

Free physiotherapy unit for villagers



Kotesh Doneparthi, Physiotherapist, explaining the functioning of IFT to R S Nallaperumal, Donor, Akshatha Raghavendra Rao, Diversity & Inclusion & Community Affairs Program Analyst, Viswanathan Gopalan, Director – GDC Finance and Leandra Mendonsa, Regional head – Diversity, inclusion, and community affairs, and Vice President, BNY Mellon

As a valuable extension to its hospital facilities, a separate 600 sq ft physiotherapy unit was started within Sevalaya's premises. This will serve the villagers who are in acute need of physiotherapy. The self-contained unit will be equipped with Tread-mill, Stimulator, Traction unit, Wax therapy, hydro collator therapy, Interferential therapy and Infrared Radiation therapy, among others.

The unit, sponsored by BNY Mellon was inaugurated by Leandra Mendonsa, Regional head – Diversity, inclusion, and community affairs, and Vice President BNY Mellon on 16th March 2018.

Speaking on the occasion, she said: "It is wonderful to see the partnership between BNY Mellon and Sevalaya go from strength to strength. The mobile medical van is serving 40 villages and this new physiotherapy unit will help in

providing succor to the ailing patients both the residents as well as the villagers."

In another event 14 students, Batch III, of Nursing Assistant course, sponsored by BNY Mellon, received their certificates and appointment orders from Leandra Mendonsa, on 16th March 2018. She congratulated the students and wished them well. All of them are employed in the local hospitals. The turnaround from unemployment to full employment is about 4 months. She also welcomed the new batch IV of students to the course.

Viswanathan Gopalan, Director – GDC Finance - Chennai, and Akshatha Raghavendra, Diversity & Inclusion & Community Affairs Program Analyst, BNY Mellon participated in the event.



Leandra Mendonsa, Regional head-Diversity, inclusion, and community affairs, and Vice President, BNY Mellon handing over Nursing Assistant completion certificate to S Revathi

Gau Pooja platform inaugurated in campus

A longstanding need at Sevalaya was a place to conduct gau *pooja* for cow and calf. Till now the *pooja* was performed under the shade of a neem tree. The idea of a separate dais for gau *pooja* was mooted to Sakkai Velamur Varadaraja Iyengar, a donor, and it gained immediate traction. He sponsored the platform and shed, and also the statue of Rajagopalan, the King of cowherds.

The cow touches all aspects of human life. Cow's milk provides nourishment for the children. Milk and milk products are very much a part of one's daily food. The



cow dung and urine acts as a disinfectant, manure for the fields. Dried cow dung is used as fuel. Cow is revered as Mother as per the Hindu customs and tradition.

Protecting the cow is believed to bring in health, wealth and prosperity.

Gau *pooja* is a token of gratitude and reverence for the role of cow in human's life.

The gau *pooja* platform and shed was inaugurated on 4th March 2018, with traditional *homam*. At the event, T S Venkataramani, Hony Secretary, Sevalaya donated a cow and a calf to the gaushala, in memory of his late mother Smt. Kalyani Ammal. The *pooja* for the cow was performed at the new venue.

Joy of giving: *the way of life*

Dear Friends,

In Sevalaya we always try to pick up improvement concepts and try to implement them. In this regard we found the Japanese 5S methodology can be adapted at all our centres. Even though it is mostly followed in manufacturing sector, it talks about identifying and removing unwanted items, organizing wanted items, arranging, labeling, using them cost effectively, while maintaining a neat and clean environment. This will result in organizing work efficiently and making such practices a part of one's life. Fortunately, we got in touch with T M Venkatesan, Chairman and Mentor, FOCUS-5, T N Ganesh, Consultant, Trainer, Professor, and M G Murali, MD, Tenacious value systems, Chennai, and they started helping us, free of cost to understand and implement 5S.

Meanwhile, we came to know through newspaper reports that a school in Karur district, which has already implemented 5S and got the award. We were eager

to go and see their achievement. It is in a small village called K Paramathi, near Namakkal. It is a government, panchayat union primary school. We tried various sources and finally found out the phone number of R Selvakannan, the head master of this school and spoke to him and fixed up a time to visit. The 5S core team from Sevalaya, visited the school.

