



SILVER JUBILEE YEAR

2012 - 13

ANNUAL REPORT







SILVER JUBILEE YEAR 2012 - 13 ANNUAL REPORT



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From Left to Right

- I Row : 1. M.Prakash, 2. M.Jaya, 3. K.Malarmathi, 4. B.Rajeswari, 5. K.C.Prembabu, 6. E.L.Narayanan, 7. V.Muralidharan, 8. R.Vijayaragavan, 9. G.Ilayaraja, 10. S.Bhuvaneswari, 11. S.Lakshmi, 12. S.Kanniyammal, 13. M.Devaki, 14. N.Ravichandran
- II Row : 1. S.Lakshmi, 2. P.Lakshmi, 3. K.Nithya, 4. K.Jothi, 5. C.Girija, 6.K.Krishnaveni, 7. M.Sowmiya, 8. Chambrey Ann, 9. Sydney Ann 10. S.Meera, 11. S.Saiprabha, 12. G.Lakshmi,
- III Row : 1. G.Jesikala, 2. M.Chandra, 3. D.Suganya, 4. J.Dhanasree, 5. S.Amulu, 6. K.Kupabai, 7. G.Sathya, 8. V.Renuga, 9. B.Nirmala, 10. S.Dharsilin, 11. M.Nandhini, 12. K.Vibitha, 13. S.Gayathri, 14. A.N.Sabira, 15. R.Menaga, 16. A.Rizwana Sultana, 17. M.Bhuvaneswari,
- IV Row : 1. P.Kalavathi, 2. M.Bakiyalakshmi, 3. C.Girija, 4. L.Neelavathi, 5. T.Selvi, 6. C.Kanchana, 7. S.Sumathi, 8. R.Vijaya, 9. S.Mariyammal, 10. S.Bhuvaneswari, 11. M.Nathiya, 12. K.Meera, 13. G.Indira, 14. K.Dhakshayani, 15. V.Chitra, 16. V.Prema, 17. N.Annapurna, 18. G.Kowsalya
- V Row : 1. K.Beulah, 2. E.Jayapriya, 3. V.Suganya, 4. R.Umasankari, 5. S.Ilavarasi, 6. S.Santhi, 7. V.Maharigha, 8. J.Sarojini, 9. A.Uma, 10. A.Arasani, 11. D.Ashwini, 12. S.Sakila, 13. P.G.Samsudhabharathi, 14. T.Gayathri, 15. C.Bhuvaneswari, 16. R.Poongavanam, 17. T.Jayabharathi, 18. D.Jayabharathi, 19. J.Jacklin, 20. K.Sathya
- VI Row : 1. J.Dharuman, 2. M.Bethaangaiya, 3. S.Gowri, 4. P.Valarmathi, 5. A.Sajithabegam, 6. B.Kowsalya, 7. D.Lakshmi, 8. G.Chembaruthi, 9. G.Jothi, 10. A.Deviga, 11. D.Priyadharshini, 12. S.Jayaseeli, 13. B.Rajeswari, 14. D.Vanmathi, 15. K.Revathi, 16. D.Latha, 17. C.Aadhimuthu, 18. C.Andrews Jesudoss, 19. L.Loganathan , 20. M.T.Anandan, 21. K.K.Sivasailam,
- VII Row : 1. A.A.Kingston, 2. J.Manivannan, 3. N.Jeganathan, 4. M.Vasanthakumar, 5. S.Panchatsaram, 6. G.Rajiv, 7. S.C.Suresh, 8. S.L.Ramesh Babu, 9. M.Swaminathan, 10. R.Kannan, 11. A.Kumaresan, 12. D.Pradhap, 13. S.Devaraj, 14. D.Umar, 15. C.Durairaj,
- VIII Row : 1. K.S.Baskar, 2. A.Prakash, 3. M.Sundarraj, 4. S.Ajinselvan, 5. M.Kumar, 6. S.Purusothaman, 7. A.Ashok Kumar, 8. M.Karthick, 9. P.Naveenkumar, 10. R.Jeevendhiran, 11. D.Manobharathi, 12. M.Muruganantham, 13. E.Sathishkumar, 14. Justice Ann.

Management

Founder and Managing Trustee

V. Muralidharan, *Software Engineer*

Board of Trustees

G.Ilayaraja, *Software Engineer*

N.Jayanthi, *Social Worker*

Dr. K.Kannan, *Educationist*

E.Lakshmi Narayanan, *Tax & Investment Consultant*

Manu Kapila, *Software Engineer*

K.C.Prembabu, *Software Engineer*

Prof. G.Ramesh, *Author, Consultant*

R.Shankar, *Entrepreneur*

N.Vikram, *Software Engineer*

Advisory Committee

M.Amarchand Jain, *Social Activist*

Dr.Malavika Vinodhkumar, *Nutritionist*

Dr.G.Nammalvar, *Organic Farming Guru*

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

R.Natraj, *IPS, Retired DGP*

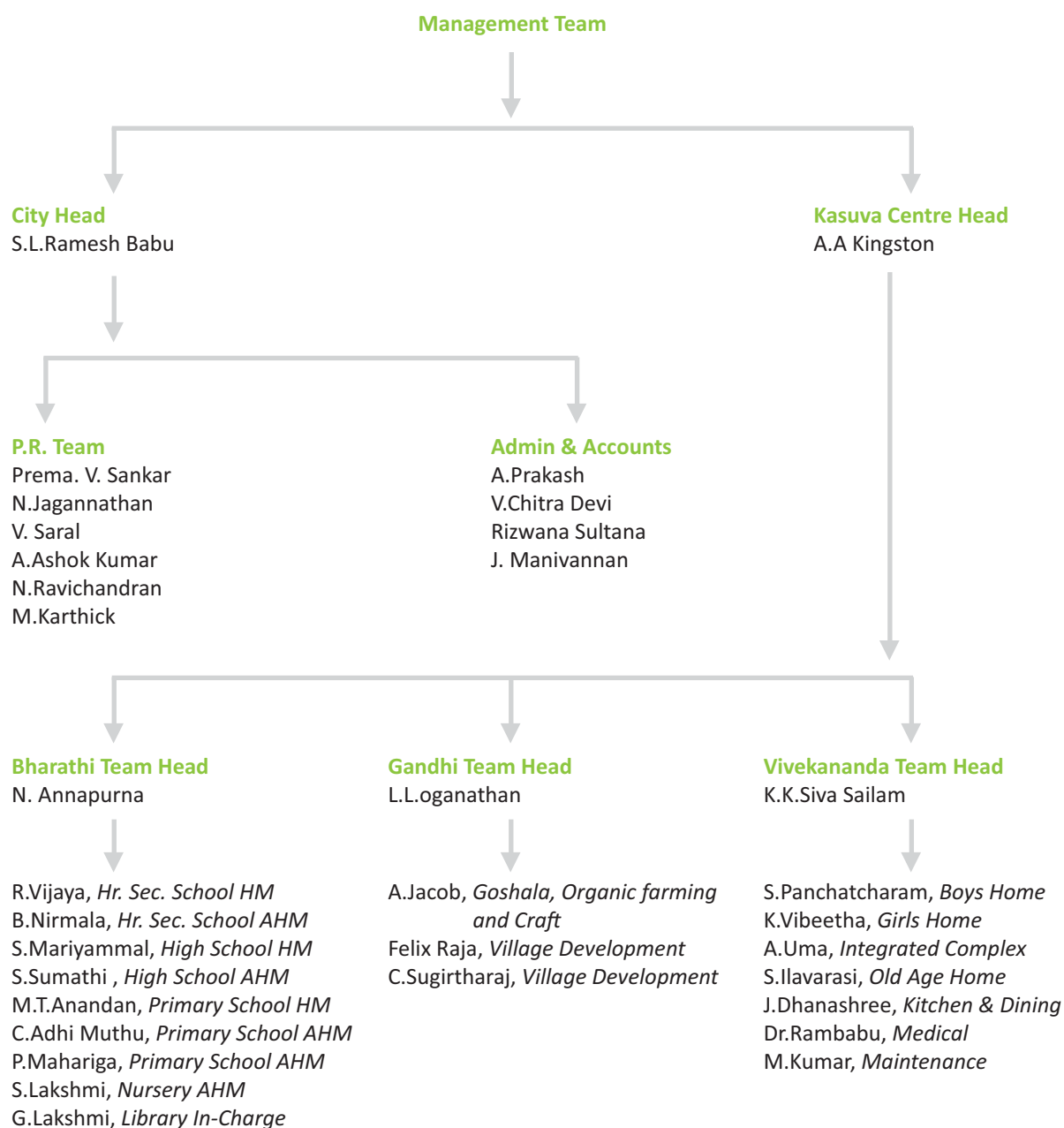
Hon. Co-ordinator

T.S. Venkataramani

Hon. Correspondent

Bhuvaneswari Muralidharan

Organisation



Academic Heads

N. Annapurna, *English*

B. Nirmala, *Tamil*

R. Kannan, *Mathematics*

B. Dinesh Kumar, *Physics*

V.Jeevendran, *Chemistry*

R.Vijaya, *Biology*

D.Mano Barathi, *Computer Science*

P. Lakshmi, *Economics*

S. Lakshmi, *Commerce*

G. Rajiv, *Agriculture*

R. Vijayaraghavan, *Social Science*

A.Sankara Pandiyan, *Physical Education*

Vision

The vision of Sevalaya is to serve the rural poor and transform them for an equitable, happy and fulfilled society with an improved quality of life.

Mission

Sevalaya's mission is to offer required quality inputs free:

- Children: Providing high quality education, life skills and character building for rural children to prepare them for productive, healthy and happy lives
- The aged: Caring for the aged and ensuring their physical, mental, spiritual and emotional well-being.
- Rural citizens: Providing capacity enhancement initiatives for the rural poor for self-sustaining livelihoods and lifestyles.

Values

- Service and sharing
- Equality of all humans
- Indian, yet international
- Courage of conviction
 - Discipline
 - Fair means

Our Activities

Education

(Bharathiyar Unit)

Mahakavi Bharathiyar Higher Secondary School is a Govt. recognised, unaided, Tamil medium School for classes from Pre School to Higher Secondary. It provides quality education 100% free. The school provides value-based education to make the children self-reliant and responsible citizens. Teachings of Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathi are imparted to the children.

- Free Education from Pre KG to Std XII
- Free uniforms, stationery, note books and text books.
- Free transport for Nursery day scholar children
- Total school strength 1700
- Minimal drop outs (2%)
- Centum or near centum results in Board exams (Std X & Std XII)

Swami Vivekananda Library (Including Mobile Library) has over 15,000 books including the complete works of Mahatma Gandhi, Swami Vivekananda and Mahakavi Bharathiyar and also books on various topics like self-improvement, physical and biological sciences, IT and engineering.

- Free Library with a collection of 15,000 books.
- Open to public.
- In a month the mobile library reaches around 500 people in 4 villages.

Rural Development:

(Mahatma Gandhi Unit)

Sevalaya is a green zone. It imparts environment education to its children and implements the same in the campus. It segregates the degradable and non degradable wastes for disposal.

Organic Farming is implemented in the campus. We use cow dung and vermicompost as bio-fertilizer. Sevalaya conducts regular workshops to propagate organic farming.

Vinobhaji Goshala shelters cows yielding milk for consumption by residents. It also shelters dry cows.

Kasturba Craft Centre conducts a six month free certificate course in tailoring and craft for poor rural women. Computer classes for poor rural youth and women are also conducted.

Medical Camps Sevalaya conducts regular medical camps for eye, dental and general check up for the benefit of the residents and villagers.

- Green Zone
- Organic Farming
- Goshala
- Craft Centre
- Medical Camps

Homes

(Swami Vivekananda Unit)

Swami Vivekananda Boys Home and Mother Teresa Girls Home (Unaided, Recognized as "Children's Home" under Dept. of Social Defense, Tamil Nadu Govt.)

Presently these homes shelter around 150 children. These homes provide food, education, opportunities for skill development and talent promotion in an atmosphere of love and care.

These children are taken care of till they become self dependent. Many of the children are now well settled in life, pursuing careers as qualified mechanics, electricians, artisans, bank officers, nurses and software professionals.

Sri Ramakrishna Paramahansa Old Age Home (Unaided, Recognized by the Social Welfare Department, Govt. of Tamilnadu)

It is a home for poor and destitute senior citizens. The home strives to provide dignified living in the evening of their lives. 60 senior citizens are provided shelter.

Integrated Campus (Aided, Recognized by the Social Welfare Department, Govt. of Tamilnadu) Sevalaya has been selected by the Govt of Tamilnadu for implementation of its new programme in Tiruvallur District, the Integrated Campus under which 25 destitute senior citizens and 25 destitute children are housed in one campus.

- Boys Home and Girls Home housing 150 orphan/destitute children.
- Old Age Home housing 60 senior citizens.
- Integrated Campus housing 25 senior citizens and 25 children in the same campus.

Our Co-ordinates

Date of Establishment : 29.05.1988

Constitution : Registered as a Charitable Trust
Registered under FCRA (Regn. No.: 075900640)

Donations for Sevalaya Old Age Home and Children Home Expense Projects are eligible for 100% tax Exemption under section 35AC of IT Act.

Other donations are exempted under sec 80G of the income tax.

Accredited at the highest level 'desirable norms' by Credibility Alliance for credibility, transparency and accountability.

Chennai City Office:

FB1 – First Floor,
Old No.: 10, New No.: 24,
Kesava Perumal West Street,
Mylapore, Chennai – 600004.
Tamil Nadu, India.
Phone : (044) 24950204
Mobile : 9444620289

Kasuva Centre:

Kasuva village,
Pakkam Po.,
Near Thiruninravur - 602024.
Tamil Nadu, India.
Phone: (044) 64611488
Mobile : 9444333529, 9444793505

Uthiramerur Centre:

Vadanallaur village,
Uthiramerur,
Kanchipuram Dt. - 603406
Tamil Nadu, India.
Mobile : 9940880726

Aayalur Centre:

Aayalur village,
Kilampakkam Post,
Thiruvallur Dt. – 602024
Tamil Nadu, India.
Mobile : 9629299351

visit us at : www.sevalaya.org
e-mail : sevalayamurali@sevalaya.org, sevalayacity@sevalaya.org
Contact Person : V.Muralidharan

Our Associates

Credibility Alliance

CIOSA

Digital Literacy

GiveIndia

God Parents

Guru Krupa Foundation

iVolunteer

Page Pierre Foundation

TERI

Our Auditors

Hon. Financial Auditors:

M/s Menon & Pai,
Chartered Accountants,
12/4 - Ashirwad Apartments,
Puliyur First Lane,
Trustpuram, Chennai – 600024.

Social Auditors:

Social Audit Network,
United Kingdom.

Centre for Social Initiatives Management (CSIM),
Bangalore.



S.KUMAR X-A

R.HARISH X-D

S.ABIRAMI BFA





Sri Ramakrishna Math

31 Ramakrishna Math Road
Mylapore, Chennai-600 004
☎ : 24621110 (4 Lines); Fax: 24934589
email: mail@chennaiamath.org
website: www.chennaiamath.org

MESSAGE

I am extremely glad to learn that “Sevalaya” is completing 25 years of yeoman service, is celebrating the Silver Jubilee Year and that the Annual Report Book being brought out on this significant occasion will include special information viz., the achievements, views from the Beneficiaries apart from the usual Report of the Managing Trustee and Financial Statements.

The services of “Sevalaya” in the chosen areas of educating destitute children, serving senior citizens through its Old age home and maintaining Ghosala to protect dry cows are really praiseworthy.

On the auspicious occasion of Silver Jubilee, I earnestly invoke the blessings of Bhagavan Sri Ramakrishna, Holy Mother Sri Sarada Devi and Swami Vivekananda on all the Trustees, Well Wishers and Beneficiaries of “Sevalaya” and for the success of the celebrations.

