



# LOVE ALL SERVE ALL

AUGUST 2017

## Holistic education - Body, Mind and Soul

Activities at Sevalaya for shaping good human beings

Body - Practising yoga to achieve higher goals



On 9th July 2017 two students, E Surya and N Rajesh both studying in Std X participated in the All India inter- state invitational yoga championship and won the Second and third prize respectively.



The competition was organized by Patanjali College of Yoga and Research centre and held at JJ indoor stadium, Kilpauk.

Soul - Engineering the inner self



90 students and 60 senior citizens came to Mylapore Fine Arts academy on three days to watch and enjoy plays on Bhakta Jayadevar, Swami Bodhendrar and Bhaja Govindham (a play on Adi Shankara). The plays were conceived and enacted by Mahalakshmi Ladies Group Trust, founded by Bombay Gnanam a noted stage artiste and were free programmes staged by the group, with a view to spread the life and message of the great saints of India.

On 8th July 2017, a group of devotees from Avadi visited Sevalaya to celebrate Guru Poonima. They sang bhajans, conducted a Pooja, and spoke about the importance a 'guru' in our lives. They also provided lunch for the children and the elders.

Mind - Stimulating young minds through wholesome education



In these days of visual communication, newer methodologies are needed to keep the children engaged and interested in learning. Kengine an organization based out of Bangalore have created a new resource – “Learning Matters” for teaching Science and Social Studies for Std V to Std VIII. It is 'Cloud' based and all the contents are available online. The teacher can login and play the content which the children can view and gain knowledge. The short videos give an

introduction, and explain the concept. It also has a summary of the video which can be noted down. Their repository has more than 9000 videos in various Science and Social Studies topics. Gowri Mahesh, Co-Founder & Chief Operations Officer and R Saraswathi Co-Founder & Chief Production officer of Kengine visited Kasuva campus on 22nd June 2017 and trained 20 teachers on its usage. All videos are available in Tamil, English and Kannada.

### Let us save trees

*As an organization committed to preserve our environment, Sevalaya has decided to stop printing paper copies of the monthly Newsletter Love All Serve All from September 2017. However soft copy of the Newsletter will be uploaded in the website and mailed to donors.*

*If you are interested in receiving the softcopy please send e mail to : [techsupport@sevalaya.org](mailto:techsupport@sevalaya.org), [sevalayamurali@sevalaya.org](mailto:sevalayamurali@sevalaya.org)*

*Thank you for your understanding and support.*

# Joy of giving: the way of life

Dear Friends,

We keep reading in the news about influential people from local areas grabbing land from poor people. They may use their power and drive away the poor villagers or offer very little money and take over the land. Very rarely we hear of people donating land, that too poor people donating land. One such case has happened recently in Jaipur.

A jeep driver, Manoj Ali, from Sikar district of Rajasthan has donated 5 acres of his ancestral land to a Government school, to be used as playground. The land is worth 30 lakhs (3 million INR) and this driver earns ₹ 7000 per month. This rare act of kindness took place in Lawanda village, in Sikar district in Jaipur.

Manoj Ali has two children and five brothers. He is educated up to school final. He took up the task of convincing his brothers, as the land is ancestral property and all brothers have a stake in the land. After some discussions, the brothers agreed and finally the land was registered as a "gift" to the government school. The school head teacher played a major role – in fact he is known for asking support for the school from everyone in the village. Finally Manoj Ali got motivated and gifted his land. The head teacher, Heeralal Meghwal, apart from motivating others, has also donated 3.5 acres of land. On this land, new class rooms will be built. All the brothers of these two donors work as laborers in the village.

In a recent state function, Manoj Ali was honored by the Chief Minister Vasundara Raje Scindia.

"As I am from the same village, I know the children suffer a lot as they don't have a playground. So I decided to donate my land. I could have done agriculture or I could have sold and made money. But donating to a school gave me more joy and happiness" says Manoj Ali.

You don't need lot of money to make a donation!