It was amazing to see that the interest of one single person can change the whole world around him. In many government schools we have had not so good experience. Any good idea taken there will meet with resistance. We offered to provide free breakfast, free evening classes, value education classes based on Bharathi, Gandhi and Vivekananda but in many schools the head master will only say 'please get approval from education authorities'. When we try to get that approval, they will point us to get the same from the Director or Minister. They will put us in a never ending loop. We are successful in few places where the head

master was good and was willing to take decision.

But the decision to implement 5S in a government school is a bold step. It involved cost, leading from the front, getting cooperation from all staff, not letting hurdles from higher ups deter them. All these need to be well managed. Selvakannan has done this admirably. He has spent more than ₹ 70,000 (Rupees Seventy thousand) from his pocket, not waiting for government approvals, has appointed teachers for spoken English, sports, changed uniforms to match that of private English medium schools, with tie and shoes so that the image will go up and also found sponsors to support it!

It would have been a proud moment for R Selvakannan to receive the 5S award! Yes, one man (or woman) can change the world. Great work Selvakannan!

Thanks and Regards

Sevalaya Murali

Senior citizens honoured



G Ilayaraja, Alumni, Trustee, Sevalaya honouring elders

Ages 60, 70 and 80 are landmark in a person's life, as per the Hindu traditions. Special *poojas* and *homams* are performed by the families - *Shashtiabdhapoorthi*, (completion of 60 years) *Bhimarathasanthi* (completion of 70 years) and *Sadhabhishegam* (completion of 80 years).

Sevalaya took up the initiative to organise these celebrations for the elders in the senior citizen home. The traditional rituals and *homams* were performed on

4th March 2018. It was an emotionally surcharged scene for the eight destitute elders, ranging between 60 – 80 years. They were gifted with three pairs of new clothes. They blessed all the people who were present at the function.

"I did not celebrate my 60th birthday when I was at home. But, Sevalaya has taken the effort to organise this event for my 70th. I am blessed and feel happy."

R Ramu, Septuagenarian

Gifts to students appearing for Board exams



N Srinivasan, Pullarampakkam Village Administrative Officer, K Munirathinam, Melakondaiyar VAO, A Sekar, Poondi VAO visited the school on 28th February 2018, and donated pouches with stationery items like pen, scale, pencil, eraser, and sharpener to the students appearing for the Std XII Board exams. While gifting the pouch to each student, they gave them a motivational talk and wished them well.

A V Senthil, a long time donor of Sevalaya visited the campus on 4th March 2018 and gifted a fountain pen each and ink bottles to all the students appearing for Board Exams in Std X and Std XII.

Industrial visits by community college students



G Jeevanadam, Production Manager, Thomson Press, explaining colour concepts to community college students

Students enrolling in Sevalaya's community colleges are not only given comprehensive training in their respective courses, but they also receive soft skills training and are taken on industrial visits. These visits give a fillip to their confidence and gear them up for the workforce. On 5th March 2018, eight E-Publishing students of the third batch visited Thomson press, Maraimalai Nagar and got an opportunity to see

live printing of magazines. They could immediately correlate it with their training to understand the colour concepts. K Narayanan, GM, Thomson Press, facilitated this visit.

G Jeevanandham, Production Manager, Thomson Press, explained the live printing process using 4 colour (CMYK) plates. It was very interesting to see the arrangement of pages, printing

and trimming of books. Overall this visit helped the students understand the concepts of printing a book after completing the formatting process.

On 14th March 2018, eight E-Publishing students went on an industrial visit to Flatirons Jouve. The visit started with an inspirational speech by G Kumaran, Chief Operating Officer of the company. The students were then divided into two teams and each team was accompanied by a Manager who guided them and explained to them about the various departments and the processes, which helped the students, get an idea about the E publishing industry.

"The visit helped us understand the processes of converting content online through iPad. It was a new experience for us. We also met our seniors from first batch who are currently employed in Flatirons Jouve. They motivated and encouraged us to do well and assured us that the career prospects in this industry were bright.

J Ida Susan, Student

Flatirons Jouve staff visit Ambattur community college

G Kumaran, Chief Operating Officer; J Satish Kumar, Operations Manager, and M Frederick Joel, Operations Manager of Flatirons Jouve, the technology partner, visited on 9th March 2018 to deliver guest lectures to E-publishing students. Kumaran and others shared their experience about the industry and gave the students tips to face interviews.

"It was a very interactive session and they posed questions related to both technical as well as soft skills. They explained about their company policies and also the recruitment process for the freshers."

K Vinodha, Student



Frederick Joel, Operations Manager; G Kumaran, Chief Operating Officer and J Satish Kumar, Operations Manager all from Flatirons Jouve held an interactive session on E-publishing trade and work culture with students.

