



LOVE ALL SERVE ALL

MAY 2017

L&T Infotech-Sevalaya community college inaugurated at Ambattur



Sudhir Shenoji, Head Automation, L&T Infotech inaugurating the E-Publishing course

A ‘Technology’ Community College at Ambattur, a joint venture between L & T Infotech and Sevalaya, was inaugurated on 28th March 2017.

‘Tally’ and ‘E-publishing’ courses are taught to the unemployed youth, free of cost, in Sevalaya’s new community college at Ambattur. These are 4 months Course in which 25 students will be trained in each batch.

Manjit Singh Bali, Head, Corporate Services inaugurated the ‘Tally’ accounting

software course via web link from Mumbai. He said, "L & T Infotech is partnering with Sevalaya in more than one community based activity and this will add another dimension to it." He also mentioned that L&T Infotech will assist in teaching spoken English, Personality Development, Interview skills, to the students.

Sudhir Shenoji, Head, Automation, L & T Infotech, inaugurated the E-publishing course from Chennai. He lauded the efforts of Sevalaya, in imparting these



Students of Mahakavi Bharathiyar Community College, Ambattur



Video inauguration of Tally course from Mumbai

courses free of cost to underprivileged students.

Anand Mahajani, Head Corporate Sustainability, Jayakrishnan Nair, Head, Delivery Middle East & APAC Energy & Process BU, Ravishankar Sathyanarayana, Deputy Head, Global Mobility BFS, and Sujoth Shenoji, Sr. Manager expressed their happiness in participating in the function aimed at teaching specialized skills to the rural youth.

Free Bakery course with state-of-the-art machinery for rural youth

On the auspicious Tamil New Year day a new Bakery unit was inaugurated at Sevalaya’s Mahakavi Bharathiyar Community College, located in Kasuva village.

This unit will teach and train the local youth, absolutely free, to bake cakes, puffs, cookies and other pastries. Conducting a free course like this is the first of its kind in Thiruvallur District. The duration of this course is six months. The

Right (L to R) : R Thiagarajan, (IAS Retd); ‘Hotbreads’ Mahadevan and Silke Stadler, Chef, HotBreads viewing the buns and donuts produced at Sevalaya Bakery

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Joy of giving: *the way of life*

Dear Friends,

This is summer holiday time in India. Every family plans their vacation, the children are very happy to be away from school for a long holiday and the families together can go out to interesting places, visit home towns, meet relatives, meet friends and spend time. This is the time to enjoy, in spite of the fact it is very hot outdoors. What about children in homes like Sevalaya? They also have the schools closed, but where is the home town, who are the relatives? How do they keep themselves engaged?

For the children who have completed 10th and 12th grade, we arrange special spoken English and computer awareness programs, so that they get prepared for their higher education. But this can't be full time like school, so we try to keep it just for few hours in a day and rest of the time we arrange some sports and games activity. Our sports department is very

eager to make use of this holiday time and they arrange sports camps from six in the morning! Lot of Yoga, exercises etc. are taught along with practice in basketball, volley ball, high jump, long jump etc. A summer schedule is prepared in the hostel which includes music, dance, bajans, watching videos etc.

We try to take them out – some friends arrange one day fun trips, sometime we go on a three day camp, going out for a movie etc. The idea is to keep them engaged and also use the time productively. The children should not feel left out when rest of the kids in their age group are busy enjoying holidays with their parents.

But our staff also needs a break. They also have a family and they have to go back to their own families and attend to their own kids. So how do we make both ends meet here? How do we manage with less number of staff and at the same time,

keep our children properly engaged? This is where we need your help.

You can plan a trip to Sevalaya with your family during this holiday season. Come and spend time with the kids in our hostels – this will be a meaningful outing for your kids at the same time, you can volunteer the day for our kids. Or you can plan joint outings with Sevalaya kids and your kids – this will be an eye opener for the city kids. You can just come and take part in the various camps and activities our staff are planning – to manage the kids, any number of hands will be useful for our staff.

This will be a good mix of volunteering, enjoying your holiday and also spending time usefully for the underprivileged kids.

