tamilnadu. Sevalaya takes a lot of its values and beliefs from its founders like unparalleled transparency, community connection, secular and positive ambience, environmental sensitivity, good values and compassion etc. I am sure Sevalaya will continue to produce excellent citizens, in the years to come.

When you think of Sevalaya, what comes to one’s mind is an NGO which has established its credibility as an organization with a theory of change that is inspiring. I salute an organization which has decided to build ten community colleges all over Tamilnadu with new courses in bakery, organic farming, craft courses for women and which wants to build regular colleges with courses in environment, IT applications and Indian medicine. I am particularly impressed with their work in propagating Montessori education.

Sevalaya is also active in advocacy and active in policy initiatives. It is aiming to be self-sufficient and truly reflects the characteristics of a social enterprise. Sevalaya, is also an organization which has constantly worked on capacity and capability building. My best wishes to Sevalaya on its 28th year of operations.

May the inspiration continue forever!

I have known Sevalaya and its services for over two decades now. I have been a witness to how empowerment of children from poor background is the game changer in any society and how Sevalaya has been successfully doing the same.

I am reminded of poet Bharathiyar’s lines that describe educating the downtrodden as being far superior in purpose as compared to building temples.

The success of children who study in Sevalaya sponsored institutions has always made me proud. I have ever been touched when small children from Sevalaya send me their hand painted picture post cards for special occasions.

The old age home, community activities are all run by a group of committed individuals of Sevalaya who motivate me constantly to ‘Give back to society’ without expectations. I wish Mr Murali and his entire team to continue their torch bearing journey and wish Sevalaya several more mile stones!

I am glad to know that Sevalaya is turning 28 and growing from strength to strength. An organization which is committed to serving the rural downtrodden, Sevalaya has established itself in education, co-curricular and extra curricular activities. The method of teaching is so friendly that the students enjoy classes and reach great heights.

I wish the ‘Team Sevalaya’ all the best in every of its endeavor.
It is with a sense of privilege, honour and delight that I convey this message of best wishes, on behalf of Capgemini India, as Sevalaya compile and collate her successes, learning and achievements for her 28th Annual report.

Sevalaya is not just an organization working for communities and transforming them as equitable, happy and dignified community. Sevalaya is an inspiration to many- both at community and at institutional levels.

We, at Capgemini, are associated with Sevalaya at multiple levels - we work together on providing relief and livelihood opportunities to people impacted by Tamilnadu rains, and also on viewing at theoretical constructs and ideas to fight hunger, deprivation, and inequality. For us, this partnership has been very fulfilling, very enriching and provides an opportunity to learn and reflect.

I wish Sevalaya and her leadership, team and communities a great future ahead.

Gokul Kannan and The Youth Project USA would like to wish congratulations from the bottom of our hearts to Sevalaya on this momentous occasion.

Over the course of the past seven months, we have had the honor of working together to teach robotics and engineering to 11th-grade students at the school; we hope that Sevalaya will continue to do the amazing work that makes it possible to impart knowledge in such a manner. Sevalaya, in just 28 years, has made a massive impact on an uncountable number of lives; we foresee that this will only grow, and that this amazing organization will continue to change lives for a long time to come.

I was 3, when my mother passed away in 1945. My sister and I lived with our grandparents for the next 7 years. I recall now how much happiness we experienced, living very frugal lives, quite unaware that we were actually poor. My grandparents depended on the meager remittances from their three sons.

The sons had very humble jobs at that time. The eldest did go on to a high position but the other two rose very slowly over the next decades, their incomes never quite matching their hard work. They never felt financially secure enough to marry, until they were too old to do so. One of the reasons was their sense of responsibility to take care of the marriage expenses of their three sisters, ritual obligations after they were married, and continued support whenever there was a need.

Money being tight, our uncles never learnt to spend freely on themselves. They realized that their savings swelled only when they were in their sixties. It became money they did not know what to do with. They claimed only the right to work and to do their duty by their sisters’ families.

The family found Janaki Ammal’s small cache of jewellery when she died, aged 99. Women in the family decided to ‘buy’ it at market price and donate the proceeds to Sevalaya. This amount of Rs.5 lakhs is to be used to create an endowment and support five girls in classes 11 and 12.

Santhanam left a much larger sum, of which Rs.25 lakhs is being ear-marked for various charities. A sum of Rs. 78,000 has been donated to Sevalaya for buying a Xerox machine. He died 4 years ago, aged 84, blissfully unaware that he had accumulated a lot of wealth. He was too busy with his work and simple pleasures like music.

The purpose of narrating this story is to show the values Indian families lived. Although the immediate family was cared for, families often thought of serving good public causes. May the children of Sevalaya carry this and similar stories into their adult lives.
On the night of 1st December 2015, flood waters came without warning and cut off the dwelling units at Sevalaya’s Kasuva campus, Boys Hostel and Girls Hostel that house 150 children, Integrated Campus that houses 70 elders, Medical Centre which had 10 elders, the Dining Hall and the Gaushala, which had 80 heads of cattle. That all the residents survived the traumatic days in complete safety, and all their needs were taken care of, including meals served on time every day, is a moving testimony to the commendable commitment of a set of employees, who exceeded the call of duty.

With S Srinivasan, the head cook marooned in the floods and not able to come to the campus, the challenge of managing without the leader fell on seven kitchen employees. First to face the brunt were S Bhuvana and J Lakshmi, both residential staff. They realized something was amiss when they saw plastic buckets and mugs floating from the bath rooms. As water rose, the girls in the dormitory, had to spend the night sitting on cots. By morning, the girls were shifted to the first floor of the Community College. This daunting task was managed by older girls and wardens carrying the smaller children, wading through water, waist high at some spots. Later they went back to the hostel to retrieve essential personal items.

Even as the shifting was going on, cooking had to start. So Bhuvana and Lakshmi moved into the kitchen and decided they will make “Upma” (cracked rice based porridge). “That day and every day thereafter, we served all food on time and without anyone complaining”, says Bhuvana, whose 6-year old daughter Sanjana is also a resident. The toughest challenge was finding water for drinking and cooking. “Due to a power shut down, and incessant rains, water stored on top of the rainwater harvesting tank in the boys and girls hostels had to be fetched in pots. This was managed with help from the wardens and hostelers studying in high school. The water was then boiled and given for drinking.” says Vignesh, one of the boys hostel wardens.

“Drinking water a challenge

How Sevalaya survived the floods, thanks to some unlikely heroes

“I have seen water coming inside the campus when I was small but this time it was heavy but still we did not face any problem. Our caretakers managed well and we were served hot food by our kitchen akkas.”

S Yogesh, Sevalaya resident

“How would the thathas and pattis survive without us? When they said from their heart, “Thank you for coming, for our sake”, it made all the struggle worth it. We consider ourselves a family. All of us think like that”

Nadhiya, Kitchen staff
In a couple of days 5 non-resident staff arrived. Each had a story to tell about the havoc the rains had caused, the struggle they and their families had to face. Despite the discomfort and risk, they immersed themselves in providing relief to all the residents of the campus. M Nadhiya and K Datchayani managed the 8 KMs distance by cycle, at many places wading through water and pushing the cycle. With her mother-in-law taking care of her two children, and her husband fully aware of the nature of her work at Sevalaya, M Bhuvaneshwari had no hesitation, in cycling to work, although her home was a little over 3 KMs away.

The kitchen team’s day routinely starts early at 4:00 AM on days Idlis and dosas are served. Coffee is served at 6:30 AM and breakfast at 8:30 AM. With the approach to Dining Hall flooded, food was filled in vessels and buckets and volunteers waded through water to serve everyone at their dwelling places. Integrated Centre where 25 senior citizens and children were housed together was the toughest to reach, as the water level didn’t recede even after three days. PT master Nithyanandham, a six-footer, and others carried food and other essentials to the centre.

Cows safe

On the night of 2nd December 2015, P Krishnan, one of the 4 resident staff attached to the gaushala found water entering the gaushala. By morning, water was two feet deep. Krishnan and the gaushala staff first shifted the calves to higher platforms. Half meter high temporary walls were built on either open sides of the gaushala and the water was pumped out, to give the cattle a dry floor. Head of Gaushala, A Jacob, is all praise for his team, which includes one non resident, K Latha, who did not miss work even once. She managed to get share autos for ₹ 10 for the 2 km ride to Sevalaya. Jacob overcame his own personnel challenge by shifting his family to a safer place and made it to Sevalaya taking a 25 Km detour.

Sevalaya survived the floods, thanks to many unlikely heroes who put service before self.
Even as Sevalaya campus was struggling to cope with the flood waters, at times 4 feet deep in some places, the staff swung into rescue and relief work, responding to distress calls. What started as an instinctive response became a two month long obsession that reached relief to many areas beyond Sevalaya’s range of operations to 4,600 families and approximately 21,000 people.

For targeted relief, a team of 40, including volunteers from SCOPE International, conducted a survey in Chennai, Thiruvallur and Kanchipuram districts and collected data of the victims affected by the flood. Similar data was collected in Cuddalore by NGOs. Volunteers scoured villages in each of the districts that were partially or fully submerged in water, where help had not reached even after a few days. Asian Paints, Capgemini, Cognizant Foundation, Shell, L&T Infotech, DTCC, Samsung and CAMS as well as individual donors, organizations, and Tamil Sangams from around the country and different parts of the globe, arranged materials and monetary donations in double quick time and Sevalaya provided the logistical support to distribute the relief materials swiftly.