RBI officers donate 2,000 books

The newly recruited officers of Reserve Bank of India (117th batch) donated 2000 notebooks to the students on 16th March 2018. The total value of the notebooks is ₹ 50,000.



Mentorship programme for alumni by BNY Mellon



Three volunteers from BNY Mellon visited our campus to provide mentorship to Sevalaya alumni, doing higher studies. BNY Mellon sponsors 16 of these 17 students for higher studies. The volunteers come from time to

time to conduct training sessions in spoken English communication, English comprehension, and steps to attend interviews. BNY Mellon has conducted four such sessions since September 2017, and this was the last session for this academic year.

"This is the fifth session I am attending. Each time I attend this session, I learn something new. I have learned many skills like spoken English, communication skills, and tips for facing interviews."

L Abirami, B. Com, II year, Hindu College, Chennai

Organic farming activities by LTI volunteers



17 volunteers from LTI (formerly L&T Infotech) visited the campus to help out in organic farm. But before they began the work, they made an impromptu visit to the old age home and spent time with them. At the end of the session, one could see beaming smiles from both the seniors and the volunteers.

They then made their way to the organic farming area, where they worked for more than a couple of hours pulling out the weeds, and clearing a few blocked water ways leading to the pumpkin patch. As of this week, we see a lot of pumpkins hiding between the leaves in the patch, all pointing to a good harvest.

SPi Global volunteers celebrate CSR day in campus



On 17th March 2018, 19 volunteers from SPi Global came to the campus and engaged 150 children in various sports activities: track and field events, cricket, and ring ball. After the sports events the volunteers presented gifts to all the kids. They presented a cheque for the renewal of education sponsorship of 63 children.



NSS students beautify Sevalaya



45 NSS students from Aalim Mohammed Salegh College of Engineering, Avadi, visited the campus on 14th and 15th March 2018. They cleaned the campus, planted trees on the pathway leading to Boys Home and did painting work at Boys Home. The NSS unit also arranged for a medical camp for the senior citizens.

IWD by DTCC volunteers



On 8th March 2018, 28 women volunteers from DTCC came to Sevalaya on the occasion of International Women's day. They chose Venkateshwara Nagar in Pakkam village, to plant trees. This area does not have enough shade trees. They planted 50 trees in three streets. This year, all women employees of DTCC chose tree planting as their activity for the International women's day (IWD).

Students shine in district sports competition



In the recently concluded Thiruvallur district monthly competition held at SDAT stadium, Thiruvallur, Eight students from Sevalaya won medals in track and

Name	Std	Event	Medal
R Punitha	IX	800 M	Gold
R Dinesh	IX	200 M	Gold
S Sivaraj	IX	High Jump	Gold
V Kiruthika	IX	Shotput	Gold
V Kiruthika	IX	Discus	Gold
S Sharmila	VIII	800 M	Silver
R Punitha	IX	400 M	Silver
V Kiruba	VII	Long Jump	Bronze

field events. 35 Students from 11 schools participated in the events. The medals were distributed by S Aruna, District Sports Officer, Thiruvallur.



V Kiruthika receiving gold medal and certificate

Training for teachers by Aravind eye Hospital



Training for teachers on early detection of vision problems in children organised by Dr G Natchiar, Vice Chairman Emeritus, Aravind Eye Care System

Aravind Eye Hospital, Poonamallee, invited 12 teachers from Sevalaya School to their campus for a short term training for teachers on eye care and ways to conduct preliminary eye screening for children. Dr R Meenakshi Sundaram gave an insight about the eye and its functioning, as well as common eye problems like Cataract, Glaucoma, and retinal detachment.

A couple of days later, the teachers

screened 992 students and identified 114 children with abnormalities in the eye. A team of doctors visited the campus and prescribed spectacles for 24 students and other treatment for 15 students.

In response to the letter from a patient, appreciating the services of Sevalaya, Dr G Natchiar, Vice Chairman Emeritus, Aravind Eye Care System, in a noble gesture visited the organisation, and observed all the activities with keen interest. Impressed by the services she offered to arranged a training for early detection of vision problems to the teachers and support Sevalaya's eye care initiatives in rural areas.

"We learnt basic methods to identify eye problems and about the various types of treatments. After this training session we conducted a eye screening camp at Sevalaya, and were able to identify students who had vision issues."