Thanks and Regards

Sevalaya Murali

## Lifetime achievement award to Sevalaya Murali



On 16th July 2017, Humour club international, Triplicane chapter, which celebrated its 34th year, bestowed the 'Lifetime achievement award' to Sevalaya Murali for his service to society, and, the cause of education for rural underprivileged children.

*Left : K S Seetharaman, Chairman, Humour club; presenting the life time achievement award to Sevalaya Murali, Vijaya Sekharan looks on*

*Below : N Panchapakesan, Founder, Sai Sankara Matrimonials presenting memento to Sevalaya Murali  
Also in the picture: K S Krishnamoorthy, Former AGM, Indian Overseas Bank*

## Felicitations

Sevalaya Murali was one of the Chief Guests at a 'Naveena Swyamvaram' a match-making function organized by Sai Sankara Matrimonials held at Kamadhenu Marriage hall, Luz on 9th July 2017.

Speaking on the occasion N Panchapakesan, Founder of Sai Sankara Matrimonials extolled the role played by Sevalaya in providing free education and food to hundreds of children and senior citizens. Sevalaya Murali mentioned that many people now request that gifts from friends and relatives for their wedding be directed to Social service organizations, which reflects the changing mindset of the youngsters these days!



## Sharing the joy of son's wedding with Sevalayans

On 8th July 2017, the Srinivasans distributed skirts, frocks and Salwar Kameez to 84 girl students, track pants, and T-shirts to 89 boys residing in the hostel, shirts and saris to the 75 senior citizens residing in the old age home.

They wanted to share the joyous occasion of wedding of their son Naren with Shradha, and thought of doing something unique for the children and senior citizens residing at Sevalaya. It was an occasion for the family to seek the blessings of the senior citizens. They have also sponsored lunch on 27th August 2017, the date of the wedding.

*Right : Srinivasans with the smiling residents of Sevalaya*



## Actor Revathy celebrates daughter's birthday



On 1st July 2017, noted film star and director Revathy visited Sevalaya with her daughter Mahi, to celebrate the little girl's fourth birthday. The students residing in the hostel sang "Happy Birthday" and cut a cake. Revathy has been a steadfast supporter of Sevalaya for more than a couple of decades.

*Left : Mahi and Revathy having lunch with the residents*

## Sevalaya in isteel calendar



*Azhaguvelan Mathan, Assistant Manager, isteel and B O Ajay, Dealer, TRS Steel, Thiruvallur visited Kasuva campus on 23rd June 2017 and presented the cheque to A A Kingston, VP-Operations*

isteel, a Chennai based construction steel manufacturer, showcased Sevalaya and its activities in their 2017 annual calendar. Impressed by the activities portrayed, dealers, distributors and other well-wishers of the company, contacted isteel and made contributions to Sevalaya. We thank isteel for their support.

## Bata sponsors 300 pairs of footwear to Sevalaya children



*Calvin Mark Rozario, Trainer and Coordinator, Labournet Service India Pvt Ltd presenting shoes*

Hostel students, athletes and a few day scholars were the beneficiaries of footwear provided free of cost by Bata Ltd at a colourful function held at Kasuva campus.

The Chief Guest, Calvin Mark Rozario, Trainer and Coordinator, Labournet

Service India Pvt Ltd (CSR partner of Bata India Ltd), while distributing the footwear, urged the students to pursue higher education, as education is the only key to open doors for a better life in future.

## Ethical behaviour for SBI borrowers



*Sevalaya Murali addressing a Workshop on ethical behaviour of SME borrowers conducted by State Bank of India, Chennai Zone*

## An opportunity to join Sevalaya in its mission of serving the needy

Sevalaya has an opening for a Public Relations Officer in the age group of 20 to 25. Location: Ambattur, Uthiramerur, Sriperumbudur. Educational Qualification: No Bar. Required Skills: Fluency in English communication, good knowledge of MS Word, Excel and PowerPoint. Must possess a valid Two Wheeler Driving License.

e-mail : [sevalayamurali@sevalaya.org](mailto:sevalayamurali@sevalaya.org)

## University of Florida students gain insight on Sevalaya



Dr Muthusami Kumaran, Associate Professor, Nonprofit Management and Community Organizations, University of Florida, visited Sevalaya with 20 students to study about their community outreach programmes and their style of management. Sevalaya was chosen as one of the 20 NGOs in India for the students to learn NGO management. The students will submit a report and choose an NGO that is best managed, in August 2017. Prof Kumaran also mentioned that he has not come across any other NGO that offers all its services free of cost

to its beneficiaries. He also applauded Sevalaya's professional practices.