We selected only huts, as they had lost everything. Our volunteers had to wade through water to supply the relief materials. Supply of materials was done in stages. At first the volunteers took care of the basic needs. Food and potable water were distributed to people sheltered

"Every single piece of my belongings was washed away. I had only the saree that I was wearing.”

Kuppammal, West Chengalpattu

Relief package included aluminium cooking vessels, stoves, rice, rava, wheat flour, cooking oils, groceries including dhal, milk powder, biscuits, bread, bottled water, toiletries (buckets, mug), sleeping mats, blankets, mosquito coils, candles, tarpaulins, and clothes for the entire family consisting of dhoties, lungies, shirts, sarees and children’s wear.

“It was a very well planned operation. We were impressed by the meticulous survey conducted by the staff, identification of beneficiaries and the orderly way the materials were distributed with no hitches. A very focused work, reaching out to the really needy.”

Prof R Santhosh, Humanities Department, IIT Madras
Relief reached to 21,000+
Foray into distant locations

in Government camps. Almost immediately, the volunteers went back to the same camp to distribute clothes, biscuits, bread and blankets. A couple of days later, they were back with essentials like rice, dhal, oil, and cooking stoves.

By adopting a scientific and structured approach to distribution of relief materials, beneficiaries could be accurately targeted and efficiency and speed could be achieved.
First the panic, as the flood waters rushed in and they evacuated their houses. Then the realization: no house to live in, as they returned to see the roofs falling apart, side walls crumbling down.

A few of the homeowners are employees at Sevalaya campus, and many of the children study at the Sevalaya school.

Mostly daily wage earners, they live on a day to day basis and could not even imagine repairing their home, let alone rebuilding them.

Funded by PwC India Foundation, 20 houses will be ready in Puliyur by end of August 2016. Each concrete house will be fitted with a toilet - a new experience for these families.

Another seven houses are getting ready in Puliyur, Pakkam and Kasuva, with funding from a private donor from Singapore, Thamizh folks of Lake county, IL, USA and United Way Worldwide.

“I had given up hope of repairing or rebuilding my home, after the floods. I live with my two daughters, of which one of them is hearing impaired. I am very thankful to PwC and Sevalaya for rebuilding my home. I am eagerly looking forward to moving to my new home.”

Andal, Puliyur

“I will never forget Sevalaya and PwC as long as I live. I am a daily wage earner and live day to day. I thank the institutions for this great help.”

P J Elumalai, Puliyur

Left: S Mani and M Kalavathi, with children M Thennarasu, M Sandhiya and M Sevvanthi, in front of the new house that now stands where their old hut (inset) stood.
Above: 20 houses are getting ready at Puliyur

Below: Sitting in the midst of the debris and the salvaged items, Veeramma cooks

Kunj Vaidya, Senior Partner declaring open the PwC - Sevalaya Nagar at Puliyur.
The Irula tribe is one of the most underprivileged and secluded communities in rural Tamilnadu. When floods took away their livelihood, E Siddhamma, President, Bharathi Trust, called for help. Sevalaya approached L & T Infotech who quickly processed the proposal and agreed to sponsor the project. 50 women who had basic tailoring knowledge were identified with the help of Siddhamma. New tailoring machines, stools and tailoring kits which included scissors, measuring tape etc., were distributed to them. The beneficiaries will be given additional training once a month, organised by Sevalaya, to help these women upgrade their skills. The program will be jointly monitored for progress by Sevalaya and L&T Infotech.

In Vadanallur, another village in Uthiramerur taluk that was badly hit by floods, 10 sewing machines and accessories were distributed to women, who had no means to reclaim their livelihood. The benefactor is Seshadri Sundaram, an IT professional who has held global positions for 25 years. He collected funds during the floods from his friends and family and chose to channelise it through Sevalaya.

My father works as a tea master in a tea shop. My mother is working in farm for daily wages. My sister is working in a private company, after completing +2. I joined Sevalaya’s Mahakavi Bharathiyar community college, Vadanallur, near Uthiramerur and completed a 6 month tailoring course, free of cost. Sevalaya also donated a free tailoring machine. This has helped me to earn money. Now I am going to join a college and will continue my tailoring business in the evenings.

Thilagavathy, Vadanallur
Gandhi Study Centre in Thakkar Bapa Vidyalaya Samithi premises in Chennai was under 7 feet of water, after the floods. A treasure trove and history were lost. Sevalaya contacted L&T Infotech, who immediately stepped in and supported the rebuilding of the damaged structure, adding a mezzanine floor and a record room.

Among the 3,500 books lost were some originals signed by Mahatma Gandhi, Jawaharlal Nehru, and Rajaji. 1700 new books have been procured and all infrastructure including PCs, projector, printer, video camera, scanner and photocopier have been replaced, thanks to the funding by L&T. The construction started late January 2016 and was completed in under four months.

Gandhi Study Centre was the brainchild of Shri. T D Thirumalai, a Gandhian, with the sole purpose of propagating Mahatma Gandhi’s ideals to the younger generation. It is a one stop shop, a resource centre for scholars and research students, a repository of Mahatma Gandhi’s documentaries, exhibits, workshop, and study circles.

The flame of Gandhian philosophy continues to burn brightly.
Sevalaya’s new Science Centre, named after (Late) Dr APJ Abdul Kalam, is taking Science to rural children in the neighbourhood schools, around Kasuva campus. With around 20 Primary and Higher secondary schools in a 20 Km radius, it is set to benefit over 6,500 rural children annually, through free visits.

The Centre has models of all the scientific concepts prescribed in the syllabus by the state government, from primary to higher secondary. The Physics section has 38 models, Chemistry section 53 and the biology section 8 models including human anatomy. The science teachers of Sevalaya school explain the concepts and demonstrate the experiments. Visiting students also get hands on experience with experiments, enabling the basic concepts to be implanted in the young minds. Hopefully then, the eagerness to explore and understand replaces fear.

“It is our endeavour to catch them young and teach them young”, says Headmistress of Academics, R Vijaya. She further adds, “We thought up the Centre to create a scientific temper in our children, then realised that the rural children around have no such opportunity, and have thrown it open for them”

“Our children enjoyed the visit to this Science Centre. The teachers explained the concepts with the help of models, very clearly to the children. The students got a better understanding of Newton’s laws, Galileo’s pendulum Theory and UV Method in Physics section. In the biology section models showing functioning of the heart, stages of growth in plants were all very interesting and informative.”

R Curie Kanyakumari, Head Mistress, Govt Middle school, Nadukuththagai
Village girls turn District champions

D Keerthana ran her first race in 2014, when she entered the VIII Standard. Two years on, a twin district (Thiruvallur and Kanchipuram) champion, she wants to break the sub 15 second barrier in 80 mts hurdle race.

M Nithyanandham, the Physical education teacher, noticed her natural talent and determined that hurdles was best suited for her. Sevalaya did not have any hurdles stands. So initially she was trained with makeshift stands of wooden beams atop columns of bricks, set to the standard height of 75 cm. Keerthana showed great focus, determination and commitment, training two hours each in the morning and evening.

G Kavitha’s story is no less compelling. This Std XII student was District champion, with three golds - in 200 metre sprint, Long jump and Triple jump. Her self-motivation, coupled with the constant encouragement from the physical training staff, paid off rich dividends, when she was declared as the champion in her age category at the Sports Development Authority of Tamilnadu (SDAT) tournament in Thiruvallur. She has set her eyes on a sub 24 second 200 metre race this year.

Both the girls come from and underprivileged background but are fortunate to have the complete backing of their parents and encouragement from the training staff at Sevalaya. Keerthana and Kavitha are part of the surge of students making the best use of the opportunities provided by Sevalaya. In 2015, Sevalaya team won one lone medal at the District athletic championships. This year, the tally surged to 17, including 8 golds. Behind the success are A Sankarapandian and M Nithyanandham, whose life mission is to produce champions, through scientific methods, unmindful of infrastructural limitations of tracks, equipment and sports gear.

Talent hunt

Sports Day at Sevalaya is talent hunt day. Each student has to take part in a minimum number of individual athletic events (3 in KG to 10 in Standard 10 to 12) and a minimum number of games. Every year, new sports talent is discovered.

1 to 17 in one year

Sevalaya medal tally at District athletics:

2015 - 1 medal... 1 Bronze
2016 - 17 medals ... 8 Gold 4 Silver 5 Bronze
Over 50 CEOs and leaders from leading NGOs came together for a 3 day NGO Leadership Summit organised by Sevalaya in February 2016, in partnership with Anthony Silard (Tony), leadership guru and President, Center for Social Leadership (CSL), USA.

It was a ‘by invitation’ summit, offered free meant for capacity creation in India's NGO sector. It dealt with a wide range of topics which included converting pain to passion, leadership styles, passing on the passion, and work life balance. Anchoring the sessions, Tony called upon the delegates to become leaders and change makers and not just focus on raising funds. He facilitated interactive discussions about leadership traits like passion, empathy and trust. He elaborated on how the fusion of these three traits along with honesty and integrity make a great leader, who can create a positive change in the society. Classifying leaders into three types – transactional, transformational and transcendental, Tony stressed on the transcendental leadership in which the leader enables followers to become leaders.

