



SEVALAYA



23rd Annual Report 2010-2011



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 **इंडियन बैंक**
Indian Bank
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SEVALAYA

REGISTERED CHARITABLE TRUST

Date of Establishment	: 29.05.1988
Constitution	: Registered as a Charitable Trust
The Great Inspirers for the venture	: Mahatma Gandhi, Mahakavi Bharathiyar & Swami Vivekananda

Chennai Central Office:

63/32 - 1st Main Road,
Gandhi Nagar, Adyar,
Chennai - 600 020.
Phone : (044) 24419009,
9444620286, 9444620289

Kasuva unit:

Kasuva Village, Pakkam Po.,
Near Thiruninravur - 602 024.
Phone: (044) 26344243, (044) 64611488.
Mobile : 9445872748

Utiramerur unit:

Vadanallaur Village,
Utiramerur,
Kanchipuram Dt. - 603 406.
Mobile : 9940049631

visit us at : **www.sevalaya.org**

e-mail : **sevalayamurali@sevalaya.org**, **sevalayaprm@sevalaya.org**

CONTACT PERSON:

V.MURALIDHARAN

(FOUNDER & MANAGING TRUSTEE)

BOARD OF TRUSTEES

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Ms. Saalai Manikkam	- Social Activist
HONY. CO-ORDINATOR Mr. T.S. Venkataramani	HONY. CORRESPONDENT Ms. Bhuvaneshwari Muralidharan

Leaders who inspire us....

The founder had a chance reading of Mahakavi Bharathiyar on Saraswathi Pooja when he was a young boy studying in the 7th standard. That was the spark that led to the great organisation that Sevalaya is today. The theme of the poem is that just uttering some mantras, keeping books in front of the goddess' picture and offering sandal and flowers is not real Saraswathi Pooja. Rather opening schools in areas where there are none and ensuring that every town has access to education is the true form of worship. Educating one poor child is holier than constructing a thousand annadhana (free feeding) centres and ten thousand Temples. Hence the school which offers quality education free of cost to poor, destitute children.

The study then extended to Swami Vivekananda and Mahatma Gandhi who along with Mahakavi Bharathiyar became the inspiration for the ideals, goals and activities of Sevalaya.

Swami Vivekananda says that if someone is hungry, then food is the only God for that person. Even if a dog goes without food in this world, then there is no point in having any religion. Such powerful thoughts are the basis for the Swami Vivekananda Hostel in Sevalaya. As Vivek means "wisdom" we have also named our library Swami Vivekananda Library.

Gandhiji says that India lives in its villages, and the real service to India is service in villages.

The common thread in the philosophy of these three great men is 'service to the needy'.





Sri Ramakrishna Math,
31, Ramakrishna Math Road,
Mylapore, Chennai – 600 004.

I am very glad to learn that Sevalaya is stepping into 24th year of service and that it is proposed to organize a celebration and release a commemorative souvenir on the occasion.

Sevalaya is rendering yeomen service to the poor, orphan, destitute children and senior citizens for this past 23 years.

On this auspicious occasion, I earnestly invoke the blessings of Bhagawan Sri Ramakrishna on all the members of Sevalaya for their continued service to the poor and needy.

(Swami Gautamananda)

B.V.RAMANAA

MINISTER FOR HANDLOOMS
& TEXTILES,
TAMILNADU GOVT.



I am very pleased to know that Sevalaya is completing 23 years of selfless service and entering into 24th year. Thousands of poor destitute and orphan children have been benefited and they have come up very well in life due to the services and sincere efforts of Sevalaya and it has been creating a revolution in the villages in Thiruvallur district. I am very happy to say that such a noble institution is functioning from my district. For the past 23 years, a full generation of dalit, downtrodden children have come up in life due to the free and high quality education which has been provided by Sevalaya and many have settled down very well in life. It is highly commendable that Sevalaya runs a completely free school for 1500 underprivileged children and gets 100% results year after year. I have personally visited this institution several times and I was delighted to see the wonderful services offered by Sevalaya to all sections of the needy people. Sevalaya deserves support from Government, Public, Press and everyone.

With Best Wishes for your 23rd Annual Celebrations.

(B.V.RAMANAA)



Dr. P.Venugopal
Member of Parliament
(Lok Sabha)

Member:

Standing Committee - Water resources,
Consultative Committee - Health & Family Welfare,
Food Committee - Parliament House

I am very pleased to know that Sevalaya is completing 23 years of selfless service and entering into 24th year. Thousands of poor, destitute and orphan children have been benefited and they have come up very well in life due to the efforts of Sevalaya. Many destitute senior citizens, dry cows have also made Sevalaya their home. Sevalaya has been creating a revolution in the villages in Thiruvallur district. I am particularly happy that such a noble institution is functioning from my constituency.

I have personally visited this institution and I was delighted to see the range of services offered by Sevalaya to all sections of needy people.

Sevalaya deserves support from Government, public, press and everyone.

May your service grow from strength to strength.

Dr. P.Venugopal M.B.B.S



N.S.A.R.Manimaran
MLA, Poonamalle Constituency

I am very proud and happy that Sevalaya operates from my constituency. Poonamallee constituency, which I represent as the member of legislative assembly, is greatly benefited by the services of Sevalaya. I have personally visited Sevalaya on four occasions in the past and seen the wonderful service done by the organization, especially to the children belonging to weaker sections and dalits.

The past 23 years, a full generation of dalit children have come up in life due to the free and high quality education provided by Sevalaya and many have settled down very well in life. It is highly commendable that Sevalaya runs a completely free school for 1500 underprivileged children and gets 100% results year after year.

Sevalaya is a rare combination of love, service and efficient management. The result is what we see in the smiling faces of the children and the senior citizens.

As the MLA of Poonamalle, I extend all possible support from this Government of Tamil Nadu and will certainly help Sevalaya to grow into a much bigger organization in the future.

With best wishes for your 23rd annual celebrations.

Yours in service,

(N.S.A.R.Manimaran)



திருமதி. ப.செல்வகுமாரி. எம்.ஏ.எம்.எட்.,
முதன்மைக் கல்வி அலுவலர்,
திருவள்ளூர்-602 001.
திருவள்ளூர் மாவட்டம்.

வாழ்த்துச் செய்தி.

முதியோர் இல்லம், ஆதரவற்ற குழந்தைகள் காப்பகம், கிராமப்புற மாணவ/ மாணவியருக்கு இலவச மற்றும் தரமான கல்வி போன்ற சிறப்பான செயல்பாடுகளைச் செய்துவரும் கசுவா பாக்கம் கிராமத்தின் சேவாலியா அமைப்பின் சேவை மேன்மேலும் வளர என் வாழ்த்துக்கள்!

மேலும் சேவையில் தன்னை அர்பணித்துள்ள நிறுவனர் திரு. வி.முரளிதரன், தலைமை ஆசிரியர் திரு. சிட்டிபாபு, அனைத்து ஆசிரியப் பெருமக்கள் மற்றும் அலுவலகப் பணியாளர்கள் அனைவருக்கும் என்னுடைய பாராட்டுக்கள்!!

ப.செல்வகுமாரி
5/7/11
Chief Educational Officer
Tiruvallur.



Mr. M. Kirupakaran,
District Educational Officer,
Thiruvallur District.

வாழ்த்துமடல் **சேவாலயா மேல்நிலைப்பள்ளி** **கசுவா - பாக்கம்**

"தொண்டைநாடு சான்றோர் உடைத்து"

என்ற ஓளவையாரின் அருந்தமிழ் வாக்கிற்கு ஏற்பச் சான்றோர் பெருமக்களால் கல்விக் கடவுளுக்கு எடுத்த திருக்கோயில்

"சேவாலயா"

"தொண்டலால் துணையுமில்லை என்ற குறிக்கோளுடன்," என்கடன் பணிசெய்து கிடப்பதே" என்று கல்விப் பணியாற்றும் கவின்கலா நிலையமாம் "சேவாலயா" நூற்றுக்கு நூறு விழுக்காடு பெற்றுத் தேர்ச்சி நிலையில் முன்னணி வகிப்பது பெருமிதம் தரத்தக்க செய்தி.

" உண்டுகொடுத்தோர் உயிர்கொடுத்தோரே" என்ற வண்ணம் உணவு வசதி, சீருடைகள், நோட்டுப்புத்தகங்கள் மற்றும் இருப்பிட வசதி வழங்கி மாணவர்களை நெறிப்படுத்தும் பாங்கு பாராட்டத்தக்கது.

சுயநிதிப்பள்ளிகளில் சுந்தரமானது சேவாலயா மேல்நிலைப் பள்ளி என்று இறும்புதெய்த அதனை நிர்வகித்து வரும் நிர்வாகிகளும் தலைமையாசிரியர், ஏனைய ஆசிரியப்பெருமக்களுமே காரணம் என்பது வெள்ளிடைமலை.

மாவட்ட கல்வி அலுவலர்
திருவள்ளூர் கல்வி மாவட்டம்
திருவள்ளூர் - 602001.



Dr. D.K.Oza IAS,
Retired Chief Election
Commissioner

Dear Muralidaran,

Anyone who sees Sevalaya, will be impressed - far out of Madras City, in a backward area you have created “New Opportunities” for young people who would otherwise have been deprived. (whoever meets you will be equally impressed with your commitment and dedication, and above all a clear vision).

Sevalaya is a landmark in excellence and a beacon of hope. Let it become stronger, and still better..... and still better. Let it grow its branches in other parts of Tamil Nadu and in India. I am sure you and those who are working with you are capable of doing this.

My best wishes.

D.K.Oza



Krishnamacharya Yoga Mandiram
31- Fourth Cross Street,
R K Nagar, Chennai -600 028,
India.

Dear Sir,

Greetings from Krishnamacharya Yoga Mandiram (KYM).

KYM sends you hearty congratulations as you cross another milestone in your noble endeavour. On this occasion, we would like to commend your exemplary work in bringing opportunity, empowerment and joy into the lives of underprivileged children and the elderly. It is our pleasure to express deep appreciation for the integrity commitment and goal orientation that have defined your work ethic in our many fruitful partnership. We extend our continued support to your efforts and wish you the best.

With Regards

(Dr.Latha Satish)



Mrs. Sashikala Sriram

Principal,

Bala Vidya Mandir Sr. Sec. School,
Chennai.

It gives me great pleasure in conveying my heartfelt appreciation and commendation to sevalaya embarking on its 24th year of existence. They have been doing yeoman service to society, towards the upliftment of the poor and needy. It is out of sheer grit, determination and perseverance that Sevalaya has been able to spread its roots and provide sustenance to the needy and deprived.

The students of class 7 from our school are regular visitors to Sevalaya. On every trip, they bring back pleasant memories to share with their peers. They talk about the friendly and conducive atmosphere, which provides living there, not only an opportunity to education but also exposes them to various extra-curricular activities. The discipline and good habits inculcated from the young age among the student would surely stand them good stand. The clean and neatly maintained campus speaks about their commitment to society.

The unconditional love and acceptance provided to all old, infirm and young is unique to Sevalaya.

The service provided to the needy oppressed and downtrodden society extends to others living beings like the cows. The 'Goshala' hosts many abandoned and sick cows that are taken care of with the same love and affection shows to the destitute.

I extend my congratulations and best wishes to the dedicated team of Sevalaya for their good work and wish them success in all their future endeavors.

A handwritten signature in black ink on a yellow rectangular background. The signature is cursive and appears to read 'Sashikala Sriram'.

(Sashikala Sriram)

Uma Garimella

Founder,
Teachers' Academy,
Hyderabad.



I am extremely happy to be associated with Sevalaya. I had heard of this organization and its work for several years but I got a chance to visit Sevalaya only in 2009 to conduct a training program for teachers and I fell in love with this place. I came again in 2010 and I think it will be my annual pilgrimage as far as possible.

It is very encouraging to see that teachers here are enthusiastic to learn and implement new methods of teaching. They are dedicated to the cause of education.

Sevalaya is serving a large section of people through its school, old age home and other initiatives. It is a living example of the BGV philosophies. I am quite amazed at how everyone in Sevalaya is aligned to this philosophy and to the overall mission of the organization.

I commend the efforts of Muralidharan and his family to build this institute. I sincerely wish that it grows to become a University and makes a name not just in India but internationally too as a centre of human excellence.

May Sevalaya see many more such annual reports!

Uma Garimella



Mukund Padmanabhan

Guru Krupa Foundation Inc,
USA.

www.guru-krupa.org

Congratulations to Sevalaya on their completing 23 years of selfless service.

I have had the privilege of being associated with Sevalaya from 2008. At that time, in my capacity as representative of Guru Krupa Foundation, (a charitable private foundation based in the US), I was looking for worthy causes that we could support in India. As providing grants for such causes entailed a good deal of due diligence work including verifying the credentials of the organization, and making periodic visits to the organization, I first visited their campus in Tiruninravur in 2009.

I was immediately struck by the transparency of the management process, and also by how professionally the place was run. Moreover, the entire organization appeared to be very well planned – unlike other places which focus on one aspect of charity, for instance running a school, or running an orphanage etc., here, the founder, Mr.Muralidharan, had made the scope of the project much more ambitious by including an orphanage, a school, an old-age home and a Goshala, and I felicitate him and his team for the nobility of their goals. I was also quite impressed with their outreach programs that provide vocational training, and mobile library etc. It is a testimony to the efficacy of the management of this organization that in spite of their large scope, they have been marching steadily forward, accomplishing their goals and continuously raising the bar in terms of the number of under-privileged that they are able to reach and help.

We have been providing financial support to Sevalaya since 2009, initially for teachers salaries, and in the subsequent two years for building their new primary school, and it is my opinion that Sevalaya represents one of the best and most efficient ways through which we could put our money to good use.

In short, I congratulate the Sevalaya team for their past achievements, and wish them all the best going forward, and hope that they will be able to touch many more lives and improve them in the future.

Mukund Padmanabhan

Tata Tele services Ltd. - TN & its association with Sevalaya

'We make a living by what we get, but we make a life by what we give.'

- Winston Churchill.

We at Tata Teleservices TN have been doing CSR activities based on the Tata Group parlance, called The Big Picture. The Big Picture revolves around the two areas of 'Education' and 'Environment'—with Employee Volunteerism being the central driving force.

Education:

In line with the TTL Big picture, we at TN Sponsored the **Education** of four students from Mahakavi Bharathiyar H S School run by the Sevalaya trust this year.

The last Foundation Day-2010 was celebrated with a difference. An activity was conducted at 'Sevalaya' -Kasuva Village, Pakkam, where employees visited on 3rd November 2010. A Painting Competition on Environment for the school children was held & prizes were given out to the winners. The day's lunch was sponsored by TTL for the Orphanage & the old age home. The employees also had lunch along with the children. Books were donated to the school's Library & sweets were distributed to the old age home & orphanage.

Consequently, another set of employees visited on 5th February 2011 & a training program on Social Etiquettes was held for 9th & 11th standard students.

On similar lines, in tie up with Population Studies International, our employees donated towards Education & Insurance of HIV affected children.

We have also been associated with Madhuram Narayanan Centre for Exceptional children for the past 2 years. We have donated educational aids & books for special children & also celebrated International day of people with Disability at the centre.

Employability:

On the **Employability** front we have been training 25 BE graduates from the rural background, every year as Graduate apprentice trainees.

Jhansi Rani Self help group have been making paper bags for our Retail showrooms for the past 6 years. 20 families have been benefiting out of this Income generation initiative.

Our Munnar TTL Call Centre is a fore runner of its kind across India. Family members of the TATA Tea laborers from Munnar were trained & started its operations since January 2009. This call centre has set a benchmark in the field of customer care.

Environment:

All **Environments** related activities are spear headed by our Prakriti Eco friendly Club.

To create more awareness on environment the Prakriti team put up a sale of jute bags & the objective of the campaign was-

- To create awareness among employees to use bio degradable bags in place of plastic bags (that are harmful for the environment).
- Funds collected from the sale of the bags was used for sustainable environment activity. Further employees take part in Nature walk, Sapling plantation, Clean the environment drive etc. on regular basis.