02 May 2013.

Swami Gautamananda
(Swami Gautamananda)
Adhyaksha

Sri V. Muralidharan
Founder & Managing Trustee
SEVALAYA
Chennai 600 041



ஓம்
ஸ்ரீ குருப்யோ நம:

Swami Omkarananda

வேதபுரீ, தேனி
விஜய வருஷம் சித்திரை 17
செவ்வாய்கிழமை
(30-04-2013)

அறிவை வளர்த்திட வேண்டும் - மக்கள்

அத்தனை பேருக்கும் ஒன்றாய்;

சிறியரை மேம்படச் செய்தால் - பின்பு

தெய்வம் எல்லோரையும் வாழ்த்தும்

- மஹாகவி ஸ்ரீஸுப்ரஹ்மண்ய பாரதியார்

அருள் வாழ்த்துரை

பேரன்பிற்குரிய ஸ்ரீ முரளிதரன் அவர்களுக்கு,

ஓம் நமோ நாராயணாய!

மனமார்ந்த நல்வாழ்த்துக்கள்!

ஸேவாலயா வின் வாயிலாகத் தாங்கள் ஆற்றி வரும் அறப்பணிகள் அனைத்தையும் கண்டு மிக்க மகிழ்ச்சியடைகிறேன்.

சுவாமி விவேகானந்தர், மஹாகவி பாரதியார், மஹாத்மா காந்தியடிகள் ஆகிய மூவரின் பாதையில், தாங்கள் ஆற்றி வரும் கல்விப்பணிகளும் சமூகப்பணிகளும் போற்றுவதற்குரியன.

வெள்ளி விழா காணும் இந்நேரத்தில், ஸேவாலயா தொண்டு நிறுவனத்தைச் சேர்ந்த அனைத்து அன்பர்களும் அறிவுநலம், மனநலம், சொல்நலம், செயல்நலம், உடல்நலம், உறவுநலம், பொருள்நலம் ஆகிய அனைத்து நலன்களுடன் கூடிய ஆன்ம நலம் பெற எனது வழிபடு தெய்வங்களான ஆதிசூர ஸ்ரீபிரஜா தக்ஷிணாமூர்த்தியையும், ஜகந்மாதா ஸ்ரீபுவநேஸ்வரியையும், ஸ்ரீதத்தாத்ரேயரையும் மனம் மொழி மெய்களால் பிரார்த்தனை செய்து உளமார் வாழ்த்துகிறேன்!

உளங்கனிந்த நல்வாழ்த்துக்கள்!

ஓம் நமோ நாராயணாய!

பேரன்புடன்

ஸ்வாமீ ஓங்காரநந்த

ஸ்வாமீ ஓங்காரநந்த

Acharya : Adiguru Sri Prajna Dakshinamurti Vidya Pitham, Theni. & Sri Bhuvaneshwari Avadhuta Vidya Pitham, Pudukkottai.

Founder & Managing Trustee : Vedanta Sasthra Prachara Trust & Sri Dakshinamurti Seva Samiti, Theni.



SRI SWAMI CHIDBHAVANANDA ASHRAMAM, P.B. 23, Vedapuri, Chatrapatti Road, Theni - 625 531.
☎ 04546-253908 E-mail : swamiomkarananda@yahoo.com / gmail.com www.vedaneri.com

SRI SRI JUDGE SWAMIGAL ADHISTANAM, East 7th Street, Pudukkottai - 622 001. Ph : 04322-221440





MESSAGE

7th May, 2013

"Arise! Awake! And stop not till the goal is reached!" is the clarion call given by Swami Vivekananda, the architect and the patriot-saint of modern India, for the uplift of the underprivileged people, with whose rising, the modern India will be born, as he has said, **"...Let her (India) arise out of the peasants' cottage grasping the plough, out of the huts of the fisherman, the cobbler and the sweeper. Let her spring from the grocer's shop, from beside the oven of the fritter-seller. Let her emanate from the factory, from marts and from markets. Let her emerge from the groves and forests, from hills and mountains"**(Complete Works of Swami Vivekananda VII. 327)... **Believe, believe, the decree has gone forth, the fiat of the Lord has gone forth – India must rise, the masses and the poor are to be made happy.**" (Letters of Swami Vivekananda, p.95) To be sure, that upheaval has already begun with his advent. And 'Sevalaya' is one such institution, established in a rural setting of Kasuva village, translating Swamiji's call into action. Started in a very humble way years back, by its Founder, Sri V. Muralidharan, a Software Engineer, to impart free education to the rural, poor children, 'Sevalaya' runs today a very big school, apart from an Old Age Home for the poor, neglected senior citizens, and a 'Goshala'. Along with secular education the children in this school are taught moral and spiritual values in a very effective way. 'Sevalaya' has today drawn the attention and appreciation of all good meaning people, by its total dedicated service to the poor and the deserving.

On the happy occasion of the Silver Jubilee year of 'Sevalaya', we offer our heartiest congratulations and best wishes to its Founder and other members, and pray to the Almighty Lord to shower His blessings on this institution and its members.

Swami Atmaghnananda
Sri Ramakrishna Math, Chennai



Ramakrishna Mission, Malliankaranai.

(via) Uttiramerur-603406. Kanchipuram Dist.

Ph: ~~272260~~ 044-27292260, 27293360

Date - 17-05-2013

Dear Sri V. Muralidharan

I was extremely delighted to visit your Sevalaya branch at Uttharamerur. What a great service you and your team rendering in the rural area .I hope those who got training from your institution will help other rural needy children. May Sri Ramakrishna, Divine Mother Sharada Devi and Swami Vivekananda bless your institution and all your staff members.

With best wishes

Swami Amurtananda
(SWAMI AMURTANANDA)



பா. வளர்மதி
சமூக நலம் (ம) சத்துணவு திட்டத்
துறை அமைச்சர்



தலைமைச் செயலகம்
சென்னை - 600 009

நாள் 27-5-2013

வாழ்த்துச் செய்தி

திருவள்ளூர் மாவட்டம், திருநின்றவூர் அருகே அமைந்துள்ள “சேவாலயா” என்னும் தொண்டு நிறுவனம் 25 வருடங்களாக ஏழை, ஆதரவற்ற குழந்தைகள், மூத்த குடிமக்கள் மற்றும் பொது மக்கள் ஆகியோர்களுக்கு ஈடு இணையற்ற பொது சேவை செய்து வரும் இந்நிறுவனத்தின் வெள்ளி விழா மற்றும் விழா சிறப்பு மலர் வெளியிடுவதை அறிந்து மகிழ்ச்சியடைகிறேன்.

ஒரு தொண்டு நிறுவனம் தொடர்ந்து 25 ஆண்டுகள் மக்கள் சேவை புரிந்து வருவது என்பது பாராட்டுக்குரியதாகும். இந்தியாவிலேயே, ஏழை, எளிய மக்கள், சமுதாயத்தில் பின்தங்கியுள்ள மக்கள் வாழ்வில் முன்னேற்றம் அடைய பல்வேறு நலத் திட்டங்களை செயல்படுத்தி வரும் மாண்புமிகு தமிழக முதல்வர் டாக்டர் புரட்சித் தலைவி அம்மா அவர்களின் பொற்கால ஆட்சியில், தங்கள் நிறுவனம் 25 ஆண்டுகள் வெள்ளி விழா காண்பது மிகவும் மகிழ்ச்சியளிக்கிறது.

எனவே, தங்கள் நிறுவனமானது மென்மேலும் ஏழைகளுக்கு, சமூகத்தில் நலிவுற்ற மக்கள் நலம் உறுதி செய்யும் விதமாக பணியாற்றிட வேண்டுமென மாண்புமிகு தமிழக முதல்வர் இதய தெய்வம் புரட்சித் தலைவி அம்மா அவர்களின் ஆசியோடு எனது வாழ்த்துக்களையும் தெரிவித்துக் கொள்கிறேன்.

தங்கள் அன்புள்ள,

M. 27-5-2013

(பா.வளர்மதி)

பெறுநர்
நிறுவனர் மற்றும் நிர்வாக அறங்காவலர்,
“சேவாலயா”,
63/32, முதல் மெயின் ரோடு,
காந்தி நகர்
அடையாறு, சென்னை 600 020.



முனைவர் வைகைச்செல்வன்

பள்ளிக் கல்வி, விளையாட்டுகள் மற்றும்
இளைஞர் நலத்துறை அமைச்சர்



தலைமைச் செயலகம்
சென்னை - 600 009

நாள் 24.06.2013

வாழ்த்துமடல்

திருவள்ளூர் மாவட்டம், திருநின்றவூர் அருகே அமைந்துள்ள 'சேவாலையா' என்னும் தொண்டு நிறுவனம் 25 ஆண்டுகளாகத் தொடர்ந்து ஏழை, எளிய ஆதரவற்ற குழந்தைகள் மற்றும் குடும்பங்கள் ஆகியோர்களுக்கு ஈடு இனையற்ற வகையில் தொண்டு செய்து வருவது மிகவும் மகிழ்ச்சிக்குரியதாகும். இந்நிறுவனம் வெள்ளி விழா மலர் வெளியிடுவது அறிந்து மகிழ்ச்சியடைகிறேன்.

தங்களது தொண்டு நிறுவனம் மென்மேலும் சமூகத்தில் நலிவுற்ற மக்களுக்கு தொடர்ந்து பணியாற்றிட வேண்டுமென வாழ்த்துகிறேன்.

அன்புடன்

வைகைச்செல்வன்

பெறுநர்

திரு. V. முரளிதரன்,
நிறுவனர் மற்றும் நிர்வாக அறங்காவலர்,
சேவாலையா தொண்டு நிறுவனம்,
F-B1, முதல் மாடி, ப.எண்.10, பு.எண்.24,
கேசவபெருமாள் மேற்குதேரு,
மயிலாப்பூர், சென்னை.



B V ரமணா
வணிகவரி மற்றும்
பதிவுத்துறை அமைச்சர்



தலைமைச் செயலகம்
சென்னை - 600 009
12.6.2013
நாள்

வாழ்த்துரை

திருவள்ளூர் மாவட்டம், கசவா கிராமத்தில் 1988 ஆம் ஆண்டு செயல்படத் தொடங்கிய சேவாலயா அறக்கட்டளை கடந்த 25 ஆண்டுகளாக ஆதரவற்ற சிறுவர், சிறுமியருக்கான இல்லங்கள், ஆதரவற்ற முதியோர்களுக்கான இல்லம், ஏழை கிராமப்புறக் குழந்தைகளுக்கான அரசு அங்கீகாரம் பெற்று மானியம் பெறாத தமிழ்வழிக் கல்வி அளிக்கும் பள்ளி, வற்றிய பசுக்களை பராமரிக்கும் பசு பராமரிப்பு மையம், கிராமப்புற மகளிர் மற்றும் இளைஞர்களுக்குத் தொழிற்பயிற்சி அளிக்கும் மையம், ஆகிய பல்வேறு பணிகளை ஏழை எளிய மக்களின் நலனுக்கென தொடர்ந்து இலவசமாக தொண்டு செய்து வருகிறது. மேலும், சேவாலயா அறக்கட்டளை இந்த ஆண்டு வெள்ளி விழா கொண்டாடுவது குறித்து மட்டற்ற மகிழ்ச்சி அடைகிறேன். சேவாலயா மென்மேலும் மக்களுக்கு சிறப்பாகவும், செம்மையாகவும் தொடர்ந்து செயல்பட மாண்புமிகு தமிழக முதலமைச்சர் புரட்சித்தலைவி அம்மா அவர்களின் நல்லாசியோடு எனது நல்வாழ்த்துக்களையும் தெரிவித்துக் கொள்கிறேன்.

B V Ramana
12/6/13
(B V ரமணா)



எம்.சி. சம்பத்
கற்றுச்சூழல் துறை அமைச்சர்



தலைமைச் செயலகம்
சென்னை - 600 009

நாள்

16.06.2013

வாழ்த்துச் செய்தி

திருவள்ளூர் மாவட்டம், திருநின்றவூர் அருகே அமைந்துள்ள "சேவாலயா" என்ற தொண்டு நிறுவனம் 25 வருடங்களாக, ஆதரவற்ற குழந்தைகள், மூத்த குடிமக்கள், ஏழை, மற்றும் பொது மக்கள் ஆகியோர்களுக்கு தன்னலமற்ற பொது சேவை செய்து வரும் இந்த நிறுவனத்தின் 26 ஆம் ஆண்டையொட்டி கொண்டாடப்படும் விழா மற்றும் விழா சிறப்பு மலர் வெளியிடுவதை அறிந்து மட்டற்ற மகிழ்ச்சியடைகிறேன்.

ஏழை, எளிய மற்றும் சமுதாயத்தில் பின்தங்கியுள்ள மக்கள் தங்கள் வாழ்வில் முன்னேற்றம் அடைய பல்வேறு நலத் திட்டங்களை செயல்படுத்தி வரும் மாண்புமிகு தமிழக முதல்வர் டாக்டர் புரட்சித் தலைவி அம்மா அவர்களின் பொற்கால ஆட்சியில், தங்கள் நிறுவனம், மென்மேலும் ஏழைகளுக்குச் சிறந்த சேவை புரிந்திட வேண்டுமென மாண்புமிகு தமிழக முதல்வர் இதய தெய்வம் டாக்டர் புரட்சித் தலைவி அம்மா அவர்களின் ஆசியோடு எனது வாழ்த்துக்களையும் தெரிவித்துக் கொள்கிறேன்.

அன்புடன்,
(எம்.சி.சம்பத்)
14.6.13
(எம்.சி.சம்பத்)



S. ABDUL RAHIM
MINISTER FOR BACKWARD CLASSES
AND MINORITIES WELFARE



SECRETARIAT
CHENNAI - 600 009.

Date.....

21/07/2013

வாழ்த்துச் செய்தி

“இயலாதோர்க்கு இயன்றவரை உதவிசெய்” என்ற
மாண்புமிகு தமிழக முதல்வர் **அம்மா**
அவர்களின் மேலான வழிகாட்டுதலின்படி
முற்றிலும் இலவசமாக செயல்பட்டுவரும்
சேவாலயாவின் சேவைகளை அறிந்து மகிழ்ச்சி
அடைகின்றேன்.

‘அறிவே கடவுள்’ என்பதை போற்றும் வகையில்
சிறப்பான பள்ளி, எளியோரின் வளர்ச்சியை போற்றும்
வகையில் மாணவ மாணவியர் விடுதி, ‘பெரியோரை
துணை கொள்’ என்கின்ற வகையில் முதியோர்
இல்லம் மற்றும் ‘கிராமங்களே இந்தியாவின்
உயிர்நாடி’ என்கின்ற வகையில் கிராம முன்னேற்றம்,
ஆகியன செயல்பட்டு வருவது மிகவும்
பாராட்டுக்குரியது.

சேவாலயாவின் சேவைகள் மேலும் சிறந்து விளங்க
எல்லாம் வல்ல இறைவனை வேண்டி
கேட்டுக்கொள்கின்றேன்.

அன்புடன்

21/7/13



Dr. P. VENUGOPAL, B.Sc., M.B.B.S.,
Member of Parliament
(LOK SABHA)
Secretary, AIADMK Party in Lok Sabha
THIRUVALLUR CONSTITUENCY



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19/7/2013

வாழ்த்துச் செய்தி

திருவள்ளூர் மாவட்டம், திருநின்றவூரை அடுத்த கசவா கிராமத்தில் இயங்கி வரும், சேவாலயா பல தொண்டுகள் செய்து வருகிறது. சேவாலயாவின் சேவைகள் பார்ப்பவர்களின் மனதில், நம் வாழ்வில் இது போன்ற உன்னதமான சேவைகளை நாமும் செய்வது எப்பொழுது? என்ற உந்துதலை உண்டாக்குகிறது.

மேலும் கிராமந்தோறும் பல்வேறு விழிப்புணர்வு நிகழ்ச்சிகளையும் செய்து வருகிறது என்பதை அறிந்து பெரு மகிழ்ச்சி அடைகிறேன்.

மனிதராக இவ்வுலகில் பிறந்துள்ள நாம் அனைவரும் நம்மால் முடிந்த அளவு, பிறருக்கு உதவி செய்வது சிறந்த சேவையாகும். அதிலும் குறிப்பிடும்படியாக வயது முதிர்ந்த பெரியோர்கள், ஆதரவற்றக் குழந்தைச் செல்வங்கள், ஆகியோரை அன்புடனும், நல்ல சுகாதார முறையிலும் பராமரித்து வருவது, மற்றும் ஏழைக் குழந்தைகளுக்கு இலவச கல்வி வழங்குவது போன்ற பல நல்ல காரியங்களை கடந்த 25 ஆண்டுகளாக சேவாலயா சிறப்பாக செய்து வருவது மிக்க மகிழ்ச்சி அளிக்கிறது.