There were breakout sessions handled by the Trustees and Advisors of Sevalaya, as well as by Julie Kantor Ph.D., Management psychologist and executive coach, from USA.

The sessions were interactive and saw active participation from all the attendees. The interdependence of the two partner communities, corporates and NGOs, resonated loud and clear.
Dear Friends,

The year that went by, Sevalaya’s 28th, saw us in situations and circumstances that greatly impacted the scope and geography of our operations, even as we continued with our core mission: educating 2058 children, sheltering 150 underprivileged children and 80 senior citizens and 70 dry cows.

In the wake of the unprecedented floods in four districts in Tamilnadu, Sevalaya started on the rescue, relief and rehabilitation work from day one. We needed additional financial support from our donors to undertake the unplanned, flood-induced activities, over and above our regular operations. Our donors, new and old, rose up to the challenge and support poured in. That enabled us to cross ₹ 10 crores in donations last year.

**Rescue**

For a water scarce city, the floods of end 2015 were totally unexpected. Hence all, including Government agencies, NGOs and the public were caught unawares.

Around mid November, the first spell of heavy rains lashed the districts of Chennai, Thiruvallur, Kanchipuram and Cuddalore. Sevalaya got a call from district collector’s office around 11:00 PM, informing us that an old man was struggling in the flood waters. A team from Sevalaya rushed to the spot and within half an hour the old man was admitted into Sevalaya’s old age home. His hut was washed away and he had lost all his belongings. He had no family. He was first among the large number of people we managed to rescue.

By end November, the sky was calm and it was assumed that the worst was over. But, from 1st December rains turned into a deluge over all the four districts. All the water bodies were full and along with the rain water, excess water released from all lakes created havoc. Rivers were swollen, all huts on the banks were washed away, bridges fell apart cutting off villages, power posts and trees were uprooted causing

### Highlights of performance

- ₹ 3 Crores worth of flood relief reached to 20,000 people in 4 districts
- Assistance for rehabilitation - 27 houses, 1 library, 60 tailoring machines
- Donations around ₹ 10 Crores
- Montessori method in Tamil medium introduced, covering 1000 children
- Science Centre opened to neighbouring schools
power failures. There was catastrophe and grief all over. Loved ones were missing. Distress reigned.

Sevalaya campus was under 4 feet water. Water entered the girls’ hostel and parts of old age home. All girls were shifted to the first floor of Community College. Some senior citizens were shifted to the first floor. Fortunately, the kitchen remained unaffected, and cooking activities were unhindered. Our staff waded over four feet of water and ferried food from building to building. All cows in the Gaushala were standing in 2 feet water. The Gaushala employees were busy 24 hours trying to drain water from the Gaushala, but water kept rushing in! Most of the city office staff were trapped inside their houses, with no power and no phone lines, and were completely cut off. Fortunately, power and phones were on in the Managing Trustee’s house – allowing crucial communication on phone, facebook and WhatsApp, to reach out to other NGO groups and people in distress. Sevalaya teams rescued over 200 flood affected in coordination with other NGOs, in Manapakkam, Saidapet, Velachery and KK Nagar, besides assisting another 2000 with food and water.

Relief

Sevalaya campus and city office staff came back to normalcy only around 5th December After that, the team got into relief efforts in full swing.

The team went to the worst affected areas, identified hut dwellers who had lost everything, people living on the streets without knowing the means for their next meal, or change of clothing. Proposals were prepared and appeals went out to all known corporates, institutions and individuals. Essential items like food, water and clothing were taken first and distributed in all four districts. Immediately thereafter, rice, stove, biscuits, bread, health and hygiene care for women and blankets were distributed. Sevalaya took care and identified people in need such as families of prisoners, visually challenged people and families of the boat men who were engaged in rescue work. Sevalaya posted all relief activities in their website and facebook. This helped Sevalaya gain more support as new donors started contacting and offered help. Many people from all over the world wanted to send money and materials, and many volunteered to join our team in relief work.
Every day, six trucks loads of materials were transported. Each truck was accompanied by five volunteers. All the schools were closed, but Sevalaya teachers reported for duty and volunteered in sorting out materials, packing them, going to flood affected areas and distributing materials.

Committed teamwork enabled Sevalaya to reach around ₹ 3 crores worth of materials to more than 20,000 people in four districts. Sevalaya thanks Asian Paints, Capgemini, Shell, L&T Infotech, Cognizant Foundation, donors from Coimbatore, Bangalore, Mumbai, Madurai, many organizations from USA, UK and Australia, and professionals from UK for their immediate support. Many individuals also contributed in terms of money and time.

Rehabilitation
Once the immediate needs of food, water, medicines and other essentials were taken care of, Sevalaya looked at the long term requirements. People had lost their dwelling place. Villagers had lost all their belongings, and some their homes too. A few went missing. So Sevalaya concentrated on building concrete houses for those who lived in huts. Houses were designed with toilet, bath room and running water facility, to wean the occupants away from open defecation. This made Sevalaya’s “flood rehab houses” a bit more costly compared to others, but, leading the beneficiaries into more hygienic practices was well worth the extra cost. Huts in Puliyur, Pakkam and Kasuva villages were replaced with concrete houses.

Many women who were earning a living through tailoring had lost their tailoring machines in the floods. Sevalaya identified and donated tailoring machines along with all accessories to the women.

Sevalaya also came to know that a historic library working on the Gandhian principles, “Gandhi Study centre” in Chennai, was totally destroyed by floods. All important books, some with Gandhi’s autograph were all lost. With ready donor support Sevalaya ensured that the operations could be resumed, by undertaking reconstruction of the building and replacement of lost furniture, books and all other equipment.

Sevalaya thanks L&T Infotech, PwC, United Way Worldwide, Thamizh folks of Lake County, IL, USA, V S Siva Kumar

Academic Performance

Dropout rate in 2015-2016: 2%
Total school pass percentage for all classes: 99.95%
(This means that out of every 100 students who joined our school at Kindergarten 97.95 students came out successful, passing the Higher Secondary (12th grade) Examination this year.)

XII Std Public Examinations 2015-2016
Entered 143
Passed 143

Marks distribution

X Std Public Examinations 2015-2016
Entered 153
Passed 152

Marks distribution
Our Old Students - What are they doing now?

**Studying**

<table>
<thead>
<tr>
<th>Course</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>B.E</td>
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<tr>
<td>B.Sc. Agriculture</td>
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<tr>
<td>Degree Courses</td>
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<tr>
<td>Diploma</td>
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</tr>
<tr>
<td>Medical</td>
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</tr>
<tr>
<td>Nursing</td>
<td>5</td>
</tr>
<tr>
<td>Polytechnic</td>
<td>4</td>
</tr>
<tr>
<td>Post Graduate Courses</td>
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</tr>
<tr>
<td>Teacher Training</td>
<td>5</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>336</strong></td>
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**Completed**

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<th>Count</th>
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<td>54</td>
</tr>
<tr>
<td>B.Ed</td>
<td>13</td>
</tr>
<tr>
<td>B.Sc. Agriculture</td>
<td>36</td>
</tr>
<tr>
<td>Bachelor of Social Work</td>
<td>1</td>
</tr>
<tr>
<td>Degree Courses</td>
<td>330</td>
</tr>
<tr>
<td>Diploma (DCA &amp; Technical)</td>
<td>6</td>
</tr>
<tr>
<td>Fashion Technology</td>
<td>2</td>
</tr>
<tr>
<td>Nursing</td>
<td>24</td>
</tr>
<tr>
<td>Polytechnic</td>
<td>9</td>
</tr>
<tr>
<td>Teacher Training</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>494</strong></td>
</tr>
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**Employed**

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<tr>
<td>Hospital</td>
<td>10</td>
</tr>
<tr>
<td>Police</td>
<td>1</td>
</tr>
<tr>
<td>Private Concerns (including MNCs in various capacities)</td>
<td>310</td>
</tr>
<tr>
<td>Railway Department</td>
<td>1</td>
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<tr>
<td>Teachers</td>
<td>43</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>367</strong></td>
</tr>
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</table>

from Singapore for their support in the rehabilitation work.

**NGO Leadership summit**

Sevalaya organized an NGO summit in February 2016. Many NGOs in India are led by passionate and motivated leaders but they need more exposure to systematic leadership training. Sevalaya invited Anthony Silard, President of Center for Social Leadership, USA, to conduct a three day summit on NGO leadership. 50 NGO leaders benefitted from this program, which was provided free of cost.

**Our Continued Services:**

**Interesting classrooms coupled with high quality education**

This year also our 12th grade kids made us proud by getting 100% results. In 10th grade we could get 99.3% results. These are mostly first generation learners and from poor and broken families. Sevalaya takes many special steps to ensure education is interesting and meaningful to the underprivileged children. When the children join the school at the tender age of 3, they are very happy to come to school because we use Montessori methodology which is completely activity based. Montessori method of teaching is usually reserved for the middle and upper strata of society, as the study materials are costly and requires a lot of space. The teachers need specialized training to teach the children. Asian Paints saw value in the Montessori project and funded the purchase of materials. Page Pierre, our donor from Switzerland, has contributed for the construction of a bigger Montessori hall. It is under construction and will be ready by October 2016. Page Pierre has also contributed for the construction of a Science Centre. The Science centre has more than 100 models and this has made learning science fun, and the children seem to enjoy this method. We have decided to open the doors of the science centre to all the nearby schools, free of cost. We are sure this will encourage more children to look at science as a career path.