6. Srikanth (flanked by Kisan M Sathya, founder director of Riverside and Murug Sevalaya, founder of Sevalaya, at the 'Design for Change school contest' in the city on Wednesday

Students, get ready to be agents of change

Express News Service
Chennai, August 16

If you are a school student, it is time you wear your thinking cap and become an agent of change. For, the second edition of 'Design for Change school contest' is around the corner. Riverside School is behind this novel competition.

The contest focuses on 8 to 12 year-olds. It aims to change the perception that children are 'helpless' and project them as catalysts of 'change'.

Here's how the contest works. A group of students need to spot their needs together to conceive an idea or identify a problem. It could be any problem they face in their lives, schools, neighbourhood or community. Next, they have to find solutions, implement them, document their work and present it to the judges. The contest is open to all children and has no entry fee. The

deadline to submit their documented work is October 15. Registration begins from September 15.

There are over 100 prizes to be won, with sponsors like Disney to sponsor a Play/Entertainment centre for the Top 20 winning stories. Tinkle will publish select stories in its monthly magazine.

The contestants will be judged on the basis of boldest ideas, most people impacted, quickest impact, maximum potential for a lasting change and whether it is environment-friendly. Spokesperson Anand Akasham said, "We want to make this contest as inclusive as possible and expect the participation of children from all walks of life. Around 17,000 schools have expressed interest in this contest and we hope many more will be part of it."

This contest is reaching out to 22 other countries. For details, www.designforchangeusa.com/india.

தினத்தந்தி

16 சென்னை 10-10-2010 ★

விழிப்புணர்வு பேரணி



திருவள்ளூர் அக்டோபர் 10-உலக வெப்பமயமாகுதல் பற்றிய பள்ளி மாணவர்கள் விழிப்புணர்வு பேரணி திருநின்றவூரில் நடைபெற்றது. சேவாலயா தொண்டு நிறுவனம் சார்பில் நடத்தப்பட்ட இந்த நிகழ்ச்சியில் திருநின்றவூர் ஏஞ்சல் மெட்ரிக் பள்ளி தாளாளர் டாக்டர் சிந்தைதொலையா, புதிய தலைமுறை அறக்கட்டளை செயலாளர் டி.வி.செங்கிடிரி, சேவாலயா நிர்வாக அறங்காவலர் முரளிதரன், திருவள்ளூர் மாவட்ட சுற்றுச்சூழல் ஒருங்கிணைப்பாளர் முருகவேல், எக்ஸ்டோரா நிறுவன டாக்டர் எம்.பி.திர்மல் ஆகியோர் சிறப்பு விருந்தினர்களாக கலந்து கொண்டனர்.

இதனைத் தொடர்ந்து நடைபெற்ற மாணவர்களின் விழிப்புணர்வு பேரணி நகரின் முக்கிய வீதிகளின் வழியாக சென்றது. பின்னர் விழிப்புணர்வு கருத்தரங்கம் நடத்தப்பட்டது.

Sakshi - 22.09.2010

రసాయన ఎరువులతో ముప్పు

అవినీతి, దుర్మనీతి

పేదలకు సాగునీటి దురదృష్టం ఎదురైన వాటికి ప్రతీకా లోగానే ముగ్గురి పిల్లల అవినీతిమయిన ప్రవర్తనలు కార్మిక వాళ్ళ నమ్మకాలకు అడ్డంకి వచ్చాయి. తిరుపతిలోని జిల్లా కలెక్షన్ గ్రామంలోని సీమా అనే విద్యా సంస్థ అధ్యక్షులతో గత వారం 'గ్రామాలకు అవినీతి నివారణకు ముగ్గురి పిల్లలు' అనే అంశంపై విద్యార్థులకు వ్యాసదేవ హితం నిర్వహించారు. దీని తరువాత సాగునీటి విద్యార్థులకు సాగునీటిని మునుపటి కంటే ఎక్కువగా ఉపయోగించే అవకాశం కలిగింది. తద్వారా అవినీతి నివారణ కోసం పిల్లల అవినీతిమయిన ప్రవర్తనలకు నివారణ



అవినీతిమయిన అవినీతి, విద్యార్థులతో పిల్లలకు అవినీతి నివారణ కార్యక్రమం. కార్మిక నమ్మకాలకు అడ్డంకి వచ్చాయి. తిరుపతిలోని జిల్లా కలెక్షన్ గ్రామంలోని సీమా అనే విద్యా సంస్థ అధ్యక్షులతో గత వారం 'గ్రామాలకు అవినీతి నివారణకు ముగ్గురి పిల్లలు' అనే అంశంపై విద్యార్థులకు వ్యాసదేవ హితం నిర్వహించారు. దీని తరువాత సాగునీటి విద్యార్థులకు సాగునీటిని మునుపటి కంటే ఎక్కువగా ఉపయోగించే అవకాశం కలిగింది. తద్వారా అవినీతి నివారణ కోసం పిల్లల అవినీతిమయిన ప్రవర్తనలకు నివారణ

Art connection

CREATIVITY
Underprivileged children got a chance to dabble in art thanks to a week-long camp.

LUKSHMI VENKATRAMAN



The riot of colours on the wall were matched by the lively music and dance at the auditorium of Sevalaya Mahakavi Bhadracharya on May 29, when the first day of the week-long art and music camp conducted by the members of Children's Art Village, Los Angeles, California, Mr. Mai Lai, started the village to connect children to themselves and to their creative spirit through art.

Mr. Lai has been helped in this endeavour by Mr. Michelle - guitar, Mr. Mai, Mr. Erin Foley and Ms. Jessica - painting and craft work, Mr. Nicholas - yoga, Mr. Mari Anand - painting, Mr. Bob Breach, a Hollywood film producer with four Golden Globe awards has been invited to teach the children photography during the week at Sevalaya, while the others, opened the window to a new world of artistic creativity be it music, dance, painting or sculpture.

Besides working at the local level, each year they go to a different country to work



with underprivileged children.

Helping the Americans
Three years they came to Sevalaya in Kanyasulkam village near Thiruvananthapuram. Mr. Suresh - music, Mr. Suresh - Indian music and Mr. Vijayalakshmi - Bharatanatyam also

helped the Americans in this camp.

Mahakavi Bhadracharya Higher secondary High School is a major centre of activity of Sevalaya, established by Mr. Muralidharan, a software professional. He has given up his corporate job to concentrate on managing Sevalaya's various



OPENING A NEW WINDOW
(From top left) Student According to craft art, a colourful creation and (Below) the children with their artwork.

units such as the old age home, goshala, etc.

The school, well equipped with laboratories, library and hostel, offers free education to the destitute children of Sevalaya as well as the children of the surrounding villages.

The school has been consistently achieving a high

percentage of results in the X and XII Std. public examinations.

By the end of the week-old Ahimsa, who has just completed Standard XII, "I want to go for higher studies in art." Such was the inspiration the participants got from the camp.

Unearthing talent
The week's training gave a chance to the nearly 200 participants to discover their hidden talents and freedom to express them through Indian and western classical and folk music and dance, painting, sculpture, photography and crafts.

"We divided the children in various age groups, gave them these large canvases and asked them to express in painting their idea of a village. Look how beautifully they have created the village atmosphere," said Mr. Mai. There were colourful collages and murals too on display.

Some children, who were generally shy, shed their inhibition and opened up with confidence.

A general Bob Breach showed on his laptop the photographs taken by his wards. "Just one week and see how well they have learnt to use the camera!"

Indeed they had understood the nuances of lighting and composition as well in such a short time that some of the pictures were almost professional.

Happy with the outcome of the camp the Children's Art Village has decided to continue the programme on a regular basis and the next camp will be in September 2011.

CHENNAI

THE HINDU • WEDNESDAY, AUGUST 4, 2010

New primary school building opened

Staff Reporter

CHENNAI: Minister for School Education Thangam Thennarasu inaugurated a new primary school building of charitable trust Sevalaya here on Tuesday. Speaking at the school's 22nd annual day cel-

ebration, he said Sevalaya is helping the government by making quality education accessible to the poor. He said that in coordination with the Social Welfare Department and the District Collector, efforts would be taken to extend the noon meal scheme to

the Sevalaya.

Class X and XII toppers were presented awards, rural youth who finished the one-month spoken English course were given certificates and staff who completed five and 10 years of service were honoured at the function.

4

KT தினகரன் சென்னை புது 22-10-2010

காந்திஜியின் தபால் தலை சிறப்பு கண்காட்சி

திருவள்ளூர்

திருவள்ளூர் மாவட்டம் திருவிழங்குடி அடுத்த ககலா சேவாலயா பள்ளியில், இந்திய காந்திஜியின் தபால் தலை கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது.

221 காந்திஜியின் தபால் தலை கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது.



திருவள்ளூர் மாவட்டம் திருவிழங்குடி அடுத்த ககலா சேவாலயா பள்ளியில், இந்திய காந்திஜியின் தபால் தலை கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது. காந்தி தபால் தலை மற்றும் தபால்கள் சிறப்பு கண்காட்சி நடைபெற்று வருகிறது.

16 தினகரன்

சென்னை 11 மே 2011

சேவாலயா பள்ளியில் 100 சதவீதம் தேர்ச்சி



பெண் பெற்று முதலிடம் பிடித்தார். இவர், தன் பெற்றோர் மார் என்று அறிபதவர். ஒரு சகோதரன், சகோதரி மட்டுமே உள்ளனர்.

1052 மதிப்பெண் பெற்ற மாணவி வனிதா 2ம் இடம் பிடித்தார். இவரும் ஆதாவற்றவர். சிறுவயதிலேயே தாய்

தேன்மொழி வனிதா அடைக்கலசாமி

திருவள்ளூர், மே 11: பிள்ளை 2 தேர்வில், சேவாலயாவின் மாணவி பாரதியா மேல்தலைப் பள்ளி 100 சதவீதம் தேர்ச்சி பெற்றுள்ளது. தேர்வு எழுதிய 99 பேரும் தேர்ச்சி பெற்றனர். 7 மாணவர்கள் 1000க்கு மேல் மதிப்பெண் பெற்றுள்ளனர்.

இந்துவிட்டார். தந்தையும் மனைவிட்டார். 5 வயது முதல் சேவாலயாவில் தங்கி படிக்கிறார். மாணவன் அடைக்கலசாமி 1027 மதிப்பெண் பெற்று பள்ளியில் 3ம் இடம் பிடித்தார். இவர், சிறு வயதிலேயே தந்தையை இழந்தவர். தாயும், சகோதரியும் உள்ளனர்.

மாணவி தேன்மொழி 1070 மதிப்

Mahatma Gandhi, Swami Vivekananda and poet Bharatiyar inspire IISc alumnus to work for poor children

Dilip Kumar's parents are farm-hands on daily wages. So is R Deepa, a first generation learner in a North Tamil Nadu village. Indira's case is even more poignant. She lost her father at a very young age. The girl has no siblings while her mother works as a domestic help. A look at the background of another bright girl K Meena reveals her father deserted her family and her mother lives doing domestic chores.

The plight of Meena's two other classmates - R Purushothaman and S Gomathi - is no better. Both their parents are agriculture daily wage earners and none in their family has any educational qualification to speak of.

But today all these "children of a lesser god" have a new social identity of their own and a purpose to live for. They are on the proud roll of honour of Sevalaya's 'Mahakavi Bharathiyar School', being among its toppers in the Tamil Nadu State Board 10th Grade Exams this year, all scoring over 470 marks out of a total of 500 marks in the recently held school public exam. Rural India may not be shining, but these destitute, orphaned and poor children from several villages of Thiruvallur district, who would have otherwise been forced into child labour, now have a self-esteeming passport to hopefully better, decent lives, thanks to 'Sevalaya' which runs the school.

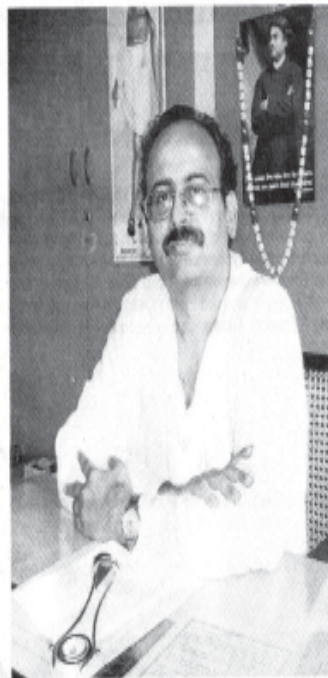
"Right from my school days my mind was churned by the ideals of Mahatma Gandhi, Swami Vivekananda and the Tamil Nationalist poet Bharathiyar," says V Muralidharan, Sevalaya's founder-trustee, who gave up a lucrative job in TCS to plunge full-time into social and charitable work.

"I picked up one key ideal from each of them - village development from Gandhiji, feeding the hungry from Swami Vivekananda and educate the poor from poet Bharathi - to set up this free Tamil medium school, solely "for orphan, destitute and under-priv-

ileged children," explained Muralidharan on this unique "alchemy of this triumvirate of noble ideas".

The project took a concrete shape when he first set up the 'Sevalaya' Trust in 1988 and then the school in 1991 in Kasuva village, six km from Thirunindravur in Thiruvallur district. In the initial years, Muralidharan, an alumnus of Indian Institute of Science, Bangalore, had to keep his high-profile TCS job, "as running a free school needs lots of money".

As 'Quality Head' for the Southern region in TCS, the globe-trotting job also enabled Muralidharan to network with like-minded people abroad to take forward his dream-school project. But "when I completed 25 years in TCS in March 2009, I called it quits and plunged full-time into charitable work," he said. There is cause for immense joy as 'Sevalaya' boys and girls have this year also secured 100 per cent passes in both Tenth and 'Plus Two' examinations.



Sevalaya's founder-trustee V Muralidharan.

And in the recent past, quite a number of 'Sevalaya' students also managed to get into Anna University engineering courses, some of whom have taken up jobs even abroad, Muralidharan told *Deccan Herald* with quiet pride.

When 'Sevalaya' was started, children of school-going age in other nearby villages were kids of either agriculture workers or of 'bonded labourers' in brick-kilns for which Thiruvallur district is known for.

Despite lack of any Government support, this school enrolled all these children charging no fee at all. It even runs an orphanage and gives noon-meal for 150-200 poor students. "Everybody comes to our school now and there is no child labour in 20 surrounding villages," adds Muralidharan. Now, nearly 1,300 children are enrolled into it in all classes put together.

How has 'Sevalaya' made a real difference in social engineering, when state education authorities are struggling to define a "neighbourhood" for any school under the Centre's 'Right To Compulsory Education (RTE) Act' to include kids in the age-group of 6 to 14 years as mandated under the Act?

In fact, though the highly progressive RTE Act is in place, several states, including Tamil Nadu, are yet to notify the 'state-specific rules' to enable the Central Act's implementation in all its details. This short-coming was brought to light by Aruna Rathnam, education specialist with UNICEF in Tamil Nadu, at a recent roundtable on 'Will Right to Education Become a Reality?'

Even before the RTE became a reality, fired by an ethical ideal that "underprivileged children can do well in school and come up in life if they get the same type of facilities as other children get," Muralidharan discovered that 'neighbourhood' with a band of dedicated teachers. There are very few such free private schools for abandoned children in Tamil Nadu, says Muralidharan. His model has triggered a social dynamics of its own in Thiruvallur district, more by the example it sets than by words.

'Sevalaya' has proved the great American Educationist, John Dewey right that a "school is fundamentally an institution to exercise a certain function in maintaining life and advancing the welfare of society." 'Sevalaya' needs more help from civil society. (Those wishing to support this children's education programme may contact its founder at sevalayamurali@gmail.com.)

M R Venkatesh in Chennai



Vision

**Uplift of Poor;
Unbounded Cheer!**

Mission :

- ❧ For children, poor and needy - life coping, character building and elevating education
- ❧ For residents - sound body, sound mind and sustaining food for the intellect and the spirit
- ❧ For the rural folk – healthy and happy living with capacity enhancement for a self-supporting livelihood.