Dr. P. Venugopal
19/7/2013



NSA இரா.மணிமாறன் B.A.,
அம்மா பேரவை மாவட்ட செயலாளர்
சட்டமன்ற உறுப்பினர்
பூவிருந்தவல்லி தொகுதி
திருவள்ளூர் மாவட்டம் (வடக்கு)



5/1356, முதல் தெரு,
எம்.ஜி.ஆர் நகர், நசரத்தேட்டை,
பூவிருந்தவல்லி, சென்னை-600123.
செல்: 94440 23452

A பிளாக், F 6வது மாடி
ச.ம.உ. குடியிருப்பு, சென்னை-2.

நாள்:

வாழ்த்து செய்தி

மகாத்மா காந்தியின் கூற்றுப்படி கிராமங்களே இந்தியாவின் உயிர்நாடி என்பதற்கு இணங்க திருவள்ளூர் மாவட்டம் கசுவா கிராமத்தில் செயல்பட்டு வரும் சேவாலயாவானது அதனை சுற்றியுள்ள கிராமப்புற ஏழை மாணவர்களுக்கு நல்ல எதிர்காலம் அமைய சிறப்பான சேவைகளை இலவசமாக செய்து வருவதை எண்ணி மனதார மகிழ்வடைகிறேன்.

தங்கள் இல்லத்தில் உள்ள ஆதரவற்ற திருமண வயதான பெண்களுக்கு திருமணம் செய்து வைத்தல் போன்றவற்றை என் கண்கூடாக பார்த்து மனநிறைவு பெற்றேன். மேலும் கிராம மக்களுக்கு இலவச மருத்துவ உதவிகளையும், நூலக வசதி மூலம், கசுவா சுற்றியுள்ள கிராம மக்களுக்கும், பள்ளி மாணவர்களுக்கும் உதவி செய்து கல்வியில் நல்ல நிலை பெற உதவி வரும் சேவாலயா. மேலும் பல ஆண்டுகள் இது போன்ற பல சேவைகளை ஆற்ற வேண்டும் என்பதே எனது விருப்பமாகும். தற்போது வெள்ளி விழா கொண்டாடும் இந்நிறுவனம் வளரும் தலைமுறையினர் நன்கு பயன்பெறும் வகையில் தொடர்ந்து தொண்டாற்றி எல்லா வளமும், நலமும் பெற்று விளங்க எல்லாம் வல்ல இறைவனை வேண்டுகிறேன்.



Message

I am happy to know that Sevalaya is celebrating its Silver Jubilee this year. Twenty Five years of dedicated service for the upliftment of the downtrodden in remote villages is an appreciable task. I got an opportunity to witness the yeoman services being offered by this trust such as providing shelter to poor and destitute children, providing a safe and peaceful place for the Senior citizens in their twilight years, encouraging rural folk to learn a self supporting craft, providing complete education with character building to the children of the surrounding villages. Offering such services relentlessly, definitely requires dedication, perseverance and hard work.

I commend the Sevalaya team for this good work and wish SEVALAYA all success in the coming years.


District Collector
Tiruvallur 28.6.2013



Scope International Pvt Ltd

At Scope International, CSR has become a way of life. In keeping with Standard Chartered's signature theme of being 'Here for good' we have constantly strived to find ways to be a force for good in the communities that we operate in. Over the years, our 9000 + staff have enthusiastically raised funds to contribute towards Schools for the underprivileged, Village Community halls, Mobile eye clinics and the like. Our association with Sevalaya began last year and since then we have had the opportunity on many occasions, to participate and interact with the amazing group of adults and children who make Sevalaya what it is today. In a show of our support and appreciation for the work that is being carried on at Sevalaya, we have recently committed to construct an Industrial Training institute(ITI) in the Sevalaya Campus so that students completing the twelfth standard can opt for a vocational training of their choice that would enable them to get a head start in life and eke out a livelihood immediately upon completion of training. We have also firmed up plans for our staff to visit Sevalaya regularly and volunteer in the School and old age home.

On 8 June 2013, in connection with the World Environment Day, 650 Scope staff visited Sevalaya and planted 500 trees partnering with the Sevalaya students and staff. This is just a beginning and I am sure that in the coming years, Scope will forge a great partnership with Sevalaya and reach out not only to the needy students at Sevalaya but also to the larger village community around Sevalaya in more ways than one to establish that at Standard Chartered, Scope International are indeed Here for good!

On the occasion of their Silver Jubilee Celebration I wish them the very best in all their endeavours and many more years of sustained contribution to society!

Edwin Nevis

CEO, Scope International Pvt Ltd

(100% subsidiary of Standard Chartered bank UK Plc.)

Looking Back...

It has been 25 years since 'Sevalaya' started, and as I look back at the journey so far, I do so with some satisfaction at having made a difference to so many people's lives. Whatever we could achieve in a quarter of a century would not have been possible without the participation and support of a large number of people in India and overseas, who believed in the vision of Sevalaya. As we embark on the next phase of this journey, we are encouraged by the trust we have earned, and emboldened to dream big, to grow and expand, to meet the ever growing societal needs.

As we cross this significant milestone, memories well up, of our trials and triumphs, of so many special moments and exceptional people. I share them in tribute to all those who have shaped Sevalaya with their contributions in various ways. Thank you for making us what we are today!

One day in 2002, an 80 year old man walked in to our City office holding newspaper cuttings in his hand. He showed those paper cuttings to me and asked me, "Is this true?" I saw the paper cuttings and said, "Yes, this is our School news". The paper cuttings were about Sevalaya's school getting 100% results for 3 consecutive years – the students are all orphan, destitute and poor first generation learners. The visitor was Mr. Narayanan of Chennai Willingdon Corporate Foundation. Mr. Narayanan had a lengthy discussion with us and wanted to see the school. Few days later he visited the school and went into each class room and asked many questions to the students and satisfied himself that the "100% result" was really genuine. Then he asked us, "What do you want?". We said the school building was only half finished and we needed funds to complete it. He immediately asked us to come up with an estimate. We met him at his residence next day with the estimates. He was not happy, and said, "You have given quote only for the building. What about the furniture, fittings, lights, fans etc? Please add that also". So we went back a couple of days after that and gave him the full quotation. Now he was satisfied and the Foundation approved our proposal and the second and the third floors of the school building came up in no time. *Who brought Mr. Narayanan to Sevalaya?*

Sevalaya updates are generally shared on emails, website, etc. On many occasions, such emails get

forwarded to many people and the chain goes on. Sometime in 1998 I got a call from Mr. Malcolm Lane from UK. He had received one such forwarded mail from his counterparts in India. He asked me all details about Sevalaya and said that he would visit our campus when he comes to India on his official work. Within few months he came to Sevalaya and went through all our activities in full detail. From then on, till he breathed his last, yes literally till he breathed his last, he was a great supporter and donor of Sevalaya. One afternoon I got a call from Malcolm and as usual, I could hear a big laugh from his side. "Murali, I want to share some news with you. Just came out of my doctor's room. He tells me I have blood cancer and I may not live long.



Late Mr Malcolm Lane at Sevalaya, to thank the children who had prayed for his recovery.

I called you because I know the good work you are doing and your prayers will be of help". He continued laughing. I could not believe this and could not react as I was stunned. Later I came to know that he was hospitalized and was in very bad condition. From Sevalaya, we prepared a get-well card, made by our children; all of us at Sevalaya signed the card and posted it to the hospital address. Couple of months later, Malcolm got discharged from the hospital, made a trip to India to see and thank the children who prayed for his health and as usual, made a donation to Sevalaya. "The prayers and love of Sevalaya children was responsible for my recovery", he had said holding the get-well card above his head and thanked all the children. Few months ago, he was again hospitalized and wanted to make an online transfer via 'GiveIndia'. As his health condition did not support him he called me up and 'GiveIndia' and he said, "I am desperate to make this donation. I am not able to get this through". Somehow with the help of others, he managed to get that donation through and after a couple of days, he passed away. *Who brought Mr. Malcolm Lane to Sevalaya?*

One day in 2011, we had some unexpected visitors: Mr N. Subramaniam (Subbu) and his family. Residents of Singapore, they make occasional visits to Chennai as their parents and many relatives live in the city. On one such visit, they had engaged a call driver and they were discussing where they should go and spend some time. There were so

many options they were assessing: amusement parks, temples and other usual tourist attractions that was when the call driver intervened and said, “Sir, can I suggest a place to go? I have been there taking some other passengers and they all liked it.” Subbu wanted to know more about the place and after listening to the driver carefully, the family decided to visit the place. This is how Subbu’s family landed in Sevalaya. Today Subbu and family are sponsoring some projects of Sevalaya.

In the past 25 years Sevalaya has made many such connections all over the globe. What prompts people from distant locations to respond the way they do? Why do they open up their kind hearts? What do they see in Sevalaya to trust us with their hard earned money? The answer to that question also explains to a great extent how this organisation has survived over the last 25 years without much Government grant, not charging anything from the beneficiaries, supporting so many children, senior citizens and destitute animals, ever expanding, adding many projects year after year.

You could say ‘Sevalaya’ was born in me when I was just an eleven year old boy, doing my seventh grade. I used to visit one of my classmate’s house almost every day as he was living very close by. His father was a writer and used to read a lot. Whenever I went to his house, I used to wonder at the collection of books his father had. One day, I saw a book and found the cover very attractive and I requested my friend’s father to lend me that book. He looked at me with disbelief, as if wondering why at that tender age I would want to read a book like that. He then said, as he often lost books loaning to others, he will not be able to lend the book. After a long persuasion he finally agreed to lend the book for only 24 hours. I agreed because the next day was a School holiday and hoped to finish the book within a day. After I came home with the book, I realized that the holiday was because of “Saraswathi Pooja”, worshipping the Goddess of learning. My grandfather asked me to handover all the books as the books had to be kept in front of Goddess Saraswathi’s picture the whole day. I

மனமார வாழ்துகின்றோம்

நமது இதய தெய்வம் முதலமைச்சர் அம்மாவினீ சீரிய சிந்தனை, தொலைநோக்கு பார்வை ஆகியவற்றை உள்ளடக்கி திருவள்ளூர் ஒன்றியத்தில் 25 ஆண்டுகளாகத் தொடர்ந்து இலவசமாகச் சேவை செய்து வரும் சேவாலயா நிறுவனத்திற்கு இதயதெய்வம் புரட்சி தலைவி அம்மா அவர்களின் வாழ்த்துக்களையும் ஆசிகளையும் தெரிவித்துக் கொள்கிறேன். இந்நிறுவனம் மேலும், மேலும் சிறப்பு வசதிகளைப் பெற்று வளர, மனமார வாழ்த்துகின்றோம்!



புட்டூர் R. சந்திரசேகர், ஒன்றயக்குழப் பெருந்தலைவர்
ஒன்றிய கழக செயலாளர், திருவள்ளூர் ஒன்றியம்



“வயிற்றுக்குச் சோறிட வேண்டும் – இங்கு வாழும் மனிதருக் கெல்லாம் பயிற்றிப் பல்கல்வி தந்து – இப்பாறை உயர்த்திட வேண்டும்”

என்ற மகாகவி பாரதியாரின் வாக்கிற்கு இணங்க கைவிடப்பட்ட
முதியோர்கள் பசியின்றி வாழ உணவும் அவர்கள் கவலையின்றியும்

வாழ்வதற்குத் தேவையான வசதிகளையும் செய்து முதியோர் இல்லத்தை நடத்தி வருவதோடு, கால் நூற்றாண்டு காலமாகக் கல்விப் பணிபுரியும் தூண்களாய் விளங்கிவிருக்கும் மாணவச் சிசுவங்களுக்கு அறியாமை இருள் அகற்றி, கல்வி எனும் அறிவு ஓளிகாட்டும் கலங்கரை விளக்கமாய் நல்லொழுக்கத்தோடு கூடிய கல்விப் பயிற்சி தந்து, அவர்களின் வாழ்வுக்கு வழிகாட்டும் சேவாலயரின் கல்விப்பணி கண்காணியுந்தேன்.

முனைவர் S. நாகராஜ் முருகன்

முதன்மைக் கல்வி அலுவலர். திருவள்ளூர் மாவட்டம்


பாரதி கண்ட கனவுகளுக்கே உயிர் கொடுத்தும், காந்தி காண விரும்பிய கிராமமும், விவேகானந்தர் விடஞ்சீ சென்ற பணியின் தொடர்ச்சியையும் சேவாலயாவின் கண்டேன். பெருமதும் கொண்டேன். கல்வியின் தேர்ச்சி சதவீதமும் அதிகமாகவும் சேவையில் முதன்மையாகவும் விளங்கும் இருபத்தைந்து ஆண்டுகள் சேவாலயாவின் சேவை போற்றத்தக்கது.



திரு. S. சீமான், M.Sc., M.A., M.Ed.,
மாவட்டக் கல்வி அலுவலர், திருவள்ளூர்

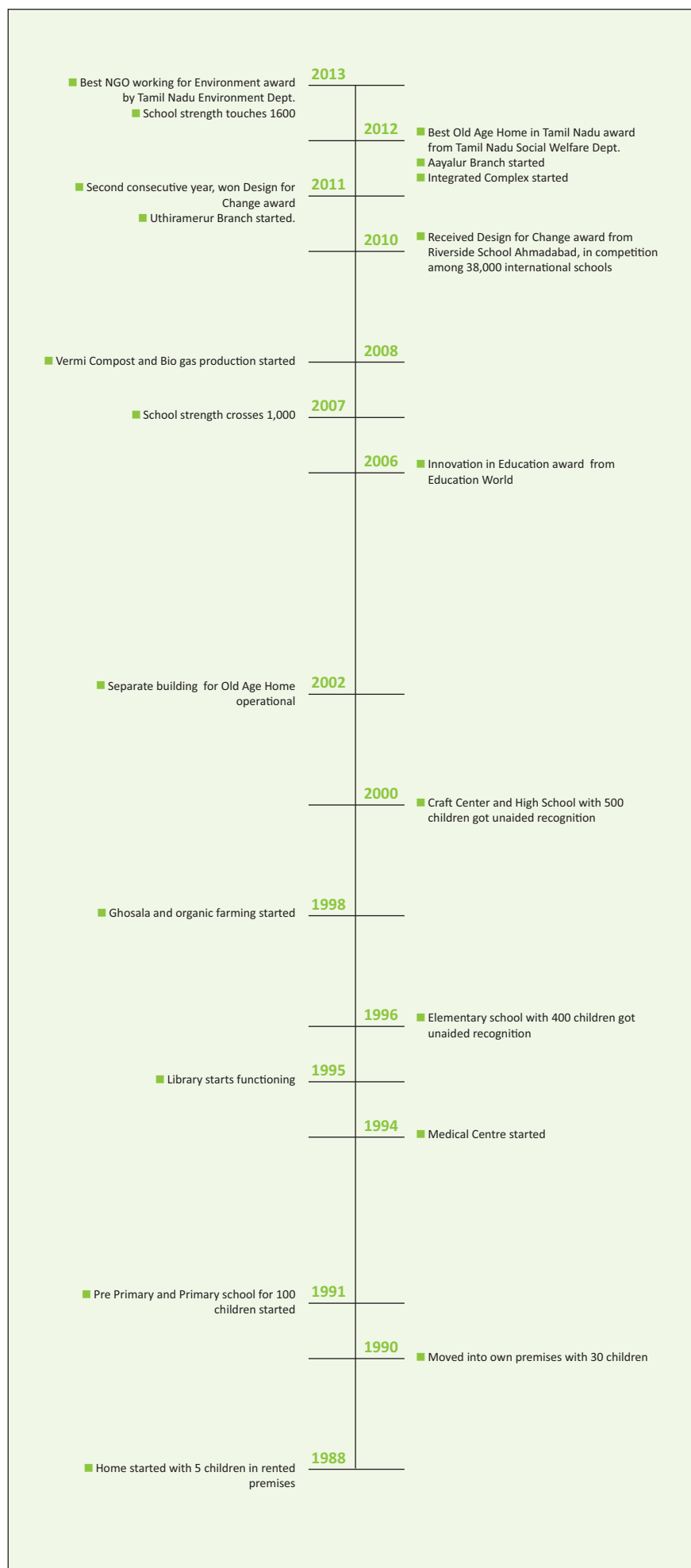


மக்கள் பணியில் சேவாலயா...



