



# LOVE ALL SERVE ALL

JULY 2018

## A state of the art Fitness centre for rural youth

A state of the art Gymnasium cum fitness centre in a spacious building of 1200 sq.ft was inaugurated on 14<sup>th</sup> June 2018 by P C Krishnan, General Manager, Petrofac Engineering Industries India Pvt Ltd. and R Sathiyamoorthy, AGM, CMMS, Petandofac Engineering Industries India Pvt Ltd. P C Krishnan stressed the need for physical exercise and sports for overall development of the students.

For many years there was a belief that working out at the gym was only for people with a serious desire to build up muscle and strength. Gradually this is changing as people realize that, with the present day sedentary lifestyle and unhealthy diets comprising of processed food and the rise of obesity and ill health related to poor fitness at an alarming rates, they really need to do something to reverse the trend.

The new centre with modern equipment will be a boon for the residents, the students of the school and community college, who wish to stay fit, especially the budding sports talents at Sevalaya. The gymnasium can accommodate 30 students at any given point of time. There



Sevalaya students using gym equipments

is ample moving space and a sports instructor is always at hand to supervise and assist those using the facility. The centre offers a wide diversity of activities to improve flexibility, mobility, posture, strength and power as well as relaxation

techniques. The sports centre is now being used by the students, community college and the staff. On an average 90 people use the facility every day. This facility is sponsored by Petrofac Engineering Industries India Pvt Ltd.

## Community Projects at Utharamerur by Hyundai Glovis



From L to R Kesavan M, EO, Utharamerur town panchayat; Rubini V E, CSR co-ordinator; Neelakandan R, GM, Transports (sales and planning), Hyundai Glovis; Prasanna P, VP-Operations; Ganesh R, AVP, Donor relations; Sevalaya Murali; Ramana A V, COO, HR&GA; Tae Young Park, MD, Hyundai Glovis and Rangarajan M N, AVP, Operations, Sevalaya

As a part of its CSR activity, Hyundai Glovis sponsored the 2 projects identified by Sevalaya -installation of RO plant

and pond desilting & conservation of Papanarkulam, at Somanathapuram Village at Utharamerur town Panchayat,

Kanchipuram district .

Utharamerur is an ancient town, with historical significance during the *Pallava/Chola* period. Sevalaya identified the pond which was a few kilometres from its community college at Vadanallur. The pond was totally covered with bushes. The whole area was cleared, and desilting was done. Solar lamps were fixed around the renovated pond. The pond is now all set to receive the rain waters.

The RO plant will provide clean drinking water to around 2000 villagers covering three wards.

Both the projects were inaugurated by Tae Young Park, Managing Director, Hyundai Glovis on 5<sup>th</sup> June 2018.

# Joy of giving: *the way of life*

30 years in an organisation's life is a milestone. Now is the time to pause, reflect on what Sevalaya has achieved, the impact it has created in 3 decades. Looking back, Sevalaya has been there for the underprivileged section in all stages of life.

Sevalaya provides a secured home for children, providing the basic needs of food, clothing, accommodation, good education and health care all in an atmosphere of love, care and affection.

Sevalaya's main goal is that all opportunities available to the urban, elite children must be opened up for the rural underprivileged children also. Sevalaya has brought the Montessori method of education, hitherto considered to be the privilege of the urban rich, to the rural poor children in Kasuva and surrounding villages in Thiruvallur. There is a marked difference in the learning capabilities and the behaviour of the children in the Montessori section. Awareness sessions on personal health and hygiene, especially for girls, counselling sessions for the adolescent children are regularly conducted. Regular classes for *Bharathanatyam* and classical Carnatic music are conducted. The Kasuva centre has video conferencing facility and many volunteers who are experts in their respective fields, regularly take classes through V con for the children.