While the students were touring the Sevalaya facility, Prof Kumaran had an impromptu meeting with 30 teachers and spoke about the advantages of working in a school, especially one run by an NGO. He talked about compassion and the need for teachers to step up to serve the community. He also urged the teachers to become ambassadors for Sevalaya in every sphere of their lives. Professor Kumaran is a yearly visitor to the campus.

## Annual Sports: all 2,000 students take part



*Throw ball match in progress*

Standard Chartered-GBS have been conducting an 'annual sports month' for the past five years. Teams of volunteers come to the campus and conduct sports (athletics – track and field), games (football, handball, volleyball, basketball) as well as games for the primary school children (water balloons, sack race, lemon and spoon race among others). This year it was spread over four weeks during June and July and culminated on 15th July 2017. The entire school was divided into three groups-Bharathi, Gandhi and Vivekananda. Each student participated

in a minimum of two sports events. Thus the entire 2000 and odd students of the school and 120 community college students got a chance to participate in several games.

About 800 students received prizes in the presence of Sangeetha (Business Planning Manager), S Rajesh Sugumar (Associate Manager, FESU), B Jaiganesh (Associate Manager) and T James Albert (Team leader) of Standard Chartered GBS.

Bharathi group won the overall championship.

## Furthering girls' education



*Rotary club of Vadapalani presenting cheque to Sevalaya Murali*

Rotary Club of Madras Vadapalani sponsored the education of 10 girl children at Sevalaya for a year and presented a cheque at the new Office bearers installation ceremony on 25th June 2017 at GRT Grand Day. This was the first project for the year by Rtn Hema Mani who assumed office as the Secretary of the Club on that day.

The annual educational expenses of 4 more girl children of Sevalaya was sponsored by the Rotary Club of Madras Vadapalani and the cheque for the same was handed over by Prof Dr S V Mani on 8 July 17 at Kasuva Centre, Sevalaya.

## Eco club inauguration



On 17th June 2017, Gio Domin, Member-Poo ulagin Nanbargal (The friends of the Earth) and "VISAI, an independent, public interest organisation visited the campus to inaugurate the Eco-club. The main purpose of this movement is to increase awareness on sustainable development.

120 students from Std XI took part in the programme and learnt about the various ways of bringing back green cover in villages, avoiding wastage of water and pollution.

## Kamarajar's birthday celebrated with poems and paeans



15th of July, the birth anniversary of Late Kamarajar, former Chief Minister of Tamilnadu and a visionary educationist, is celebrated as Education development day at Sevalay, each year. This year too oratorical, essay writing, poetry and drawing competitions were held on this occasion and prizes for the same were given by the chief guest Kamaraj, IIS, Deputy director News, Regional News Unit, Doordarshan Kendra, Chennai . He recounted several instances from the Kamarajar's life about his simplicity, integrity and honesty. He also told the students that Kamarajar always had a copy of Bharathiyar's poems with him and drew inspiration from the same.

## Community college students learn and earn



*Sharon Devapriya, CSR Officer, L & T Infotech distributing certificates to students*

Vocational training to underprivileged students in E-publishing and Tally at our Ambattur and computers at Vadanallur

community colleges have proved to be a success. Jouve India and Ace Pro India Private Limited, Chennai offered

internship for E-publishing students. Jouve India recruited all the students. Data Mark have provided internship and employment opportunities to a few Tally students.

Likewise, appointment orders were given to three students from the Computer skills trade at Vadanallur Community College. M/s Ruralshores Business Services Pvt Ltd in Uttiramerur, a BPO, has offered telemarketing jobs to the youngsters.