Sevalaya campus is waiting to receive you with your family.

Thanks and Regards

Sevalaya Murali

30 students certified at Mambakkam community college

...Continued from page 1



C Samuel Raj, Head of Technology, PPG Asian Paints distributes certificates to the students. Also in the picture: Radha Srinivasan, VP- Donor Relations, Sevalaya

The first batch of 30 students (24 women and 6 men) completed Tailoring and Computer course at Sevalaya's Mahakavi Bharathiyar Community College at Mambakkam.

Course completion certificates were distributed to the students at a function on 13th April 2017 by C Samuel Raj, Head of Technology, PPG Asian Paints.

Speaking at the function, C Samuel Raj said, "Change is always incremental. I am confident that the impact of these community colleges will be measurable in

a few years."

Sponsored by PPG Asian Paints, the centre teaches garment stitching and PC skills for unemployed youth, and improve their employment opportunities. Besides these two trades, an evening tuition centre for school going children reinforces their English, Math, Science and Social Studies curriculum.

Sevalaya has approached industries in the local area scouting for opportunities for the newly certified students.

course will teach the students to bake wonderful breads, pastries and dessert, as well as the basics of design to present them artistically. They will also be taught people skills, management skills and business skills. Certificates will be issued on completion of the course and students are likely to be readily absorbed in bakery units mushrooming in towns and villages.

'Hot Breads' M Mahadevan (Chairman and Managing Director, Oriental Cuisines Pvt Ltd) alongwith N Subramanian, a longstanding donor and well wisher of Sevalaya have sponsored the machinery at the Bakery Unit.

M Mahadevan said that life skill education is important in today's world and the students of this community college have been provided a nice opportunity to come up in their lives. He opined that one, who learns a skill, need not worry for life.

R Thiagarajan (Retd IAS) recalled his experiences in assisting the underprivileged people during his tenure. He also said that dedication in work and delivering high quality products will always have a niche market.

The inauguration of the Bakery unit also coincided with Easter celebrations at the campus.

Sevalaya Murali wins Jeppiar Icon Award 2017 for Social Service

Sevalaya Murali was honoured with the Jeppiar Icon award 2017. He was awarded the Distinguished Philanthropist award for his services in the field of education and rural development.

During his address, Sevalaya Murali spoke about Jeppiar's rural beginning and attributed his success as the reward for his hard work. He also mentioned that Sevalaya imparts education to the rural underprivileged students, who can become successful in life, when they put in the effort.

Dr M Regeena Jeppiar, MD, Jeppiar Engineering College commended the role played by Sevalaya in the society and promised to extend all possible help to serve the underprivileged.



Sevalaya Murali receiving the Jeppiar Icon Award 2017. From L To R J Venu Gopala Krishnan, Principal, Jeppiar Engineering College and Dr M Regeena Jeppiar, MD, Jeppiar Engineering College

Sevalaya Bhuvaneshwari Muralidharan wins FICCI FLO Women Achiever Award

Bhuvaneshwari Muralidharan, Hony Correspondent, Sevalaya received the FICCI-FLO Women Achiever's Award 2017 in the NGO category, at a colourful function held at Hyatt Regency, Chennai, on 10th April 2017. FLO (FICCI Ladies Organisation) was established in 1983, as a division of the Federation of Indian Chambers of Commerce and industry (FICCI), which is the apex body of Industry and Commerce in India.

Bhuvaneshwari was chosen the winner among 100 applications in 5 categories, across Tamilnadu. The criteria for selection took several critical parameters into consideration, including longevity in providing service, contribution to society-measured by the impact created in the lives of the targeted segments, and awards/recognition received by the organization over the years.

The award and citation were presented by



From L to R: Sudha Shivkumar, Chairperson, FICCI FLO Chennai; Amrit Rattha, Joint Secretary, FICCI FLO Chennai; Vinita Bimbhet, National President, FICCI FLO; Bhuvaneshwari Muralidharan, Didem Atahan Fabig, psychologist in practice and wife of the Consul General of German Consulate in Chennai

the Chief Guest, Vinita Bimbhet, National President FICCI – FLO.

strife towards upliftment of marginalised sections of humanity with empathy and keeping with nationalistic mores which are the pillars of our culture and tradition."