Sevalaya Organization Chart

SEVALAYA MANAGEMENT TEAM

Founder & Managing Trustee,

Trustees, Advisory Committee Members,

Hony. Co-ordinator, Hony. Correspondent & Unit Heads

Bharathi Team



G. Chitti Babu

Primary School



J. Lakshmanan

High School



S. Maryammal

Higher Secondary School



N. Annapurna

Library



P. Soundaralan

Public Relation



Diana Lenin

Gandhi Team



Natana Sabapathy

Village Develop.



K. Shanmugam

Agriculture



C. Prabhakaran

Go Shala



R. Rajesh

Craft Centre



E. Adam Satha

Waste to Wealth



P. Narayanasamurthy

Vivekananda Team



A.A. Kingston

Boys Home



S. Anandarajan

Girls Home



G. Jothi

Old Age Home



J.S. Shanmugasam

Food



J. Lakshmanan

Health Centre



R. Madhuchelviyan

Administration



L. Radhakrishnan

Department Heads



Tamil
B.Nirmala



English
N.Annapurna



Maths.
S.Bhavani



Physics
T.Bama



Chemistry
M.Kannan



Biology
R.Vijaya



Computer Science
A.A.Kingston



Economics
Lakshmi



Commerce
P.Vijayalakshmi



Agriculture
C.Prabakaran



Social Science
R.Vijayaraghavan



Physical Education
K.Shanmugam

10th Standard Results



P. Dilip Kumar
483/500



P. Indira
481/500



R. Deepa
481/500



K. Meena
471/500



S. Gomathi
471/500



R. Purushothaman
471/500

12th Standard Results - 2011



G. Thenmozhi
1070/1200
I Rank



R. Vanitha
1052/1200
II Rank



P. Adaikalasamy
1027/1200
III Rank

Achievers who scored more than 1000 marks in 12th Std.



G. Thenmozhi
1070/1200



R. Vanitha
1052/1200



P. Adaikalasamy
1027/1200



P. Kalpana
1022/1200



S. Mageshwari
1016/1200

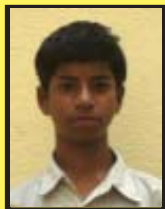


R. Ranjani
1009/1200



R. Sangeetha
1003/1200

Achievers who scored more than 400 marks in 10th Std.



P. Dilip Kumar
483/500



P. Indira
481/500



R. Deepa
481/500



K. Meena
471/500



S. Gomathi
471/500



R. Purushothaman
471/500



A. Mohon
470/500



S. Madhan kumar
468/500



M. Aravindraaj
463/500



S. Jayasri
462/500



G. Akshaya
461/500



E. Sudha
460/500



P. Guru Murthy
459/500



S. Geetha
454/500



V. Raja
451/500



S. Sharmila
448/500



N. Deepa
447/500



M. Sona
443/500



M. Dilli Babu
442/500



S. Thilagavathi
440/500

Achievers who scored more than 400 marks in 10th Std.



R.Surya
437/500



M.Manjula
436/500



V.Soundarya
435/500



S.Saranya
434/500



L.Usha
428/500



R.Priya
422/500



P.Anitha
420/500



R. Marimuthu
420/500



T.Manjula
419/500



A.Gomathi
416/500



R.Thangapandian
414/500



S.Ramkumar
412/500



C.Suganya
412/500



I.Samundeeswary
412/500



P.Sundarrajan
407/500



V.Jamuna
405/500



S.Kamalakaran
403/500

Hard to believe; isn't it ?

from a rural school with first generation learners!

Dropouts : 1.43%

Total school pass percentage : 99%

That is to say out of every 100 students joining our school at kinder garten 98 students come out successful completing Higher Secondary (12th grade) Examination.

They are not “Just Pass” cases!

XII STD Public Examinations 2010 - 2011

	No.
Entered.....	99
Passed.....	99
Marks Below 50%.....	01
Marks 50%-59%.....	15
Marks 60%-69%.....	27
Marks 70%-79%.....	26
Marks 80 and above.....	30

X STD Public Examinations 2010 - 2011

	No.
Entered.....	91
Passed.....	91
Marks Below 50%.....	00
Marks 50%-59%.....	02
Marks 60%-69%.....	13
Marks 70%-79%.....	39
Marks 80 and above.....	37

Our Old Students - What are they doing now?



Studying

B.E	032
Degree Courses	117
Teacher Training	010
B.Ed	001
Nursing	005
Diploma in Agriculture	001
Polytechnic	009
Total	175

Completed

B.E	004
Degree Courses	101
Polytechnic	006
B.Sc. Agriculture	004
Teacher Training	023
Nursing	005
Diploma in Agriculture	002
B.Ed	002
Fasion Technology	002
Bachelor of Social work	001
Total	150

Employed

Private Concerns (including MNC's in various capacities)	152
Teachers	023
Total	175

The above statistics relate to our students who completed 12th standard from our school from 2005 to 2011.

We are a continuously Learning Organisation
Our Teachers are still Students
(Sponsored by Breech Foundation, USA.)

S.No	Name	Before Joining Sevalaya	After Joining Sevalaya	Now Studying
1	G.Chittibabu	B.SC., B.Ed.	M.A.{GT}, M.A.{Tamil}, M.A.{SW}, M.Phil.{GT}	M.Sc. (Chem.), PGDTR
2	N.Annapurna	M.A., B.Ed.	M.Phil.	Environmental Education
3	R.Vijaya	B.SC.,B.Ed.	M.SC. {Zoo.}	Nil
4	B.Nirmala	12th	M.A.{GT}, M.A.{Tamil}, B.Lit., TPT	Nil
5	A.A.Kingston	B.SC., B.Ed. PGDCA	M.A.{SW}, M.A.{GT}	B.A.(Eng.), M.Sc. (Chem.)
6	S.Mariyammal	B.SC., B.Ed.	M.A.	Nil
7	S.Sumathi	B.SC. B.Ed.	M.Sc.{Maths.}	M.A. (Tamil)
8	R.Vijayaraghavan	M.A., B.Ed.	M.Phil.	B.A.(Eng.)
9	P.Narayanamoorthy	M.A., B.Ed.	M.Phil.	B.Sc.{Maths.}
10	P.Soundararajan	D.T.Ed.	B.Lit., M.A.	B.Ed., PGDTR
11	R.Nedunchezhiyan	B.Sc., B.Ed.	M.Sc.	Nil
12	A.Raj	B.Com., B.P.Ed.	Nil	B.A.(Eng.)
13	K.Shanmuugam	B.A.,B.P.Ed.	B.A.(English.)	B.L., M.A.(Eng.)
14	J.Lakshmanan	D.T.Ed.	B.Sc.{Maths.}	B.Lit.
15	M.T.Anandan	D.T.Ed.	B.A.(History)	B.A(Eng.)
16	C.Aadhimuthu	D.T.Ed.	B.A(English)	B.Ed.
17	V.Mahariha	D.T.Ed.	BCA	Nil
18	S.Santhi	D.T.Ed.	Nil	B.Sc. (Maths.)
19	A.Maragatham	D.T.Ed.	Nil	B.Sc. (Maths.)
20	J.Selvanayagam	D.T.Ed.	B.Lit.	M.A., B.Ed.,
21	S.Amul	12th	B.Lit.	M.A., TPT,
22	G.Sangeetha	12th	Nil	B.Com.
24	J.Manivannan	10th	B.A.	Nil
25	N.Ravichandran	12th	Nil	B.A.
26	V.Priya	D.T.Ed.	Nil	B.A.
27	E.Adambasha	B.A., B.Ed.	Nil	M.A.(Eng.)
28	D.Priya	D.T.Ed.	B.A.	Nil
29	K.Suvitha	D.T.Ed.	Nil	B.A.(Eng.)
30	S.C.Suresh	D.T.Ed.	Nil	B.A.(History)
31	S.Dhivya	D.T.Ed.	Nil	B.A.(Eng)
32	V.Jeevanandan	D.T.Ed., B.A., B.Ed.	Nil	M.A.(Eng.),
33	B.Rajeswari	B.Sc., B.Ed.	Nil	M.Sc.(Chem.)
34	D.Vanmathi	B.Sc., B.Ed.	Nil	M.Sc.{Maths.}

OUR BANKERS

Indian Overseas Bank, Dr. R.K.Salai, Chennai – 600 004. SB A/c No.: 029101000008743 General Account	Indian Bank, Dr. R.K.Salai, Chennai – 600 004. SB A/c No.: 408048361 FCRA account
Indian Overseas Bank, Dr. R.K.Salai, Chennai – 600 004. SB A/c No.: 029101000020343 Sevalaya School Education Project – 35 AC	Karur Vysya Bank, 16 Dhandapani St., T. Nagar, Chennai – 600 020. SB A/c No.: 1239172000001496 Sevalaya Children's Home Project – 35 AC
Karur Vysya Bank, 16 - Dhandapani St., T. Nagar, Chennai – 600 020. SB A/c No.: 1239155000005146 Mahakavi Bharathiyar Higher Secondary School A/c – 35 AC	Dena Bank, Hamilton Bridge Branch, Chennai – 600 014, SB A/c No.: 051110025214 Sevalaya Old Age Home Project – 35 AC

OUR AUDITORS

Hon. Financial Auditors:

M/s Menon & pai,
Chartered Accountants,
12/4 - Ashirwad Apartments,
Puliyur First Lane,
Trustpuram, Chennai – 600 024.



Social Auditors:

social audit network united kingdom,
Centre for Social Initiatives Management (CSIM),
Bangalore.



ATTENTION DONORS!

- ✓ Sevalaya is registered under Foreign Contributions Regulation Act,1976

Regn. No.: 075900640

- ✓ Donations to Sevalaya qualify for exemptions under sec 80 G of IT Act
- ✓ Donations to Sevalaya Children's Home Project , Sevalaya's School Expenses Project and Old Age Home Project are eligible for 100% exemption under sec 35 AC / 80 GGA of IT Act.

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

Account Name	: SEVALAYA
Account Type	: SB
Account No	: 029101000008743
Bank	: Indian Overseas Bank
Branch	: Dr. R.K.Salai Branch (E E Road Branch) Chennai – 600 004.
Branch IFSC Code	: IOBA0000291

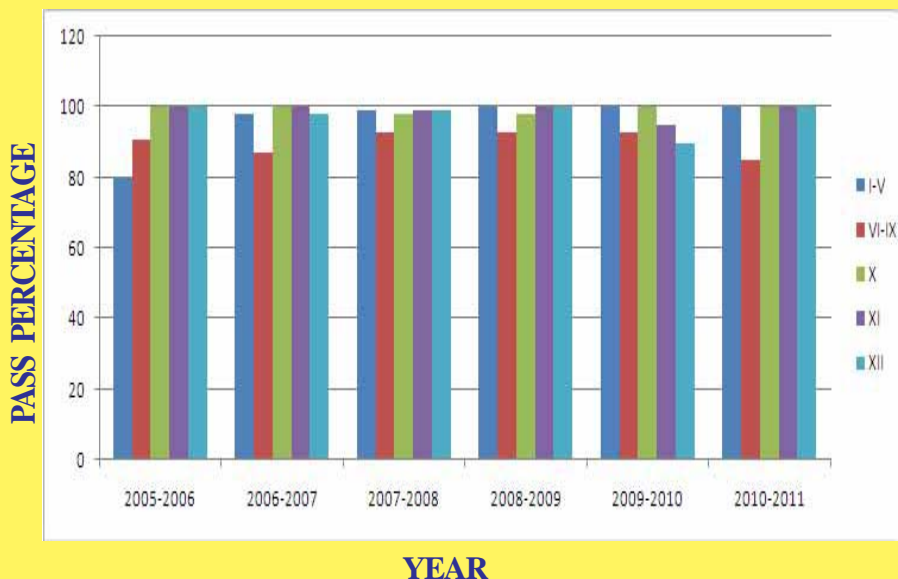
For Direct Remittance of Funds to Sevalaya for **Overseas Donors:**

Account Name	: SEVALAYA FCRA
Account Type	: SB
Account No	: 408048361
Bank	: Indian Bank
Branch	: Dr. R.K.Salai Branch, Chennai - 600 004
SWIFT CODE	: IDIBINBBMAS
Branch IFSC Code	: IDIB000D035

**kindly note to advise by email details of your direct remittance.*

as otherwise we may not be able to connect the payments

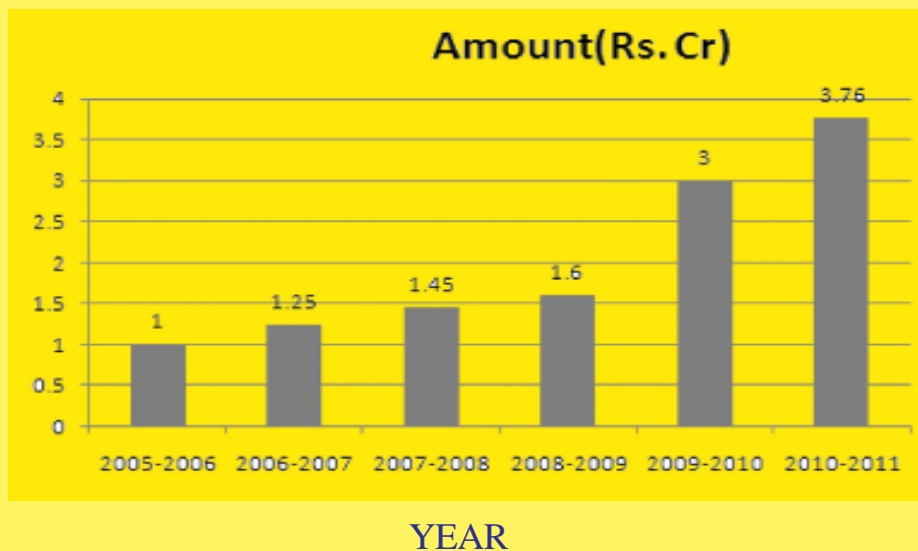
SCHOOL RESULTS FROM 2006 TO 2011



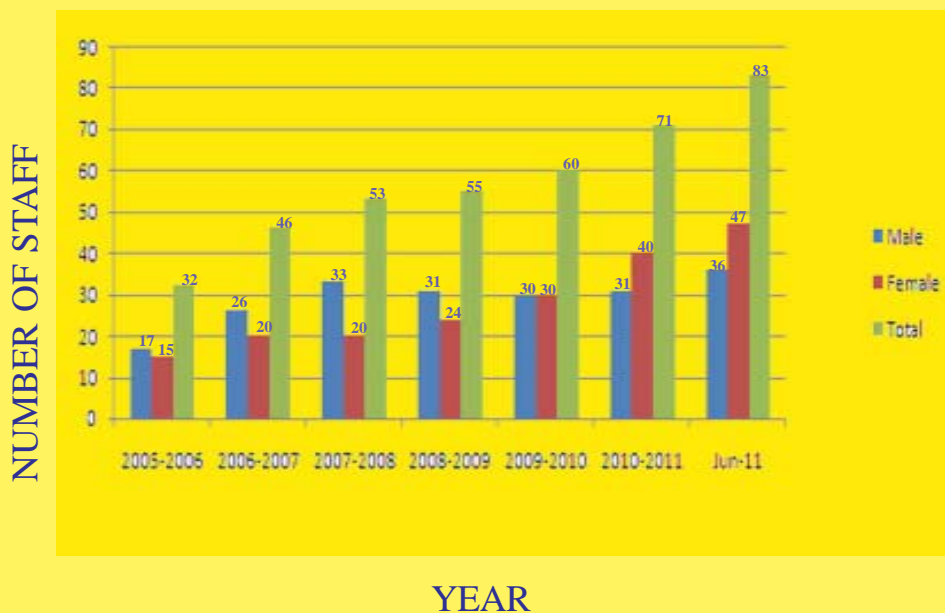
STUDENTS STRENGTH POSITION FROM 2004 TO 2011



FINANCIAL STATUS FROM 2005 TO 2011



STAFF STRENGTH



Managing Trustee's Report

Dear Friends,

In the last annual report we had mentioned that we will move on “Top gear” in the following years. Well, that is what exactly happened in the 23rd year! Sevalaya is not just confined to Kasuva village now. We have started a branch in Vadanallur village near Uttiramerur, Kanchipuram district on 8th March, 2011. We have started a city office in Adyar on 13th Feb, 2011. We are discussing possibilities of starting a branch in Polambakkam village near Melmaruvattur. We are also looking at possibilities near Trichy and Pune. So we are moving towards becoming a national organization soon.