Individual talents of the children are identified and nurtured. The students' talent in Sports are spotted early and are groomed well. Sevalaya has produced District level players in Athletics, and State level in Hand ball. The children also get an opportunity to explore their creative talents, be it writing stories/poems, drawing etc. Every month the

children bring out a manuscript magazine "*Vidiyal*" (Dawn). Many paintings of the children are also published in the children's section in the weekly supplement of popular dailies like The Hindu, Dinamani etc.,

After completing school, Sevalaya also takes care of the higher education of its children. For those who are not academically bright, vocational training is provided through the community colleges and the organisation ensures that they are employed and stand on their own feet.

Sevalaya has conducted 3 weddings. The daughters who are married off are happily settled and are in touch with the organisation. Sevalaya participates in their family functions too.

Due to vast improvement in medical technology, longevity of human life has increased giving rise to associated social issues like rise in age related illnesses, need for long term care, increasing costs of health care etc. Sevalaya has stepped in to this area as well. The poor and the

destitute old people are given a decent living till the end at the free old age home which provides secured accommodation and takes care of all their personal and health care needs.

Sevalaya also gives a dignified send off to the elders who have passed away in the home. Not just the humans, Sevalaya also has a place for the destitute animals. The gaushala at Sevalaya provides shelter for the dry cows.

From cradle to grave, Sevalaya offers its services to the poor and destitute in all stages of life.

Many a children who have grown up in Sevalaya are now well placed. There has been a paradigm shift in their life style and they have provided a nice home for their children. They have broken the shackle of poverty which bound them and has risen up in life and Sevalaya is happy that it had a role to play in bringing about this positive transformation.

Thanks & Regards,  
Sevalaya Murali

*Picture from the past... The dining hall @ Sevalaya in yesteryear*



**Sevalaya has 240 staff spread over 8 locations. They wear *kadhi* 3 times a week**



## Bharathi bio-play @ Thanjavur



Sevalaya Murali addressing the audience of Bharathi Yaar? play at Thanjavur. From L To R 'Giri' T S Ranganathan, Isaikkavi Ramanan, Sevalaya Murali, K Muthuramakrishnan, Advisor Sevalaya

With the twin objective rewarding the toppers in Std X and XI in schools in Thanjavur and creating awareness about

the visionary poet Mahakavi Bharathi, Sevalaya organised the staging of Bharathi Yaar ?— a bio play on Mahakavi Bharathi

at Gurudayal Sarma Trust Marriage Hall, Thanjavur on 23<sup>rd</sup> June 2018. The drama produced by SB Creations was a delightful combination of drama, music and dance on Bharathi's songs. The novelty of the play was the use of technology to project backdrops appropriate to the scenes on a LED screen. The programme was open to all.

The hall was fully packed with 1000+ audiences which included around 200 students and the public of Thanjavur.

Mahakavi Bharathi came live on stage with *Isaikkavi* Ramanan stealing the show as Bharathiyar with his electrifying performance ably supported by Dharma Raman as Chellammal, Carnatic Music exponent Vijay Siva as Kuvilai Kannan and 'Giri' T S Ranganathan as Chellammal's brother and other artistes. The drama which included dance and Bharathiyar songs was directed by S B Raman s/o the legendary Veena Maestro S Balachander.

## Volunteering events galore

On 5<sup>th</sup> June 2018, 50 volunteers from PwC conducted a volunteering activity at their office in Chennai. They made 948 balls of a size of a lemon, using red soil, manure and water, with a seed placed in each ball. These seed balls if thrown around will likely will sprout and grow well. A novel way to create a green cover!

On 6<sup>th</sup> June 2018, the team from PwC visited Sevalaya, with the seed balls they made in their office premises the previous day. They had fun throwing the balls along with the students of Sevalaya in the areas around the lakes in Kasuva centre.



Seedball Making activity by PwC volunteers

"We made 948 seed balls at our office on 5<sup>th</sup> June 2018. It was a very different experience. We were very enthusiastic and enjoyed making the seed balls. We have thrown the seed balls in areas around Kasuva Centre of Sevalaya. Hope this will be a fruitful activity."

**P Surendar, Associate, PwC**

S Pankaj from PwC along with his colleagues visited Sevalaya to celebrate "Environment Day". Pankaj spoke to the children about pollution caused by plastics, how sea life is affected and how the ecological balance is thrown out of gear due to indiscriminate use of plastics.