The Citation declares: "This award is presented to her in recognition of her

Free cycles promised to first rank holders

During the Mahaveer Jayanthi celebrations at the campus on 11th April 2017, Pradeep Jain (M L Auto Enterprises, Chennai) announced that he will donate cycles to students who secure first rank from Std III to Std XII.

He gently encouraged the students to imbibe the principles of Bhagwan Mahaveer and said that desire, dedication, discipline and divinity are the four Ds that are important for the holistic development of each child.

L to R Sevalaya Murali, B Ethirajulu, GM Finance (Retd), India Cements, Amarchand Jain, Advisor, Pradeep Jain, M L Auto Enterprises, Dinesh Sethi Jain, South Zone Secretary, Sri Bharath Varsha Digamber Jain Teertha Chethra committee, M Dharam Chand Jain, Brahmachari Arunachalam, Chinmaya Mission, Thamaraiappam



Fun activities mark SPi Global CSR Day

A little more than 600 volunteers from SPi Global decided to celebrate their CSR day at Sevalaya on 18th March 2017 by spending a day amongst the students and elders at Kasuva campus. They also conducted many activities for Sevalaya children.

All the 2000 students had some activity to participate in. While a set of volunteers conducted running race, tug of war, lemon and spoon, musical chair for primary school children, another batch of volunteers conducted sports activities like volley ball, athletics, musical chair and indoor games like 'recall from memory' for high school students.

Apart from this many volunteers helped in organic farming area. The volunteers assisted in sieving and filling the vermicompost pit, the entire day.



They distributed prizes to the students who won in sports and other events.

"I feel very happy to receive two first prizes for passing the ball and in hopscotch. My class teacher praised me and my friends too."

R Janarthanan Std VII



Left : Spoon and Lemon race for the primary children

Right : Water balloon race for primary children

RBI Probationary Officers donate books for students



RBI probationary officers interacting with Sevalaya Murali

Sundar Murthi, General Manager and M K Subhashree, Asst General Manager of Reserve Bank of India Staff College, Teynampet and six Probationary officers visited Sevalaya and donated 1000 note books to the students. The probationary officers had come to Chennai for training. On the last day of training, having heard about Sevalaya, they came to the campus to donate notebooks for the students.

M K Subhashree said, "The first thing that struck me about Sevalaya was the discipline of the students and the neatness of the campus. We hope to visit again, soon."

Chess whiz kid Vishal



S Balaraman palying a game of chess with Vishal

On 28th March 2017, S Balaraman (Hon. Secretary. Thiruvallur District Chess Association and International arbiter) visited Sevalaya campus. He played a game of chess with Vishal, the Chess whiz kid of Sevalaya, taught him some techniques and wished him well.

Corporate visit by community college students



15 students of Sevalaya's first batch of E-publishing course visited Jouve India Pvt Ltd., a cross-media solutions company on a corporate visit. The students got to know experientially about the E-publishing processes like printing and viewing content on hand held devices.

G Kumaran, GM Operations, Jouve India motivated the students by asking them to grab this opportunity and study well.

The students felt confident that they will secure placement in the E-publishing industry on completion of the course.



Mega yellow pumpkin weighing 16.5 Kgs from Sevalaya's organic farm at Madurantakam

Lotte Choco Pie sponsors a 'fun'damental reading room

Inaugurating the reading room, above the primary library, Milan Wahi, Managing Director, Lotte Choco Pie, expressed his happiness at the opportunity accorded by Sevalaya. During his speech, he emphasised the need for cultivating reading habit at a young age. C S Woo, Vice President, Manufacturing, and Kandasamy, Plant Manager Lotte Choco Pie, along with staff members took part in the function.