We completed the construction of the second school building. Our first building capacity was 1000 and as we had more demand, last year we expanded the capacity to 1500. Now the second building is also full and we are planning for a 3rd school building, which can take another 500, and our total capacity will become 2000 soon. As Sevalaya is known as a safe place for destitute girl children, there is more and more demand for such girls to seek admission in Sevalaya. Hence we have started the construction of a new girls hostel, which will accommodate 100 such girls.

We went through many Government and 3rd party audits and inspections this year and we came out with getting highest recognitions. We were audited by Credibility Alliance for transparency, accountability and credibility and we got the highest accreditation “desirable level”. We also had an audit by Social Audit Network (SAN) of UK and Sevalaya's positive impact on society was very much appreciated by the auditors.

After many rounds of inspections, Sevalaya was awarded the “children home” status by the social defense department of Govt. of Tamilnadu. Sevalaya is the one of the few early institutions to get this recognition under the new JJ act, in Thiruvallur district.

As usual Sevalaya won many awards this year. Sevalaya children did a project to bring down the use of plastics in the villages around Sevalaya and they came in the top 20 list, out of 250,000 children, 38,000 schools participating from 24 countries, for the Design for Change Award. Walt Disney set up a play area in Sevalaya's primary school, as part of this award. For the same project, Sevalaya also received the “Pramerica spirit of community award”.

Our 10th and 12th grade students, both got 100% result and the 10th grade topper was just 13 marks behind the state topper, scoring a record 483 out of 500. Many students have joined higher education; many have completed higher

education and have settled in very good jobs. Data is provided elsewhere in this report. We have also tied up with Sriram Polytechnic to start our free vocational courses. We have tied up with Manonmaniam Sundaranar University to conduct the contact classes at Sevalaya. Thus we have provided both vocational and degree course options for our students as well as for the other village youth to continue the higher education from our own campus itself.

Our Montessori education in Tamil (Thanks to Sri Ramcharan Trust) is a grand success and the kids enjoy the classes. We have taken up many measures to improve quality of teaching. With support from Breech Foundation, almost all our teachers have taken up higher studies, fully sponsored by Sevalaya.

We are looking at new areas also. We want to support underprivileged special children, children with physical and mental disabilities, autism etc. We also want to support transgender in their education and employment. We have already employed many people with physical disabilities.

To take up more work and continue to move on “Top gear”, we need fresh blood in the management. Ms. N.Jayanthi, who has a finance background and global work experience has joined our trust board. Mr. Gopalaswamy Ramesh, who established Oracle in India and author of many software and soft skill books, and currently a visiting professor in many leading universities, has also joined the trust board. Mr.R.Nataraj, IPS, former Director General of Police, Tamil Nadu, a very well respected senior police official has joined our advisory committee. Dr. D.K.Oza, IAS, former Chief Election commissioner of Tamilnadu and former vice-chancellor of Gandhigram University has also joined our advisory committee. Dr. G.Nammalwar, the world renowned organic farming guru, has also joined our advisory committee. With the inclusion of such eminent people on our committee, we are sure we will achieve all our goals, much more easily.

We thank all our donors, supporters, well wishers, Government officials both at district level and state level, all visitors, volunteers both domestic and international, other charities, network of charitable organizations – all of you supported us in our journey and only with your support we had such a wonderful 23rd year and we are sure our 24th year will be excellent.

Welcome on board – let us move on “Top gear”.

Thanks & Regards

V.Muralidharan

Founder & Managing Trustee

AUDITORS' REPORT

We have audited the attached Balance Sheet of **SEVALAYA**, Kasuva Village, Pakkam Po, Near Thiruninravur - 602 024 as at 31.03.2011 and the Income and Expenditure account for the year ended on that date which are in agreement with the books of account maintained by the said Trust.

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

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


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

- (i) in the case of the Balance Sheet, of the state of affairs of the above named Trust as at 31.03.2011 and
- (ii) in the case of the Income and Expenditure Account of the surplus for the accounting year ended on 31.03.2011



Chennai, 16th June 2011

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


A. Arjuna Pai
Partner
Mem. No. 007460

Partners : A. Arjuna Pai FCA, V. Surendran Menon FCA

SEVALAYA

Kasuva Village, Pakkam Po, Near Thiruvannamur - 602 024

CONSOLIDATED BALANCE SHEET AS ON 31st MARCH 2011

LIABILITIES	Rs./Ps	Rs./Ps	ASSETS	Rs./Ps	Rs./Ps
GENERAL FUND			FIXED ASSETS		
As per last Balance Sheet	15700095.40		As per last Balance Sheet		29982301.76
Add: Excess of income over expenditure	2788769.64	16488885.10	Add: Additions during the year		7365719.00
					37346020.76
ENDOWMENT FUND			Less: Deletions during the Year		39425.50
As per last Balance Sheet	2892539.45		Less: Depreciation for the Year		37308595.26
Add: Additions during the year	120340.00	3012879.45			2617117.70
					34661477.56
ENDOWMENT FUND 35AC SCHOOL EXPENSES			INVESTMENTS		
As per last Balance Sheet	70000.00		GOI Bonds		3000000.00
Add: Additions during the year	240000.00	310000.00	Mutual Funds		2000000.00
			(Value as at 31st March 2011 Rs: - 2342348.00)		
ENDOWMENT FUND 35AC CHILDRENS HOME			Fixed Deposits		31475400.00
As per last Balance Sheet	197700.00				30975400.00
Add: Additions during the year	672000.00	869700.00	INTEREST ACCRUED ON INVESTMENTS		3720282.20
ENDOWMENT FUND 35AC OLD AGE HOME			CURRENT ASSETS		
As per last Balance Sheet	77000.00		Deposits		304658.00
Add: Additions during the year	196000.00	273000.00	Loans & Advances		433205.00
CORPUS FUND			BALANCE WITH BANKS		
As per last Balance Sheet	15807868.36		In Savings Accounts:		
Add: Additions during the year	2500722.50	18198390.86	Indian Overseas Bank		331582.93
			Indian Overseas Bank 35AC		310021.67
CORPUS FUND 35AC SCHOOL EXPENSES			Karur Vysya Bank 35AC		1472.00
As per last Balance Sheet	220150.00		Karur Vysya Bank		263883.62
Add: Additions during the year	430102.00	6502921.00	Indian Bank		69608.00
			Indian Bank FCRA		40010.36
CORPUS FUND 35AC CHILDRENS HOME			Kotak Mahindra Bank 35AC		7896.97
As per last Balance Sheet	0.00		Dena Bank 35AC		6884.84
Add: Additions during the year	652052.00	52052.00	Karur Vysya Bank		151506.23
					1254325.62



LIABILITIES	Rs. P/s	Rs. P/s	ASSETS	Rs. P/s	Rs. P/s
CORPUS FUND 35AC OLD AGE HOME			CASH IN HAND		
As per last Balance Sheet	0.00		Cash in hand	150000.00	2000.00
Add: Additions during the year	150000.00		Petty cash		34.70
					2034.70
PRIMARY SCHOOL BUILDING FUND					
As per last Balance Sheet	594100.00				
Add: Additions during the year	2558034.00	3842734.00			
PRIMARY SCHOOL BUILDING FUND 35AC					
As per last Balance Sheet	2570300.00				
Add: Additions during the year	2003000.00	4563300.00			
HOSTEL BUILDING FUND					
As per last Balance Sheet		1288224.00			
Add: Additions during the year		200000.00			
LIBRARY BUILDING FUND					
As per last Balance Sheet		7528560.67			
Add: Additions during the year		3012630.00			
SCHOOL BUILDING FUND					
As per last Balance Sheet		3652280.00			
Add: Additions during the year		604376.00			
OAH BUILDING INFRA. FUND					
As per last Balance Sheet		4050000.00			
Add: Additions during the year					
BUILDING FUND					
As per last Balance Sheet					
Add: Additions during the year					
MINI BUS FUND					
As per last Balance Sheet					
Add: Additions during the year					
UNIVERSITY FUND					
As per last Balance Sheet					
Add: Additions during the year					
Total		77076733.08	Total		77076733.08

As per our report of even date attached
For MENON & PAI
Chartered Accountants



A. Arjuna Pal
Partner
Mem No. 7450
Chennai, 14th June 2011

For Sevalaya

V. Nuralidharan
Managing trustee

Kasuya Village, Pakkam Po, Near Thiruninnalur - 602 024

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
To Agricultural Expenses			By Donations received	14807932.31
Electrical and Plumbing	2373.00		" Dividend on Mutual Funds	215040.22
Agricultural Training	4857.00		" Interest on Deposits & Bonds	3697071.94
Tools and Implements	250.00		" Other Income	178590.85
Electricity	840.00			
Production Expenses	125605.00			
Repairs and Maintenance	9564.00	143289.00		
* Children's Home Expenses				
Salaries and Allowances	316039.30			
Contribution to staff group pension	24205.00			
Repairs and Maintenance	13011.00			
Food and Fuel	1104190.92			
Conveyance	31310.00			
Electrical and Plumbing	85855.00			
Printing	50723.00			
Telephone	20280.00			
Tools and Implements	30665.00			
Building Maintenance	14422.00			
Medical Expenses	44619.35			
Provisions	146778.00			
Electricity	68500.00			
Craft Training	5530.00			
Vegetables and Fruits	9087.00			
Postage and Telegram	82502.00			
Vehicle Expenses	54781.58			
Bank Charges	827.25			
Clothing	3184.00			
Literary Expenses	1378.00			
Literary,Cultural and Sports	26284.00	2195502.45		
* Old Age Home Expenses				
Salaries and Allowances	73157.10			
Contribution to staff group pension	4620.00			
Conveyance	8366.50			
Medical Expenses	60234.75			
Telephone Charges	4308.75			
Tools and Implements	1010.00			
Vegetables and Fruits	3741.00			
Vehicle Expenses	62768.00			
Tour Expenses	7375.00			
Repairs and Maintenance	9722.00			
Postage and Telegram	11530.00			
Funeral Expenses	10676.00			
Food and Fuel	229105.20			
Electricity charges	93916.00			
Electrical and Plumbing	40598.00			
Clothing	720.00			
Building maintenance	9880.00			
Stationary	48.00			
Bank Charges	50.00	629826.30		



EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
* School Expenses				
Salaries and Allowances	4536301.65			
Contribution to Staff Group Pension	407060.10			
Higher Education	157261.50			
Building Maintenance	9265.00			
Computer Spares and Services	38253.75			
Conveyance	368747.00			
Electrical and plumbing	7212.00			
Electricity	105979.00			
Postage and Telegram	205623.00			
Examination Fees	32326.50			
Library	18761.50			
Literary, Cultural and Sports	455432.00			
Printing	188654.00			
Stationery	378497.50			
Recruitment	24680.00			
Repairs and Maintenance	29249.00			
Rates and Taxes	34687.00			
Science Lab Expenses	27251.00			
Telephone Charges	37460.52			
Training	124894.50			
Uniforms	690634.00			
Bank Charges	432.00			
Vehicle Expenses	187948.00			
Administrative Expenses				
- Funding Agency	2340.00			
Subsistence Allowance	46200.00			
Camps and Tours	3675.00			
Medicines	435.00			
Road Tax	18276.00			
Motorlessor Items	53103.00			
Membership Fees	5042.00	8196721.52		
** Goshala Expenses				
Salaries and Allowances	212782.90			
Contribution to staff group pension	16820.00			
Cattle Feed	407163.00			
Cattle Insurance	42886.00			
Conveyance	1308.00			
Electrical and plumbing	1191.00			
Cattle Medical Expenses	9649.50			
Repairs and Maintenance	1800.00			
Tools and Implements	1251.00			
Vehicle Expenses	5444.00	700295.40		
*** Administrative Expenses				
Salaries and Allowances	340469.35			
Contribution to staff group pension	26185.50			
Bank Charges	7304.23			
Conveyance	5296.00			
Legal Charges	94210.00			
Postage and Telegram	45779.00			
Printing	138633.00			
Recruitment Charges	5900.00			
Membership Fees	21656.00			
Computer Spares	20917.60			
Maintenance Charges	7050.00			
Office Upkeep	2675.00			
Electricity Charges	549.00			



EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Vehicle Expenses	15150.00			
Staff perks	5511.00			
Rent	21000.00			
Telephone Charges	3473.00			
Repairs and Maintenance	2710.00			
Stationery	2172.00	767843.68		
" Public Relations				
Salaries and Allowances	175636.55			
Contribution to staff group pension	14359.00			
Vehicle Expenses	171468.35			
Telephone charges	33895.73			
Conveyance	87280.50			
Printing	8520.00			
Stationery	6620.00			
Training	3045.00	500825.13		
" Rural Development				
Salaries and Allowances	3532.00			
Conveyance	250.00			
Craft Training Tailoring	2285.00			
Cultural Events	17625.00			
Environmental Activities	16419.00			
Rural Sports	1012.00			
Conveyance Expenses	160.00	41283.00		
" Un-recoverable Advances		90000.00		
" Interest on Loan paid		207216.00		
" Loss on Exchange of Vehicle		20925.50		
" Depreciation		2617117.70		
" Excess of Income over Expenditure		2788789.64		
Total		18898635.32	Total	18898635.32

As per our report of even date attached

For MENON & PAI
Chartered Accountants

A. Arjuna Pai
Partner
Mem. No. 7460
Chennai, 16th June 2011



For Sevalaya

(V. Muralidharan)
Managing Trustee

SEVALAYA
Kasuva Village, Pakkam Po, Near Thiruninrayur - 602 024

CONSOLIDATED RECEIPTS & PAYMENTS ACCOUNT FOR THE YEAR ENDED 31ST MARCH 2011

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
To Opening Balances		By Agricultural Expenses		
In Savings Account with Banks:		Electrical and Plumbing	2373.00	
Indian Bank	10817.00	Agricultural Training	4057.00	
Indian Overseas Bank	387100.79	Tools and Implements	250.00	
Kanur Vyasa Bank	253784.82	Electricity	840.00	
Indian Bank	30527.10	Production Expenses	125605.00	
Kotak Mahindra Bank	245231.88	Repairs and Maintenance	9584.00	143289.00
Indian Overseas Bank	201034.35			
Kanur Vyasa Bank	79590.00			
Dena Bank	58484.74	* Children's Home Expenses		
	1267570.48	Salaries and Allowances	318839.35	
Cash in Hand - Imprest	19472.50	Contribution to staff group pension	24255.00	
Petty Cash	231.20	Repairs and Maintenance	13511.00	
		Food and Fuel	1184190.92	
* Corpus Fund contributions received	7903794.50	Conveyance	31310.00	
* Endowment Fund contributions received	1228340.00	Electrical and Plumbing	65855.00	
* Primary School Building Project contributions received	4681634.00	Printing	50723.00	
* GOI Bonds - Matured	1350000.00	Telephone	20280.00	
* Advances to Staff Recovered	162989.00	Tools and Implements	30865.00	
* Dividends Received on Mutual Fund	215040.22	Building Maintenance	14422.00	
* Donations Received	14807832.31	Medical Expenses	44819.35	
* Interest on Deposits & Bonds	8131526.92	Provisions	146778.00	
* Other Income	178590.85	Electricity	68500.00	
		Craft Training	5530.00	
		Vegetables and Fruits	8087.00	
		Postage and Telegram	82502.00	
		Vehicle Expenses	54761.58	
		Bank Charges	3184.00	
		Clothing	1378.00	
		Library Expenses	26284.00	2196502.45
		Literary, Cultural and Sports		
		* Old Age Home Expenses		
		Salaries and Allowances	73157.10	
		Contribution to staff group pension	4620.00	
		Conveyance	6366.50	
		Medical Expenses	60234.75	
		Telephone Charges	4308.75	
		Tools and Implements	1010.00	
		Vegetables and Fruits	3741.00	
		Vehicle Expenses	62768.00	
		Tour Expenses	7375.00	
		Repairs and Maintenance	9722.00	
		Postage and Telegram	11530.00	
		Funeral Expenses	10678.00	
		Food and Fuel	229105.20	
		Electricity charges	93918.00	
		Electrical and Plumbing	40598.00	
		Clothing	720.00	
		Building maintenance	9880.00	
		Stationary	48.00	
		Bank Charges	50.00	629826.30
		* School Expenses		
		Salaries and Allowances	4536301.85	
		Contribution to staff group pension	407060.10	



RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		Higher Education	157261.50	
		Building Maintenance	9255.00	
		Computer Spares and Services	38253.75	
		Conveyance	368747.00	
		Electrical and plumbing	7212.00	
		Electricity	105979.00	
		Postage and Telegram	205623.00	
		Examination Fees	32326.50	
		Library	16781.50	
		Literary, Cultural and Sports	455432.00	
		Printing	188654.00	
		Stationery	378497.50	
		Recruitment	24660.00	
		Repairs and Maintenance	29249.00	
		Rates and Taxes	34667.00	
		Science Lab Expenses	27251.00	
		Telephone Charges	37460.52	
		Training	124894.50	
		Uniforms	690634.00	
		Bank Charges	432.00	
		Vehicle Expenses	167948.00	
		Administrative Expenses		
		- Funding Agency	2340.00	
		Subsistence Allowance	46200.00	
		Camps and Tours	3675.00	
		Medicines	435.00	
		Road Tax	18276.00	
		Membership Fees	53103.00	
			5042.00	8195721.52
		* Goshala Expenses		
		Salaries and Allowances	212782.90	
		Contribution to staff group pension	16620.00	
		Cattle Feed	407163.00	
		Cattle Insurance	42866.00	
		Conveyance	1191.00	
		Electrical and plumbing	9849.50	
		Cattle Medical Expenses	1800.00	
		Repairs and Maintenance	1251.00	
		Tools and Implements	5444.00	
		Vehicle Expenses		700295.40
		* Public Relations		
		Salaries and Allowances	175636.55	
		Contribution to staff group pension	14359.00	
		Vehicle Expenses	171468.35	
		Telephone charges	33895.73	
		Conveyance	67280.50	
		Printing	6520.00	
		Stationery	6620.00	
		Training	3045.00	500825.13
		* Rural Development		
		Salaries and Allowances	3532.00	
		Conveyance	250.00	
		Craft Training Tailoring	2285.00	
		Cultural Events	17625.00	
		Environmental Activities	16419.00	
		Rural Sports	1012.00	
		Conveyance Expenses	160.00	41283.00



RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		* Administrative Expenses		
		Salaries and Allowances	340469.35	
		Contribution to staff group pension	26188.50	
		Bank Charges	7304.23	
		Conveyance	5296.00	
		Legal Charges	94210.00	
		Postage and Telegram	45779.00	
		Printing	139533.00	
		Advertisement Charges	5900.00	
		Membership Fees	21695.00	
		Computer Spares	20917.60	
		Maintenance Charges	7050.00	
		Office Upkeep	2975.00	
		Electricity Charges	549.00	
		Vehicle Expenses	15150.00	
		Staff perks	5511.00	
		Rent	21000.00	
		Telephone Charges	3473.00	
		Repairs and Maintenance	2710.00	
		Stationery	2172.00	767843.68
		* Fixed Deposits - Reinvested		6813131.18
		* Mutual Funds - Investments		2500000.00
		* Loan on Fixed Deposits paid		6173568.00
		* Fixed Assets purchased		7347219.00
		* Deposits paid		175021.00
		* Interest on Loan paid		207216.00
		* Closing Balances		
		In Savings Account with Banks		
		Indira Bank	69565.00	
		Indian Overseas Bank	331582.93	
		Karur Vysya Bank	263982.62	
		Indian Bank	40010.36	
		Kotak Mahindra Bank	159823.20	
		Indian Overseas Bank	318021.67	
		Karur Vysya Bank	1472.00	
		Cena Bank	69664.84	1254325.62
		Cash in Hand	2000.00	
		Cash in Hand - Imprest	34.70	2034.70
Total	37647121.98	Total		37647121.98

As per our report of even date attached

For MENON & PAI

Chartered Accountants

A. Arjunan Pal

Partner

Mem No. 7460

Chennai, 16th June 2011



For Sevalaya

V. Muralidharan
Managing Trustee

SALARY AND BENEFITS ANALYSIS
Salary and Benefits of Head of the Institution - NIL
DISTRIBUTION OF STAFF ACCORDING TO SALARY LEVELS

SLAB OF GROSS SALARY (in Rs) PLUS BENEFITS PAID TO STAFF (PER ANNUM)	MALE	FEMALE	TOTAL
10000-25000	00	00	00
25000-50000	06	15	21
50000-100000	18	23	41
>100000	12	09	21
Total	36	47	83

First 3 Highest Paid Staff members:

Name & Qualification	Experience	Role	Salary & Benefits (in Rs.) per Annum
Mr.G.Chitti Babu B.Sc., M.A., B.Ed.	14 years	Head Master & Bharathi Team Head	212960
Mr. A.A.Kingston B.Sc., M.A., M.A., B.Ed., PGDCA	9 years	Vivekananda Team Head	152400
Ms. N.Annapurna M.A., B.Ed.,M.Phil.	9 years	Asst Head Mistress	151069

Lowest Paid Staff member

Yasotha. H.	< a year	Kitchen Asst.	36000
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Overseas Travel Details

British Council sponsored a trip for 2 staff members(N. Annapurna and A.A. Kingston) to go to Cunningham Junior School, UK as part of an exchange program. The expense incurred was Rs. 92,025.

Domestic Travel Details

Riverside School, Ahmedabad sponsored a trip to Ahmedabad to receive the award for 'De-sign for Change' The expense incurred was Rs. 4,098 - For V.Muralidharan, N.Annapurna and three Children.

None of the Trustees receive any remuneration.

PHILOSOPHY OF SEVALAYA

Name of the organisation

'Sevalaya' means 'temple of service'. Swami Vivekananda calls the poor man as 'Dharidranarayana'. Service done to poor and destitute is actually the prayers offered to the God. Bharathiyar also says that he who can't bear the sufferings of others is a 'punniya murthy' (blessed soul). As all our service activities are meant for such poor, destitute people, the place is named as 'Sevalaya'.

Vision and Mission

The underlying philosophy behind our vision and mission published elsewhere in this issue are as follows:-

Vision:

Based on Swami Vivekananda's teaching that by helping others we are only serving ourselves and it is only the giver who is blessed our mission is to find our happiness in the uplift of the poor. Our vision captures this succinctly.

Mission:

The basic tenets of our mission, based on the teachings of our inspirers Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathiyar are:

- ☞ Providing quality education to the poor and destitute
- ☞ Providing food, shelter and support to the needy
- ☞ Rural uplift

Symbol of the organisation

The Symbol shows that someone is watering a plant. Who is watering is a non-issue. Any seed sown in the land needs conducive environment to grow. On the other hand, the tree is already hidden inside the seed. The environment is not creating the tree. The environment is only helping the tree, which is already inside the seed, to come out and grow. Swami Vivekananda has said that education should bring out the divinity, which is already in man. Such an education is man making and character building education. However, he also says that we can't even teach an ant. Hence at Sevalaya, we believe that we are only providing conducive atmosphere for the children to grow, so that whatever is hidden inside the seed, will come out and grow.

Slogan

'Love all Serve all' is our slogan. We have to serve whoever is in need of our service, irrespective of which caste, religion or country he or she belongs to. Also the service should be done with love, remembering that we should thank that person for giving us an opportunity to serve.

On the envelope

All Sevalaya envelopes carry the following Quote from Swami Vivekananda. 'The first of everything goes to the poor; we have right only to what remains'. We keep hearing sayings like 'Charity begins at home' and 'whatever is left over after we satisfy our needs, can be used for Charity'. But Swami Vivekananda says that first do charity and whatever is left over can be used for self. If Charity begins at home, most likely, it will end at home also. If we can provide for charity only after satisfying our needs, it is like taking bath in the sea after the waves stop, because our needs will always expand to match our increased income.

The visiting card

The visiting card of Sevalaya carries the colour photo of the Trinity of Sevalaya viz Mahatma Gandhi, Mahakavi Bharathi and Swami Vivekananda on the face just to ensure that the card not only serves as a visiting card but also carries the message of the three great men.

Prayer Before Food

பகுத்துண்டு பல்லுயிர் ஒம்புதல் நூலோர்
தொகுத்தவற்றுள் எல்லாம் தலை.

It means that sharing and eating what you have is the highest form of virtue. Donors who come and celebrate their birthdays, wedding days and observe memory days of their family elders sponsor many of the meal to children at Sevalaya. Our children pray for them before the meal and thank them for sharing and eating what they have, an exhibition of highest form of virtue.

Invocation song

In all Sevalaya functions, our children sing 'Achamillai, Achamillai' (No fear, No fear), a song composed by Bharathi. Normally invocation songs are sung in praise of some God or Goddess. We have also heard from many that one should be God fearing. In Sevalaya, we believe that children should have devotion to God and not fear. We tell our children that as long as they have not done anything wrong, they need not fear anyone, including God. Bhagavad Gita also says that fearlessness is one of the virtues one should possess. To emphasise this fact, we sing 'Achamillai' as our invocation song.

Three Cardinal Principles

As you enter Sevalaya, you will notice 'the writing on the gate' - 'Please shed all your preferences / prejudices, if any, based on caste, creed, colour, religion, language, sex, nationality etc., before entering'. This is one of our basic principles at Sevalaya. We welcome all, whoever needs our service, or whoever wants to serve, irrespective of whatever 'group' they may belong to.

All our services are rendered free of cost. We will not collect any fee from anyone. Our school is free, we give uniforms, books, notebooks etc, free to all children studying in our school. Even pick-up and drop is arranged free for small children coming from outside. Our medical centre and library are all free for all the villagers. The old age home is also free and the residents need not pay anything. We do this because we are serving that section of the society, which cannot afford to pay for anything.

We are giving continuous training to our staff to treat our children and senior citizens with love and affection. Any sort of physical punishment is banned in our school. Serving these children and the senior citizens is the very purpose of our organisation.



OBJECTIVES OF THE ORGANISATION

1. To provide love and affection in addition to food, clothing and shelter to children till they are able to stand on their own legs.
2. To provide them value based education that should ultimately teach them to live happily and peacefully.
3. To take care of the health and hygiene of the children.
4. To take care of the uplift of the rural areas surrounding Sevalaya in the matters of literacy, education, health care, civic awareness, gender equality, attitude building etc.,
5. Acquiring and developing adequate space with a salubrious climate and pleasant environment conducive to the physical, mental and spiritual development of the children.
6. Inducting right type of workers, training and motivating them for a service oriented lifetime career for the organization.
7. Through a continuous process of public relation activities, create a general awareness of the aims and activities of the organization so as to gain moral support and the much needed resources.
8. Bringing in the concept of professional management to ensure maximum utilization of human and material resources.
9. To achieve total self-reliance.

VALUES WE ARE KEEN TO IMPART:

1. Orientation to the Teachings of Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathiyar
2. Love of all human beings without prejudices based on caste, colour, religion, language, gender, nationality etc.,
3. Spirit of Service and sharing.
4. Patriotism.
5. To have an aim in life and to develop the attitude and skills to pursue it.
6. Confidence to achieve one's objectives and attitude to adopt only the right means towards ends.
7. Courage to do whatever one wants to do and the clarity to know what one wants.
8. Courage to face and handle any situation in life.
9. To bring to play one's potential to the fullest extent.
10. Involvement and dedication to any task undertaken.
11. A sense of discipline.
12. Attuning with the Universal Energy through Prayer.

Activities

SWAMI VIVEKANANDA BOYS HOME AND MOTHER TERESA GIRLS HOME (Recognized as "Childrens' Home" under Dept. of Social Defence, Tamilnadu Govt.)

For poor, orphan and destitute children - The homes provide food, shelter, education, opportunities for skill development and talent promotion in an atmosphere of love and care. The children are taken care of till they can stand on their own legs. Many of our children are now well settled in life pursuing careers in diverse fields such as qualified mechanics, electricians, artisan, bank officers, nurses, software professional etc.

SRI RAMAKRISHNA PARAMAHAMSA OLD AGE HOME

The Home shelters poor and destitute senior citizens and provides peaceful and dignified living in their twilight years.- and a decent cremation.

MAHAKAVI BHARATHIYAR HIGHER SECONDARY SCHOOL (Unaided, Govt. Recognized, Tamil Medium)

The School provides education for classes 0 to XII for the children of the Home as well as from poor families in the surrounding villages. Most of the students are first generation learners. Free Note books, uniforms for all children and free transport for the elementary school children are provided. Apart from the syllabus prescribed by the state Government, we have framed our own syllabus for teaching the lives and works of Mahatma Gandhi, Mahakavi Bharathiyar and Swami Vivekananda which the students are taught in a phased manner. The School has achieved 100% results in the Board examinations continuously.

Support is also given for further studies after completion of higher secondary course.

KASTHURBA CRAFT CENTRE conducts a six month certificate course offering free training in tailoring for poor rural woman.

VINOBJAJI GOSHALA shelters milk yielding as well as dry cows.

MAHATMA GANDHI MEDICAL CENTRE conducts free medical camps for the residents as well as the villagers periodically.

SWAMI VIVEKANANDA FREE LIBRARY (including MOBILE LIBRARY) for the residents and villagers has a good collection books including complete works of Mahatma Gandhi, Mahakavi Bharathiyar and Swami Vivekananda. The library is used by the villagers as well as our residents.

All the services are rendered absolutely free of cost without any distinction on the basis of caste/creed/religion/language/gender etc. We do not even ask for the religion/caste in our application form for admission to the Homes or for staff, unless otherwise specifically required by the Government. Corporal punishment and any other form of humiliatioSevalaya.

Geographic Coverage

The organization functions in a hamlet, Kasuva near Thiruninravur 40 km west of Chennai. This village which is the centre of our operations has undergone marked transformation in many fields in recent years through Sevalaya's service activities.

The first satellite centre of the organisation now functions at Vadanallur village in Uthiramerur in Kanchipuram district, where the village people have started benefitting from the vocational training classes being conducted in computers and tailoring.

Impact Assessment by Accredited Agencies

Credibility Alliance (CA) is a consortium of voluntary organizations committed towards accountability and transparency in the voluntary sector through good governance. It was established in 2004 and accreditation by this agency is based only after a comprehensive assessment is done by CA and the voluntary organization is found to be following the norms of accountability, transparency and good governance. This assessment was done for Sevalaya in 2010 and the organization has been found to have not just the minimum norms but the highest category of desirable norms. This accreditation is valid for 5 years.

Sevalaya came to know about Social Audit in a meeting organized by CSIM (Centre for social Initiatives and Management). While Sevalaya always believed that it is creating positive impact on the society, it didn't have a proper method to measure the impact. The Management committee was convinced that social accounting would be a reliable tool to measure the effectiveness of the organization, whether the organization has fulfilled the purpose for which it was formed.

This would also help Sevalaya to understand the expectations of the stake holders from the organization which will help in charting the future course. Hence it was decided to document the social impact and go for a formal audit.

The accounting period for Social Audit was decided to be 21 months – April 2009 to Dec 2010; the following observations were made after a detailed questionnaire-based survey.

One of the interesting points that came out from the analysis was that 100% of the students feel that they are never discriminated based on caste or racial bias and that Sevalaya keeps them aware of all the activities happening inside the institution.