மனம் திறந்து வாழ்த்துகின்றேன்! சேவாலயா நிறுவனம் கடந்த 25 ஆண்டுகளாகச் செவ்வனே தன்னை மக்கள் சேவையில் ஈடுபடுத்தி வருகிறது. இதில் குழந்தைகள் இல்லம், முதியோர் இல்லம் மற்றும் தமிழக அரசு சிட்டமான ஒருங்கிணைந்த வளாகம் ஆகியவைகளை நடத்தி வருவதற்கு என்னுடைய பாராட்டுகளை தெரிவித்துக்கொள்கிறேன். மேலும் இந்நிறுவனத்தின் சேவை தொடரவும் வளரவும் என்னுடைய வாழ்த்துக்களை தெரிவித்துக்கொள்கின்றேன்.

திருமதி. சா. ருத் வெண்ணிலா
மாவட்ட சமூக நல அலுவலர், திருவள்ளூர்



managed to hide the borrowed book and gave all my school books to him. As my grandfather was preparing for the pooja, I opened the book and found out that it was nearly 400 pages and was filled with poetry. I had only seen a very attractive cover page. It was a close up of a man's face with big moustache and very powerful eyes and a turban on his head. I hadn't bothered to look at the contents of the book. Then I understood that I will not be able to read the whole book in 24 hours. So I decided to randomly open a page and just read it. I started reading a poem from half way through, and coincidentally the poem was about 'Saraswathi Pooja'. It said, just uttering few mantras (holy verses), keeping the books and applying sandal and offering flowers is not 'Saraswathi Pooja'. You need to go to the villages where there are no schools; opening free schools for poor children is the only way to become 'friends' with Goddess Saraswathi. I could not read beyond this poem, as I had already started planning in my mind how to implement this message of Mahakavi Bharathi. **"Educating the poor"** was the mantra I got from Mahakavi Bharathi.

Around the same time, I used to visit the book stall in Ramakrishna Mutt and bought small books like 'Vivekananda speaks to you', 'Vivekananda writes to you', 'Rebuild India', and 'Thus spake Vivekananda', they cost almost nothing (even today it is so) and it was easy for me to buy and read them. "Even if a dog goes hungry in this world, what is the point in having so many Gods, so many religions, so many temples?" "For a hungry man, God comes in the form of 'roti'. If a person is hungry, give him food first, not religion" – these were the thought provoking words from a religious monk! **"Feeding the hungry"** was the mantra I got from Swami Vivekananda.

I also had a chance to read Mahatma Gandhi's autobiography 'The Story of My Experiments with Truth' and also few others books which introduced and elaborated his ideas on "constructive programme". According to him India was enslaved only because the villages became weak: we once had a strong village self supporting system and whatever was needed for a village was all

produced within the village and there was no dependence even on the next village. This was his concept of "Complete Swaraj". So reviving village- based economy, development of villages, more jobs in villages were the means to make India truly free. Hence, the "charka" started rolling. **"Development of villages"** was the mantra I got from Mahatma Gandhi.

These three powerful mantras are the basis of all our activities in Sevalaya. The mission statements are developed based on these three ideas. We believe that the power of these three great "Gurus" is driving Sevalaya's activities, getting us all the right connections around the world, and making us move forward.

To implement the mantras, money was required. So I had to wait till I completed my education, got a job and allocated some savings so that at least for a year the institution could run with my own money. I got the confidence to take the plunge on 29th May 1988. Sevalaya was started in a small rented house with no power connection in Sivanvoil village and had five orphan children and two staff members. We brought our friends and contacts to visit during weekends. Slowly the support started picking up.

In 1989, Thiruninravur Panchayat offered us one acre of free land. So we moved our centre closer to the Promised Land. But later we understood that getting that land would need compromising the values on which Sevalaya was based; hence we decided to drop pursuing that land. In 1990, I was working in USA on a software project and I shared with my team mates the challenges faced and sought their support. All sixty of them readily agreed to help. Within a span of 3 months, we collected enough money to buy our own land at market price. In October 1990, we bought one and half acres of land in Kasuva village. The Sivanvoil – Kasuva belt was selected for our major operations as the area had many poor people and there were not many schools, especially Kasuva village had no schools and all the poor families used to work for generations in agricultural lands or brick kilns as coolies (daily wage earners). By that time we had 25 kids in the hostel. So we constructed

"அன்யோன் ஸ்வாமி செய்யப்பரும் ஓவ்வொரு செயலும் ஆனந்தத்தோடு கொண்டு வந்து தந்தே தீரும்". தன்னால் கருதாமல் கல்வி மற்றும் சமூகப்பணியாற்றும் நிறுவனம், பள்ளியின் அனைத்து ஆசிரியர்கள், அலுவலகம் பணியாளர்கள் மற்றும் ஏனைய அனைத்து பணியாளர்களுக்கும் உதவும் அன்பு நெஞ்சங்களுக்கு எனது நெஞ்சார்ந்த பாராட்டுகளை தெரிவித்துக்கொள்கிறேன்.

திரு. M.S. சையத் ரவூப்

மாவட்ட நன்னத்தை அலுவலர், திருவள்ளூர்



Selfless service...

"Sevalaya, true to its name, is abode to selfless service. Its activities are impressing and inspiring. Man kind is served here not by mere words but deeds. The contribution in last 25 years are amazing. It is indeed a pleasure to be associated with such activity in any way.

May your contribution grow by leaps and bounds and serve the one and all in such fulfilling ways. My best wishes to Sevalaya."

Rupesh Meena

SP, Thiruvallur

Strong dedicated ideals...

"Under this banner, they are dedicated to the principles of great spiritual and national leaders Swami Vivekananda, Mahatma Gandhi and Mahakavi Bharathiyar. Their mottos are being spread to the society through actions by this organisation. Because of this, the organisation has attracted the attention of foreign people and foreign social service organisations to come and do service at Sevalaya. I support the members of this trust for their strong dedicated ideals to serve society in these forms of activities constantly."

Dr. P.R Vittal

Former Principal, RKM Vivekananda College

& Visiting Professor

Dept. of Statistics, University of Madras



A humbling and awesome experience...

What an humbling and awesome experience my visit to Sevalaya was. Even before you go into the place you are encouraged to leave all prejudices behind, at the entrance gate. Quite frankly that set the tone. The smiling children all eager to welcome, the library, kitchen and dining room, sports facilities etc.. While these may not be abnormal in a private school in England it must be something mind blowing for visitors to a rural school. I call Murali Mr 10% , ' because whatever money he gets it will always be 10% of his ambitions for a better life for those less fortunate

Stuart Drew

Executive Vice President,

HCL Technologies Ltd.,



In the initial years, Sevalaya used to operate from this thatched roofed hall.



four hostel rooms and these were used as hostel in the night and classrooms during day time. We had 75 kids from the nearby villages coming to school. In 1991 June, the primary school was officially started, but without any school building.

Given the 100% child labour situation in the village which had no school, we visualised a big school for 1,000 children. We assumed 30 kids in a class, therefore 33 class rooms for 1,000 kids, plus library, plus an auditorium, plus computer lab, plus physics lab, chemistry lab, biology lab, etc., and went to meet a builder. When I explained to him what I was looking for, he looked at me with disbelief and said "Do you know what you are talking about? This will cost nearly one crore (10 million Indian rupees)

and I don't think you have that much of money. Don't waste my time". I asked him how much it would cost to draw the plan. He said, "May be 2000 rupees". I said "I have that much now, so please get me the plan". This plan took almost seven years to construct and by that time, we already had more than 1,000 children on our rolls! Then we went for a second building, and then for a third and today we have more than 1,700 children getting completely free education. The villages around Sevalaya which had 100% child labour are now child labour free. Children from 33 villages study our school.

When we started the school, we had to go from hut to hut to explain the importance of education to the parents and implored them to send

their children to School. As they were used to working in the fields and brick kilns along with their children, they were worried that loss of their children's wages would reduce their already meager income and felt that schooling would be a "waste of time". Slowly some parents relented and started sending their children, but only the boys. We had no option but to be patient and wait for the parents to feel the difference education made before they changed their mind. Many girl children in the village were denied education. Some of them went up to primary school and dropped out as the parents didn't agree to send them to a far away high school and many of the girls just discontinued after going to school for couple of years. Once Sevalaya school started and gained in reputation, suddenly there was rush of girl children coming to school – at one point in time we had 65% girls and 35% boys! After few years, as we cleared all backlog, the ratio stabilised and settled down to the more natural 50% - 50%.

The strength in the hostels also increased from 5 in the first year, and in 10 years, reached 150, the strength which we had kept as the maximum. One day we had a man coming to our campus with a small boy and he told us that the boy was found on the street and he did not know who the boy was and as a good Samaritan, had brought the boy in our hostel. We got the forms filled up and the boy joined the hostel. After couple of months we understood that the man was actually the father of the boy. His mother had passed away few months ago and as the father married someone else, this boy became unwanted in the family. We tried to search for that man but the addresses he had given were all fictitious and we could never trace him. The boy completed his studies and is earning his living.

Right from the beginning we have had destitute senior citizens living in our hostel. They were sharing the same hostel with the children until 2002, when we received Japanese grant to build a separate Old Age home. The capacity of the Old Age home is now 60.

Many destitute grandmas and grandpas join our home, spend their last days in peace and we take care of their cremation also, as per their religious beliefs. One day we had a



Sri Pittukuli Murugadoss and Dr. M.S. Udhayamurthy during the formal inauguration of Sevalaya on 2nd October 1988.



Film actor Mr. Kamalhasan, during Sevalaya's 5th Annual Function, 1993.



Former Speaker of the Tamilnadu Legislative Assembly, Mr. D.Jayakumar and Mr. B.V.Ramanaa (currently Tamil Nadu Minister for Commercial Taxes) distributing uniforms to children at a function in 2002.



Ms. Revathy, film star distributing awards to the children in 1991.



Mr. Delhi Ganesh, film actor at Bharathi Day Celebration 1990.



Artist Mr. Jeyaraj and film star Mr. Nazar during Sevalaya's Annual Function



Foundation stone laying for the Old Age Home by Swami Kamalanandaji Maharaj, Ramakrishna Ashram, in 2001.



Japanese Consul General Mr. Masayuki Makiya, inaugurating the Old Age Home in 2002.



Former Minister for Hindu Religious and Charitable Endowment, Mr. I. Periyakaruppan, Former M L A Mr. E.A.P. Sivaji and former Chairman Mr. V.S. Shanmugam during Sevalaya's 20th Annual Day 2008.



TCS CEO Mr. S. Ramadurai at Sevalaya in 2005.



Mr. S. Ramadurai, TCS CEO at the 17th Annual function in 2005.



Actor Mr. Charuhasan releasing 6th Annual Report and giving donation for Sevalaya.



Above: Film Director Mr. Vasanth Inaugurating the Art Camp in 2011.

Mr. Thirupur Krishnan, Editor, Amudha Surabi, distributing prizes -2009.



Mr. V. Muralidharan receiving 'Bharathi Award' from Bharathi Kazhakam, in 2009.

Below: Ms. Mai Lai Breech, Founder, Children's Art Village, taking art classes.



man who brought an old lady and said she was the cook in his house for many years and as she had become old, she was unable to work. With no known relatives, she had no place to go. Hence he had brought her to Sevalaya. We quizzed the old lady separately and she confirmed that whatever the man was saying was true. So we admitted the lady. After a couple of months, when all the grandmas were chit chatting, the truth came out that the man was her own son. The senior citizens home's care taker came to know of this and promptly informed me. Next day when I went to the senior citizens home, the old lady fell at my feet and pleaded not to send her out for lying. She was in tears and said, "That I was a cook was only true. I was never a mother in that house".

If there are such heart-wrenching stories, there are many happy ones which outweigh them.

We had a physically challenged barber who joined Sevalaya on becoming too old to be able to work. After settling down, one day he said, "As I am getting everything free here it is my duty to do something in return. I will do hair cutting for the children and this way I can reduce some cost to Sevalaya". He was doing this service for few years. Then some of his relatives found him in Sevalaya. They had some ancestral land in their native village and wanted him to go the village to dispose of the land. He was away for 15 days and when he came back he said, "We sold the land. I got my share of Rs 50,000. I don't need this money. I am donating it to Sevalaya".

When she was a little girl, Mahalakshmi was left in our hostel by her distant relatives, who never came back. Her parentage was not known. She grew up in our hostel and studied in our school. After completing standard XII, she wanted to study nursing. So we sent her for a nursing course and later she also got a job in the same hospital. She met a boy there and they liked each other. When Maha came to Sevalaya campus during her weekend, she spoke to me about this boy. I personally collected all details about the boy and his family, and did a thorough verification about the family until satisfied. The wedding took place in Sevalaya two years ago. She is living happily with her new-found family.

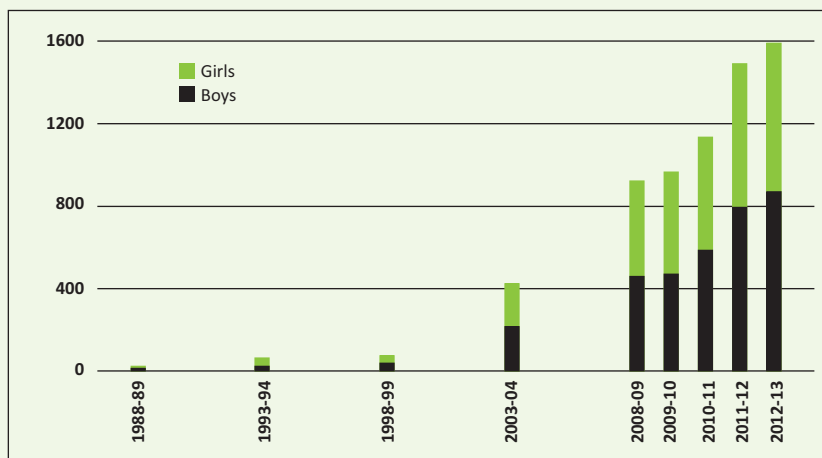
Srini's father deserted the family when the physically challenged boy was very young. His mother was living on street platform. Srini came to Sevalaya through Arunodhaya - another NGO. Srini did well both in studies and sports. He used to stand on one leg and virtually fly from one

corner to the other and play table tennis. He was the champion in the school competitions. He completed his degree in computer science and is working for a multinational now. When he rented a home and took his mother, she said, "This is the first time I am living inside a house".

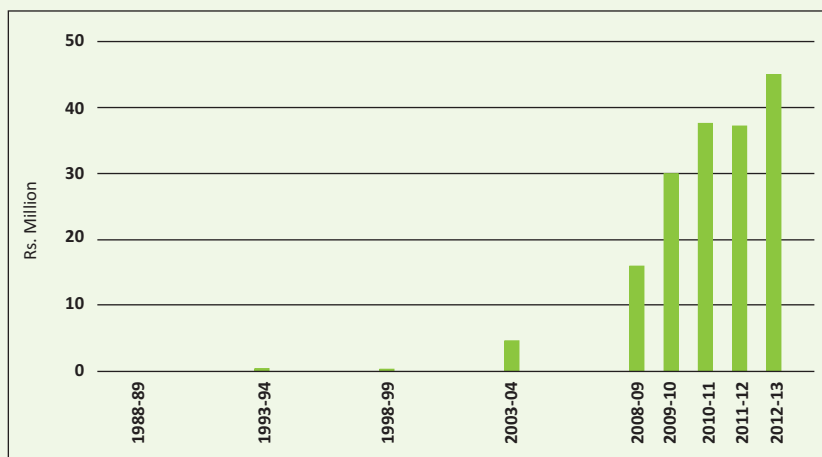
Staff Strength



School Student Strength



Annual Revenue



Ilayaraja lost his father when he was just seven and his mother brought and admitted him in Sevalaya, as she was very poor and could not find the means to educate him. He was also good in studies and was interested in singing. After completing his education, he selected software, as he

used to interact with many software professionals who visited Sevalaya campus during weekends. Sevalaya had also arranged educational tours for the students to go and visit many software houses in and around Chennai. This had created a passion in him to become a software engineer. He works in a

software testing company now and travels overseas now and then.