Ravi Shankar, Plant Head, Lotte Choco Pie recalled the Company's association with Sevalaya spanning over 5 years. He invited all the students to visit the Lotte Choco Pie manufacturing unit in Chennai and the children were ecstatic at the invite, and eagerly await their 'trip and treat'. He insisted that children should develop



Sevalaya children reading books at the new library as the team from Lotte Choco Pie looks on

discipline and wished them the best in their lives.

A thematic cultural show was performed

by Sevalaya children to explain the needs and functions of a library, as well as the benefits of developing a reading habit.

Career prospects with HCL



On 15th April 2017, K Karunanidhi, Group Manager, Sales and Solution, IT Japan,

HCL Technologies Ltd., conducted a career scouting camp for Plus Two students from

the 2016-17 batch.

He exhorted the students to have a clear vision about their ambition and goals. He mentioned that HCL Technologies assists deserving students by training them in HCL college for a year absorb them as employees, based on eligibility. Eleven students from Sevalaya took the test and three were provisionally selected.

"The test conducted by HCL is useful to evaluate ourselves. HCL trainers gave us an idea about the training and college."

S Ramya Std XII

From amateur to "professional" photographers in half a day

Is it the camera, or the person behind the camera, that is responsible for a quality photograph? Sevalaya, in conjunction with Photography Society of Madras conducted a half day session on Photography for 7 NGOs on 18th March 2017, at Chennai.

The session was a live one with Ramana Kumar, President, Photographic Society of Madras, ably assisted by Supraja Srinivasan, a professional photographer,



Right : Photography training session in progress. Ramana Kumar, President Photographic Society of Madras explaining to the participants.

explaining the intricacies of a photo shoot. They dwelled on the three aspects- ISO number (sensitivity to light), aperture (focus) and shutter speed as the key to any good photo. The trainees had an opportunity to test their skills during the session.

Thomas T Abraham, Advisor, Sevalaya, mooted the collaborative idea.

The answer to the earlier question – it is always the person behind the camera who makes a good photo great!

With best compliments

"Better is to educate an underprivileged child"

-MahaKavi Bharathi

"The soul of India lives in its villages"

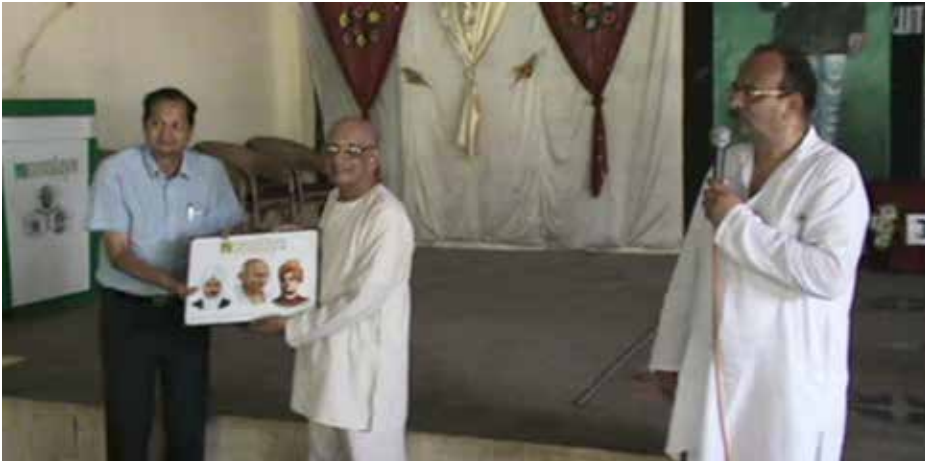
-Mahatma Gandhi

"God comes in the form of Roti for a hungry man"

-Swami Vivekananda

Well wisher

Jallianwalabagh Martyrs remembered



Sevalaya commemorated the Jallianwalabagh day on 13th April 2017. It was on this day in the year 1919, that

more than a thousand of innocent people were massacred by the British Raj. The people had gathered to celebrate Baisakhi

(the Sikh New Year), when this tragedy occurred.

The highlight of the event was the reenactment of the massacre by Sevalaya students, juniors and seniors, ably aided by the residents of Old age home.