PwC volunteers and Sevalaya children throwing seed balls

He also explained that how the plastic bags and wrappers carelessly tossed

"We are happy to celebrate Environment Day at Sevalaya with the children. We are sure that the students of Sevalaya will do their best to #Beat Plastic Pollution."

**S Pankaj, PwC**

around everywhere chokes the earth, prevents rain water from seeping into the ground and affects the water table.

## Free uniforms and notebooks to 2000+ underprivileged children



*Veteran Film Director S P Muthuraman distributing uniforms and notebooks*

More than 2000 underprivileged children studying in Sevalaya received 2 sets of new uniforms sponsored by Guru Krupa Foundation, USA, and notebooks sponsored by CIOSA, a Chennai based NGO. The uniforms and notebooks were distributed by veteran film director,

S P Muthuraman on 26<sup>th</sup> June 2018.

In his address S P Muthuraman expressed his desire to associate himself with Sevalaya in its activities for the welfare of the poor and the needy. He also advised the students to make best use of the



*Rangashree Srinivas from CIOSA distributing notebooks*

opportunities provided to them and succeed in life. Muthuraman also made an appeal to the Govt of Tamilnadu to adopt the BGV programme initiated by Sevalaya across all schools in the State. It is the best value education for the students, which will solve most of the problems the society is plagued with.

On 5<sup>th</sup> June 2018, Rangashree Srinivas from CIOSA, visited Kasuva Centre and distributed notebooks to the students.

## Back to school with new bags ... thanks to BNY Mellon



*Primary school children proudly displaying their new bags with BNY Mellon volunteers*

BNY Mellon donated school bags and a school kit consisting of pencil, eraser, water bottle, tiffin box, spoon, pouch to all primary school children for the academic year 2018-2019.

Nearly 30 BNY volunteers packed each school bag with the stationery items and made an educational kit. The volunteers visited Sevalaya on 9<sup>th</sup> June, to hand over the bags to the primary school children.

10 volunteers from BNY Mellon conducted fun games and activities for 50 students from Std V to VIII during their visit to Kasuva centre on 9<sup>th</sup> June 2018.



*Paper craft activity with BNY Mellon volunteers*

Each team were given an activity like making tower with newspaper, passing the ball and similar team games which promoted creative thinking, team spirit and alertness. They also conducted a quiz on General Knowledge for the students.



*Children learning craft activity from BNY Mellon volunteers*

11 volunteers from BNY Mellon had a craft training session for 20 students of Std V on 9<sup>th</sup> June 2018 conducted craft activity to Std V students. They played videos of craft activities in YouTube channel. The students observed and then did the activity themselves, with the support of the volunteers.

Students learned to make balloon blower with water/cool drink bottles. They also made party poppers with balloons and bouncing balloons using sticker tape. Children were also seen improvising on what they learnt by watching the video. Thus this activity was a trigger to stimulate the creativity in children.

# Alumni Day: Sharing memories and catching up with the present



Almost everyone will surely agree that one of the happiest days in one's life are the school days. Days spent in the company of friends playing with a carefree heart and mind, childish pranks and laughter, giggling for no reason, the joy of learning and exploring.... But all too soon the days are gone and Alumni reunions are looked forward to eagerly to rekindle those precious memories.

So it was on 10<sup>th</sup> June 2018 Sevalaya

Alumni gathered together for their annual meet. Sevalaya's alumni get together on 26<sup>th</sup> January and 15<sup>th</sup> August to donate blood but the various activities of the days do not give them much time for themselves. So the 2<sup>nd</sup> Sunday of June every year was decided upon as a special one for alumni to get together and renew bonds of friendship.

Greeting one another, alumni started coming from 9AM itself. They went

round in groups peering into their old classrooms, recalling incidents and greeting their teachers. The official programme started at 11AM in the presence of the Chief Guest I Vijayan, IIS, Deputy Director Doordharshan Kendra.