Many experts from all over the world join in through VCON and conduct classes for the children. Physics, Mathematics, English, music and other subjects are regularly handled by experts from USA, Australia, Singapore, Bangalore and Chennai. There are even regular story telling classes.
Managing Trustee’s Report

Sevalaya’s main thrust is in value education and we continue with our own “BGV” (Bharathi, Gandhi & Vivekananda) classes. Our staff visit other schools as far away as 200 KMs and take these special moral education classes.

Staff pursuing Higher education
This activity by our staff is sponsored by M/s Mara W Breech Foundation, USA

<table>
<thead>
<tr>
<th>Name</th>
<th>Before joining</th>
<th>After joining</th>
<th>Now studying</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Anandan M T</td>
<td>DTEd</td>
<td>M.A</td>
<td>B.Ed (II)</td>
</tr>
<tr>
<td>2  Gayathri T</td>
<td>B.Com</td>
<td>-</td>
<td>B.Lit (II)</td>
</tr>
<tr>
<td>3  Kanchana C</td>
<td>10th</td>
<td>12th</td>
<td>B.Lit (III)</td>
</tr>
<tr>
<td>4  Muthu S</td>
<td>DTEd</td>
<td>-</td>
<td>B.Lit (II)</td>
</tr>
<tr>
<td>5  Naveen kumar P</td>
<td>B.Sc., B.Ed.,</td>
<td>M.Ed.,</td>
<td>M.Sc (II)</td>
</tr>
<tr>
<td>6  Prakash M</td>
<td>B.Sc., B.Ed</td>
<td>-</td>
<td>M.sc (I)</td>
</tr>
<tr>
<td>7  Rekha P</td>
<td>M.Sc., PGDCA</td>
<td>-</td>
<td>B.Ed (I)</td>
</tr>
<tr>
<td>8  Sankarapandiyan A</td>
<td>B.Sc., M.Ped.,</td>
<td>-</td>
<td>M.A., YOGA (II)</td>
</tr>
<tr>
<td>9  Sathya M</td>
<td>B.A., B.Ed.,</td>
<td>-</td>
<td>M.A (I)</td>
</tr>
<tr>
<td>10 Shanthi S</td>
<td>DTEd</td>
<td>B.Sc.,</td>
<td>B.Ed (II)</td>
</tr>
<tr>
<td>11 Suresh S C</td>
<td>DTEd</td>
<td>B.A., B.Ed.,</td>
<td>M.A (I)</td>
</tr>
<tr>
<td>12 Vanmathi D</td>
<td>B.Sc., B.Ed</td>
<td>-</td>
<td>M.Sc (II)</td>
</tr>
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</table>

Sevalaya has three libraries in the campus – one for the primary school, one for the high school and one for the staff.

School Toppers 2016

Standard X

<table>
<thead>
<tr>
<th>Rank</th>
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<td>1st</td>
<td>A Mahalakshmi</td>
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<tr>
<td>2nd</td>
<td>S Nithesh</td>
<td>484/500</td>
</tr>
<tr>
<td>3rd</td>
<td>K Vaishnavi</td>
<td>471/500</td>
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Standard XII

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Marks</th>
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<tbody>
<tr>
<td>1st</td>
<td>S Poornima</td>
<td>1128/1200</td>
</tr>
<tr>
<td>2nd</td>
<td>M Nandhini</td>
<td>1117/1200</td>
</tr>
<tr>
<td>3rd</td>
<td>R Ishwariya</td>
<td>1093/1200</td>
</tr>
</tbody>
</table>
Managing Trustee’s Report

Reading general books is a must for all in Sevalaya family. Book review meetings are conducted in the hostel, school and staff meetings so that they can share what they have read.

Apart from reading books, Sevalaya also encourages its staff to acquire additional qualification. Sevalaya sponsors the higher education of all its staff members. This programme is sponsored by Mara W Breech Foundation, USA.

Sevalaya gives importance to extracurricular activities as well. Dance, Music and sports programmes are sponsored by Lionbridge Technologies. Lionbridge Technologies also sponsors functional English classes.

Corporate institutions like SCOPE International, SPI Global, J Ray Mcdermott, GRT, CAMS, e-Bay, Harrow Desis and Saint Gobain have set up education sponsorships for children. Many individuals, clubs, associations, funding agencies have all contributed to Sevalaya's efforts. Many come as volunteers and teach the children, motivate and play with them, which has contributed to the excellent results the school gets year after year.

Community College – New centres

Community college has been producing skilled human resource required by corporate institutions and elsewhere. Many carpenters, electricians, AC mechanics, tailors, beauticians, computer operators, nursing assistants have come out of this college and are either working in corporates or are employed in the villages. Many have started their own units and have become entrepreneurs. Already nearly 300 youth have been benefitted by this program in Kasuva and another 300 women have been benefitted in Vadanallur, Kanchipuram District, sponsored exclusively by S Subramaniam from Singapore. The college at Kasuva village is sponsored by S Subramaniam of Singapore, SCOPE International and BNY Mellon. Sevalaya aims to start more such community colleges in other parts of the country too and work on the experience gained. One more centre will come up in Mambakkam sponsored by PPG Asian Paints.

Some of the products and services from community college have started earning a small income for Sevalaya.

Medical services – more villages

Sevalaya’s medical centre has 2 full time doctors and three nurses on duty. With this, providing free health services have picked up momentum and there is a steady stream of villagers queueing up every day to get treatment. The 12 beds are always in use by patients. The medical team reaches out to interior villages and conduct different types of medical camps. BNY Mellon has sponsored a mobile medical van, which is operational from 1st July 2016. SCOPE International sponsors eye camps from time to time. Apollo pharmacy is sponsoring medicines for old age home.

Gaushala – New and spacious

Thanks to Rajiv Kumar Bharwani of Hongkong, we have a spacious gaushala now. The facility was built to house 50 cows, but we already have 70! Many donors are approaching us to make “Gau Dhan” in memory of their loved ones and hence the count in the gaushala has gone up. The children and senior citizens get fresh milk daily. Vermicompost is prepared and used in our organic farms. Sevalaya also produces Pancha Kavya, Vermiwash, Vibhooti as by products from Gaushala.
Managing Trustee’s Report

Volunteers
This year also we had volunteers from Project trust UK, SCOPE International, BNY Mellon, IIT Chennai, Anna university, Hindu college, Quaid - e - Milleth Arts College and many other institutions. Sevalaya thanks all volunteers who spent time in the campus and got involved in school activities, hostel, organic farming, gaushala, medical centre, community college and village development activities.

Donors
Sevalaya receives Government grant only for the Integrated Campus project. (Integrated campus project is an initiative of Social welfare department, Government of Tamilnadu, under which 25 senior citizens and 25 destitute children are housed in one campus. Government provides a part of the running expense for this activity. Sevalaya was selected by the Government to run this project in Thiruvallur district). Sevalaya continues to be funded mostly by donations from well wishers. These donations which form the life blood of the organisation, range from one-time to regular contributions, from individuals to corporate institutions and foundations, in India and around the globe. They have heard of or seen the work done by Sevalaya, over the years. Every donor, small or big, has the same place in our hearts, and receives all periodic communication regarding the activities, successes, financial status and plans. It is our way to keep each and every donor apprised and to ensure transparency. Hence, as a policy, we do not publish a “Major Donors List.”

Governance
Good governance, transparency and ethics are the keys to the success of every organization. The Board of trustees and
Managing Trustee’s Report

advisory board of Sevalaya consists of professionals, with a social purpose in mind, and are competent in various fields, be it in childcare, education, counselling, IT and management. They are individuals who have faith in the values of Mahatma Gandhi, Mahakavi Bharathiyar and Swami Vivekananda – the holy trinity, whose ideals have been guiding Sevalaya since inception. Each trustee/advisor has taken up a role of a coach and guide the units. The trustees/advisors render these services out of passion and commitment to the goals. They are not compensated by way of remuneration, conveyance, or sitting charges.

Within the ambit of our mission and vision, the organization is divided into 3 functional and 2 supportive units. The 3 functional units are:

1. Bharathi Team – The fountainhead, leading our educational initiatives from pre primary school to higher secondary school, community college and the three libraries inside Sevalaya.

2. Gandhi Team – Leads our rural development activities, and includes village development activities, craft centre, agriculture and gaushala.

3. Vivekananda Team – Leads our support for needy, that includes Old Age Home, Boys Home, Girls Home, Integrated Campus and Medical Centre.

These functional units are supported ably by Donor Relations and Administration Teams.

This year Sevalaya identified 21 focus areas and called them “Sevalaya Premier League” (SPL). Coaches from advisory and trust board guide the team, while a senior staff acts as the captain. We have weekly and monthly scorecards and quarterly reviews. These 21 SPLs have their own budgets and targets and progress is closely monitored to achieve the best results.