Participating in the event, G Ram Mohan (Retired Railway Safety Commissioner), a Gandhian scholar, instilled a bit of history in the minds of the students through his slide show presentation, on the historically important and tragic event. He touched upon the need for youngsters to respect our elders, freedom fighters and protect our Tricolour with pride.

The event commenced with a Silent Prayer as a mark of respect to the martyrs.

Birth of Lord Ram celebrated

Students of Sevalaya celebrated the birth of Lord Ram, on 5th April 2017 by enacting His life story in a dance and drama format. Chief Guest S Natarajan, Senior General Manager – Quality Assurance, Wheels India Pvt Ltd. lit the ceremonial lamp and spoke eloquently about the attributes of Lord Ram. He regaled the audience with the story of the hare and the tortoise with a few twists!

He connected the dots between hard work and good sleep and the five steps in between – happiness, success, money, confidence and contentment.

Equality and the goodness in all religions are celebrated with fervour at Sevalaya.



Awareness programmes by Nxplorers Club

On 3rd April 2017, 31 students of Sevalaya Nxplorers club visited Government High School, Melapedu and conducted water conservation awareness program. They performed *villupattu*, (awareness through folk songs) drama, group song and dance. The theme of the day was "Saving Water". The students had an open discussion and shared their thoughts on water conservation. The students from Government school undertook to plant more trees in the village and regularly water them. About 50 students attended the program.



"I joined the club very recently and my teacher asked me to play the role of a village Doctor. He encouraged me to get information about the role and helped me also. I shared many thoughts about water conservation and the perils of water borne diseases. I feel more confident now."

B Selvi, Std VIII

"The water conservation message conveyed through dance and songs was very captivating. Sevalaya teachers did a good job of explaining everything in a simple manner. My friends and I are going to try the seed ball idea. We want to grow more trees."

R Sridhar, Std VIII, Government High School, Melapedu

M Bhuvaneshwari

The plight of the destitute moves her

M Bhuvaneshwari has been working in Sevalaya's kitchen for the past 4 years. She was a home maker when she heard about a vacancy at Sevalaya through a relative in 2013.

Hard work and dedication is her motto. Through her work, she has earned the trust of her peers and each of them knows that the day will go by smoothly when she is around the kitchen.

It was during the floods of 2015 that her attitude became apparent. Despite heavy water logging in her house and the surrounding areas, she was the first person to report for duty in the kitchen and worked throughout the day to prepare breakfast, lunch and dinner for the hostel boys and girls and the



senior citizens. Her only response was, "I thought about them going hungry and I could not stay in my house for one extra minute." She had to take the help of many people to make it to work that day.

Her husband is a lorry driver and is very supportive of her. Her two girls are studying in Sevalaya's Mahakavi Bharathiyar Nursery and Primary School for in Std V and Std II respectively.

Bhuvaneshwari's attitude towards work and her peers are impeccable. She says that she is always moved by the stories

of the destitute children and senior citizens who have now found a safe home at Sevalaya and is filled with a sense of gratitude for the opportunity to serve them.

Her daughter M Monisha, says "My mother is very strict and wants us to be well disciplined. She always says that we have got a nice opportunity to serve the elders. So we have to respect the elders in the old age home. We are proud of her work in kitchen and we wish she continues her work in Sevalaya always."

Alumni imparts indigenous martial art training



Silambam training session in progress

B Sakthivel, an alumni, currently studying III year BE Mechanical Engineering in JNN Institute of Engineering, teaches the ancient art of 'Silambam' to students every Saturday, for a couple of hours. His movements are deft and he credits his father for having taught and trained him in this native martial art form. He says,

"The class was very interesting. I would like to learn all the stages of Silambam upto the highest level."

P Dhamotharan, Std VIII

"I see a lot of students are interested in learning *silambam*. If I teach these students maybe, they will teach others later on."

Sakthivel hails from an underprivileged family and he completed Std XII from Sevalaya.

"B Sakthivel anna is constantly motivating me to learn Silambam. He is giving extra attention to students who learn slowly."