It has been observed that Sevalaya has been living to its values stated as it has got a 100% awareness rate from most of its beneficiaries.

There is an increasing trend in the number of students enrolled into Sevalaya, which is a positive sign of impact. The opinion of the students also validates the ambient atmosphere of the school, again a positive sign.

Among the benefits received from the school in terms of quality education, the top two were identified as Reading skills and Spoken and written communication.

No alumni of Sevalaya is unemployed. This is because apart from quality education, Sevalaya provides skill development and also helps alumni's in getting jobs.

Sevalaya is doing mostly exceptional work in ensuring the good health of the Children's Home children. This is also verified using the medical records of the children.

The people of the old age home are extremely satisfied with the facilities being provided by Sevalaya.

Governance

Sevalaya Board consists of socially minded professionals with key competencies like child care, education, counselling, moral education, information Technology, finance control etc. They are required to have faith in the values of Gandhiji, Bharathiyar and Vivekananda. Each trustee is in charge of some specific areas and makes weekly visits to monitor the respective areas, and present their reports in the management committee meeting. They fully involve themselves in the annual strategic planning and monthly review. They also monitor the record keeping, facilitating accurate and prompt submission of statutory returns. The trustees do not receive any remuneration by way of conveyance, sitting charges or whatever.

Within the overall mission and vision, the organisation is divided into 3 functional and 2 supportive units. The 3 activity units are:

1. Bharathi Team – includes primary school, high school, higher secondary school and library.
2. Gandhi Team – includes village development activities craft centre, agriculture and goshala.
3. Vivekananda Team – includes old age home, boys' hostel, girls' hostel and medical centre.

These functional units are supported ably by Public Relations and Administration units.

Annual Strategy Meetings

One of the unique features of Sevalaya in the annual strategy meeting held every year before the start of the new academic session. As early as January all the residents of Sevalaya's Old age home , Children's homes, students in MKBHSS, staff working in the various units of Sevalaya are asked to write briefly what they think Sevalaya did well in the current year what could have been done better and what they feel should be done in the coming year. The Managing Trustee then

consolidates these ideas which are then discussed in the annual strategy meeting. The staff & management zero in on the main points and the list of goals for the new year is prepared. It is split up according to the areas where it will be put into action and all the staff then prepare the lists of things they will be doing that year based on the areas they work in. Based on this an annual calendar is prepared, which breaks up the activities day wise. This make each employee of Sevalaya take up their own responsibilities and be more conscious of the work they have to do instead of work being thrust on them by someone. This makes everyone a partner in the progress of Sevalaya as a whole.

Every month in the meeting of the Managing committee where the trustees and the unit leaders participate, the activities and results achieved are reviewed. An "Action items" list is drawn up which is pursued till the action is completed.

The organization publishes a monthly Newsletter and an annual report which includes the audited Accounts, circulated to all donors and well wishers. The report is put on the website also (www.sevalaya.org)

In formulating Sevalaya's annual plans, the organisation gets written feedback from all the stakeholders including children, old age people, staff, trustees, and select donors. All visitors to Sevalaya fill-up a feedback form.

HR

The consistent and unqualified success of the organisation is, without a doubt, due to the sincere dedication of the entire staff who give their all with 'service' as their watchword. The organisation recognises this selfless service attitude of the staff, with suitable programs. The staff are trained on an on-going basis in academic and personality development areas to ensure their skills remain up-to-date. They are also encouraged to pursue

higher studies and several staff members have availed and are availing this service for various courses (see the chart published elsewhere). Although as a voluntary organization, we are exempted from contributing to Provident Fund, we as a welfare measure, have taken up a Group Superannuation policy covering all employees completing one year of Service. Besides this we have covered the life risk of our employees under a group term policy.

Volunteers

The staff of Sevalaya is well supported by a team of volunteers who come to our organisation and share their time, energy and creativity expecting nothing in return but the pleasure of having done the right thing. There are foreign volunteers, including gap-year students, who come and stay for a period of 2-3 months and work on specific programs. There are also volunteers who come as and when time permits and help out in any area that the staff needs them to. Corporate employees typically come on weekends to take 'fun' classes for the students. Many colleges like Anna university, IIT Chennai, Presidency College, New College, Soka Ikeda College, etc come on NSS Camps for a week and take up various activities. Social Work students come on their academic project work and spend couple of months.

DONORS

Sevalaya today runs completely on donations made by well wishers and does not receive any government grant. These donations which form the life blood of the organisation could range from a small one-time amount by an individual to large amounts given regularly by funding foundations. The donor could be anyone from a local person who lives a couple of streets away to a foundation based in USA or Europe which has heard of and probably even seen the good work that is being done and the growth achieved by Sevalaya consistently year after year. The organisation, on its part, extends its policy of non-discrimination to its donors too. Every donor, small or big, one-time or regular holds the

same place in the eyes of Sevalaya, which ensures that any and all communication regarding the activities, successes, financial status and plans of the organisation are sent to each and every donor to keep them apprised and to ensure transparency. Hence, as a policy, we do not publish a "Major Donors List."

FUTURE PLANS

The success of Sevalaya in Kasuva village has caught the attention of many people from other parts of the country and many are asking the question why not replicate Sevalaya in other locations. This year we have made a beginning by starting a small Branch in Uthiramerur. We have plans to replicate Sevalaya in other villages too, wherever we get support.

Also it has been our long time goal to start a free University for the benefit of orphan, destitute and poor children.

Associated with



Give India



God Parents

Credibility Alliance , Guru Krupa Foundation,

Tamil Nadu Federation of Voluntary Agencies

NGO Guardian, TERI , Digital Literacy,

Tamilnadu Sarvodhaya Mandal, Page Pierre Foundation,

CIOSA, Puthiathalaimurai Foundation



Annual Science Exhibition

The annual three day exhibition was held from 13/08/2010 to 15/08/2010 at Sevalaya. The theme of this year's exhibition was "Know Your World". The exhibition highlighted the countries, life of people, important monuments, resources of the seven continents of the world, models of the World's Wonders were on display. The exhibition was inaugurated by Ms. N. Latha, Joint Director, Sarva Shiksha Abhiyan , DPI, Chennai. Mrs. Selvakumari, Chief Education Officer, Thiruvallur, and Mr. Muthukrishnan, Additional District Education Officer, Thiruvallur were the chief guests. Students of Angel Mat. Hr. Sec. School, Grace Park convent, Vivekananda Vidyalaya, Dasar's High School and Amudha Matriculation School also displayed their projects in the exhibition.

Academy at Sevalaya. The camp was inaugurated on 24/05/2010 by Mr. Vasanth, Film Director. The weeklong camp introduced students to different forms of arts and helped to develop an interest in them. Students were taught music, dance, sculpting, photography, painting, drawing etc., by a faculty comprising of 6 artists from USA and 10 local artists. 200 students from rural economically weaker sections participated in the camp. The valedictory function was held on 29/05/2010. Mr. N.Kalyanasundaram (District Educational officer, Thiruvallur) was the Chief Guest. The children presented a programme of songs and dance they learned in the camp during the week. There was an exhibition displaying the various works of art - paintings, sculpture, photographs produced by the students.

Annual Science Exhibition 2010



Art Camp for underprivileged Children....

A 7 day Summer Arts Camp "An Introduction to Arts" was organised by The Children's Art Village, California-USA and Aadhi Arts



Special lectures for the visiting Artists from USA was organised with a view to giving them an insight in to the inspirers of Sevalaya namely Swami Vivekananda, Mahakavi Bharathiyar and Mahatma Gandhi

and the Heritage of Tamilnadu. On 24/05/2010, Mr. T.Shankar Ram (Yuva Sakthi, Youth Motivation Group) gave a, Lecture on Swami Vivekananda. On 25/05/2010, Mr. G.Ram Mohan (Retired Indian Railway Safety Commissioner) spoke on Mahatma Gandhi. Dr. Va.Ve.Subramaniam, (Retired Principal of Vivekananda College) spoke on Bharathi on 26/05/2010, and on 27/05/2010, Prof. Swaminathan, (Retired Professor, IIT, New Delhi) lectured on Temple heritage of Tamilnadu.

Awards and Felicitations.....

On 21/06/2010. Mr. V.Muralidharan was felicitated in the Rotary club Madras Midtown's "Digital Literacy Project-Recognition of Toppers Ceremony". Two students of Sevalaya's Mahakavi Bharathiyar Hr. Sec. School were selected as toppers in Digital Literacy Education. Mr. M.Kutralingam, IAS (Principal Secretary to Government, School Education Department, Government of Tamilnadu) was the Chief Guest of the function.

Sevalaya student M.S.Sarath Kumar was shortlisted as one of the top twenty from over 500 applicants for the Pramerica Spirit of Community Awards for creating an environmental awareness on the evil effects of plastics on earth and motivating the villagers in the neighbourhood to separate the bio degradable from the non degradable. He received a silver medallion and a certificate of merit at the Awards ceremony at The Park Hotel (New Delhi) on 04/04/2011 in which noted film artiste and theatre



personality, Mrs. Shabana Azmi was the chief guest.

Sevalaya kids participated in an international competition "Design for Change", conducted by Riverside school, Ahmadabad. This year there were 38,000 schools from 24 countries participating. Nearly 250,000 children took part. Sevalaya won the first prize. This prize was shared with 19 other schools. As part of this award, Walt Disney has set up a class room in Sevalaya's primary school.

Camps & Tours

Raghu, a student of Sevalaya participated in the Gandhi Yathra for ten days from 20/01/2011 to 30/01/2011 organized by Gandhi Yathra Darshan Kendra, Chitlapakkam.

60 Students from Disha, an initiative of Ma Foi Foundation, camped at Sevalaya for 4 days from 06/05/2010 to 09/05/2010.

Digital Literacy programme

Sevalaya, the coordinating agency for the Digital Literacy Programme at Thiruvalluvar District, an initiative of Rotary Club of Madras Midtown, conducted a competition for the schools enrolled in the programme on 03/12/2010.

Earlier, free self instructional CDs for basic computer literacy were provided to these schools and Sevalaya also conducted a free training programme for the schools at the time of distribution of CDs. Rtn. P.S.Praveen, President of the Rotary Club of Madras Midtown was the Chief Guest on the occasion and distributed prizes to the winners of the competition.



Festivals at Sevalaya....

True to the spirit of the values advocated by the three guiding lights of Sevalaya, efforts are made to educate the children on all major religions and promote the spirit of harmonious living among diverse cultures. Festivals of all major religions like Ramzan, Diwali, Christmas, Pongal etc are celebrated. Speakers from various faiths are invited to talk to the children about the significance of these festivals.

Ln. Dr. Henry Christopher, Founder-Good shepherd Educational Institutions, Pattabiram, was the Chief Guest for the Easter Celebrations at Sevalaya on 03/04/2010.

Sri Krishna Jayanthi function was celebrated on 01/09/2010.

Mr. K.Srinivasan, Thiruninravur was the chief guest.

On 08/09/2010, Iftar Party was organized at Sevalaya. Mr.Hayath Bhasha (Maulvi, Melappedu mosque), Mr. Ansarul (Imam, Melappedu Mosque), and Muslims from that area participated in the function.



Vinayakar Chathurthi was celebrated on 11/09/2010. Mr. S.Arun (Archakar, Pakkam Sivan Koil) was the chief guest. He performed Puja and told the children Puranic stories about Vinayaka.

On 15/10/2010, Saraswathi pooja was celebrated at Sevalaya. Mr. E.Gopalakrishnan, Manager, Indian Bank, Thiruninravur was the chief guest on the occasion.



On 30/10/2010, Sevalaya's Diwali function was celebrated for the BIG family of Sevalaya consisting of 1300 kids, 60 senior citizens and 80 staff members. Mr. R. P. Satyanarayanan, Vice Chancellor of SRM University was the chief guest. He distributed new clothes, sweets and crackers to all the 1300 children. Ms. Anitha Rajesh, Director, Operations of HCL distributed clothes to the senior citizens.

On 11/04/2011, Rama Navami was celebrated at Sevalaya. Chief Guest Mr. V.Srinivasan delivered an inspirational speech on the importance of reading holy books like the Ramayana and the Bhagavad Gita.



Ramanavami Celebrations

Functions at Sevalaya.....

The valedictory function of the four weeks "Introspection" course by World Community Service Centre, Ambattur Branch was held on 11/04/2010. Certificates were distributed to Sevalaya staff on the occasion. Industrialist JAK Jayaraman treated all the 1500 students of Sevalaya School and the residents of the Old Age Home with a festive lunch on 10/04/2010, on the occasion of his birthday.



Diwali Festival

On 14/01/2011 Pongal, the harvest festival was celebrated in the traditional way. Mr. Venkatesh Mudaliyar, a village farmer, Mr. N.R.Sambasivam, owner of NRS brick chambers and Mr. R.Ramadass, Former President, Puliur Panchayat were the Chief Guests.



JAK Jayaraman's Birthday



Pongal Celebrations

Free Educational kit- Books, notebooks and 2 sets of uniforms- were distributed to the 1300 underprivileged children of Sevalaya's Mahakavi Bharathiyar Higher Secondary School at a function on 22/06/2010. Mr. K.Pandia Rajan, CEO-Ma Foi Randstad (India & Sri Lanka) and Mr. K.G.R.Mohan, Proprietor, KGR Apparels, Ambattur were the chief guests.

The Birth Anniversary Celebrations of Thiru K.Kamaraj was celebrated on 15/07/2010. Mr. Prabhakaran Nair (Divisional Manager- Human Resources, Mahindra Holiday & Resorts India Ltd.) was the Chief Guest and he gave away prizes to the winners of the various competitions like essay, oratorical, poetry etc held to commemorate the occasion. He announced that Jothilakshmi the school topper in the 10th grade Public Examination scoring 481 marks out of 500 would be provided free accommodation with family for a day in Club Mahindra's Puduchery resort. He also informed that similar incentive will be provided every year in future for Sevalaya school toppers in Public Examinations.



The 22nd Annual Day celebrations and the Inauguration of the new Primary school

Building was held on 03/08/2010. Mr. Thangam Thennarasu, Honourable Minister for School Education was the Chief Guest and inaugurated the new Primary School Building and released the 22nd Annual Report. Dr. M.Jeganmurthy, Honourable Member of Legislative Assembly, Arakkonam, Mr. M.Kutralingam, IAS Pricpal Secretary, Education Department, Mr. T.P.Rajesh, IAS, District Collector, Thiruvallur, Mr. A.V.Muralidharan, Chairman & Managing Director, Export Credit Guarantee Corporation of India, Mr. A.Krishnaswamy, Former Member of Parliament, Mr. V.S. Shanmugam, Chairman, Thiruvallur, Ms. P.Selvakumari, Chief Educational Officer, Thiruvallur, Mr. N.Kalyanasundaram, District Educational officer, Mr. R.S.Rajarajan, District Councillor, Thiruvallur, and Mr. M.Subramani, Union Secretary, Puratchi Bharatham, and Mr. Richard Dawson, Head Teacher, Cunningham Junior School, UK participated in the celebrations.

On 06/09/2010, Teachers Day was celebrated. The children presented a cultural programme. Ms. Bhuvaneswari Muralidharan distributed silver coins to all staff members as a token of appreciation of their services.

Mother Teresa Centenary Celebrations were held on 14/09/2010, Rev. Fr. L.Xavier (Correspondent, St. Claret Matric. School, Thiruninravur) and Rev. S.Johnson (Chairman, Nemilicheri Pastorate, CSI Good Shepherd Church, Nemilicheri) and Mr. Gopal (Principal, Good Shepherd College) took part in the celebration as chief guests.



Mother Teresa Centenary Celebrations

World Cultural Day was celebrated on 26/11/2010. Various clubs of our school performed cultural programmes.

Bharathi Day was celebrated on 12/12/2010, Mr. S.Gurumurthy, Chartered Accountant and Economist was the Chief Guest. While delivering the chief guest address he said that the nation today needs to be inspired by Bharathiyar's life. He also congratulated Sevalaya for implementing Bharathiyar's dream by running a free school for the benefit of rural poor, destitute and orphan children. The Chief Guest distributed prizes to the toppers in the State Level free exam on the Life of Bharathi conducted by Sevalaya for schools. More than 20,000 students from 125 schools took part in this competition.