A Kumaresan, Social Science Teacher

Yoga for women staff



Meditation and yoga sessions for girl students and women staff on IWD

On 8th March 2018, Yogasharan and two of his colleagues from Atma Niranjana Yoga Vidyalaya came to the campus on the occasion of International Women's day to conduct a yoga programme on Women's health. The programme was a mix of yoga postures suitable for women and meditation techniques for striking a work-life balance. 75 students, 125 staff and 2 volunteers from UK participated in the event actively.

"We had this session, after a short break. It was very refreshing our minds were very relaxed. These sessions calm our mind and we are able to do our work with ease. It has a good effect on the children too. We will continue with this practice at home too."

S Mariammal, Teacher, Sevalaya

A donor's feedback

Dear Sir,

My wife once went to GH (opp Central Railway station) for rheumatoid treatment. That time, one of your staff brought a 2nd standard child for treatment. My wife appreciated the sincerity and gave her ₹100 for some refreshment on the way (as both of them come from long distance). To our surprise, your staff went back without spending the money and donated it in our name. We got a receipt.

That moved us very much. We developed a great respect for your organisation and started our small contribution.

I know for the size of service you do, my contribution is negligible. I will try to improve and inform all my friends and relatives. So that in some way or other we are helpful to you.

Thanks a lot. Wish you all the best.

Regards,
Srinivasan Sridhar
sridhar.s@lismail.in

Crossing hurdles with determination

- N Logeshwari

N Logeshwari, at age 12, has undergone a lot of hardships right from a tender age. She lost her father very early in life and her mother has struggled to raise her and her younger sister. Her mother works as a low grade worker in an export company. Logeshwari has assumed the role of an adult at this young age and helps her mother with all the household chores and then sits down to study.

Logeshwari has been a consistent topper in class since Std I. She is focused on her goal of becoming a Doctor as she grows up. She wants to serve in the villages and help alleviate the health issues of the underprivileged people.

She is very proficient in fine arts, too; especially in classical dance and drawing. She has been learning classical dance for



the last three years and has represented the school in many cultural events and has won accolades.

Whenever she gets some spare time, she goes to the library and reads books on a variety of subjects. She is very easy going

and has many friends in the school. She never hesitates to help her classmates and is much disciplined. Her teachers applaud her sensitivity and kindness.

Truly a gifted child!

Compassion towards all

- V Nithya

In the nine months that V Nithya has been with Sevalaya, she has proven her mettle in taking care of children and tending to the cows at the gaushala, with equal felicity. Coming from a rural background, she found her calling when she came to Sevalaya in February 2017, while doing her final year MSW in Sevalaya. She was offered a full time position as soon as she finished her MSW from Bharathidasan University, Perambalur.

Nithya hails from Elambalur village, 4kms from Perambalur. Her father was a farmer and passed away when she was studying in Std VII. Her mother and two brothers take care of the agricultural land in the village.

As a caretaker in the girl's hostel she



tends to the needs of the students in the morning and evening, preparing them for school and charting out their activities during the evening. She tries to make their day as smooth as possible. Children in the hostel are very appreciative of her way of dealing with day to day issues and her compassion for each of them. After completing her tasks in the girl's hostel, she makes her way to the gaushala, where her farming experience comes into play. She takes care of the day to day activities of the gaushala. She has streamlined the

maintenance of registers and ensures that records are kept up to date. She has offered many suggestions for the upkeep of the gaushala and they are being implemented.

Nithya says, "I am proud to be a part of Sevalaya and feel very passionate about my work here. I decided to join Sevalaya when I came here as part of a block placement from my University. I have watched my father do social service all his life, and it became a passion for me to do the same from the time I was a teenager."

Learning best practices from a 5S certified school



Sevalaya, in its constant quest to keep improving, initiated the 5S concept a few months ago. When a news item appeared in mid February 2018 that a Panchayat Union Primary School (PUPS), in K-Paramathi, Karur district was awarded

the 5S certification by the Quality Circle Forum of India, Sevalaya's 5S team comprising 11 members, including Trustees, Vice President-Operations, HR Manager, Senior managers and other members visited the School on 5th March to learn firsthand the practices followed by the Karur school. R Selvakannan, Headmaster of the PUPS, K-Paramathi, explained that infrastructure, daily practices, commitment of teachers, innovative aspects, teaching methodology, cleanliness and students behaviour were some of the criteria assessed for the award.