E Ranganathan, Std VIII

Tamil New Year's day



S Dhayalan, District Educational Officer, Thiruvallur releasing *Vidiyal*, Sevalaya's monthly publications. Sevalaya Murali receiving the first copy

At another function in the campus on Tamil New Year, Chief Guest S Dhayalan, District Education Officer, Thiruvallur lit the lamp and ushered in the New Year. While addressing the students he said that hard work, persistence and self-confidence can elevate a person to the highest level.

He also spoke about the importance of learning English, as it has now become link language around the world. He released Sevalaya monthly publication '*Vidiyal*' and distributed the prizes to the winners of 25 villages who participated in different competitions conducted by Sevalaya on account of Tamil New Year.

“A Song I Sing to Thee”

During his itinerant days in Northern India, there were some distractions in the mind of Swamiji, and he even thought of taking initiation from another guru. This, in fact, proved to be a blessing in disguise. At the end of it all, he understood the Master better, and realized that Shri Ramakrishna was the fulfillment of spirituality and that one who had sat at his feet and been blessed by him, stood in need of no other spiritual help. Let us hear the whole episode in his own words.

“Associating with Pavhari Baba, I got to like him very much; and he also came to love me deeply. One day, I reflected that I had not learnt any art of making this weak body strong, even though I had lived with Shri Ramakrishna for so many years. I had heard that Pavhari Baba knew the science of Hatha Yoga; so I thought that I would learn the practice of Hatha Yoga from him, and through them strengthen the body. You know, I have a dogged resolution, and whatever I set my heart on, I always carry out.

On the eve of the day on which I was to take the initiation, I was lying on cot thinking; and just then I saw the form of Shri Ramakrishna standing on my right, looking steadfastly at me, as if very much grieved. I had dedicated myself to him, and at the thought that I was taking another Guru I felt much ashamed and kept looking at him. Thus perhaps two or three hours passed, but no words escaped my mouth: then he disappeared all on a sudden. Seeing Shri Ramakrishna that night, my mind became upset, so I postponed the idea of initiation from Pavhari Baba for the day. After a day or two, again the idea of initiation from Pavhari Baba arose in the mind-and again at night Shri Ramakrishna appeared, as on the previous occasion. So, when for several nights in succession, I had the vision of Shri Ramakrishna, I gave up the idea of initiation altogether, thinking that since every time I resolved on it, I was having such a vision, no good, but harm, would come of it. Later, he wrote a song

in Bengali, entitled “A song I sing to thee” which gives a glimpse of this experience. An English rendering of a part of the song is given in the book “The Life of Swami Vivekananda by His Eastern and Western Disciples.”

Like to the playing of a little child

Is every attitude of mine to Thee.

Even at times I dare be angered with Thee; Yet there, in greyest gloom of darkest night; Yet there, with speechless mouth and tearful eyes; Thou standest fronting me, and Thy sweet Face Stoops down with loving look on face of mine.

Then, instantly, I turn myself to Thee, And at Thy Feet I fall on bended knee. I crave no pardon at Thy gentle hands, For Thou art never angry with Thy son. Who else with all my foolish freaks would bear!

Thou art My Master. Thou my soul’s real mate. Many a time I see Thee-I am Thee!

Ay! I am thou, and Thou, my Lord, art I!

29th Annual Report: Communication sponsorship

You can support Sevalaya and benefit from visibility for your brand in a philanthropic context. This opportunity comes in the form of ‘Communication Sponsorship’ in Sevalaya’s 29th Annual Report.

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

In keeping with the design of the

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

similar space in an issue of Sevalaya’s monthly newsletter “Love all Serve all” will come as a bonus.

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

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Send your comments to: City Office : Sevalaya, No 54, P S Sivaswamy Road (North), Mylapore, Chennai-600 004, Tamil Nadu, India. Phone: 7299064457, 9444333529, 044-24982204
E.mail : sevalayaprhead@sevalaya.org, sevalayakasuva@sevalaya.org www.sevalaya.org

Editor T S Venkataramani

Correspondents
Anupriya Suresh, Kingston A A, Radha Srinivasan, Rangarajan P, Rekha Perumal, Vijaya R

Design Thomas T Abraham