Every year all trustees, advisors, staff, students, residents of old age home participate in setting the goals for the organization. Sevalaya invites its donors to participate by sending out a questionnaire. All data is collected and discussed at each unit and SPL. Budgets are worked out based on the activities. The final goals and budget are discussed in the SPL captains’ meet and then placed before the board. After the board approves, the goals and budget are published. Thus a complete bottom up approach is followed in Sevalaya in annual goal setting.

Human Resource Development

Emphasising the spirit of employee ownership, these goals are then divided SPL wise, and then assigned to each individual. Every quarter, there is a performance appraisal for all staff members and goal achievement is the major aspect in performance appraisals. At the end of the year, increment and promotions are decided based on the performance appraisal. A Sub-committee is formed consisting of advisors and trustees and this committee looks closely at each individual’s performance and approves the increments and promotions.

The skill gaps are identified and a training schedule is drawn. Many trainings are conducted in-house. An induction program is conducted for the staff who have joined during each quarter. Training sessions for motivation, time management, team building and work culture is conducted by professionals, trustees and advisors. Training in teaching methodology, Montessori method, child psychology and geriatric care are handled by experts.
Managing Trustee’s Report

in the field, and is mostly pro-bono. Sevalaya sends its staff for few paid training programs conducted by other organizations and also sponsors their higher education.

Employees are the backbone for the growth of any organization, and they should remain motivated for the organization to succeed. Sevalaya, though a charitable organization, follows many good corporate practices in giving benefit to the staff. The increment and promotion are totally dependent on staff performance and the feedback is given every quarter. Based on their performance, bonuses are paid to employees during Diwali. All staff who complete five years and have a good performance record are paid salaries matching government salaries. Higher education for staff is fully sponsored by Sevalaya. Many programs are arranged to develop staff skills. Under global exchange program of British council, every year selected staff members go to UK and get opportunity to teach in a school there. Starting from 5 years, long service in the organization is rewarded in every annual function. On teachers’ day employees are presented with gifts. As the organization is committed to promote Khadi, Khadi uniforms are distributed to staff. Annual tours are arranged for staff and their families. Accommodation and food are provided free to the residential staff. Medical support is available free. Free pick up and drop facility is also provided to non residential staff, from Thiruninravur Railway Station. Sevalaya believes that these privileges should be given to the staff who work 24 by 7 by 365 to uplift the underprivileged children and take care of the destitute senior citizens and animals.

Right to Information
Though as a private charitable organization we do not come under “Right To Information” act, we believe in transparency and on our own accord, we voluntarily publish our financial information, bank details, details about all activities, names of people associated with us on our website. Donors, well wishers and any member of the public can access all these information on our website. Sevalaya publishes a monthly Newsletter and an Annual Report which includes the audited Accounts. Both are circulated to all donors and well wishers. The report is also available on our website : www.sevalaya.org.

Moving Forward...
We feel we have a long way to go. A five year plan is published and it is closely monitored in every quarterly review. The need of the hour is to improve skill sets of underprivileged people so that they can be gainfully employed and the nation gets a quality work force. Hence building more community colleges across the country is on our expansion plan.

Medical services in remote areas need attention. Our first target is to establish a fully fledged hospital in Kasuva village, with all diagnostic facilities. Villagers will get completely free treatment. We also want to take the medical services to the door steps of the underprivileged by operating a mobile medical van.

Sevalaya’s class rooms should become smart class room very soon. We would like to make full use of technology and make classes more interesting.

Our long term dream is to become a free university open only to the orphan, destitute and the poor.

We thank all our sponsors, donors, well wishers, media, Government officials, visitors, volunteers – all who have contributed to this growth of Sevalaya over the past 28 years. We very strongly believe that Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda are continuing to guide us in our activities and it is only because of the power of their inspiration that Sevalaya has reached such heights and gained such strength and recognition.

Going forward, that is also the source of our confidence.

Thanks & Regards

Sevalaya Murali
Founder &Managing Trustee
sevalayamurali@sevalaya.org

Sevalaya Muralidharan being conferred the AmeriCares India Foundation’s “Spirit of Humanity” Award in “Education” category

Sevalaya Muralidharan receiving “Change Maker” Award from carnatic music legend Dr M Balamuralikrishna

A A Kingston, VP Operations, Sevalaya receiving the May Day Award from Rotary Club of Madras Vadapalani

ANNUAL REPORT
AUDITOR’S REPORT

We have audited the attached balance sheet of SEVALAYA at Kasuva Village, Fakkam P.O Near Thiruninravur - 602 024 as at 31st March 2016 and the attached Income and Expenditure account for the year ended on that date annexed thereto. These Financial Statements are responsibility of Board of Trustees. Our responsibility is to express an opinion on these financial statements based on our Audit.

We have conducted our audit in accordance with auditing standards generally accepted in India. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audit provides a reasonable basis of our opinion.

We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of the audit. In our opinion, proper books of account have been kept by the Trust so far as appears from our examination of the books.

In our opinion and to the best of our information, and according to the information given to us, the said accounts give a true and fair view:-

(i) in the case of the Balance Sheet, of the state of affairs of the above named Trust as at 31st March 2016 and

(ii) in the case of the Income and Expenditure Account of the surplus for the accounting year ended on 31st March 2016.

Chennai, 2nd July 2016

For Menon & Pai
Chartered Accountants
Firm Regn. No. 008025S

A. Arjuna Pai
Partner
Mem. No. 007460

Partners : A. Arjuna Pai FCA, V. SURENDRAAN MENON FCA
## Consolidated Balance Sheet as at 31st March 2016

<table>
<thead>
<tr>
<th>FUNDS &amp; LIABILITIES</th>
<th>PROPERTY &amp; ASSETS</th>
<th>Rs.</th>
<th>Ps.</th>
<th>Rs.</th>
<th>Ps.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CORPUS FUND MAIN</strong></td>
<td><strong>FIXED ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>As per last Balance Sheet-W.D.V</td>
<td>1,81,01,678.72</td>
<td>6,70,53,816.65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td>Add : Additions during the year</td>
<td>16,000.00</td>
<td>1,70,54,509.99</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CORPUS FUND FCRA</strong></td>
<td>Less : Deletion during the year</td>
<td>8,41,08,326.64</td>
<td>14,17,623.26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Less : Depreciation for the Year</td>
<td>88,02,237.42</td>
<td>1,02,99,991.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td></td>
<td>-</td>
<td>7,23,90,712.38</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CORPUS FUND 35AC SCHOOL EXPENSES</strong></td>
<td><strong>INVESTMENTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Mutual Funds( Value as at 31st March 2016 Rs. 2305141)</td>
<td>89,05,424.00</td>
<td>25,00,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td></td>
<td>-</td>
<td>89,05,424.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CORPUS FUND 35AC CHILDREN'S HOME</strong></td>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Deposits:</td>
<td>40,64,921.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td>Rent</td>
<td>30,000.00</td>
<td>5,33,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CORPUS FUND 35AC OLD AGE HOME</strong></td>
<td>Gas</td>
<td>9,04,921.00</td>
<td>22,550.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Telephone</td>
<td>25,00.00</td>
<td>5,999.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td>Electricity</td>
<td>40,04,921.00</td>
<td>1,78,546.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ENDOWMENT FUND MAIN</strong></td>
<td><strong>Loans and Advances</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Flood Advance</td>
<td>62,99,614.00</td>
<td>1,36,150.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td>Advance for Expenses</td>
<td>8,54,950.00</td>
<td>200.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ENDOWMENT FUND FCRA</strong></td>
<td>Salary Advances</td>
<td>71,54,564.00</td>
<td>9,29,504.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Prepaid Expenses</td>
<td>11,85,040.45</td>
<td>1,33,823.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td></td>
<td>87,02,348.59</td>
<td>11,99,677.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ENDOWMENT FUND 35AC SCHOOL EXPENSES</strong></td>
<td><strong>Cash and Cash Equivalent:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Cash in Hand</td>
<td>30,90,000.00</td>
<td>3,708.00</td>
<td></td>
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</tr>
<tr>
<td>Add:Contributions during the year</td>
<td>Cash in Hand - Imprest</td>
<td>5,14,000.00</td>
<td>382.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ENDOWMENT FUND 35AC CHILDRENS HOME</strong></td>
<td>Petty Cash</td>
<td>36,04,000.00</td>
<td>4,090.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>Cash at Bank:</td>
<td>22,79,200.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add: Additions during the year</td>
<td></td>
<td>23,85,200.00</td>
<td>44,517.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ENDOWMENT FUND 35AC OLD AGE HOME</strong></td>
<td><strong>INDIAN BANK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td></td>
<td>1,06,000.00</td>
<td>12,86,637.54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add:Contributions during the year</td>
<td>Indian Bank - 029101000008743</td>
<td>1,06,000.00</td>
<td>3,78,677.48</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INDIAN BANK</strong></td>
<td>Karur Vysa Bank - 1239155000005146</td>
<td>37,22,159.20</td>
<td>37,22,159.20</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Consolidated Balance Sheet as at 31st March 2016 (Contd.)