Along with the children and the senior citizens, we also have destitute animals in the campus. Cows give milk up to a certain age and when they become old, no one wants to care for them and they either end up in slaughter houses or they just move around in the streets unfed. Sevalaya gives shelter to such old cows. Of course the cow dung is used in bio-gas plants, and also in vermin compost. The cows' urine is used as natural pesticide in the organic farm we have. We also use Solar power in certain blocks and hope to get sponsorship to extend it to other blocks. With organic farming, bio-gas, solar power and waste management, we are making our campus more and more eco friendly. We also have a team to take these messages to the villages.

As Sevalaya was started based on the principles of Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda, we wanted to teach our children the values they stood for and practiced in their lives. Thus our moral education was framed based on the lives and teachings of these three people – we call it the 'BGV education'. In 2006, when monthly magazine 'Education World' called for papers on innovation in Education, our then Head Master submitted a paper on our innovation in moral education. There were 25,000 schools participating in that year's competition from all over India and after many levels of scrutiny, eight schools were invited to appear before a committee of educational experts. We were one of them. On the day of interview our Head Master called me and said, "We will never get this award. The other seven schools are already well known names in the country. Those head masters have come with lap tops and colorful presentations. We are the only Tamil medium, unknown village school. I am just carrying few files. I have no lap top. I don't know how to make power point presentations". I told him, "Don't worry; even if we don't get this award, we should be happy that out of 25,000 schools from all over India, we have made it to the final eight. But look at the issue from a different angle. Out of the eight schools, now they

The progress of our Alumni

Studying

MBBS	001
B.E	034
Post Graduate Courses	001
Teacher Training	009
Degree Courses	193
Nursing	003
Diploma (DCA & Technical)	007
Polytechnic	001
Total	249

Studies Completed

B.E	026
B.Ed	002
B.Sc. Agriculture	029
Bachelor of Social Work	001
Degree Courses	151
Fashion Technology	002
Teacher Training	010
Nursing	002
Polytechnic	004
Diploma (DCA & Technical)	004
Total	231

Employed

Private Sector (Including MNCs)	187
Police	001
Teachers	030
Total	218

This statistics is of our students who completed Standard XII between 2005 and 2013.

A Tradition of Continuous Learning

This activity by our staff is sponsored by M/s Mara W Breech Foundation, USA

	Name	Before joining	After joining	Now studying
1	Annapurna .N	M.A., B.Ed.	M.Phil	
2	Vijaya.R	B.Sc .,B.Ed.	M.Sc.	
3	Nirmala.B	12th std.,	B.A., M.A.(TAM), M.A.(GT),TPT	
4	Kingston .A.A	B.Sc .,B.Ed.,PGDCA	M.A.(SW), M.A.(GT), M.Sc(Chem)	B.A.(Eng)
5	Mariyammal .S	B.Sc .,B.Ed.	M.A.	
6	Vijayaragavan .R	B.A,B.Ed.	M.A,M.Phil	
7	Kannan .R	B.Sc.,B.Ed.,D.TED	M.Sc.	
8	Durai Raj .C	B.Sc.,B.Ed.		M.Sc.
9	Vanmathi .D	B.Sc.,B.Ed.		M.Sc.
10	Jayabharathi .D	B.A, B.Ed.		M.A
11	Naveen Kumar .P	B.Sc.,B.Ed.		M.Sc .
12	Sumathi .S	B.Sc .,B.Ed.	M.A.(Tamil)	M.A.
13	Sathya.K	B.A,B.Ed.		M.A.
14	Meera .S	B.A (LIT)., B.Ed.		M.A.
15	Jayasakthi .S	B.A.,B.Ed.		M.A.
16	Selvanayagam .J	D.T.Ed.	B.Lit., M.A., B.Ed	
17	Pradap .D	B.A.,B.Ed.	M.A.	
18	Aadhimuthu .C	D.T.Ed.	B.A., B.Ed	M.A.
19	Maharigha .V	D.T.Ed.	B.C.A.	
20	Shanthi .S	D.T.Ed.	B.Sc.	M.Sc.
21	Suresh .S.C	D.T.Ed.	B.A.	
22	Malarmathi .K	D.T.Ed.		B.Lit.
23	Aswaini .D	D.T.Ed.	B.A.	
24	Bhuvaneswari .C	D.T.Ed.	B.Lit	
25	Arasani .A	D.T.Ed.		B.Sc.
26	Beulah .K	D.T.Ed.	B.A.	M.A.
27	Suganya .V	D.T.Ed.		B.Sc.
28	Jayapriya .E	D.T.Ed.		B.Sc.
29	Rajalakshi .B	M.A.		B.Ed.
30	Bhuvaneswari .S	D.Ted.	B.A.	
31	Poongavanam .R	B.A.		M.A.
32	Jothi .G	B.A.		B.Ed.
33	Ravichandran .N	12th std.,		B.A.
34	Manivannan .J	6th std.,	B.A.	
35	Amulu.S	12th std.,	B.Lit., B.Ed. (Tamil Pandit)	M.A. Lit.

have to select only one. As the other seven look alike, it is easy to eliminate them. We are the only odd man out. So we should get the award. What is important is not lap tops and colorful presentations. What is important is the passion with which you are able to express yourself. So face the interview with full confidence". He faced the interview and next day the awards were announced. Sevalaya's Head Master was selected for the National award. Later we learnt that we were the only one who presented the paper on innovation in moral education. After this, the then DGP of police, Mr.R. Nataraj, invited us to conduct BGV classes in all central prisons in Tamil Nadu. We had a moving experience. The prisoners expressed that if they had been taught these values in their schools, they would not have done what they did. In this silver jubilee year Sevalaya has brought out this BGV education in a book format.

From 100% child labour to 100% child labour free villages; from no education to hundreds of youngsters getting into professional and other courses every year; from poor coolies to software engineers, bank officials and college professors; from destitute senior citizens to living with dignity as grandmas and grandpas; from animals going to slaughter houses to



Mr Page Pierre of Page Pierre Foundation, Switzerland, inaugurating the Integrated Campus building.

worshipped animals – this has been the balance sheet of transformation in the last 25 years.

Very soon we will have our own community college, free hospital and many more facilities to offer people. Many more miles to go as we see more and more people, more and more villages seeking our help. Our activities are bound to expand as there are more villages to be strengthened. To achieve these new BIGGER milestones,

we need to gather more energy and resources. We need to adopt new and innovative strategies to reach more people and form partnerships based on shared values that are the core of our mantras.

We are geared up to embark upon an ambitious phase of our ongoing journey, confident in the knowledge that we can count on you to join us.

Thanks & Regards

Sevalaya Murali



Sevalaya is my foster mother...

I am Kuppusamy working in Larsen and Toubro Ltd. as a Civil Engineer. This has been possible only because of Sevalaya Organisation. When I completed my 5th standard I was not able to continue my studies as my family's financial background was very poor but Sevalaya helped me by providing free education, free hostel facility: with food, notebook and uniform. Sevalaya is my foster mother, without it I would not have become what I am.

Kuppusamy, Alumni



Proud to be part of SMBHSS...

My name is Yamuna. I Studied in this school from 1999 to 2008. As my parents had got separated, I was taken care of by my mother by going for daily wage work. Considering my situation, this school admitted me. I was given full awareness about Gandhiji, Bharathi and Vivekananda by our staff which inspired me a lot. I had full co-operation and help from all my teachers. Even in 12th Standard, the school provided me with another opportunity to pursue the Group which I preferred. I am Very Proud that I am a student of "SEVALAYA'S MAHAKAVI BHARATHIYAR HIGHER SECONDARY SCHOOL".

Yamuna, Alumni



Sevalaya gave me everything...

I am Gouthami, a proud alumni of Sevalaya. I am the first MA in my family. Sevalaya has shown the way not just to me but to thousands of students including my sister who is doing her 3rd year engineering at Kanchipuram's Aksheya Engineering College. Sevalaya provided me everything which is necessary for life: good education, confidence and even more importantly, I learnt from Sevalaya on how to face life. As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.

Gouthami, Alumni



Testimony to forward-thinking...

I was immediately struck by the transparency of the management process, and also by how professionally the place was run. It is also a testimony to the forward-thinking of the management that they are trying to provide and operate these services in an environmentally protective way (solar lighting, gobar gas generation, food cultivation in the lands adjacent to their campus etc.). Guru Krupa Foundation has been providing financial support to Sevalaya since 2009, for teachers salaries, building their new primary school, a new school bus, and their new "green" initiatives (solar lighting, etc.) 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.

Mukund Padmanabhan, President, Guru Krupa Foundation

Rich harvest from the seeds of Education

How education can remodel a person with a poor family background is what I have seen here in most of the students including me. Quality education with morality is imparted, nutritious food is provided, home like atmosphere is offered, avenues for the blossoming of all our talents is provided – all this free of cost. This is how Sevalaya has transformed me. I have been a trustee of Sevalaya for more than 5 years and I am able to give much confidence to the younger generation and guide them in moving towards success.

G. Ilayaraja, Software Engineer

They made me a real man...

I am Ragul, an alumni of Sevalaya. When I was born, I lost both my parents and after that, my life started in Sevalaya who cared for me like my own parents. They made me a real man in this competitive world. They taught me the way to live in this world. And my godfather is Mr. Muralidharan who supported me and gave me a good path.

Ragul, Alumni



Lasting, bonding relationship...

Our hearty congrats to the Sevalaya Team & its children for celebrating successful 25th memorable year. When we visited Sevalaya, we never expected it would turn into such a lasting, time bonding relationship! We were totally amazed to see Sevalaya and its organizers living as a BIG family. Glad to be a part of this wonderful family!

Chitra Gomathy and Team Wipro

Generous and reliable support

I am S.Santhakumar from Thiruvannamalai. My family is very poor. There was no money to even study in govt.school, With great difficulty I somehow managed to pass my 10th std. Then I joined Sevalaya from std XI and got through my XII with good marks. During this time, my family did not have money to provide even a pencil. Everything was provided by Sevalaya. Sevalaya sponsored my graduation in B.Sc. Computer Science. Now I am working in Southern Railways. My life is going on smoothly and peacefully thanks to the generous and reliable support from Sevalaya.

S. Santhakumar, Alumni

Hard and honest work

It is my pleasure to felicitate Sevalaya on the occasion of its Silver Jubilee. I know from the beginning about its hard and honest work. Really proud about Sevalaya's run for young children and senior citizens of India (especially children and women).

Dr. Chindhai Jayaraman PhD.,
Angel Matriculation School

Serving everyone in need...

Our association with Sevalaya goes way back to more than a decade. They are one of the first beneficiaries of our aided programme. Educating destitute children, serving senior citizens in and around Kasuva village and also maintaining a Ghosala to protect dry cows; It is great to see that Sevalaya is not only rendering service in the field of education but is also serving everyone in need.

Indu Chandhok, President, Camp Tonakela Association

Spreading the I CAN bug...

We have had a great association with Sevalaya since over three years. Their commitment towards Design for Change (DFC) has been truly applaudable and their stories of change for the DFC School Challenge have been inspiring students and teachers all across the globe. Year after year, the students and teachers in Sevalaya are spreading the I CAN bug and proving that change is possible and that they can drive it.

Kiran Bir Seth, Founder, Design For Change/ The Riverside School



Highly committed leadership...

I have had the pleasure to visit the Kasuva village campus on two occasions, in December 2011 and April 2013. Both times, I have observed the successful operation of the school, hostels, old age home and farming/Goshala as well as medical clinic, craft activities, library and extracurricular programmes.

As a voluntary consultant to Sevalaya, I participated in the annual planning process. This was a very comprehensive, responsible and well considered process conducted by the highly committed leadership team.

Ray Billinger, Management Consultant, Sevalaya supporter



Holistic "man making" education...

25 years of dedicated service to the upliftment of the downtrodden is not an easy task. I got the opportunity to see the service when I had gone on an environment related function. Providing holistic, "man making" education to nearly 1600 children of the surrounding 35 villages requires dedication, perseverance and hard work. Not only humans but dry cows driven away are also given a good place here.

It is heartening to know that all services are provided free of cost without any distinction of caste, creed, language or religion.

R. Natrajan, Chief Manager,
Indian Bank Tiruninravur Branch



Experience the Golden Touch...

The organisation is at its prime of youth, with great energy and vivaciousness. Surely, the Society's needy areas are going to experience the golden touch. Children are our nation's wealth. Such a wealth is protected and promoted by Sevalaya. A house becomes a home when it is cemented with a wall of love, care, kindness and commitment. Sevalaya's contribution to shelter the senior citizens by providing decent and dignified lives is truly divine.

K.S Kumar, Principal,
Vivekananda Kala Ashram



“வெள்ளி விழா” காண்பது, மிகவும் மகிழ்ச்சியளிக்கின்றது!

சேவாலயா நிறுவனமானது சேவையில் நூறு சதவீதம், கல்வியில் நூறு சதவீதம், உழைப்பில் நூறு சதவீதம் என அதன் சேவையானது, முழுமையாகப் போற்றத்தக்கது. இச்சேவை நிறுவனம், தனது சேவையில் “வெள்ளி விழா” காண்பது, மிகவும் மகிழ்ச்சியளிக்கின்றது. இச்சேவை நிறுவனம், மென்மேலும் பல நூற்றாண்டுகள் வாழ்ந்து, வளர்ந்து அதன் சேவைகள் உலகெங்கும், கிளைத்திட மனதின் ஆழத்திலிருந்து வாழ்த்துகிறேன்.

திரு. M. குமார், உதவி தொடக்கக் கல்வி அலுவலர், திருவள்ளூர்

சேவைகள் பல ஆற்றும் சேவாலயா ...

சேவை + ஆலயம் சேவாலயா என்கிற சேவாலயா அதன் சொல்லிற்கு ஏற்ப சேவைகள் பல ஆற்றிடும் “சேவாலயா” திருநின்றவூர் அடுத்த பாக்கம் அருகிலுள்ள கசுவாவில் ஆதரவற்ற அனாதை குழந்தைகள் இல்லமும் கைவிடப்பட்ட முதியோர்களைப் பராமரிக்கும் முதியோர் இல்லமும் இலவசக் கல்வி வழங்கும் மகாகவி பாரதியார் மேல்நிலைப்பள்ளியும் இயங்கி வருவதை அறிவேன்.

திரு. M. பாலசுப்ரமணியம், காவல்துறை ஆய்வாளர், C 5, வெங்கல் காவல் நிலையம்

எளியோரைப் பராமரிக்கும் கோவில்...

சேவாலயா நிறுவனம் ஏழை மற்றும் எளிய குழந்தைகளுக்கு இலவச தரமான கல்வியினை அளித்து வருகிறது. மேலும் கிராமப்புற மக்களின் வளர்ச்சிக்கு முக்கிய பங்காற்றி வருகிறது. இந்நிறுவனம் குழந்தைகள், முதியோர்கள் மற்றும் வயதான பசுக்களையும் பராமரிப்பதில் கோவிலாக விளங்குகிறது. மேலும் தரமான உணவு வகைகளையும் அளித்து வருவதை கண்டு பெருமகிழ்ச்சி அடைகிறேன்.

D. ராஜசேகரன், தலைவர், கோயம்பேடு பெரியார் அங்காடி மேம்பாட்டு சங்கம்



Develop like a Banyan Tree..

It is worth saying that Sevalaya in Kasuva Village in Tiruvallur Dist. is doing the best service to the poor people in the areas by inculcating good education. I wish that Sevalaya develops like a banyan tree in strength to serve the society in the days to come and attain success in its endeavour.

Dr J. Prabhakaran, Deputy Director of Health Services, Tiruvallur

Technology along with values

Sevalaya imparts wholesome value based education. By running an old age home the children are taught to care and respect the elders. The principle of ‘gosamrakshanam’ will bestow the best of health and wealth not only to the inmates but certainly to those noble souls behind this. Not to remain totally rural, Sevalaya utilizes technology to its best by making Tele conferences and Tele education possible which motivates the students to set high goals and also helps them to achieve them. Where women are respected and empowered, there would be peace and prosperity, so would Sevalaya be. Tanker foundation, through TANKER awareness and prevention program, is proudly associating with Sevalaya to conduct awareness programme.

Mrs. Rajalakshmi Ravi, Advisory Member, Tanker Foundation



Broadens one's heart...