The Alumni President Iayaraja along with other committee members had made elaborate arrangements. The highlights of alumni activities in the year 2017-18 were shared with all. T S Venkataramani, Honorary Co-ordinator who has been with the organisation right from its inception were honoured with awards. One of the alumni Janakiraman who has been spearheading tuition services in his village was also honoured. Some of the alumni shared their memories and experiences.

The Chief Guest expressed his happiness and talked about the importance of positive thinking and living attuned to nature. V Muralidharan, Founder and Managing Trustee, Sevalaya hoped that the seeds of service sown in them would take varied forms of service to society.

It was a pleasant day for the alumni who had fun sharing memories.

## SPL: Core teams review KRAs



Seva Premier League (SPL) is the name coined by the organisation to bring about better focus in planning and implementation in the various key areas of the institution to achieve the goals.

The 20 SPL heads and trustees of Sevalaya got together at Adventure Zone in Madurantagam on 16<sup>th</sup> and 17<sup>th</sup> June 2018 to review the performance of their respective teams in the past year and present their plans for the coming year. Inter SPL support required was also discussed. Few SPL heads came with their family members. While the heads were busy reviewing and chalking out plans, the families went on a trip

to Mahabalipuram. The kids spent time merrily playing at the swimming pool at the venue, a welcome respite from the heat.

It was not all work. The team took a break in the evening for a game of cricket and badminton.

On 17<sup>th</sup> morning the team performed Yoga led by A Sankarapandian, Physical Education Director.

G Ramanathan, Trustee, Sevalaya addressed the leaders on strategies for fund raising and building relationships with the donors to garner support for the organisation.

## Iftar party



Ramzan Iftar Party was held at Sevalaya on 11th June 2018. S Nawaz Kani, Managing Director, ST Courier, Kunangudi Hanifa, Founder, *Tamilnadu Muslim Munnatra Kazhagam*, Syed Ravoof, District Child Protection Officer, Kanchipuram were the Chief Guests. The Chief Guest broke fast at 6 PM along with the children of by partaking the nutritious porridge prepared in Sevalaya's kitchen. Sevalaya's ex staff, Adam Basha, who regularly participates in the Iftar party at Sevalaya was present this year also, cheerfully lending a hand in the preparation of the porridge. The Chief Guests were all praises for the organisation which provided a platform for the children to learn about the various faiths by celebrating all festivals.

# International Yoga Day



Sevalaya children, staff and trustees performing Yoga on International Yoga Day at Kasuva Centre

Sevalaya celebrated International Yoga Day on 21<sup>st</sup> June 2018 across all centres. At Kasuva centre where 1000 students, staff and villagers participated, yoga session was conducted by V S Prakash,

Atma Niranjana Yoga Vidyalaya.

Bhaskar of Sky Yoga centre along with his wife led the yoga session at Sevalaya Sunkuvarchathiram Community College.

In Ambattur community college the session was conducted by Bhavani and Kesavan from Ambattur *Manavala Kalai Mandram*.

At the administrative office of Sevalaya in Chennai, a one hour yoga session was conducted by Shree Subbalakshmi of Krishnamachari Yoga Mandiram.

At Sevalaya, Vadanallur, Yoga session was conducted by Parandaman, a certified trainer and Pranic healer from Adambakkam.

In all the above centers all the staff, students and teachers participated.



International Yoga Day at Sevalaya city office

# BGV reaching out to students all over the State



Bharathi Gandhi Vivekananda (BGV), one of the main goals of Sevalaya is to spread the lives and thoughts of the Holy Trinity - Mahakavi Bharathiyar, Mahatma Gandhi and Swami Vivekananda- the guiding forces behind the organisation to the youth all over the State and beyond. Many programmes are organised to achieve this goal. Every year Sevalaya conducts a state level open book

examination on Bharathi, Gandhi and Vivekananda (BGV) to make the students read about the great leaders. This year the programme was modified. Teachers from Sevalaya visit schools in all districts and speak to the students about the values which one can inculcate based on the lives of BGV. In June 2018, two teachers from Sevalaya, B Nirmala and S Kanchana visited 10 schools in

Tirunelveli District and conducted BGV sessions for about 1000 students of Std VII to XII. The sessions were interesting and interactive involving the students. Questions on day to day issues they may face were posed and they were asked how they would resolve them. Basic values of truth, honesty and integrity were highlighted.