On 17/12/2010, Maths Genius Srinivasa Ramanujan's Birth Centenary was celebrated. Mr. P.S. Sreenivasan, Maths. Enthusiast was the Chief Guest. He distributed prizes to the toppers in the state level Ramanujan Memorial Maths. Talent Exam conducted by Sevalaya, on 27/11/2010, in memory of Mathematics Genius S.Srinivasa Ramanujan. 25 schools took part in this program. On the same day, Junior Red Cross (JRC) was inaugurated in Sevalaya by Mr. Deva Kribhakaran, President, JRC, and Thiruvallur District. He distributed the JRC kits to the students who enrolled as members and gave a brief introduction about the origin of JRC and motivated the students to come forward and serve the society.

On 23/12/2010, A felicitation function for Mr. Bharathi Balu who donated his life time collection of more than one thousand and five hundred books on Bharathiyar's life and works and about sixty rare portraits which explain the life, works and role of Bharathiyar in the freedom struggle to Sevalaya was organized. The books are displayed in the Swami Vivekananda Library run by Sevalaya for the public use.



Bharathi Day celebrations



Mr. Bharathi Balu donating Bharathi books to Sevalaya

The portraits are displayed in the school building which makes the school a living museum of Bharathiyar's Life and Works. Appusamy - Seetha patti fame Mr. Bhagyam Ramaswamy, Mr. Va.Ve.Su, Former Principal of Vivekananda College, Chennai and many Tamil Writers graced the occasion and felicitated Mr. Bharati Balu for his invaluable donation.

On 21/01/2011, Annual Sports Day was celebrated. Mr. B.Balachandaran, Deputy Superintendent of Police, Uthukottai was the Chief Guest. While addressing the gathering he talked about the importance of games and sports in life.



Swami Vivekananda Jayanthi was celebrated at Sevalaya on 25/02/2011. Swami Gauthamanandaji Maharaj, President, Sri Ramakrishna Mutt, Chennai was the Chief Guest for the occasion. Swami Abiramanandhaji Maharaj, Swami Padmasthanandaji Maharaj also participated. Swamiji distributed prizes to the toppers in the Free State Level Examination on the Life and Message of Swami Vivekananda and blessed the students.

Vocalist Mr. B.Gururajan from Bangalore accompanied by Mr. Sandeep on Tabla sang devotional songs on the occasion.



On 02/04/2011, Mr. V.Jayanth Kumar, Regional Manager (MBAC) and Mr. R.Sreenivasan, Senior Divisional Manager, Chennai Division II, Life Insurance Corporation of India inaugurated the LIC Golden Jubilee Foundation Block at Sevalaya's Mahakavi Bharathiyar Primary School. Many supporters of Sevalaya and who are also connected with LIC, took part in the celebrations.



Global Exchange programme With UK
Sevalaya entered in to a Global Exchange Programme with Cunningham Junior School in UK. As a part of the programme, two teachers from the school in UK were

on a weeklong visit to Sevalaya during August 2010. 2 teachers from Sevalaya - Ms. N.Annapurna & Mr. A.A.Kingston visited Cunningham Junior School for a week during Oct 2010.

They distributed prizes to the toppers in the State Level Examination on Gandhiji conducted by Sevalaya for schools and prison residents. They also assured full support from CTS to Sevalaya.

On 11/11/2010, Children's Day was celebrated. Hon'ble Minister for Social Welfare Thirumathi. Geetha Jeevan was the Chief Guest on the occasion.

Participation in programmes/ Competitions outside Sevalaya

Our students participated in the State Level Science Exhibition conducted by Department of School Education, Tamilnadu at Gnaa Vidhyalaya Hr. Sec. School, Thiruvallur on 13/10/2010 and won third prize.

On 30/10/2010, 25 children who won the first round of quiz were taken to TCS Siruseri office by the AXA team. The children went around the TCS facility, attended the second round of quiz, had lunch and fun games.

On 03/11/2010, staff of Tata Tele services conducted a drawing competition for the children and they also donated many gifts for Deepavali.

On 21/11/2010, 300 students participated in the BALA KALAKAR-2010 organised by AISEC, an International students' organization at St. George's Anglo Indian Higher Secondary School, Chennai. Dance, Drawing and music (instrumental) competitions were part of the event in which 2500 children from various NGOs participated.

Sevalaya students won II and III prizes in drawing competitions.



National Day Celebrations at Sevalaya

64th Independence Day was celebrated on 15/08/2010. Mr. Dilli Babu, Sub-Inspector of Police, Vengal hoisted the National flag. The students presented a cultural programme on the occasion.

Gandhi Jayanthi was celebrated at Sevalaya on 04/10/2010. Mr. S.Madhavan (CEO, Cognizant Foundation) and Ms. Archana Raghuram (Senior Program Manager, Cognizant Foundation Outreach Programme) were the Chief Guests on the occasion.





Bhajan at Sevalaya

On 19/11/2010, 150 students participated in various category competitions conducted by Kamban Academy. Our students got 13 prizes.

NSS Activities

Throughout the year the NSS wing of Sevalaya involved themselves in cleaning the campus, nearby village roads, mosque, temples etc.

Rallies, Seminars and Training Programmes....

On 09/01/2011, Sevalaya organized an awareness rally on Smokeless Bhogi. More than 1500 students from Sevalaya's Mahakavi Bharathiyar Higher secondary School, Govt. High school, Pakkam, Govt. Middle School, Melappedu, The New College, A.M.Jain College, S.D.N.B. Vaishnava College, Gurunanak College, Siddharth College, Scio College, Green Galaxy, DRBCC Hindu College and Madras Central College participated in the rally. The rally was flagged off by Mr. V.S.Shanmugam, (Chairman, Thiuruvalur Union).

The students carried placards containing messages on the need to protect our environment and raised slogans against the evils of burning plastic and tyres.

A seminar on Organic Farming and Bharathiyar, Gandhi, Vivekananda Day were jointly organized by Sevalaya and Puthiya Thalaimurai Vasagar Vattam (Readers' Association) on 21/09/2010.

On 27/11/2010, our students won a prize in the Quiz and Essay competitions conducted by an NGO, Nandhini Voice for the Deprived. They received prizes at the hands of Mr. R. Natraj, IPS (DGP, Fire Service).

On 22/12/2010, 39 students participated in the Puliur Panchayat Library competition like oratorical, drawing, country identification, poetry, book title and author identification. Our students won 20 prizes and Rs.3500 cash award.

On 12/01/2011, two hundred students from Sevalaya participated in the National Youth Day celebrations organized by Sri Ramakrishna Mutt, Mylapore on the occasion of Swami Vivekananda Jayanthi. Mr. V.Muralidharan was one of the guest speakers on the occasion. Six thousand five hundred students from all over Tamilnadu participated. On the same day, Sevalaya put up a pictorial exhibition on the Life of Swami Vivekananda at Meenakshi College for Women, Chennai.

On 14/11/2010, 3 students participated in the Fancy Dress competition conducted by Sagambari Women's Group at Indra Nagar, Adyar.

Mr. Malan, Editor, Puthiya Thalaimurai and Dr. G.Nammalvar, Organic Farming Scientist participated in the function as chief guest. Mr. Malan distributed prizes to the winners of the various competitions - Oratorical, Essay Writing & Quiz conducted by Sevalaya on the lives and principles of three great leaders Gandhi, Bharathiyar and Vivekananda for the school students in and around Chennai and Thiruvallur District. The competitions were conducted with a view to encourage the generation of today to read and imbibe the ideals of these great leaders. More than 400 students from various schools participated.

Sevalaya staff members attend sessions on "Child Rights" on 21/08/2010 and 28/08/2010. This was conducted by Mr. S.Kannayiram (Retd. Field Officer, Directorate of Social defense, Kellys, Chennai) at Sevalaya Campus.

On 22/10/2010, Mr. A.A.Kingston attended a one day training programme on "Class room Communication Online" conducted by British Council held at GRT Grand Hotel, Teynampet.

On 26/10/2010, Dr.Subbaiya Pandi (Professor, Dept of Physics, The Presidency College, Chennai) conducted a session on "Learning Scientific Concepts through Practical Experiments" for our school students. This programme was organized by Ms. Indumathi Vasantha Kumar (Mathi Vasantham Library), Ambattur.

Members of Sri Ramcharan Trust, who have successfully trained and is assisting teachers in Chennai Schools to implement Montessori Education in Tamil Medium, visited Sevalaya on 06/05/2010. Sri Ramcharan Trust have provided training to Sevalaya teachers and Montessori system in Tamil has been introduced in Sevalaya from the academic year beginning in June 2010.



On 04/09/2010, Mr. Nagasubramaniam, Rtd. Deputy Collector conducted a "Memory Power Improvement Process through Reiki" Programme for XII class students. On the same day, D.R.B.C.C. Hindu College Rotaract Club members conducted a career guidance programme for IX & XI students.

Social Science Club



Four primary school staff attended the BRC's (Block Resource Centre) ABL (Activity Based Learning) training on 07/07/2010 and 08/07/2010 at BRC training centre, Thiruvallur. 4 other staff attended the same training on 12/07/2010 and 13/07/2010. 24 primary staff attended the CRC (Cluster Resource Centre) training on 24/07/2010 at CRC office, Pakkam. Ms. Hellan (BRT Teacher) conducted the training.

Mr. K. Senthilnathan & Ms. B.Nirmala, staff, Sevalaya, attended the session on "Communication Skill Training" on 01/10/2010 and 08/10/2010 at Textan House, Ashok Nagar, conducted by CSIM.

Mr. E.Aadam Basha & Ms. B.Nirmala, Staff, Sevalaya, attended the session on "Life Skill Education" on 13/10/2010 and 14/10/2010 at DIET (District Institute of Education and Training), Thirur.

Sevalaya School staff members attended the ABL (Activity Based Learning) training and ALM (Active Learning Methods) training conducted by SSA (Sarva Shiksha Abhiyan), Directorate of School Education.

School Clubs

The School Clubs offer the children an opportunity to practical learning of Science, appreciation of languages, and Maths, as topics which will kindle the interest of the students and which are not covered in the textbooks are dealt with in the club meets. Teachers from other schools are invited to talk to the club members on a wide range of topics.

The school also has an Interact club, Social science club, Karuna Club and, junior Red Cross.

Karuna Club Activities



Sports

Sevalaya children excel in Sports also. Throughout the year they have participated in many district/zonal and state level sports meet and won many prizes.

Volley Ball Tournament for Village Youth



gandhi teaM:

Medical Camps

Sevalaya, Rotary Club of Madras Chennapatna and Dr. Kamatchi Memorial Hospital jointly organized a medical camp on 24/10/2010. ENT Check up and Checkups for arthritis, and nerve related problems were conducted. Nearly 500 patients were benefitted.

On 15/07/2010, the Mahindra Holiday Resorts India Ltd., organized a medical camp for the villagers at Sevalaya Campus. A team of Doctors from Apollo Hospitals Chennai conducted medical checkups for the villagers.

On 20/07/2010, the Rotary Club of Madras North West organized a dental camp at Sevalaya campus for school students. 2 doctors from Kottivakkam Dental Centre, Kottivakkam conducted dental checkups for the students.

On 03/09/2010, Rotary club of North Madras and Rajan Eye Care jointly conducted free eye camp at Sevalaya campus for 1300 students.

On 12/12/2010, Leo Club of Thiruninravur and Pammal Arvinth Sai Eye Hospital conducted free eye camp. More than 100 villagers participated.

On 13/12/2010, Puthiya Thalaimurai Arakkattalai and M.N. Eye Hospital jointly conducted free eye camp. Free surgeries were performed for 10 persons at the hospital.

Rotary Club North Madras & Rajan Eye care hospital



Eye Camp by Leo club, Thiruninravir



Eye Camp by Puthiya Thalaimurai Arakkattalai



Volley Ball Tournament at Pongal Celebrations



On 06 /03/2011 A Cardio- Medical camp was conducted in association with Rotary Club of Madras at the Sevalaya campus, in which around 250 public participated and got benefitted.



Programmes for Village Development

The Annual one month summer course on Computers and Spoken English was inaugurated on 16/04/2010 at Sevalaya. The course was conducted in collaboration with EdServe. 300 village students participated in the course.

On 28/08/2010, a meeting of Panchayat leaders was organized in which Mr. M.S.Syad Rawoof (Probation Officer, Social Defense) participated and spoke to the leaders on their role in improving the village using social defense department programs.

On 07/10/2010, an Awareness Rally on Global Warming was organized by Puthiya Thalaimurai Trust. Mr. V. Muralidharan participated in the rally along with Chindai Jayaraman of Angel Mat. Hr. Sec. School, Mr. D.V.Venkatagiri, Secretary, Puthiya Thalaimurai Trust, Mr. Abdul Kareem of Puthiya Thalaimurai and District Environment Coordinator, Mr. P.Murugavel.



On 19/12/2010, Sevalaya organised an "Employment Opportunities Awareness Programme" by Savera Hotel Academy for the village youth. Ms. L.V.Kayal, Admin officer from Savera hotel Academy spoke to the village youth about the six week free training program, with stipend, free accommodation and food offered by the Academy for various types of jobs in the Hotel Industry. She also assured that after the six week training, job is guaranteed in the chain of hotels run by Savera.

On 19/02/2011, Sevalaya in association with Puthia Thalaimurai foundation distributed 500 tree saplings for the schools Angel matriculation school, Pakkam Govt. High school, Govt. High School, Melappedu, and St. Claret matriculation Higher Secondary School.



The Annual one month summer course on Computers and Spoken English for 2011 was inaugurated on 01/05/2011 by Mr. S.Mani, Senior Vice-President, Corporate social responsibility, Orchid Pharma at Sevalaya. Dr. Swaminathan Jose, Principal, Loyola ICAM College of Technology, was the chief guest for the valedictory function on 28/05/2011 and he distributed Certificates to the candidates who successfully completed the one month long intense computer and English course.



Sevalaya organized a special exhibition of stamps featuring Gandhiji brought out by 120 nations on 19/10/2010. The rare collections of stamps, first day Covers, Coins featuring Gandhiji and rare photos of Gandhiji by philatelist Mr. M. L. Rajesh were on display. The special guests on the occasion were Mr. G. Ram Mohan (Retired Railway Safety Commissioner) and Mr. M. L. Rajesh, Philatelist specializing in Gandhiji.



Festivals, Functions, Programmes, Tours.....

On 05/06/2010, Sevalaya celebrated World Environment Day in association with TERI and Accenture by conducting various competitions for students- painting, essay writing etc., - to create awareness on environmental issues. Prizes were given to the best essays and paintings. Sevalaya also arranged for tree planting at Thottikalai Middle School. Several fruit bearing and avenue trees were planted. Dr.Mohan, Veterinary Surgeon and Environmental activist and Mr. Srinivasan, Village President, Thottikalai participated in the function.

On 15/01/2011, Rangoli competition was conducted for the village women of Kasuva, Ramanathapuram, Sivanvoil, Nallankavanur, Puliur, Kavanur, Puliur kandigai villages on the occasion of Pongal festival. Three women were selected from each village and winners were given prizes on the Annual Sports Day, on 21/01/2011.

On 16/01/2011, Volley Ball tournament was conducted for the village youth on the occasion of Mattu Pongal. 32 teams participated in it and Venkatesh & Friends team walked away as winners and Veliyur team as runners. The tournament was inaugurated by Dr. N.Ram, Veterinary Doctor, Thiruvallur and the prizes were distributed on the Annual Sports Day on 21/01/2011.



Participation in Programmes conducted outside Sevalaya....

On 25/06/2010, Mr. V.Muralidharan attended a meeting for assessors of Credibility Alliance in Chennai. There was also a meeting of all Credibility Alliance members on the same day. Mr. V.Muralidharan was elected as the Tamil Nadu state representative for Credibility Alliance.