Speaking at the function at the Ambattur community college centre, on 11th July 2017, Sharon Devapriya, CSR Officer, L & T Infotech expressed her company's desire to associate with Sevalaya on such initiatives. She further announced that partnership with Sevalaya for two projects – a free evening tuition centre and free tailoring training programme at Vadanallur is under consideration by L & T Infotech.

## Grand Iftar party



*Chief Guests breaking the fast with Nonbu Kanji (porridge)*

Iftar party was organized on 15th June 2017, to mark Ramzan, at Kasuva campus. Sevalaya firmly believes that

good thoughts and actions should be assimilated from everywhere. Speaking at the function, Chief Guest Kunangudi

Hanifa, Founder of Tamil Muslim Munnetra Kazhagam, mentioned that individual integrity is indispensable to create a conscious society and prosperous mankind.

Dato Ramesh, Proprietor, Lite hotel, Pelita Restaurant, Malaysia, while addressing the students urged them to utilize the opportunities provided by Sevalaya to achieve success in life and create a better society. Nawaz Gani, Proprietor, ST Couriers, who participated in the party said that merely fasting and remaining thirsty during Ramzan is not enough. Purity of thoughts and action also need to go hand in hand with the fasting practices.

The visiting dignitaries broke fast by consuming the special "Nonbu Kanji" (porridge).

## **"Joining Sevalaya a divine dispensation"**

### **A Kalayarasi**

A Kalayarasi (Kalai) chanced to see an advertisement for a position in Accounts and Admin in Adayar Times five years ago, and applied for the same. A few days later she was called for an interview and her journey began in Sevalaya.

Her father was a driving force in her life. He always wanted to start a Trust and help people, but it somehow did not fructify. Kalai, incidentally joined Sevalaya just a day after her father's death anniversary, and constantly feels that her father was the guiding force in joining Sevalaya. Her family consists of 3 elder brothers, 3 elder sisters and one younger brother.

Her role in Sevalaya is multi-faceted. She is adept in handling matters relating to accounts, whether it is Bank reconciliation, receipt and payments, petty cash or MIS reports. She also deals



with office administration work.

Kalai's enthusiasm for work is ideal for her role in Sevalaya. She has developed a good rapport with all staff. She is a team player and pitches in whenever help is required, voluntarily. She has put guidelines in place to ensure smooth working in many areas. With all humility she says, "All the staff have been friendly and cooperative, which makes my job easy."

Prior to joining Sevalaya, Kalai was working as software professional in a few companies and has created accounting and MIS packages. She is an M.Sc in Psychology and holds a PG Diploma in Computer Applications.

She signs off saying, "I try to cross all hurdles with a positive attitude and have a strong faith in God."

## **"Climbing the ladder of success with confidence"**

### **Gayathri Mahalakshmi**

The only child of her parents, Gayathri lost her father very early in life. Her mother, who worked as a housekeeper in the city could not afford to pay the exorbitant school fees. So she moved to Putlur, near Kasuva. She came to know about Sevalaya from her neighbours. Gayathri was a hostel resident from Std IV to Std XII.

She was a brilliant student and secured above 85% in both Std X and Std XII Board exams. She was equally good at sports and participated in Kho-Kho at the zonal level and district level while studying in school. She was equally adept in Throw ball and was a runner up at the district level.

Sevalaya is sponsoring her college education. She becomes emotional when she talks about this. "My mother cannot afford to buy a new pair of dress once a year, let alone think about college fees.



Were it not for Sevalaya going to college would have been just a dream. My mother and I are truly grateful to Sevalaya for educating me and sponsoring my higher education."

She is now a Second year B.Com student at Asan Memorial College of Arts and Science, Medavakkam. Her aim is to finish her Post graduation and join the banking industry.

Sevalaya Campus is her second home and she comes to the campus every week to volunteer her services in the Library, and

helps in cataloguing the Tamil books in the Library.

Gayathri says, "The person I am today is only because of Sevalaya. At each step of the way, they have guided me by giving special coaching in subjects, motivated me during my exams, and showered me with kindness and affection. I still practice the yoga that I learnt at Sevalaya. In the hostel the food was served with love and affection and I felt as though I was eating in my own home. I see myself as a lifelong volunteer at Sevalaya.