This programme is sponsored by Mara Breech Foundation.

"I have disobeyed my mother many times. I have spoken rudely to her. I have fought with my sister and friends. I will not do so hereafter. Sometimes when I help my friends, my mother will object. I will not stop helping them but will try to patiently explain to my mother. Thank you very much for your sessions on Bharathi, Gandhi and Vivekananda. It is an eye opener for me. I am sure all the students, to whom you talk about these great leaders will be benefitted. "

**P Mallika, XI A, Govt. Higher Secondary School, Sivagurunathapuram, Surandai, Tirunelveli**

## Sevalaya teachers at Goal programme by Naz

A 4 day session on Goal - a Women's Empowerment Initiative by Naz Foundation India was held from 4<sup>th</sup> June 2018 to 7<sup>th</sup> June 2018 for teachers. 9 teachers participated in the programme. After a brief introduction about Naz which focuses on imparting life skills education through Sports for girls, Janani Arul, Programme Associate, R Saraswathi, Training Coordinator and R Jaya, Senior Programme Manager, provided training in Netball for the teachers and integrating the sports with life skills, leadership skills etc. They also interacted with the teachers on creating awareness about HIV/AIDS among girl children. The programme was sponsored by Standard Chartered Global Business Services (SCGBS). The trained teachers will in turn train their students.



"This training is something different for me and I enjoyed it very much. The way they connected games with life skill was very interesting. I learnt a new game Net Ball. Overall the training gave me a clear idea how a girl/woman can succeed in life with self-confidence.

**Poongothai V, Maths teacher**

## On Education, teaching, learning and sharing knowledge

3 days drenched in the shower of knowledge, probably this could to some extent describe the training session conducted by R S Nallaperumal, Educationist, for the teachers of Sevalaya from 29<sup>th</sup> to 31<sup>st</sup> May 2018. A dedicated passionate teacher with decades of teaching various types of students, Nallaperumal did not waste a single moment, sharing his experiences, nuggets of wisdom and various methodologies from 9AM till 6AM all the 3 days. An octogenarian he was on his feet from morning till evening enthusiastically showing science experiments using easily available materials which could explain difficult concepts or demonstrating techniques that would help students master addition and multiplication tables perfectly thereby leading to a mastery in calculations. His soul stirring narratives on the role teachers play, in moulding the



character and personality of students and guiding the generations to come, touched everyone.

Innovative teaching methodologies that could be used to teach languages, Science and Maths were practically demonstrated interspersed with activities and challenges that kept everyone alert and enthusiastic. It was a good beginning - an inspiration to the teachers at the start of the new academic year.

## Training on Essential HR Practices for NGOS

B Dinesh Kumar, HR Manager attended a one day session on Essential HR Practices for NGOs conducted by Aram Porul on 5<sup>th</sup> May 2018. HR Management, benefits for employees and NGO laws were the topic covered in this session.

*B Dinesh Kumar, HR Manager receiving certificate from Nandhakumar Manavalan, VP-strategy, Ma Foi Foundation*



## Florida University students on a study tour to Sevalaya



22 students from Florida University, who are pursuing a course on NGO Management visited Sevalaya on 27<sup>th</sup> June 2018, to see the activities and functioning of Sevalaya. Dr Muthusami Kumaran, Associate Professor, Non-Profit Management and Community Organisations, Florida University, brings a group of students from the University every year to visit select well governed NGOs in India for practical lessons on NGO Management. Sevalaya is one among such 18 NGOs in India, visited by the students.

Dr Kumaran also conducted a session on Marketing and Community Relations for the donor relations team at Sevalaya, focussing on communication with the prospects and donors and fund raising techniques.

## Ramana Maharishi - Journey of a sage



43 students and elders and 7 staff members from Sevalaya were special invitees for the theatrical play Ramana Maharishi – the journey of a sage, produced by Ashwin Kumar Iyer, CEO, Vedaanta Senior Living LLP and Mahalakshmi Ashwin and directed by Bomabay Chanakya at Krishna Gana Sabha on 9<sup>th</sup> June 2018.