Mobile Library

Sevalaya organises Mobile Library every week. The library visits nearby villages once a week and is stationed at a common point in the village. Villagers assemble there, borrow books, read magazines etc and thus make best use of the library.



On 07/03/2011, an awareness programme on "Health and Hygiene" was conducted for the school students. Mr. K.Selvam, Puliur Health Inspector participated in it as a Resource Person.



Kottu Murasu

The cultural troupe of Sevalaya,- Kottu Murasu- conducts street plays and programmes in the nearby villages every month, to create an awareness about the activities of Sevalaya, Value of Education, Evils of consuming alcohol, dangers of drug abuse, global warming and the need to protect our environment.

On 26/04/2011, the staff, with their families, went on a visit to the Uthiramerur branch of Sevalaya and then went to Pondicherry.

vivekananda team:

Camps

NSS students from Soka Ikeda College camped at Sevalaya for 5 days from 14/02/2011 to 18/02/2011. They undertook cleaning activities and planted 25 coconut trees in the agricultural field of Sevalaya.



NSS students from Soka Ikeda College

On 04/03/2011, NSS Wing of Presidency College camped at Sevalaya from 04/03/2011 to 10/03/2011. They presented cultural programme, conducted door to door AIDS Awareness programme in Ramanathapuram Village and distributed pamphlets, undertook cleaning activities in Puliur village. In association with St. John's Ambulance Association they also organized a First Aid Training Programme for Sevalaya students.



Events, Functions, Festivals.....

Tamil New Year (Siththirai Thiruvizha) was celebrated on 14/04/2011 with great enthusiasm, in the presence of friends from Koyambedu Periyar vegetable market welfare association, Mr. G.D.Rajasekaran President of Periyar vegetable market welfare association presided over the function.



Tamil New Year Celebrations

The state council meeting of the Credibility Alliance was held in Sevalaya campus on 27/08/2010.

World Elders Day was celebrated on 01/10/2010 at Thiruvallur by the District Social Welfare Department. Senior citizens from Sevalaya took part in the celebrations. Mrs. Geetha Jeevan (Minister, Social Welfare Department), Ms. R. Vasuki, Director Social Welfare Department and Mr. T .P. Rajesh ,District Collector, Thiruvallur were the chief guests. On the same day they also participated in the World Elders Day celebrations at Anna Nagar, Chennai by Tamilnadu Senior Citizens' Association. On 05/12/2010, 40 members from Paasam Train Friends visited Sevalaya and conducted games and drawing competitions for children.

On 08/12/2010, Mr. V.Muralidharan and 3 staff members visited the Terri Des homes in Thiruvanamalai.

On 18/12/2010, Mr. T. P .Rajesh (Collector, Thiruvallur Dt.) made a personal visit to Sevalaya with his family and donated bed sheets for Old Age Home residents. He also sponsored food on that day to the children and senior citizens.

On 24/12/2010, Sri Ayyappa Seva Sangam, Pattabiram arranged lunch for Children's Home and Old Age Home residents as a part of the Sri Ayyappa Pooja celebrations.

On 29/12/2010, Christmas and New Year Celebrations were held at Sevalaya. Dr. P.Venugopal, Honourable Member of Parliament, Thiruvallur was the Chief Guest. Mr. Page Pierre of Page Pierre Foundation, Switzerland participated in the celebrations. The campus wore a festive look with decorated Christmas trees, and infant Jesus in the manger. The children were excited by the presence of Santa Claus who danced to merry tunes and distributed chocolates. The event was sponsored by Mr. Thomas Simon, HR head of TCS.

In the Media...

Sevalaya winning the international award in Design For Change Contest was covered in an article in Puthia Thalaimurai on 03/12/2010. This news was also mentioned in many leading news papers.

On 8/12/2010, Education World magazine carried an extensive article on Sevalaya's education system Sevalaya was voted as the best organization of the year 2010 by the readers of Tamil weekly "Puthiya Thalaimurai".

Participation in events outside Sevalaya.....

On 17/04/2011, hostel boys and girls went to Villivakkam for Rukmanidevi Natyakshetra Foundation's Music Festival.

The 3 day annual camp at Tonakela for Sevalaya children was held from 24/05/2011 to 26/05/2011. 30 students and 2 staff members participated in this camp. On the last day of camp Mr.Rathanji of Venkateswara Jewellers, Avadi distributed prizes to students who won various competitions like Drawing, Singing and Dramas conducted in the camp.



On 20/06/2010, Sevalaya's hostel students participated in a programme for "Spritual Education" organized by Sri Sathya Sai Seva Samithi, Pattabiram.

On 01/07/2010, a function was organized by Rotary Club Dist 3230 at Sir P.T Thyagaraya Community Centre, T.Nagar, Chennai as part of their Adoption of Old Aged Orphans programme. 4 old aged people identified by Rotary Club joined Sevalaya through this programme. Mayor of Chennai Mr. Ma.Subramanian participated in the function.

30 children and 2 staff members attended a Korean Musical Programme with English subtitles "Tale of Haruk" by TUIDA, a performance group from South Korea organized by Nalanda Way Foundation on 24/07/2010 at Sir Mutha Venkata Subba Rao Concert Hall, Harrington Road, Chennai.

Sevalaya participated in Seva Mela on 26/09/2010 and 27/09/2010, organized by CIOSA & CSIM at Valluvar Kottam, Chennai. At the Sevalaya stall, Sevalaya grandmas were offering tips on Home remedies and traditional recipes. 3 students from Sevalaya conducted quiz competitions on the lives of Bharathi, Gandhi & Vivekananda for the visitors to the stall. Sevalaya children also participated in the cultural event organized on 26/09/2010 at the venue

On 01/10/2010, Sevalaya students presented a cultural programme at HVF Annual day Celebrations at HVF, IAF Avadi.

On 02/10/2010, on the occasion of Gandhi Jayanthi, Sevalaya students sang bhajans at Marina Beach near Mahatma Gandhiji's statue and paid floral tributes to the Father of the Nation.

This program was organized by Government of Tamilnadu. The Governor, Chief Minister and many ministers of Tamilnadu participated. Sevalaya students also participated in the Gandhi Jayanthi Function at Thiruvallur Khadi shop. Mr. T.P.Rajesh, Collector Thiruvallur was the chief guest.



On 23/10/2010, Sevalaya students participated in the Diwali Celebrations at MGR Janaki College, Chennai, organized by Inner Wheel Dist 323 at the invitation of Inner Wheel Club of Madras North. On 31/10/2010, Sevalaya students participated in the Cracker show organized by Lions Club International arranged at D.G.Vaishnav College Grounds, Chennai. Lions Club International organized Deepavali Mela on 02/11/2010 at A.J.S. Nidhi Higher Secondary School, Alandur, Chennai-16. 130 students participated.

On 03/11/2010, five members of old age home attended a program organized by Lions Club of Madras East. The club donated new clothes for Deepavali.

On 03/01/2011, Senior citizens attended Bharatanatyam programme presented by Ms.Bhavhya Balasubramaniam at Vani Mahal, T. Nagar.

On 25/01/2011 Senior citizens attended the Sinivasa Kalyanam organised by Tirumala Tirupathi Devasthanam at Sri Ramachandra University Ground at Thiruvannamiyur.

On 26/02/2011, 20 senior citizens of Sevalaya attended a Classical violin concert by Smt. A.Kanyakumari, organized by Lion's club of Padi Shenoy nagar.

On 18/04/2011, Mr.V. Muralidharan and Mr. A.A.Kingston visited the Goshala at Sri Vittal Rukmini Samsthan at Dakshina Pandaripuram, Govindapuram, Kumbakonam District to know about the maintenance of Goshala.

Rallies, Seminars and Training Programmes

A 3 month Course on Yoga for the residents of the Old Age Home was started on 18/04/2010 by Krishnamachari Yoga Mandiram (KYM).



2 teachers from KYM Raja Annamalaipuram visited Sevalaya once a week and conducted the training.

6 staff members attended Dr.Nammalwar's Organic Farming training on 24, 25 & 26/09/2010 at Vanagam in Kadavur Village, Karur District.

On 27/10/2010, Mr. A. A .Kingston and Mr. P. Soundararajan conducted a seminar on "Domestic Waste Management" for Billakuppam villagers, which included Bio-Recycling of Domestic Waste into Manure, Asola farming as cattle Fodder,Vermicompost using Earth Worms and Bio-Gas production techniques-Janatha Design, Floating Roof Design etc. This seminar was organized by Rotary Club of Madras.

Sevalaya regularly participates in the training programmes conducted by Department of Social Justice and Defense on issues like implementation of JJ Act, Maintenance and Welfare of Parents and Senior Citizens Act and sensitizing NGOs on issues like child trafficking etc.,

Students Study Circle

To encourage the students to use the library and improve general reading habit and to provide them an opportunity to develop their speaking skills, students study circle is held every Saturday. Students take turns to share their views on the books they read with other students.

On 11/07/2010, a unit of Sevalaya, Yoga Prayaga (Free yoga, meditation and counseling classes) was inaugurated at Adambakkam in the house donated by Captain Murthy and Dr.(Mrs.) Ananthakrishna, donors and well wishers of Sevalaya.

On 11/12/2010, as a special programme for Bharathiyar's Birth Anniversary an interview with Sevalaya Muralidharan was telecast by Captain TV in the programme titled "Let us know Everything".

Uttiramerur Branch

Sevalaya inaugurated a new branch in Vadanallur Village, Uttiramerur Taluk, Kanchipuram District. The function was facilitated by by Dr. D.K. Oza I.A.S. Dr. N. Baktha Reddy, Professor Emeritus, Tamilnadu MGR Medical University, Ms.Asha Priya Sridhar, Managing Director, Indiss, Mr Loganathan, ASSCOD and Sr. Mercy of Intergrated Development Trust, Uthiramerur participated as special guest. Free computer classes and tailoring classes were inaugurated for the village women at the centre.

Tour

The senior citizens were taken on a 4 day tour from 04/02/2011 to 07/02/2011 to temples in Chidambaram, Swamimalai , Thanjavur & Srirangam.

Visit by CSR of Corporates...

25 staff from Deloitte Company visited Sevalaya on 11/06/2010 as a part of their global "IMPACT DAY" activity. They conducted drawing competitions and sports events for the school students. Winners were awarded prizes. One of the associates, Ms. Petchi gave a motivational talk to the students of X & XII Stds.

About 15 volunteers from HCL through their CSR initiative visit Sevalaya every Saturday of the week and spent their time and effort in interacting with children and old aged

residents of Sevalaya. They get involved in various activities like teaching, playing, etc...

On 19/06/2010, 40 staff members of Naraiyuran Company visited our campus and conducted Magic Show Program for hostel students. Tata Teleservices organize regular competetions for students and also give sponsors to the children. TCS AXA Group conducts regular quiz compeitions for our children. CTS Outreach initiated personality deveopment programs in the campus.

Visit to places of worship

The boys and Girls in Sevalaya Homes and the residents of the Old Age Home were visited various places for the worship.

Wedding Bells at Sevalaya.....

Sevalaya celebrated its daughter Selvi P.Mahalakshmi's wedding with Selvan Raja, son of Pichaimuthu and Veluthai of Aru Road village, Karur District in the traditional manner on 20/02/2011. A large number of donors and well wishers besides the residents of Sevalaya Homes were personally present and blessed the couple.

Mangalyam Thandhunane..



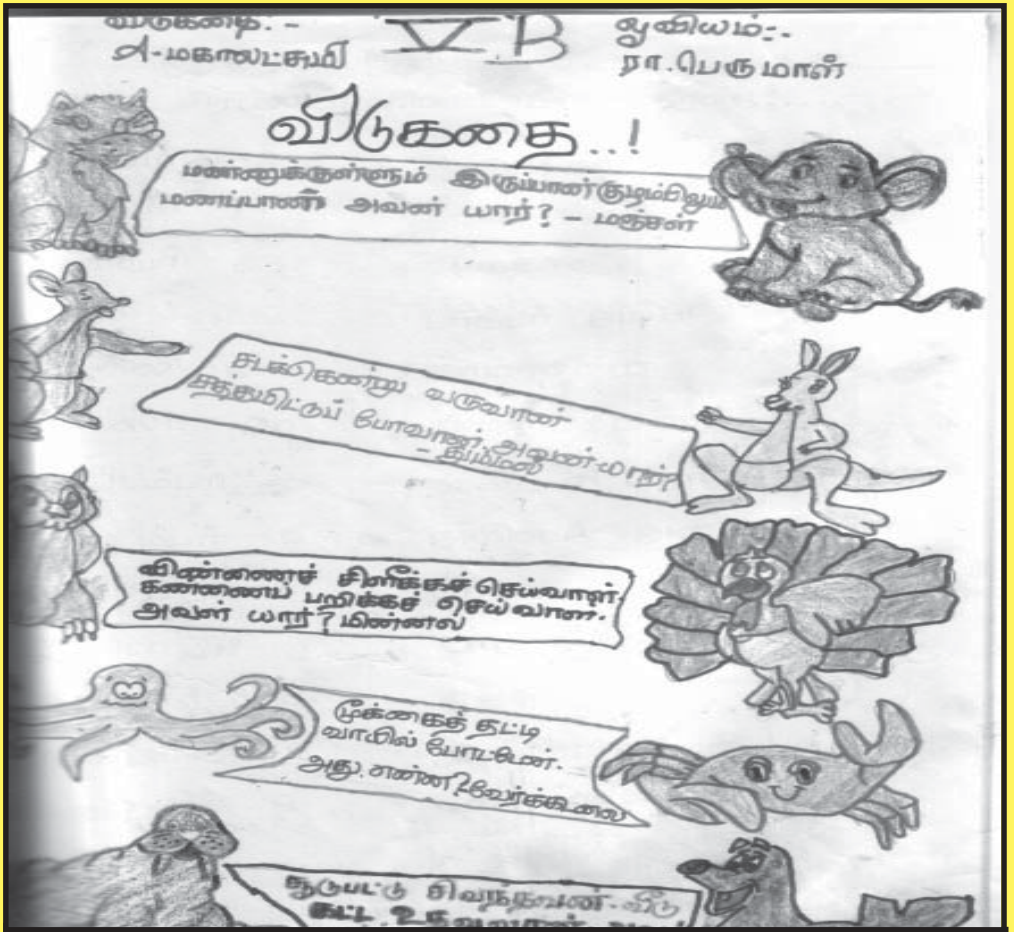
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Kids' Corner...



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Residential Expenses for one child/senior citizen/cow per year	6000	80000	6000	80000
Education Expenses for one Child/year	6000	80000		
Salary for one staff per month	5000	85000		
Medical Expenses for one child/one senior citizen	500	7000	5000	70000
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Cultural Expenses for one child/one senior citizen	1000	14000	1000	14000
Camps and Tours for one child/one senior citizen	500	7000	500	7000
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- Training program for teachers and children
- Dance, music, sports training for children
- Spending time with senior citizens
- Data entry and software development and support for our operations
- Entertainment for children and senior citizens
- Writing project proposals and helping with PR activities
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Our greetings to all at Sevalaya and all supporters of this marvellous organisation.

What a delight it was to receive a card from the children at Sevalaya for Malcolm's 60th birthday. Your invaluable care and support has helped us through Malcolm's health challenge with Myeloma cancer for the past four years.



As always, we look forward to reading the annual report which always demonstrates how you are going from strength to strength in terms of the impact on students starting life's journey and on the senior folk that are so much part of the community at Sevalaya.

Our love and best wishes to all



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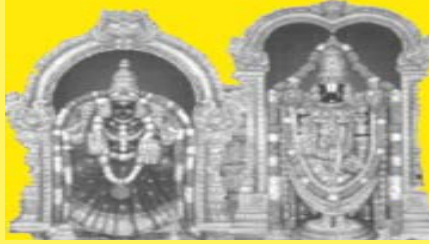
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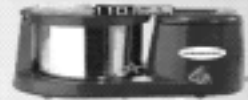
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