<table>
<thead>
<tr>
<th>FUNDS &amp; LIABILITIES</th>
<th>Rs. Ps.</th>
<th>Rs. Ps.</th>
<th>PROPERTY &amp; ASSETS</th>
<th>Rs. Ps.</th>
<th>Rs. Ps.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL FUND</strong></td>
<td></td>
<td></td>
<td><strong>PROPERTY &amp; ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As per last Balance Sheet</td>
<td>9,22,13,327.06</td>
<td></td>
<td>Karur Vysya Bank - 123972000001496</td>
<td>1,40,259.09</td>
<td></td>
</tr>
<tr>
<td>Add: Solar Project Fund</td>
<td>14,73,250.00</td>
<td></td>
<td>Indian Overseas Bank - 029101000020343</td>
<td>1,68,272.47</td>
<td></td>
</tr>
<tr>
<td>: Flood Rehab Fund</td>
<td>9,60,913.00</td>
<td></td>
<td>Yes Bank - 064994600000312</td>
<td>44,128.88</td>
<td></td>
</tr>
<tr>
<td>: Kitchen Shed Fund</td>
<td>3,48,870.00</td>
<td></td>
<td>Dena Bank - 25214</td>
<td>1,07,244.58</td>
<td>79,13,543.70</td>
</tr>
<tr>
<td>: Montessori Item Fund</td>
<td>14,03,928.00</td>
<td></td>
<td>- Fixed deposits with bank</td>
<td>10,49,83,397.00</td>
<td></td>
</tr>
<tr>
<td>: Hostel Auditorium Fund</td>
<td>54,65,174.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>: Bunker Cot Fund</td>
<td>7,99,500.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>: Capital Fund</td>
<td>69,63,606.25</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>: Excess of Income over Expenditure for the Year</td>
<td>88,96,847.04</td>
<td>11,85,25,415.35</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UNIVERSITY FUND</strong> - As per last Balance Sheet</td>
<td>40,50,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loans and Advances</td>
<td>14,97,995.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>2,86,650.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other Payables</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salary</td>
<td>9,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electricity Charges</td>
<td>2,564.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional Fee</td>
<td>2,500.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephones</td>
<td>1,114.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conveyance</td>
<td>31,531.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provident Fund</td>
<td>2,86,699.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Books and Periodicals</td>
<td>1,275.00</td>
<td>3,34,683.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19,05,16,680.08</strong></td>
<td></td>
<td><strong>Total</strong></td>
<td><strong>19,05,16,680.08</strong></td>
<td></td>
</tr>
</tbody>
</table>

For Sevalaya

V. Muralidharan
Managing Trustee
Chennai, 02nd July 2016

Detailed accounts are available in the Official Website of Sevalaya www.sevalaya.org

As per our report of even date attached
For MENON & PAI
Chartered Accountants
Firm Regn. No. 008025S

A. Arjuna Pai
Partner
Mem No. 007460
## Consolidated Income and Expenditure for the Financial Year 2015-2016

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture Expenses</td>
<td>4,49,926.30</td>
<td>Donations received</td>
<td>5,67,36,795.70</td>
</tr>
<tr>
<td>Children's home Expenses</td>
<td>67,19,458.74</td>
<td>Grants from Ministry of Social Welfare Govt. of Tamilnadu</td>
<td>13,80,420.00</td>
</tr>
<tr>
<td>Old age home Expenses</td>
<td>17,76,753.53</td>
<td>Dividend From Mutual Fund</td>
<td>2,55,355.91</td>
</tr>
<tr>
<td>Educational Expenses</td>
<td>1,84,59,528.03</td>
<td>Interest received on deposits</td>
<td>73,52,537.93</td>
</tr>
<tr>
<td>Gaushala Expenses</td>
<td>13,57,082.91</td>
<td>Other Income</td>
<td>4,09,448.97 6,61,34,558.51</td>
</tr>
<tr>
<td>Rural development Expenses</td>
<td>7,66,400.52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community college Expenses</td>
<td>9,12,576.92</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integrated Childrens Home Expenses</td>
<td>13,37,732.25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Integrated Old Age Home Expenses</td>
<td>5,69,632.56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craft centre Expenses</td>
<td>2,80,718.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical centre Expenses</td>
<td>1,23,677.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>After Care Home Expenses</td>
<td>1,20,500.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Relations Expense</td>
<td>23,04,598.09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration Expenses</td>
<td>19,96,084.49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flood Rehabilitation Expenses</td>
<td>42,31,003.19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flood Relief Expenses</td>
<td>54,01,875.50</td>
<td>4,68,07,549.20</td>
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</tr>
<tr>
<td>Fixed Assets Writtenoff</td>
<td>19,974.46</td>
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<td></td>
</tr>
<tr>
<td>Loss on Sale of Fixed Assets</td>
<td>1,10,196.81</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>1,02,99,991.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excess Of Income Over Expenditure</td>
<td>88,96,847.04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td><strong>6,61,34,558.51</strong></td>
<td></td>
<td><strong>6,61,34,558.51</strong></td>
</tr>
</tbody>
</table>

For Sevalaya

V. Muralidharan
Managing Trustee
Chennai, 02nd July 2016

Detailed accounts are available in the Official Website of Sevalaya [www.sevalaya.org](http://www.sevalaya.org)

As per our report of even date attached
For MENON & PAI
Chartered Accountants
Firm Regn. No. 0080255

A. Arjuna Pai
Partner
Mem No. 007460
## Consolidated Receipts and Payments for the Financial Year 2015-2016

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Receipts</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening balance Bank and Cash</td>
<td>21,76,155.43</td>
<td></td>
</tr>
<tr>
<td>Capital and Fund Based donations</td>
<td>2,91,86,650.39</td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>5,64,73,465.70</td>
<td></td>
</tr>
<tr>
<td>Grants from Government</td>
<td>13,80,420.00</td>
<td></td>
</tr>
<tr>
<td>Dividend on Mutual Funds</td>
<td>2,55,355.91</td>
<td></td>
</tr>
<tr>
<td>Interest on deposits</td>
<td>76,32,525.88</td>
<td></td>
</tr>
<tr>
<td>Advances for Welfare Projects</td>
<td>14,97,995.00</td>
<td></td>
</tr>
<tr>
<td>Disposal of old Items</td>
<td>1,80,000.00</td>
<td></td>
</tr>
<tr>
<td>Fixed Deposit Matured</td>
<td>5,24,10,000.00</td>
<td></td>
</tr>
<tr>
<td>Other Income</td>
<td>1,28,542.59</td>
<td></td>
</tr>
<tr>
<td>Total Receipts</td>
<td>15,13,21,110.90</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Payments</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture Expenses</td>
<td>4,59,208.73</td>
<td></td>
</tr>
<tr>
<td>Children's home Expenses</td>
<td>67,18,229.58</td>
<td></td>
</tr>
<tr>
<td>Old age home Expenses</td>
<td>17,75,974.39</td>
<td></td>
</tr>
<tr>
<td>Educational Expenses</td>
<td>1,83,63,343.34</td>
<td></td>
</tr>
<tr>
<td>Gaushala Expenses</td>
<td>13,54,839.91</td>
<td></td>
</tr>
<tr>
<td>Rural development Expenses</td>
<td>7,63,092.75</td>
<td></td>
</tr>
<tr>
<td>Community college Expenses</td>
<td>9,19,533.42</td>
<td></td>
</tr>
<tr>
<td>Integrated Childrens Home Expenses</td>
<td>13,39,049.25</td>
<td></td>
</tr>
<tr>
<td>Integrated Old Age Home Expenses</td>
<td>5,70,892.56</td>
<td></td>
</tr>
<tr>
<td>Craft centre Expenses</td>
<td>2,80,718.67</td>
<td></td>
</tr>
<tr>
<td>Medical centre Expenses</td>
<td>1,23,677.50</td>
<td></td>
</tr>
<tr>
<td>After Care Home Expenses</td>
<td>1,20,500.00</td>
<td></td>
</tr>
<tr>
<td>Public Relations Expense</td>
<td>23,01,476.39</td>
<td></td>
</tr>
<tr>
<td>Administration Expenses</td>
<td>19,67,813.01</td>
<td></td>
</tr>
<tr>
<td>Flood Rehabilitation Expenses</td>
<td>42,31,003.19</td>
<td></td>
</tr>
<tr>
<td>Flood Relief Expenses</td>
<td>54,01,875.50</td>
<td></td>
</tr>
<tr>
<td>Fixed Deposit with Bank</td>
<td>7,97,70,000.00</td>
<td></td>
</tr>
<tr>
<td>Fixed assets purchased</td>
<td>1,56,60,408.00</td>
<td></td>
</tr>
<tr>
<td>Rent Deposit</td>
<td>2,50,000.00</td>
<td></td>
</tr>
<tr>
<td>Loans and Advances</td>
<td>9,94,564.00</td>
<td></td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>37,277.00</td>
<td></td>
</tr>
<tr>
<td>Closing balance Bank and Cash</td>
<td>79,17,633.70</td>
<td></td>
</tr>
<tr>
<td>Total Payments</td>
<td>15,13,21,110.90</td>
<td></td>
</tr>
</tbody>
</table>

**Total**: 15,13,21,110.90

**For Sevalaya**

V. Muralidharan  
Managing Trustee  
Chennai, 02nd July 2016

Detailed accounts are available in the Official Website of Sevalaya [www.sevalaya.org](http://www.sevalaya.org)