Service expresses the divinity hidden in man. It broadens one's heart, it destroys narrow-mindedness, and it gives delight. The evil qualities and tendencies in us can be driven away through service. I am glad to note the years of sacrifice, hard work, dedication and commitment to the society by your team. The service which Sevalaya is doing to the mankind is unique one.



T. Balasundar,
Branch Manager,
State Bank of India,
Thiruninravur

Best example of what Swami Vivekananda said...

It is holier to educate one poor child than to feed 1000 poor people. That is the mission of Sevalaya. Sevalaya is the best example of what Swami Vivekananda said: "they alone live who live for others, the rest are more dead than alive." Words are inadequate to speak about their selfless service to society. Let us all follow in the footsteps of Sevalaya and serve the underprivileged in the society.

Malathy Balakrishnan,
Sri Sanakara Vidyalyaya MHSS

On their own feet...

Sevalaya children are taken care of till they can stand on their own legs. Many of the students are well settled now in life, pursuing careers in diverse fields such as qualified mechanics, electricians, artists, bank officers, etc. All this has been possible because of the services rendered by Sevalaya.



Dr. Rani Christhu Dhas,
Principal,
SOKA IKEDA College

"வறியார்க்கொன்றீவதே ஈகை"...

வெள்ளிவிழா காணும் சேவாலயாவை வாழ்த்துவதிலும், அதன் பெருமைகளை போற்றிப்புகழ்வதிலும் பெருமை கொள்கிறேன். சேவாலயாவிற்கும் திரு.வி.முரளிதரன் அவர்களுடன் நான் கொண்ட நட்பும் வெள்ளி விழா காணும் இந்நேரம் ஒரு பொன்னான நேரமாகும். வறியவர் மேல் இரக்கங்கொண்டு "வறியார்க்கொன்றீவதே ஈகை" - என்ற வள்ளுவரின் அடி நடக்கும் சேவாலயாவின் பணி மேலும் சிறக்க எனது வாழ்த்துக்கள்.

திரு. A.D.ஹரிபாபு, வழக்கறிஞர் மற்றும் உறுதிமொழி ஆணையர், இந்திய செஞ்சிலுவைச் சங்கம், திருவள்ளூர்



பாரதி, காந்தி, விவேகானந்தர் வழியில் ஸ்ரீ சீரடி பாபா ஆசியுடன்...

மகாகவி பாரதி, மகாத்மா காந்தி, சுவாமி விவேகானந்தர் ஆகியோரை முன்னிறுத்தி இலவசக் கல்வி, முதியோர் காப்பகம், குழந்தைகள் காப்பகம், மருத்துவ மையம், கிராமப்புற வளர்ச்சி மற்றும் எண்ணற்ற பல சேவைகளை ஏழை - எளிய கிராமப்புற குழந்தைகளுக்கும், மக்களுக்கும் செய்து வரும் சேவாலயா, பகவான் ஸ்ரீ சீரடி சாய்பாபாவின் ஆசிர்வாதம் பெற்று சிறப்புற வாழ்த்துக்கள்.

திரு K. தங்கராஜ், தலைவர், அகில இந்திய சாய் சமாஜம்



தன்னலமற்ற தொண்டுகள் தொடர வாழ்த்துக்கள்...

வெங்கல் காவல் நிலைய எல்லைக்குட்பட்ட பாக்கம் அடுத்த கசுவாவில் "சேவாலயா" ஆதரவற்ற அனாதைக் குழந்தைகள் இல்லமும், கைவிடப்பட்ட முதியோர்களை பராமரிக்க முதியோர் இல்லமும் இருப்பதை அறிவேன். மேலும் தங்கள் நிறுவனத்தை சார்ந்த இலவச கல்வி வழங்கும் மகாகவி பாரதியார் மேல்நிலைப்பள்ளியில் இந்த ஆண்டு பத்தாம் வகுப்பில் 100 % தேர்ச்சி பெற்றதை அறிந்து மகிழ்ந்தேன்.

திரு. M. குமாரவேலு, காவல் துணை கண்காணிப்பாளர், ஊத்துக்கோட்டை உட்கோட்டம்



அறிவோம் நன்றாக குருவாழ்க குருவே துணை Certainly momentous...

கடவுளுக்கு நிகராக என் குருவை நான் நேசிக்கின்றேன், நான் பதினைந்து வருடங்களாக நான் வந்துகொண்டு இருக்கிறேன். சேவாலயாவில் படிக்கும் பிள்ளைகள் நன்றாக படிக்கிறார்கள், நல்ல தேர்ச்சி மதிப்பெண் பெற்று வருகிறார்கள். பிள்ளைகளுக்கு என்னுடைய வாழ்த்தை தெரிவித்துக்கொள்கிறேன்.

T.M. வடிவேல், அண்ணாநகர் ஆட்டோ ஸ்டாண்ட்



I appreciate the genuine efforts taken by Sevalaya to provide a home for the orphaned children and free education too, for hundreds of children in and around the village. I also appreciate the care and concern rendered to the old. The occasion is certainly momentous as it permits one to travel back in time to recall the struggle and the sacrifices made by the illustrious stalwarts of the organisation and the contributions made by several well wishers to make the organisation what it is today.

Reita John, Principal, SBOA Matric & Hr. Sec. School

ஏழைகளுக்கு இலவசக் கல்வி...

சேவாலயா நிறுவனம் ஏழை மக்களுக்கு இலவச கல்வியினை அளித்து கிராமப்புற மக்களின் வளர்ச்சிக்கு முக்கிய பங்காற்றி வருகிறது. இந்நிறுவனம் முதியோர்களையும் வயதான பசுக்களையும் பராமரிப்பதில் கோவிலாக விளங்குகிறது. கல்வியில் தொடர்ந்து 100% சதவீதம் தேர்ச்சி பெற்று வருவது மகிழ்ச்சி அளிக்கிறது.

திருமதி. A. திருமஞ்சு, பாக்கம் ஊராட்சி மன்றத் தலைவர்



Great zeal and celebration...

CA is very proud to note that the students reached out by Sevalaya not only get educated but also come out with flying colours. It gains more relevance in the context of present day world where service and education is seen as an opportunity for commercial gains. Credibility Alliance is very happy to know about the various services of Sevalaya that extends beyond education and young people. It also reaches out to elderly. CA is sure that achieving this milestone is a great morale booster and the celebrations will bring in more energy and determination to Sevalaya to continue its service for many more years to come.

S.P Selvi, Executive Director, Credibility Alliance



வெள்ளி விழா காணும் சேவாலயா...

கசுவா கிராமத்தில் இயங்கி வரும் சேவாலயா அறக்கட்டளையானது கடந்த 25 ஆண்டுகள் மக்கள் சேவையில் ஈடுபட்டு வெள்ளிவிழா ஆண்டில் அடியெடுத்து வைத்துள்ளது. இது தனது செயல்பாட்டில் ஏழை குழந்தைகளுக்கு இலவசக் கல்வி, ஆதரவற்ற முதியோர் / குழந்தைகளுக்கு பராமரிப்பு இல்லங்கள் மற்றும் கிராமப்புற ஏழை எளிய மக்களுக்கு வளர்ச்சி பணிகள் என பலதரப்பட்ட பணிகளை செவ்வனே முற்றிலும் இலவசமாக செய்து வருகிறது.

திருமதி. B. கோமதி பாபு, ஆயலூர் ஊராட்சி மன்றத் தலைவர்



Key to freedom from poverty...

You (Mr. Muralidharan) and Sevalaya have been living examples of giving and compassion. There are so many people who still manage to give money, but, what is most difficult - and most valuable – is doing physical service. You have also chosen education, which I believe is the only key to freedom from poverty. We at the VR foundation are happy to be associated with Sevalaya in providing scholarships for some of your students to pursue their collegiate education.



Servion Rangarajan, VR foundation

Best example...

Sevalaya from the name itself means Temple of Service (Aalayam for Sevas). It is doing great service to humanity and its divine grace is increasing day by day. This organisation is being run with great professionalism and sincerity. I always quote Sevalaya as the best example for other similiar organisations.

Dr. Sunderrajan K., Chief Medical Officer, Caterpillar India Pvt. Ltd.

Best Organisation in India...

I could say that Sevalaya is the best organization in India which I have come across. Sevalaya is one of the important local partners with FSL India where FSL can send International volunteers to do service in the premises. FSL has conducted a camp in the winter where 18 international volunteers have engaged in education, renovation and agricultural work in the Sevalaya. FSL is looking forward to get continued support and once again I wish Sevalaya all the very best!!

Rubini, coordinator, FSL India

ஏழைகளுக்கு உதவும் சேவாலயா...

சேவாலயா நிறுவனம் ஏழை மக்களுக்கு இலவச கல்வியினை அளித்து கிராமப்புற மக்களின் வளர்ச்சிக்கு முக்கிய பங்காற்றி வருகிறது. இந்நிறுவனம் முதியோர்களையும் வயதான பசுக்களையும் பராமரிப்பில் கோவிலாக விளங்குகிறது. கல்வியில் தொடர்ந்து 100 சதவீதம் தேர்ச்சி பெற்று வருவது மகிழ்ச்சி அளிக்கிறது..



திருமதி. தாட்சாயணி, புலியூர் ஊராட்சி மன்றத் தலைவர்

வாடாநல்லூரில் சேவாலயா.

காஞ்சிபுரம் மாவட்டம் உத்தரமேரூர் பேரூராட்சி 9 வது வார்டு வாடாநல்லூர் அங்கு இயங்கி வரும் சேவாலயா தையல்பயிற்சி மற்றும் கணினி பயிற்சி சிறப்பாக கடந்த மூன்று ஆண்டுகளாக செயல்பட்டு வருகிறது. 100 நபர்கள் பயிற்சி பெற்று வேலைக்கு சென்றுள்ளார்கள் என்பதை மகிழ்ச்சியோடு தெரிவித்துக்கொள்கிறேன். மேலும் சேவாலயா தொடர்ந்து சிறப்பாக செயல்பட எனது வாழ்த்துக்கள்.



திருமதி. சுமதி குணசேகர், உத்திரமேரூர் பேரூராட்சி தலைவர்

சேவாலயா என் குடும்பம்...

என்ன சொல்வது என் சேவாலயாவைப் பற்றி என் குடும்பத்தைப் பற்றி நானே பெருமையாக பேசிக் கொள்வது பெருமையாகாது, நினைக்க நினைக்க பசுமையான நினைவுகளும், சந்தோஷமான நிகழ்வுகளும் தான் மனதில் குடி கொண்டுள்ளன. சேவாலயாவில் உயர்நிலைப்பள்ளியை முடித்து, உயர் கல்வியையும் பயின்று இப்போது சேவாலயாவில் ஓர் அங்கத்தினராய் உள்ளேன். சேவை, நன்றி உணர்வு, பொறுமை, மிகுதியான அன்பு இவை யாவும் சேவாலயா மூலம் நான் கற்றவை.



செல்வி. S. அமுலு, சேவாலயா முன்னாள் மாணவி

நூற்றாண்டு காலம் வாழ்க....

ஏழை எளியவர்களை கண்டெடுத்து பாதுகாப்பு பராமரிப்பு ஏற்ற கல்வியை தந்து உதவுவதே கடமை கண்ணியமாய்க் கொண்டு அதன் மூலம் உண்மை, உழைப்பு, உயர்வு என்று உயர்ந்து 25ம் ஆண்டு வெள்ளி விழா காணும் சேவை நிறுவனமான சேவாலயா இது போன்று பல நூற்றாண்டு காண வாழ்த்துக்கள்!!!

திருமதி .S. எலிஸ் பானு,

தலைவர், குழந்தை நலக் குழு, திருவள்ளூர்



Team Sevalaya deserves all praise ...

Hearty congratulations to Sevalaya for its sterling performance over the year and emerging as an institution upholding the noble values of Mahakavi Subramania Bharathiar, Mahatma Gandhi, and Swami Vivekananda. Your motto of Service above self is very praise worthy and the credit for the excellent result year after of your students in the Board Examinations speaks volumes of the dedicated service put in by your Team as a whole. They deserve all praise.

S. Rangaswamy,

Besant Nagar, Chennai – 90.



சேவை ஆலயம் சேவாலயா

வானிருக்கு பறக்க என்றாலும் - பயிற்சி தேவை சிறகுகள் விரிக்க ஆறாம் அறிவு இருக்கு என்றாலும் - கல்வி தேவை தேடலை அடைய சேவை எண்ணம் கொண்ட - மனம் எல்லாம் ஆலயம் என்றால் சேவாலயாவில் உள்ள மனமெல்லாம் ஆலயம் தான்

திரு. பரத், ரோடராக்ட் கிளப் ஆஃப் ஆகாஷ்

முழுமையான கல்வி....

பல ஏழை எளிய மாணவர்கள் தரமான கல்வி பெற்று பயனடையும் வகையில் செயல்பட்டு வரும் சேவாலயாவின் மகாகவி பாரதியார் மேல்நிலைப்பள்ளி 25ஆண்டுகள் கடந்து 26 ஆம் ஆண்டில் அடி எடுத்து வைக்கிறது. மாணவர்களுக்கு படிப்பு மட்டும் அல்லாமல் இயல், இசை, நாடகம் போன்றவையும் கற்றுத் தரப்படுகின்றன. மேலும் ஆதரவற்ற முதியோர்களுக்கும் சேவை செய்து வருகிறது சேவாலயா. 2000-2009 ஆண்டுவரை, நான் சேவாலயா விடுதியில் ஒரு வாரம் தங்கி 10 ஆம் வகுப்பு மாணவர்களுக்கு, கணக்குப் பயிற்சி கொடுத்திருக்கின்றேன். இப்பள்ளியில் படித்த மாணவர்கள் பல துறைகளில் நல்ல நிலையில் பணியாற்றுகின்றனர். இத்தகைய பள்ளி மேன்மேலும் சிறந்து விளங்க என்னுடைய அன்பையும் பாராட்டுதல்களையும் தெரிவிக்கிறேன்.

வை. கண்ணன் B.Sc, M.A, M.Ed

(டாக்டர் இராதாகிருஷ்ணன் விருது)

தலைமை ஆசிரியர் (ஓய்வு)

கருங்கல் பாளையம், நாமக்கல் 637003



Real Prayer to the Lord

I know very well about Sevalaya and its services and I am very happy to know that Sevalaya has completed 25 years of service. Sevalaya is not only an educational institution but also serves the poor and destitute Senior Citizens providing them a peaceful and dignified living in their twilight years and decent farewell when they leave this world. This service is true service, a real prayer to the Lord.

Dr.S. Kalpana Bai,

Dharamurthi Rao Bahadur Calavala Cunnan Cheety's Hindu College, Pattabiram Chennai – 72.



Great service to the nation...

I am happy to note that Sevalaya is completing the challenging journey of 25 years. Sevalaya is doing a great service to the nation by educating more than 1700 poor and destitute rural children and supporting them in their achievements in life.

K. Srinivasan, Founder and Chairman, Prime Point Foundation

Sevalaya- going global....

Sevalaya's Mahakavi Bharathiyar Higher Secondary School has been involved with the British Council partnership programme for the past 3 years which has enabled their teachers to visit their UK partner school. Through the partnership they have been able to open new avenues of teaching and learning for their children and teachers. This shows their commitment in striving to offer the very best in education to their children. I am certain that the school will rise to great height in the days to come. I wish the school all the very best while serving the society at large through their steadfast and quality education services to children.

Merlyn Lazarus,
Project Manager, British Council



No words to appreciate...

I have no words to appreciate this noble service as Sevalaya provides food, shelter and education for poor, orphan destitute children. It gives many opportunities for all round development of skills and talent.

Sangaralingam, Manager, TI metal



Warm experiences.. real friendships...



We are pleased that our children have been able to work with your pupils on jointly planned educational project since 2009 through our Global School Partnership. Our schools were introduced to each other by a mutual friend, one of our school governors, Malcolm Lane. We are also grateful to the British Council for their ongoing guidance and financial assistance. Staff from our schools have wonderful experiences, cultural surprises, real friendships on their visits to Sevalaya, that we will never forget. The reality of the visits has expanded our vision in a way that books and television programmes can never achieve

Justine Elbourne- Cload, Headteacher, Cunningham Hill Juniors School, UK

Vehicle of service to humanity...