## In Yerawada Jail

After being sentenced by Justice Broomfield for a term of six years, Gandhiji was sent to Yerawada prison to undergo solitary confinement. The atmosphere of goodwill witnessed in the court was absent in the prison. The treatment meted out violated the self-respect of prisoners. Gandhiji remonstrated against such treatment to himself and his co-prisoners. Things improved much afterwards. In fact Gandhiji had stated that the relationship with the Jail Superintendent and the head warden was as cordial as could be expected in a prison atmosphere.

Gandhiji had his own code of conduct for political prisoners. He said: Let it be remembered that we are not seeking to destroy jails as such. I fear we shall have to maintain jails even under Swaraj. It will go hard with us if we let the real criminals understand that they will be set free or be very much better treated when Swaraj is established. Even with the reformatories by which I would like to replace every jail under Swaraj, discipline will be exacted, because we really retard the advent of Swaraj if we encourage indiscipline. Indeed, the swift progress to Swaraj has been conceived on the

supposition that we being a cultured people are capable of evolving high discipline within a short time. Indeed, whilst on the one hand, civil disobedience authorizes disobedience of unjust or unmoral laws of the state, which one seeks to overthrow, it requires meek and willing submission to the penalty for disobedience, and its attendant hardships.

However, he advised the prisoners to refuse to undergo any humiliation like standing naked before officers, accepting stinking and unclean clothes or unclean and unhygienic food, sitting in crouching positions, opening out palms, raising cries hailing the Government while the officers pass by.

Gandhiji fully used all the time available in the prison. He had a strict schedule. Rising up early in the morning, he spent time in spinning and reading. He had read 150 books during this jail term. They included Bhagawad Gita, Ruskin, Gibbon, Bernard Shaw, other classics, and several other books on different subjects Like History, Politics Economics and Literature.

On 11<sup>th</sup> January 1924 he was diagnosed as having appendicitis and was removed

to Sassoon Hospital, Poona. It was decided that he should be operated upon immediately. He became friendly with the doctors and the nurses. When he had to give a consent letter for the operation, he went out of the way to write it himself including a paragraph expressing his happiness over the exceeding kindness and attention he received at the hospital, and that he had full confidence in the team. He was also concerned that there could be some public agitation if anything happened to him. He sent message through confidantes who thronged the hospital that the treatment given to him left nothing to complain about. However, he refused to give any political statement, because as a prisoner, he was civilly dead, and could not give out any message.

On 12<sup>th</sup> January, the operation was conducted. Due to a thunderstorm, electricity was cut. The flash light also went out. The operation was carried with the help of a hurricane light.

The operation was successful and Gandhiji was prematurely released on ground of sickness, though he was not very happy to have been released without having served the full term.

## On a trip to Thanjavur



Sevalaya children at Big temple with K Muthuramakrishnan, Advisor, Sevalaya

On 26<sup>th</sup> and 27<sup>th</sup> May 2018, 47 hostel students, who had no place to go for the vacations along with two care takers went for a trip to Thanjavur. Excellent arrangements for stay and sightseeing

for the children were made by K Muthuramakrishnan, Advisor and A Mageswaran, Trustee, Sevalaya.

The children went to Sivaganga garden, Big temple, Thanjavur palace, Kallanai and Church. Muthuramakrishnan explained to the children about the history of the temple and the architectural beauty.

Rotarians Annamalai and Arasappan owners of hotel Valli provided free accommodation for the children.

"I enjoyed visiting the Big Temple. The temple is really big and the history of the temple is interesting."

**G Ranjani, Std VII**

## Movie time for elders



D Nandakumar, a long time donor and well-wisher of Sevalaya and his friends took 25 elders and 2 caretakers to watch the movie "Nadigaiyar Thilagam" a biopic on the yesteryear star Savithri, on 23<sup>rd</sup> May 2018 in AGS cinemas, Villivakkam. They also provided snacks and refreshments to the team.

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