**As per our report of even date attached**

For MENON & PAI  
Chartered Accountants  
Firm Regn. No. 0080255

A. Arjuna Pai  
Partner  
Mem No. 007460
## Salary and benefits 2015-2016

### Details of Board Members as on 31/03/2016

<table>
<thead>
<tr>
<th>Name</th>
<th>Position on Board</th>
<th>No. of meetings attended</th>
<th>Remuneration and reimbursements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. V. Muralidharan</td>
<td>Managing Trustee</td>
<td>4</td>
<td>ZERO</td>
</tr>
<tr>
<td>Ms. N. Annapurna</td>
<td>Trustee</td>
<td>3</td>
<td>ZERO</td>
</tr>
<tr>
<td>Mr. G. Ilayaraja</td>
<td>Trustee</td>
<td>0</td>
<td>ZERO</td>
</tr>
<tr>
<td>Mr. Kumaran Mani</td>
<td>Trustee</td>
<td>1</td>
<td>ZERO</td>
</tr>
<tr>
<td>Mr. T.M. Lakshmikanthan</td>
<td>Trustee</td>
<td>1</td>
<td>ZERO</td>
</tr>
<tr>
<td>Mr. E. Lakshminarayanan</td>
<td>Trustee</td>
<td>3</td>
<td>ZERO</td>
</tr>
<tr>
<td>Mr. R. Shankar</td>
<td>Trustee</td>
<td>0</td>
<td>ZERO</td>
</tr>
<tr>
<td>Ms. Sujatha Renganathan</td>
<td>Trustee</td>
<td>1</td>
<td>ZERO</td>
</tr>
<tr>
<td>Mr. Thilak Iyer</td>
<td>Trustee</td>
<td>1</td>
<td>ZERO</td>
</tr>
</tbody>
</table>

### Distribution of staff according to salary levels as on 31/03/2016

<table>
<thead>
<tr>
<th>Slab of gross salary plus benefits (Rs per month)</th>
<th>Male</th>
<th>Female</th>
<th>Total (Nos)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 5000</td>
<td>5</td>
<td>34</td>
<td>39</td>
</tr>
<tr>
<td>5,000 - 10,000</td>
<td>28</td>
<td>47</td>
<td>75</td>
</tr>
<tr>
<td>10,000 - 25,000</td>
<td>24</td>
<td>16</td>
<td>40</td>
</tr>
<tr>
<td>25,000 - 50,000</td>
<td>5</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
<td>103</td>
<td>165</td>
</tr>
</tbody>
</table>

### Total cost of International Travel by all Personnel (including volunteers) and Board Members - NIL

### Operational Head of the organisation: (including honorarium):

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Remuneration (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muralidharan V</td>
<td>Managing Trustee</td>
<td>ZERO</td>
</tr>
</tbody>
</table>

### Highest paid person in the organisation (staff or consultant):

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Remuneration (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingston A A</td>
<td>VP - Operations</td>
<td>4,44,975</td>
</tr>
</tbody>
</table>

### Lowest paid person in the organisation (staff or consultant):

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Remuneration (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saranadhan M</td>
<td>Primary School Librarian</td>
<td>36,000</td>
</tr>
</tbody>
</table>
The transformation brought about by Sevalaya in the 40 neighbouring villages, from 100% child labour to 100% literacy implies that the children joining Sevalaya are typically first generation entrants to formal education. Therefore, parental inputs in the children’s academics are near nil. Despite this handicap, Sevalaya has built a tradition of recording excellent results in the public examinations.

The stellar results have been achieved by the students after overcoming the many challenges, by sheer hard work, supported by organisational strategies and the continuous efforts of Sevalaya staff.

Children who study in Sevalaya are exposed to a unique experience. Although providing high quality education is the primary focus, the mission is to impart holistic education. All efforts are taken to ensure that children grow up as balanced individuals with a mix of culture and are introduced to skills to manage a good life. The commitment of our teaching staff is unparalleled, and it is borne by the results over the past few years. When the first batch of 15 students wrote their X Std Board exams in the year 2001, the pass percentage was just 27%. Sevalaya secured its first 100% results in 2003. Since then, barring a few odd years where the results fluctuated between 98 and 99%, there has been a tradition of 100% results.

Challenges and solutions
Most of the students come from poor home environment and at times not conducive to learning. Research findings have proven that combination of factors like malnutrition, poor sanitary and hygiene practices have a harmful impact in cognitive and motor

A Mahalakshmi secured 487/500 in Std X Board exams, and topped the school chart, this year. She scored centums in Mathematics and Social Studies. A student of Sevalaya from PreKG, she is an all rounder and has won several prizes in various extracurricular activities. Says Mahalakshmi “My teachers taught me to focus on studies since middle school. They are easily approachable to clear all my doubts, and have inspired me to do well both in studies and extra-curricular activities. I felt I should repay their commitment to us, by doing well in the exams.”

School topper in the XII board exams - S Poornima, secured 1128/1200.
On what helped her to do well, she said: “I attribute my success to the steady encouragement and constant support of my teachers who were always motivating and encouraging me at every step. They spent extra hours clearing my doubts and correcting the smallest of mistakes in each test paper. My dream is to become a Chartered Accountant.”
Her parents are daily wage earners and she is the first girl in her family to complete school education.

Ensuring excellent results by first generation scholars
Ensuring excellent results by first generation scholars

development skills in children. Sevalaya provides snacks for children who stay late to study for their Board exams. Teachers handling various subjects in the Std X & Std XII level, work round the year. Sundays and public holidays are seen as opportunities to spend more time with the slow learners to help them understand and study. Classes begin as early as 8:00 AM to teach subjects like Math, where equations and geometry are explained in detail.

Night classes are held for students who are not able to learn at home either due to the environmental conditions, or to help those who have learning difficulties. Students attending the night classes are provided snacks. They can also opt to stay in the hostel to take advantage of group studies and nutritious meals throughout the day.

Motivation and encouragement are important for the students, which the teaching and hostel staff provide. It is a very common sight to see V Muralidharan, the Managing Trustee in the campus during exam times, to motivate the children and encourage them to do their best.

Nutrition and Yoga
The tiny tots enrolling for KG classes are provided healthy, wholesome lunch and learn the basics in a stress-free, interactive, Montessori play way method. Even in higher classes, the class teachers keep a constant watch to ensure that all students are eating properly and wherever they notice problems due to acute poverty, they immediately bring this to the notice of the school HM who makes arrangements for such children to eat along with the hostel children. Yoga and meditation classes are conducted regularly to enable the
Ensuring excellent results by first generation scholars

students to attend to their daily chores in a stress free manner, as well as speak to each other gently. Sevalaya runs like a well oiled engine, thanks in large part to donations and sponsorships from corporate institutions, and benevolent individuals who sponsor education for the school children, year after year.

Sevalaya’s quest to provide quality education is hugely supported by SCOPE International, CAMS, Saint Gobain, SPI Global, J Ray Mcdermott, GRT, and Dr S Krishnamurthi from USA who have sponsored the education of many children in 2015-2016. This facilitates continuity, for the teachers as well as the students, and brings down attrition, which is the key to the continued success of students at Sevalaya. Lionbridge Technologies has been a steady partner in all spheres of activities at the campus, be it in conducting music, dance, sports and in teaching English. Sri Sathya Sai Seva Samithi, Besant Nagar continuously supplies nutritious porridge flour to the children every month. Dr Malavika Vinothkumar, Advisor, Sevalaya, donates highly fortified iodised salt free of cost to the Campus kitchen. Volunteers from corporate institutions, college and individuals take classes for the children, conduct competitions and encourage the children and bring out the best in them.

**Ethiraj, Sevalaya alumnus:**

I am from Melapedu village. I started my education in a government school. In 2005, I joined Sevalaya in Std. V. It transformed my life in many ways. I got a lot of attention and was cared for. I scored 464 marks in 10th and 1063 marks in 12th. On applying for my BE (ECE) at Pratyusha Engineering college in Thiruvallur, I came to know that my education fee was around ₹ 1 Lakh. Since I belong to a poor family, my parents struggled to raise that money to pay my fee, but, to no avail. For nearly 6 months, I stayed at home since I could not pay the fee. I thought my studies would come to an end. Sevalaya came to know about my predicament and came forward to help me in my education. They paid around ₹ 1,03,000 and, I completed the course successfully. I thank God and Sevalaya for saving my life.

I am waiting to be placed in a job. I can assure that I will be thankful to Sevalaya and I will help them in every way possible.
Physiotherapy helping senior citizens

“I was injured more than 15 years ago in a road accident and I used to walk with great difficulty. I am going for my physiotherapy sessions regularly and am able to walk with a lot more ease now. The physiotherapist made me walk upright and this made a lot of difference. There is very little pain now. I am also able to walk on the treadmill without difficulty.”

P Padmavathy (81)

“I had weakness in both my knees, and as a result, I was very unstable when I walked, and had to use a walking stick. After regular physiotherapy sessions, my dependency on the walking stick has reduced considerably. I am able to walk down the steps with minimum effort. I am also able to sleep well at night.”