## Techniques on fund raising and community mobilization



*P Prasanna, VP - Operations, Sevalaya receiving training certificate*

P Prasanna, VP-Operations, attended a Fund raising & Community mobilization training program conducted by National Institute of Public Cooperation and Child Development (NIPCCD), between 28th-30th June 2017 at New Delhi.

Some of the important fund raising techniques that were discussed were ways to talk to individual donors, the concept of every employee being a fund raiser for the organization, proper maintenance of donor data, marketing techniques and ways to approach corporate institutions for sponsoring projects.

## Craft training for students

On 20th June 2017, Mangala Chandramouli, a Home maker from Ambattur who is good in crafts visited Sevalaya campus to give training on arts and craft making. 18 girls from std VIII participated in the training. Mangala taught the girls to make earrings and bangles using silk thread. The students eagerly learnt the trade and were seen trying innovative designs during the session. The girls expressed their eagerness to continue making these crafts and also teach this art to other students.



*Craft session in progress*

## Awareness session - Drug abuse



On 2nd July 2017, Dr G Babu from Mass Action Network India trust conducted an awareness session on Drug Abuse. He said that a healthy environment in the villages is a requirement to eradicate this issue. He showed a PowerPoint presentation highlighting how and why people get addicted to drugs. The aim of the session was to create awareness and sensitise young people to stay away from drugs. 129 students from Std X attended the program. Dr Babu also clarified the points raised by the students.

"It was a very useful programme for us. He told us about the dangers of falling into the drug habit especially about the early stages of addiction and its symptoms.

*S Bhuvaneshkumar, Std X*

## Senior year agriculture students visit Bharathi organic farm



70 Agriculture students of Std XI and Std XII visited Bharathi Organic farm to get first hand information and learn about the types of vegetables and fruits that are grown in an organic farm at Thiruvilangadu, Thiruvallur district.

R Amirtham, working as assistant in the farm, took the students around the farm and informed them about the techniques of organic farming and the types of natural fertilizers used in growing these vegetables and fruits. The trees in the farm ranged from Mangoes, tamarind to Bamboo. The uniqueness of the farm is the irrigation system, where the water is supplied to the trees entirely by solar power. The students were in for a treat when they were told that they could eat any fruit from the farm. The students ate

## Prevention is better than cure - Breast cancer

On 16th June 2017 a team from Vivekanandhar Sangam Arakattalai conducted an awareness programme on breast cancer for the lady staff of Sevalaya. 58 women participated in the programme which was very informative. R Uma Priya one of the advisors of the trust talked about general precautionary measures to be followed by everyone to protect themselves from breast cancer. She spoke about various naturally available plant products with medicinal properties that were used by our forefathers.

The counsellor of the trust M Vijayalakshmi told about the basic symptoms of breast cancer and its detection. She showed a power point presentation that gave step by step self examination tips.

"The program was very educative, where many of us came to know that our current lifestyle is totally incorrect. We thank the foundation for coming to our campus and enlightening us about the dangers of breast cancer."

*P Abhirami, Drawing teacher*

mangoes to their hearts content.

"We visited Bharathi Farm and understood how such a vast farm is maintained with hundreds of trees. We learnt many things related to our subject. We now understand that we should cultivate only organic fruits and vegetables."

*S Jothika, Std XII*

## Effective implementation of JJ act



On 25th June 2017, A A Kingston, VP-Operations and L N Anupriya, Sr. Manager Operations attended a District level meeting on effective implementation of Juvenile Justice Act and POCSO act, at the Intergrated court building, Thiruvallur. The meeting was inaugurated by D Ilangoan, Principal District Judge, Thiruvallur.

## The transformation from a nomadic monk to a nation builder

As a result of seeing with his own eyes the misery, squalor and ignorance of the fellow countrymen Swamiji was in a mental turmoil. He wanted to meditate at a sacred spot- a rock considered favourable for spiritual practices in the ocean two furlongs from the tip of the mainland. After worshipping Goddess Kanyakumari, he swam across to reach the rock (as he had no money to pay the boatman).