I particularly admire the spirit of social commitment and systematic, sustained efforts by the dedicated couple, Muralidharan and Bhuvaneswari and their highly motivated team to serve the cause of education and upliftment of the weaker sections of society. Another endearing facet of Sevalaya's working philosophy is the celebration of all happy events in the families of the donors by associating them with a welfare activity in Sevalaya makes for identification of the affluent Good Samaritans with the institution as a vehicle of service to humanity. Sevalaya's school has maintained a commendable standard of excellence and success in the examination.

MJF .Lion Kalyani Nagarajan,
K.K. Nagar, Chennai – 78.





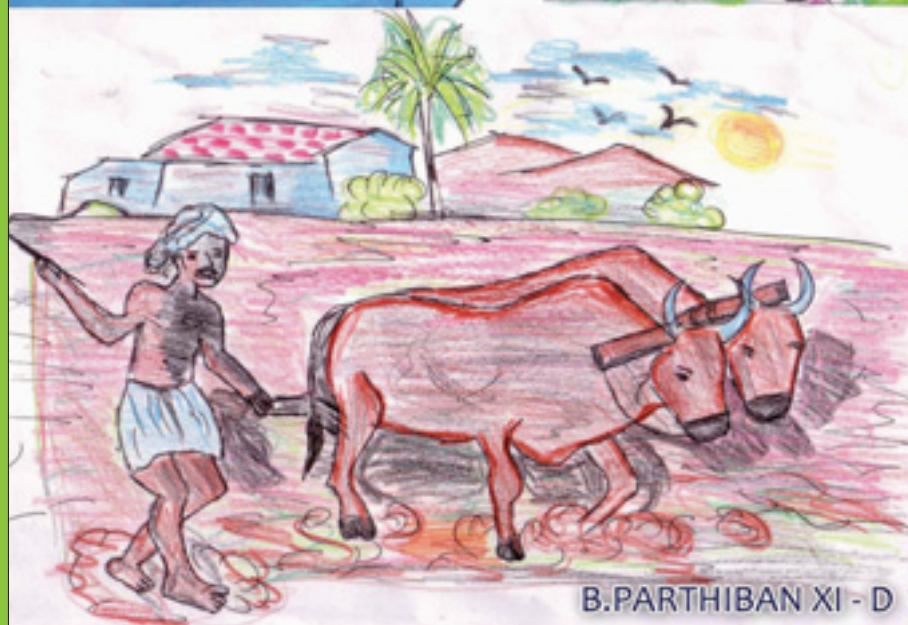
M.NARAYANAN XI - C



P.VICHITHRA VII - A



N.SANTHAKUMAR X - B



B.PARTHIBAN XI - D



S.DINESH VII - C



P.KARTHICK VII - B



S.REVATHI VIII - B



S.PRIYA X - A



P.VICHITHRA VII - A



D.KARTHICK X - D



S.SARATH VII - C

Managing Trustee's Report

Dear Friends,

Completing 25 years of service is certainly reason to rejoice. What makes it more special for Sevalaya is the magnitude of the growth - from just five children and a staff of two, to 1,700 children, a staff team of 130, 60 senior citizens, 42 cows and nearly 10,000 donors.

Building on our success so far, we planned a few projects during the silver jubilee year to be the spring board for our future growth trajectory. We are grateful to our sponsors for their timely support:

- 1. Integrated Campus:** Our Integrated Campus project was inaugurated by Honourable Chief Minister of Tamil Nadu Dr. J. Jayalalithaa via Video Conferencing on 5th September, 2012. 25 destitute children and 25 destitute senior citizens are housed in the same campus. It somewhat restores what fate had snatched away: by giving and receiving love, these lives are enriched. While the children benefit from the guidance readily available, the elders have a new purpose in life.
- 2. Modern kitchen and dining hall:** This much-needed facility was inaugurated on 28th November, 2012 by Mr. Page Pierre. This dining hall can accommodate 600 people at a time and if you visit it around lunch time, you will find it buzzing with activity. The attached modern kitchen employs steam cooking using bio-gas produced from cow dung, making it fully green. This project is sponsored by Page Pierre Foundation, Switzerland.
- 3. Solar Power generation:** As Tamil Nadu has been reeling under heavy power shortage, we turned to alternate sources of energy. Now our Old Age Home is running on solar power, thanks to sponsorship by HCL. The dining hall and kitchen are also running on solar power

and this project was sponsored by BHEL. The solar street lights were sponsored by M/s Guru Krupa Foundation, USA.

- 4. New boys hostel:** A boys' hostel, as per the Juvenile Justice Act guidelines, is under construction and is scheduled for completion by August 2013. It can house 100 boys. Page Pierre Foundation, Switzerland is sponsoring this project as well.
- 5. Community College:** Construction of our community college has started. Visualised as a vocational

training centre, it will focus on skill development of the villagers, school drop outs and also children who do not prefer to go for university education after 12th grade. This project, sponsored by SCOPE international, is expected to be completed by October 2013.

- 6. New medical Centre:** A new Medical Centre was inaugurated on 15th September 2012. This has vastly improved the medical care we can offer to our people and to nearby villages. We now have a Doctor at the Centre every



The Integrated Campus building



The new Dining Hall



Solar panels atop the Girls Hostel building



The new Medical Centre



Boys Home building under construction



Community College construction in progress

day, who also visits each bed in the Old Age Home and each class in the School. The Medical Centre project is sponsored by Mr. N. Subramaniam and family of Singapore.

It has become a tradition that our school students excel in their performance, with our students getting close to 100% results for the last many years. This year's results were: 100% pass in 10th grade and 97% in 12th grade. Our current focus is on further improving the quality of education. Plans include improving our labs and setting up language labs.

Our national award winning "BGV" moral education has now come out in a book form. The e-copy of the book has been uploaded on our website for free download. The printed version is under preparation.

Our Alumni did us proud by organizing the very first programme as part of the silver jubilee celebrations. This was followed by a Donor Day and an NGO Day. More events are planned during this year.

Governance

Sevalaya's Board of Trustees consists of socially minded professionals with key competencies in areas such as Child Care, Education, Counseling, Moral Education, Information Technology and Finance Management. They are individuals who have faith in the values of Gandhiji, Bharathiyar and Vivekananda. Each trustee is in charge of specific areas and makes weekly visits to monitor the respective areas, and presents reports at the Management Committee meetings. They fully involve themselves in the annual strategic planning and monthly reviews. They also monitor the record keeping, facilitating accurate and prompt submission of statutory returns. The trustees do not receive any remuneration.

Within the ambit of our mission and vision, the organization is divided into 3 functional and 2 supportive units. The 3 functional units are:

1. Bharathi Team – Leads our educational initiatives that include primary school, high school, higher secondary school and library.

Green Invention: puncture-proof bicycle



They consulted their teacher and fitting a cell charger was a breeze, by converting the dynamo's DC to AC with a circuit of capacitors and transistors.

Fitting an air pump made it even better. In case of a puncture, the second tube, fully inflated, would ensure ride in full comfort.



THE INVENTORS

K. Abiraj, C. Ajitkumar and K. Prabakaran are Standard XII students at Sevalaya School.

All three are children of daily wage labourers.

The school hours are a relief for them from an otherwise harsh life.

Buddies over some years, the trio's happiest times have been during their daily one-and-a-half km walk from the bus stop and back. That is when they share information and discuss ideas without reserve, as buddies do.

One day in school, a teacher was asking some late-comers for explanation. Punctured cycle tyre was their reason. The three could easily empathise, having experienced it: pushing a cycle with deflated tyres is not easy, especially on the cart roads of their villages. On their walk back from school, the topic cropped up: Can the cycle be puncture-proofed and made reliable? Then Ajit ventured to wonder: "How about two tubes in a tyre?" more as a half joke. Ajit didn't think it was possible but Prabakaran felt they should give it a try.

An exhibition on innovation was round the corner and the teachers

had asked students to think up ideas. The trio shared their idea, which the School accepted, and agreed to meet the cost of experimentation.

Prabakaran worked on a tyre at home, trying to place two rubber tubes, through trial and error. He drilled a hole in the rim, opposite the original valve mouth, to fit the second tyre's valve. When both tubes were half-filled, it was as good as one air-filled tyre. They did trial runs with only one tube half-filled and yet could pedal. Wow!

But Ajit had more ideas for the humble cycle. His argument was simple. Two-wheelers are a major contributor to air pollution. If only the cycle, its reliability problem already solved, can be jazzed up, it can be an eco-friendly alternative. How about loading more useful features? In their brainstorming sessions, they zeroed in on cell charger, as in cars. Given the frequent power cuts, they knew that would be a boon in villages.

THE INNOVATION

A cycle with its tyres puncture-proofed with unique dual tubes. A cell charger and an air pump are additional features.

School Toppers 2013

Standard X

1st Rank



V. Praveena - 482 / 500

2nd Rank



R. Nandhini - 473/500

3rd Rank



C. Mageswari - 470/500

3rd Rank



P. Kasthuri - 470/500

Standard XII

1st Rank



P. Dilip Kumar - 1083/1200

2nd Rank



V. Soundarya - 1073/1200

3rd Rank



B. Vanisri - 1020/1200

2. Gandhi Team – Leads our rural development activities, including village development activities, craft centre, agriculture and goshala.
3. Vivekananda Team – Leads our support for needy, including Old Age Home, Boys Home, Girls Home, Integrated Campus and Medical Centre.

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

Annual Strategy Meetings

One of the unique features of Sevalaya is 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 our high school and 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. Inputs from 'Visitor's Feedback' diary which are maintained in a prescribed form are also considered. The Managing Trustee then consolidates these ideas which are then discussed in the Annual Strategy Meeting. The management and staff then distill them into focus areas, objectives and action plans. Based on these, an annual calendar is prepared, which breaks up the activities day-wise. This exercise makes each employee of Sevalaya willingly own responsibilities and be more committed to their work, instead of work being thrust on them. This makes each of them a partner in the progress of Sevalaya as a whole.

At monthly meetings of the Managing Committee where the trustees and the unit leaders participate, action plans are thoroughly reviewed and followed up to completion.

Sevalaya publishes a monthly Newsletter and an Annual Report which includes the audited Accounts, circulated to all donors and well wishers. The report is also available on the website - www.sevalaya.org.

Human Resources

The consistent and unqualified success of the organisation is, without a doubt, due to the 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 programmes. 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 continuous education and several staff members have availed and are availing facilities and support offered for further studies.

Although as a voluntary organization, we are exempted from contributing to Provident Fund, we have a Group Superannuation policy covering all employees completing one year of service with Sevalaya. We have also covered the life risk of our employees under a group term insurance policy.

Volunteers

The staff of Sevalaya are well supported by a team of volunteers who come 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 programmes. 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 institutions such as Anna University, IIT Chennai, Presidency College, New College and Soka Ikeda College 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 at a time.

Donors

Sevalaya does not receive any Government grant, except for the Integrated Campus project. Today it runs mostly on donations made by well wishers. These donations which form the life blood of the organisation could range from a small one-time amount from an individual to large amounts given regularly by funding foundations. The donor could be anyone from a local person who lives a

Academic Performance

Dropout rate in 2012-2013 : 0.44%

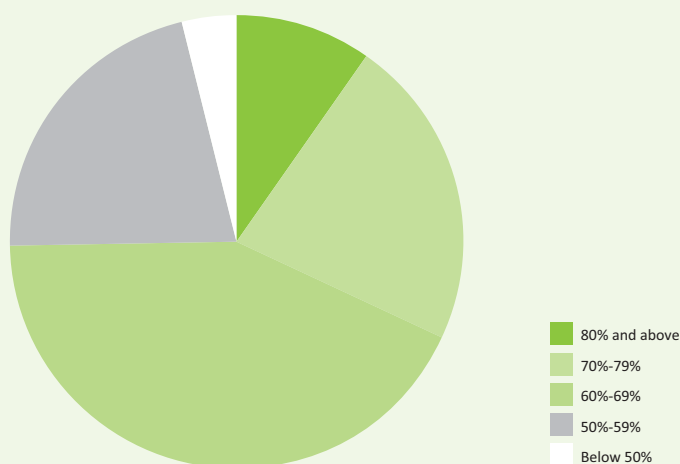
Total school pass percentage for all classes : 98%

For every 100 students who joined our school at Kinder Garden, 98 students came out successful, passing the Higher Secondary (Std XII) Examination this year.

Std XII Public Examinations, 2012 - 2013

Entered	126
Passed	122

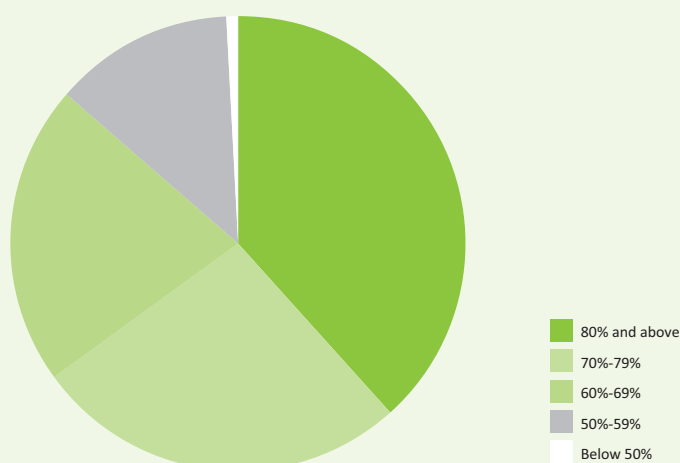
Marks distribution



Std X Public Examinations, 2012- 2013

Entered	94
Passed	94

Marks distribution



couple of streets away to a Foundation based in the USA or Europe which has heard of us or probably has even seen the good work 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, has the same place in our hearts, and receives all periodic communication regarding the activities, successes, financial status and plans. It is our way to keep each and every donor 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 been noticed, followed by request for replication in many parts of the country. We already have centres in three villages. In addition, we have started preparations to start a free community college (vocational training center) and a free hospital.

Also in the pipeline is a free University for the benefit of orphan, destitute and poor children.

We thank all our sponsors, donors, well wishers, media, Government officials, visitors, volunteers – all who have contributed to this growth of Sevalaya over the past 25 years. We very strongly believe that Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda are guiding us in our activities and it is only because of the power of their inspiration that Sevalaya has reached such heights and gained such strength and recognition.

Going forward, that is also the source of our confidence.