S D Thangaraj (83)

Exercise can have profound effects on a senior citizen’s vitality and overall well-being. Staying active can help to reduce pain and stiffness, besides improving energy levels and increase strength. Older adults who exercise are more mobile and independent.

The constant refrain from some of the senior citizens is that they have not done any physical activity for a long time and are fearful that the equipment they use will be hazardous. Sevalaya physiotherapist ensures their safety, by staying next to them, while they practice and assist them in maintaining the posture during the exercise.

These equipment and their use by the elders, takes Sevalaya one step closer to becoming a holistic centre in bringing all components of health together in one place.

Rural Electrification Corporation (REC), as part of their CSR programme, sponsored physiotherapy equipment through Helpage India, an NGO. Senior citizens at Sevalaya were delighted when they saw equipment like infra-red radiation, muscle stimulator, short wave diathermy, traction unit, and treadmill.
Community college at Sevalaya aims to bring skill-based training to the youth, aged 17-27, in rural Tamilnadu. It provides free six month courses in Computer skills, AC and Refrigeration mechanic, Electrician, Nursing Assistant, Beautician and Tailoring. Once the youth learn a trade, gain self-confidence, and secure employment, they can be role models who inspire.

Sevalaya also acts as a half-way home for Juvenile child rehabilitation. One such boy was referred by District Child Protection Officer, M S Syed Rawoof. This boy was in conflict with the law. He was nurtured with care by the wardens at Sevalaya hostel. His well being was monitored day and night and he was taken to regular counselling and mentoring sessions. Over time his habits changed. After doing an AC and refrigeration course, he is now working as a technician in a blue chip company.

SCOPE International and a philanthropist have sponsored the community college building. SCOPE International, Shell India Pvt Ltd (SIPL) and BNY Mellon have sponsored the Lab equipment. Lionbridge Technologies, Control Systems Engineering, G Solutions, Naturals and Cafe Coffee Day are some of the intern and placement partners.

Radha, hailing from a poor family, decided she was going to be on her own, after she finished her Std XII Board exams. She successfully finished her beautician’s course at Sevalaya’s community college and decided to set up a beauty parlour in Kavanur, her village. L Jeevanandham, her husband who cultivates and sells flowers, was fully supportive. During family gatherings and functions, her services are in demand and she sees a lot of potential for further growth.

V Tamilarasi was at the crossroads of her career, after her XII standard. She then decided to join the Community College, for Computer course. She got hands on experience in MS Office suite (Word and Excel), and typing skills.

Soon after finishing her course in November 2015, she was selected by Café Coffee day in campus recruitment. Post training, she was asked to report at the Thirumazhisai branch on the Bangalore Chennai highway. Her parents are farmers without formal schooling.

Tamilarasi travels about 20 KMs daily to work. She says, “My work is very interesting and there is a lot to learn. I will work hard and hope to reach higher levels in the organisation in the next 3 years.”
There are many inspiring stories of women who come from an impoverished background, and accomplish a lot, over the years. They inspire co-workers and are a joy to work with. They straddle the two worlds of office and home with dexterity and set an example for others to emulate.

One such story at Sevalaya is that of C Kanchana. She used to work in a farm as a daily wage earner, having dropped out of school in 1997. She heard about Sevalaya through a relative of hers, and secured admission for her son in Balwadi (Pre-KG), in 2006 and later, for her daughter in 2008. She came to know of a vacancy for the post of a “helper”, in Balwadi. She got the job and soon she started supporting the back office work in the Headmaster’s office, putting things in order, maintaining files, records and documents. Her enthusiasm, amiable nature and commitment to work made her an invaluable asset.

G Chittibabu, the then headmaster, came to know that Kanchana had two papers in arrears to be cleared in Std X. He and R Vijayaraghavan, the Social Science teacher, motivated her to complete it, which she did. This inspired her to study further. With their constant motivation and mentorship, Kanchana enrolled for Std XII Board exams. Juggling her official routine and family responsibilities, she would attend the special evening class for Std XII students and learn English, wait patiently for the Accounts and Economics teachers to be free to get her doubts cleared. Her perseverance paid off and soon she had cleared Std XII exams.

Now awaiting the results of her B.Lit in Tamil, Kanchana plans to pursue her B.Ed, as soon as her results are declared. Her education was sponsored by Mara Breech Foundation USA.

Rain or shine, Kanchana is at work at 8:00 AM, each day. She is always ready to step in and help when there is additional work in the evenings on holidays and Sundays. She is a crucial part of the organization sharing a good rapport with all the staff and students, ever ready to help.

Kanchana says” I’m like a butterfly that has come out of the cocoon. Sevalaya has made me believe in myself and realize my potential. After joining Sevalaya, I’ve learnt the value of work. My heart is filled with joy when I see the large number of poor children who get educated here. Even though I can not help financially, I want to put in a lot of effort physically, for Sevalaya’s well-being.”
The students of Sevalaya are imbibing the spirit of tolerance and the spirit of social service with the added quality of humility. These are cardinal principles for the bright growth of our nation and the services are indeed immeasurable.
• Well established Nidhi Company operating with 25 branches in TamilNadu
• Authorised Share Capital ₹ 10 Crores
• Paid up Share Capital ₹ 6.3 Crores
• Professionally Managed Nidhi Company
• Turnover Exceeds ₹ 350 Crores
• All The Branches Are Computerised And Connected With Core-Banking Solutions.

BUSINESS: Deposits, Mortgage Loan, Jewel Loan & Safety Locker Facility

R Srinivasan, CHIEF EXECUTIVE OFFICER
M Bhagavantha Rao, PRESIDENT

With best compliments

“Better is to educate an underprivileged child”
-MahaKavi Bharathi

“The soul of India lives in its villages”
-Mahatma Gandhi

“God comes in the form of Roti for a hungry man”
-Swami Vivekananda

A Well Wisher
**Sponsorship Details**

You can express your love, affection and support for our Children, Senior Citizens, Dry Cows and our Community by sending donations.

**Sponsor Food for Children & Senior Citizens**

<table>
<thead>
<tr>
<th>Meals</th>
<th>Full Sponsor</th>
<th>Principal Sponsor</th>
<th>Co-Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>8,000</td>
<td>4,000</td>
<td>2,500</td>
</tr>
<tr>
<td>Lunch</td>
<td>36,000</td>
<td>15,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Dinner</td>
<td>16,000</td>
<td>8,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Full Day</td>
<td>60,000</td>
<td>27,000</td>
<td>13,500</td>
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</tbody>
</table>

**Endowment (in ₹)**

<table>
<thead>
<tr>
<th>Meals</th>
<th>Full Sponsor</th>
<th>Principal Sponsor</th>
<th>Co-Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>1,00,000</td>
<td>50,000</td>
<td>32,000</td>
</tr>
<tr>
<td>Lunch</td>
<td>4,50,000</td>
<td>1,87,500</td>
<td>75,000</td>
</tr>
<tr>
<td>Dinner</td>
<td>2,00,000</td>
<td>1,00,000</td>
<td>62,500</td>
</tr>
<tr>
<td>Full Day</td>
<td>7,50,000</td>
<td>3,37,500</td>
<td>1,69,500</td>
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</tbody>
</table>

Cost of One Breakfast is ₹ 25. One Meal is ₹ 50. Donor can select the number of Breakfast / Meal based on their budget.

**Sponsor Education Expenses for Child**

<table>
<thead>
<tr>
<th>Education sponsorship for a child</th>
<th>Annual</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,000</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

**Sponsor Living Expenses for a Child**

<table>
<thead>
<tr>
<th>Living expenses sponsorship for a child</th>
<th>Annual</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,000</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

**Sponsor Living Expenses for a Senior Citizen**

<table>
<thead>
<tr>
<th>Living expenses sponsorship for a senior citizen</th>
<th>Annual</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,000</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

**Sponsor a Cow**

<table>
<thead>
<tr>
<th>Maintenance sponsorship for a cow</th>
<th>Annual</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8,000</td>
<td>1,00,000</td>
</tr>
</tbody>
</table>

**Sponsor for a Gau Pooja**

<table>
<thead>
<tr>
<th>Sponsor for Gau Pooja</th>
<th>Per Pooja</th>
<th>Endowment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,000</td>
<td>12,500</td>
</tr>
</tbody>
</table>

For Direct Remittance of Funds to Sevalaya for Indian Tax Payers:

- Account Name: SEVALAYA
- Account No: 218601000134
- Bank: ICICI BANK
- Branch: Mylapore
- Chennai - 600004
- IFSC CODE: ICIC0002186

For direct remittance of funds to Sevalaya from Overseas Donors:

- Account Name: SEVALAYA
- Account No: 029101000008743
- Bank: INDIAN OVERSEAS BANK
- Branch: Dr Radha Krishnan Salai
- Chennai - 600004
- IFSC CODE: IOBA0000291

Sevalaya, Kasuva village, Pakkam post, Thiruninravur – 602024

Ph : 9444333529, 7299064457, 9884503039

Email : sevalayaprhead@sevalaya.org

sevalayakasuva@sevalaya.org
Above: Inside the Boys’ hostel. Taking care of the younger residents is ingrained in the children. The arrival of bunker beds, thanks to the kindness of, Irene Nicoll, an overseas donor, was greeted with great joy.

Below: Children tend to their saplings.