There sitting on the rock, he passed into a deep meditation on the present and future of India. Swamiji could diagnose the almost insurmountable barriers to the progress of the Indian Nation-oppression, ignorance and poverty. His heart throbbed for the masses.

"In view of all this, especially of the poverty and ignorance, I got no sleep. At Cape Comorin (present day Kanyakumari), sitting in Mother Kumari's temple, sitting on the last bit of Indian rock, I hit upon a plan: we are so many sannyasins wandering about, and teaching people

metaphysics. It is all madness. Did not our Master say "An empty stomach is no good for religion"? That those people are leading the life of brutes, is simply due to ignorance. We have for all ages been sucking their blood and trampling them under foot." So wrote Swamiji.

He saw that renunciation and service must be the twin ideals of India. Renunciation alone had always been the great dynamo of strength in India. So at this critical time he looked to the men of renunciation to uphold the cause of India's downtrodden masses. The plan he hit upon was this:

"Suppose some disinterested sannyasins, bent on doing good to others go from village to village, disseminating education and seeking in various ways to better the condition of all down to the Chandala (outcaste), through oral teaching, and by means of maps, cameras, globes, and such other accessories-can't this bring forth good in time? The poor are too poor to come to schools and Pathshalas; and

they will gain nothing by reading poetry and all that sort of things. We as a nation have lost our individuality, and that is the cause of all mischief in India. We have to give back to the nation its lost individuality and raise the masses."

He was sure that in every town he could find at least a dozen young men who would help him in the service of the masses. But where was the money to come from? He would go to America in the name of India's millions. There he would earn money by the power of his brain. Returning to India, he would devote himself to the regeneration of his countrymen.

From this moment his life was consecrated to the service of India, particularly to the service of his outcast Narayanas. Thus it was at Kanyakumari, Swamiji was transformed into a "reformer, a nation builder and a world architect" according to his biographers.

## S Krishnakumar – Impressed and Inspired to do more

S Krishnakumar an agriculturist from Thiruvannamalai district, is involved in spreading awareness about organic farming, propounded by the Organic farming guru Nammazhwar. He has worked in manufacturing & service industry for more than 22 years. In his quest to become part of a responsible society, he initiated a Trust, Responsible Citizens Movement, for greening the planet & rejuvenating the rivers. He is also a Social Entrepreneur with M/s Tree-Pura-Sun, an organization for training young Engineers & graduates, especially from rural districts of Tamilnadu, on entrepreneurship & career opportunities.

"I first heard about this organization when Sevalaya provided refuge to a friend's 80+ year old relative. He was a destitute with 50% hearing disability and vision impairment and had no one to look after him. When he was asked to vacate his



existing room, Sevalaya gave him shelter & took care of him like a child till his last breath", says Krishnakumar.

Krishnakumar feels Sevalaya's USP, the concept of allotting four orphaned children to one grandfather/

grandmother, is the need of the hour for society today. The bonding created by this pairing fills the void created by the lack of an immediate family. A sense of joy and belonging is established.

"On 2nd July 2017 we wanted to celebrate our Mother's 80th birthday in a divine place. We chose to celebrate the same with the residents of Sevalaya home. It has been an unforgettable experience for everyone in our family. Going forward, we will celebrate every important occasion in our family only at Sevalaya," says Krishnakumar with a face radiating happiness and joy.

Krishnakumar and his family participated in Gaupooja, planted 25 saplings in Kasuva Campus and distributed 80 pouches with stationery items for children. The family members also presented a cheque for the proposed construction of Sevalaya's Old Age Home at Thanjavur.

Published by: Bhuvanewari Muralidharan and owned by/on behalf of Sevalaya and published from F2, Jains Eden Park, 4- Judge Jambulingam Road, Mylapore, Chennai 600 004.  
Printed by: S Kannappan @ Gem Offsets, New no. 24, Old no.20, Swami Achari St., Royapettah, Chennai -600 014.  
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](http://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