One new practice has been established at closing time. The School bell rings 10 minutes early to allow the students in

both the school as well as the community college to arrange their belongings and the furniture before they leave the campus. This has made a significant change in the attitude of the students, as they have taken ownership of the project.

"After visiting this school, our 5S team is brimming with ideas that can be implemented in our School and other units at Kasuva Centre, as well as other locations. Our team has identified many areas of improvement and Sevalaya will implement the best practices in the days that follow."

C Aadhimuthu, 5S Coordinator, Sevalaya

Standard Chartered GBS organise theme plays



Drama on Women's empowerment conducted by Standard Chartered GBS

Around 110 Volunteers from Standard Chartered GBS visited Sevalaya to celebrate Women's Day. Nearly 120 villagers, most of whom are parents of Sevalaya school children participated in the event. The villagers were split into 10 teams. Each team was guided by few

volunteers, who provided them with a script and trained them to act. The main theme of the plays was women empowerment. All the teams then staged the plays. The teams performed very well and were appreciated by all.

"I have 2 sons and both of them are studying in Sevalaya School. I am self employed and bring up my children. My husband left me some years ago. I have no rest and my life revolves around my children. I enjoyed participating in the Women's day function. I saw all the plays by other groups and participated eagerly in the group drama. I haven't enjoyed so much in a long time."

Jayalakshmi K, Pakkam village

IWD @ Ambattur CC



Staff, students and alumni of Ambattur community college got together at the Centre and celebrated Women's day on 8th March 2018. Games and events were held with focus on Women's health and hygiene.

Events were also held in Vadanallur and Mambakkam community colleges.

Celebrating Lord Rama's birth and his virtues

A grand presentation of dance and music captivated V Rengaswamy CFO and VP (Finance), JK Fenner India Ltd. Speaking at the function as the Chief Guest, Rengaswamy said, "I enjoyed the dance drama and the song sung by the students on the life of Lord Ram. I could see the passion and involvement of all the students." He invoked Mahatma Gandhi's song 'Raghupathi Raghava Rajaram' and said the poem clearly indicated that the phrase 'Ram Rajya' meant inclusivity and well-being of everyone living in our country, at all times. He also said that participation in every function will enhance understanding and respect.

Earlier, he lit the ceremonial lamp amidst a short prayer and offering, to a portrait of Lord Ram.



V Rengaswamy, CFO and VP (Finance), JK Fenner India Ltd performing arathi

The Epic March and imprisonment in November 1913

Indian men and women were waging a bitter struggle against the obnoxious regulations and Acts of the South African Government which denied the immigrants their legitimate rights and dignity. All attempts by Gandhiji to have a negotiated settlement proved futile.

On 6th November 1913, at 6:30 AM, 2037 men, 127 women and 57 children offered prayers and began the March "in the name of God." These marchers consisted of either coal-miners or workers in Sugar plantations.

Sunday Post wrote: The Pilgrims whom Gandhi is guiding are an exceedingly picturesque crew. To the eye, they appear most meager, indeed emaciated; their legs are mere sticks, but the way they are marching on the starvation rations provided shows them to be particularly hardy. Of the two thousand, some 1500 walk together in a fairly compact body, the rest following in little group of stragglers within two or three miles. Gandhi is



looked upon with absolute veneration and is habitually addressed as Bapu."

On 9th November, Gandhiji was arrested for the third time in four days. He had been arrested twice earlier and was out on bail to join the marchers. Polak assumed leadership in his place and the march continued. The marchers were obstinate and insisted they should also be arrested. But Polak and other leaders persuaded them to maintain peace.

"About 2000 humble heroes, without homes, without jobs and now without their leader, had to suffer great hardships on the way" writes D G Tendulkar. When

they reached Natal, they were prosecuted and sent to jail.

On 11th November, Gandhiji was prosecuted on three charges before the Magistrate of Dundee. With the permission of the court, Gandhiji made a statement that he was only fulfilling his duty and pleaded guilty. The magistrate sentenced him to pay a fine of 60 Pounds or to nine months rigorous imprisonment under the Natal Indenture Law. Gandhiji elected to go to Jail.

There was a second trial on a different count on 13th November. He appeared before the court on 14th November. The Police found it difficult to secure witnesses. The charge was proved against Gandhiji by witnesses furnished by him. The magistrate passed a sentence of three months' imprisonment.

The Government instituted a commission to enquire in to the causes of the agitation. Gandhiji was released on 18th December 1913.

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