Thanks & Regards

Sevalaya Murali

Founder & Managing Trustee



Avenues for Support

Sponsorship

Food (Annadhanam)	Children Home		Old Age Home	
	Contribution (Rs)	Endowment Corpus (Rs)	Contribution (Rs)	Endowment Corpus (Rs)
Milk (one time)	500	7,000	200	3,200
Breakfast (one day)	1,000	15,000	500	7,000
Lunch/Dinner (one day)	2,000	30,000	1,000	15,000
Lunch/Dinner (one day) with sweet/fruits	2,500	35,000	1,250	20,000
Full day Food Expenses	3,500	50,000	2,000	30,000
Full day Food Expenses with sweet or fruits	5,000	70,000	3,000	45,000

Other sponsorships

	Children Home		Old Age Home	
	Contribution (Rs)	Endowment Corpus (Rs)	Contribution (Rs)	Endowment Corpus (Rs)
Residence Expenses for one child/senior citizen/cow per year	6,000	80,000	6,000	80,000
Educational Expenses for one child /year	6,000	80,000		
Salary for one staff per month	5,000	800,000		
Medical expenses for one child/one senior citizen	500	7,000	5,000	70,000
Funeral expenses for one senior citizen			5,000	70,000
Cultural expenses for one child/senior citizen	1,000	14,000	1,000	14,000
Camps and tours for one child/senior citizen	500	7,000	500	7,000
Sports Expenses for one child per year	500	7,000		
Educational Aids	1,000	14,000		
Educational Kits	1,000	14,000		
Higher Education	20,000	300,000		
Professional Higher Education	50,000	700,000		
Workshop/Training/for one staff	2,000	28,000		
Go Pooja - One Cow	500	5000		

Projects

S. No.	Projects	Requirements	Total (in Rs.)
1	Montessori tool kits	5 Tool Kits	500,000
2	Making Primary school more colorful	10 Rooms, labour cost for painting, Paints and other accessories like Brushes, Indoor Toys like Tri-cycle, Indoor basket ball, DVD Player, etc.,	47,000
3	Montessori teachers' salary per annum	For 10 teachers	780,000
4	Primary School Teachers' salary per annum	For 24 teachers	2,496,000
5	Additional Toilets facilities for school	Total 1200 Sq. ft @ Rs.650/sq. ft, Construction of 20,000 lit of septic Tank with Roof	967,280
6	Drinking water - Water Doctor for primary school	150 lit Water Doctor/Water Dispenser of Cross Fields	55,000
7	High School Teachers' salary per annum	20 Teachers	2,600,000
8	Drinking water - Water Doctor for high / higher sec school	150 lit of Water Doctor/Water Dispenser of Cross Fields	55,000

S. No.	Projects	Requirements	Total (in Rs.)
9	Sponsor towards Mobile Library	Purchase of Van, Driver Salary, Maintenance, Conveyance, etc.,	355,000
10	Sponsor monthly temple visit for the whole year for old age home	12 Trips for a year	36,000
11	Sponsor medical camps for the year (24 X 5000)	2 camps per month for 1 year	120,000
12	Cattle feed - Rs. 30,000 per month	For one year	360,000
13	Salary for goshala staff	For one Year	384,000
14	Sponsor organic farming trainings for the year	6 - Two day programs and 1 - Fifteen Day program	60,000
15	Sponsor extra nutritional food for Standard X and Standard XII students	Standard X students - 120 nos. and Standard XII students - 150 nos.	1,350,000
16	Sponsor the craft activities for students of Standard III to Standard VIII	Rs.5,000 per activity; 8 activities in a year.	40,000
17	Sponsor Prizes for academic and extra curricular activities for the year (Cups, Shields, championship shields, Medals, etc.,)	Cups - 50 x 3 each size, shields - 3 sizes, Champion shield - 12 nos, Medals - 150 nos	25,000
18	Sponsor Diwali Celebrations at Sevalaya	Rs.1,000 per person, for 2,000 people	2,000,000

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

Please e-mail the transaction details once you effect the transfer to enable us to track the credit and issue receipt.

Volunteering

1. Be Mentors for resident children
2. Training program for teachers and children
3. Dance, music, sports training for children
4. Spending time with senior citizens
5. Data entry and software development and support for our operations
6. Entertainment for children and senior citizens
7. Writing project proposals and helping with PR activities
8. Projects by Social Work/MCA students
9. NSS camps
10. Gap year projects by foreign students

Auditor's Report

We have audited the balance sheet of SEVALAYA at Kasuva village, Pakkam Po, Near Thiruninravur – 602024 as at 31.03.2013 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 misstatements. 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 are 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 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 names Trust as at 31.03.2013.

(ii) In the case of the Income and Expenditure Account of the surplus of the year ended on 31.03. 2013.

Menon & Pai,
Chartered Accountants

Consolidated Balance Sheet as on 31st March 2013

LIABILITIES	Rs.Ps	Rs.Ps	ASSETS	Rs.Ps
GENERAL FUND			FIXED ASSETS	
As per last Balance Sheet	31,544,909.45		As per last Balance Sheet	38,636,631.75
Add :Medical Centre Project	450,000.00			
:Girls Hostel Building Fund	4,032,668.42		Add : Additions during the year	13,040,027.00
:Kitchen & Dining Hall Fund	4,954,443.00		51,676,658.75	
:School Bus Fund	2,166,000.00		Less : Deletions during the Year	253,367.52
:Primary School Building Fund	8,243,389.09		51,423,291.23	
:School Building Fund	4,664,359.67		Less : Depreciation for the Year	3,884,626.27
:Excess of income over expenditure for the year	4,367,616.31	60,423,385.94		47,538,664.96
ENDOWMENT FUND			INVESTMENTS	
As per last Balance Sheet	3,426,079.45		Mutual Funds(Value as at 31st March 2013	
Add: Additions during the year	1,681,525.00		Rs :2004459.32)	2,500,000.00
ENDOWMENT FUND 35AC SCHOOL EXPENSES		5,107,604.45	Fixed Deposits with bank	53,925,408.00
As per last Balance Sheet	490,000.00		INTEREST ACCRUED ON INVESTMENTS	56,425,408.00
Add: Additions during the year	1,955,000.00	2,445,000.00		764,510.07
ENDOWMENT FUND 35AC CHILDRENS HOME			CURRENT ASSETS	
As per last Balance Sheet	869,200.00		Deposits	301,595.00
Add: Additions during the year	542,000.00		Advances for Bio Gas Plant	10,525.00
ENDOWMENT FUND 35AC OLD AGE HOME				
As per last Balance Sheet	293,000.00		TDS Claim	3,864.00
Add: Additions during the year	610,000.00	1,411,200.00	BALANCE WITH BANKS	315,984.00
CORPUS FUND			In Savings Accounts :	
As per last Balance Sheet	18,284,152.86		Indian Bank-R K Salai	98,425.00
Add: Additions during the year	63,187.12	903,000.00	Indian Overseas Bank -R K Salai	345,971.90
			Karur Vysya Bank-T Nagar	301,641.62
			SBI- Tiruninavur	59,303.00
		18,347,339.98	Indian Bank -Tiruninravur	30,498.00
CORPUS FUND 35AC SCHOOL EXPENSES			Indian Bank-FCRA	5,970.65
As per last Balance Sheet	8,876,424.00		Karur Vysya Bank-CH	325,715.50
Add: Additions during the year	11,000.00	8,887,424.00	Indian Overseas Bank -SEP	599,228.33
CORPUS FUND 35AC CHILDREN'S HOME			Dena Bank -OAH	67,693.84
As per last Balance Sheet		3,762,921.00	CASH IN HAND	1,834,447.84
			Cash in hand collection	9,705.00
			Cash in hand imprest	6.50
			Petty cash	1,512.00
CORPUS FUND 35AC OLD AGE HOME				
As per last Balance Sheet	1,552,363.00			
UNIVERSITY FUND-As per last Balance Sheet	4,050,000.00			
Total	106,890,238.37	106,890,238.37	Total	106,890,238.37

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

Chartered Accountants
Firm Regn. No. 008025 S

A. Arjuna Pai
Partner
Mem No. 7460

For Sevalaya

V. Muralidharan
Managing Trustee

Consolidated Income and Expenditure Account for the Year Ended 31st March 2013

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps	Rs.Ps
To Agricultural Expenses			By		
Salaries and Allowances	38,210.04		Donations received		22,951,433.67
Electrical and Plumbing	34,056.50		Grants from Govt.		275,000.00
Agricultural Training	1,838.00		Dividend From Mutual Fund		195,077.94
Tools and Implements	20,453.00		Interest received on deposits		4,381,339.94
Electricity	3,020.00		Disposal of old Items		93,715.00
Production Expenses	143,579.00		Profit on sale of Asset		34,132.48
Repairs and Maintenance	4,907.00	246,063.54	Misc .Receipt		42,612.87
" Children's Home Expenses			Rounding off		5.60
Salaries and Allowances	435,709.41				
Building Maintenance	158,194.50				
Advertisement Charges	32,440.95				
Training	1,011.00				
Conveyance	104,033.56				
Electrical and Plumbing	51,816.00				
Electricity Charges	35,890.00				
Food and Fuel	1,216,608.48				
Medical Expenses	30,746.90				
Postage	59,684.65				
Printing & Stationery	104,623.55				
Recruitment Expenses	35,460.00				
Repairs and Maintenance	2,640.00				
Telephone Charges	25,266.25				
Vehicle Expenses	34,251.90				
Vehicle Insurance	14,667.53				
Rates & Taxes	165.00				
Tools and Implements	11,422.50				
Wedding Expenses	136,822.50	2,491,454.68			
" Old Age Home Expenses					
Advertisement Charges	32,440.95				
Building Maintenance	22,251.50				
Repair and Maintenance	1,480.00				

Consolidated Income and Expenditure Account for the Year Ended 31st March 2013 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Camps & Tours	3,305.00			
Vehicle Expenses	34,252.90			
Vehicle Insurance	14,667.53			
Conveyance	105,239.56			
Electrical and Plumbing	39,563.00			
Electricity	38,423.00			
Bank Charges	1,363.00			
Food and Fuel	444,906.18			
Medical Expenses	54,993.10			
Postage	59,710.65			
Printing & Stationery	102,937.55			
Telephone Charges	33,799.25			
Tools & Implements	3,268.00			
Funeral Expenses	17,011.00			
Membership Fees	200.00	1,009,812.17		
" School Expenses				
Higher Education	217,556.00			
Salaries and Allowances	6,756,126.51			
Bank Charges	1,860.00			
Advertisement Charges	64,881.90			
BGV-Value Education	63,239.00			
Vehicle Expenses	68,564.90			
Vehicle insurance	29,113.05			
Building Maintenance	391,309.00			
Camps and Tours	140,920.00			
Computer Spares	82,020.00			
Conveyance	211,130.14			
Electrical and Plumbing	185,517.00			
Electricity Charges	158,142.00			
Examination Expenses	97,991.00			
Higher Education-Staff	30,550.00			
Library	21,322.00			

Consolidated Income and Expenditure Account for the Year Ended 31st March 2013 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Literary, Cultural and Sports	271,331.00			
Staff welfare	100,000.00			
Lab Equipments	19,434.00			
Postage	109,354.80			
Printing & Stationery	220,814.10			
Rates and Taxes	1,862.00			
Recruitment	55,535.00			
Repairs and Maintenance	42,088.00			
Road Tax	9,212.00			
Teaching Aids	17,204.00			
Subsistence Allowance	37,800.00			
Telephone charges	50,531.09			
Tools & Implements	2,133.00			
Training	19,349.00			
Travelling Expenses	3,867.00			
Uniforms	1,045,258.00			
Misc.Expenses	1,997.00			
Round off	3.41	10,528,015.90		
To Goshala Expenses				
Salaries and Allowances	153,003.64			
Cattle Feed	382,670.00			
Medical Expenses	15,039.00			
Cattle Insurance	9,417.00			
Electricity Charges	8,029.00			
Repairs and Maintenance	1,660.00			
Tools & Implements	1,271.00	571,089.64		
“ Administrative Expenses				
Salaries and Allowances	318,030.07			
Vehicle Maintenance	14,000.85			
Accounting Package Expenses	37,170.00			
Advertisement Expenses	10,813.65			
Bad debts	600.00			

Consolidated Income and Expenditure Account for the Year Ended 31st March 2013 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Bank Charges	32,887.08			
Conveyance	35,772.52			
Electrical and Plumbing	5,538.00			
Electricity Charges	23,784.00			
Legal Expenses	80,000.00			
Maintenance	18,927.42			
Membership Fees	5,530.00			
Office Rent	208,670.00			
Office Amenities	47,140.00			
Postage	17,717.30			
Printing & Stationery	69,084.15			
Recruitment Charges	8,300.00			
Repair and Maintenance	3,130.00			
Computer Maintenance	6,330.00			
Staff Welfare	38,299.00			
Telephone Charges	10,147.93			
Tools & Implements	1,011.00			
Training	3,912.00			
Vehicle Insurance	4,872.07			
Travelling Expenses	18,862.00			
Round off	3.92	1,020,532.96		
“ Public Relation				
Salaries and Allowances	606,922.47			
Advertisement Expenses	10,813.65			
Vehicle Maintenance	12,783.00			
Vehicle Insurance	4,999.02			
Conveyance	36,982.52			
Printing & Stationery	25,211.55			
Postage	18,226.30			
Telephone charges	8,422.97			
Training	3,800.00	728,161.48		

Consolidated Income and Expenditure Account for the Year Ended 31st March 2013 (Contd.)

EXPENDITURE	Rs.Ps	INCOME	Rs.Ps	Rs.Ps
" Rural Development				
Salaries and Allowances	173,557.60			
Advertisement Expenses	64,881.90			
Conveyance	207,438.14			
Training	25,133.00			
Cultural Events	9,293.00			
Electricity Charges	1,875.00			
Environmental Activities	4,550.00			
Awareness Campaign	31,495.00			
Medical Camps	645.00			
Postage	99,340.30			
Rent	22,750.00			
Printing & Stationery	206,208.10			
Repairs & Maintenance	1,065.00			
Mobile Library	2,032.00			
Rates & Taxes	500.00			
Vehicle Maintenance	68,218.70			
Vehicle Insurance	28,891.05			
Telephone Expenses	47,906.10			
Sports Expenses	84.00		995,863.89	
" Integrated CH Expenses				
Salaries & Allowances	677,490.45			
Building Maintenance	141,017.00			
Contingencies	55,395.00			
Food,Cloths,Medicine	92,812.50			
Misc. Expenses	34,480.50			
Transportation	51,127.00			
Bedding	25,200.00			
Utensils	152,340.00		1,229,862.45	
" Integrated OAH Expenses				
Honorarium	319,422.83			
Building Maintenance	120,520.00			

Consolidated Income and Expenditure Account for the Year Ended 31st March 2013 (Contd.)

EXPENDITURE	Rs.Ps	Rs.Ps	INCOME	Rs.Ps
Electricity	56,255.00			
Clothing	18,082.50			
Food	189,019.84			
Medicine	44,851.04			
Recreation	21,500.00			
Utensils	125,000.00	894,651.21		
" Industrial Training Institute				
Application Expenses	5,000.00			
TDS Written Off	567.00			
Depreciation	3,884,626.27			
Excess Of Income Over Expenditure	4,367,616.31			
Total		27,973,317.50	Total	27,973,317.50

For Sevalaya

V. Muralidharan
Managing Trustee
Chennai, 18th July 2013

As per our report of even date attached
For MENON & PAI
Chartered Accountants
Firm Regn. No. 008025 S
A. Arjuna Pai
Partner
Mem. No. 7460

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2013

RECEIPTS		PAYMENTS		Rs. Ps	Rs. Ps	Rs. Ps
To			By			
Opening Balances			Agricultural Expenses			
In Savings Account with Banks:			Salaries and Allowances		38,210.04	
Indian Bank	94,593.00		Electrical and Plumbing		33,609.00	
Indian Overseas Bank-8743	1,371,215.46		Electricity Charges		3,020.00	
Karur Vysa Bank	280,509.62		Tools and Implements		20,453.00	
SBI-Tiruninravur	1,000.00		Production Expenses		143,579.00	
Indian Bank -FCRA	166,462.95		Repairs and Maintenance		4,907.00	
Kotak Mahindra Bank-CH	249,662.68		Training		1,838.00	245,616.04
Indian Overseas Bank -School	412,996.21					
Dena Bank	77,283.84	2,653,723.76	"	Administrative Expenses		
			Salaries and Allowances		317,530.07	
Cash in Hand	28.00		Office Rent		208,670.00	
Petty Cash	800.20	828.20	Office Amenities		47,140.00	
			Advertisement Charges		10,813.65	
			Bank Charges		32,887.08	
			Conveyance		35,772.52	
Contributions Received			Accounting Charges		37,170.00	
Corpus Fund	74,187.12		Traveling Expenses		18,862.00	
Endowment Fund	4,788,525.00		Electrical and Plumbing		5,538.00	
Kitchen Building Fund	4,954,443.00		Electricity Charges		23,784.00	
School Bus Fund	2,166,000.00		Legal Expenses		80,000.00	
Medical center Project	450,000.00	12,433,155.12	Telephone Charges		10,147.93	
			Repair and Maintenance		22,057.42	
Govt Grants		275,000.00	Computer Spares		6,330.00	
Donation Received		22,951,433.67	Vehicle Maintenance		14,000.85	
Dividend Received		195,077.04	Vehicle Insurance		4,872.07	
			Postage		17,717.30	
Interest on Deposits & Bonds		4,229,811.10	Printing & Stationery		59,849.35	
FD Maturity		2,000,000.00	Membership Fees		5,530.00	
Rent Deposit -Received		150,000.00	Recruitment Charges		8,300.00	
Advances to Staff Recovered		32,435.00	Staff Welfare		38,299.00	
Profit on sale of Asset		34,132.48	Training		3,912.00	
Disposal of Old Items		93,715.00				

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2013 (Contd.)

RECEIPTS	Rs. Ps		PAYMENTS		Rs. Ps	
"	Misc. Receipt			42,612.87	1,011.00	
"	Round off			6.19	600.00	
					3.92	1,010,798.16
			"	Children's Home Expenses		
				Salaries and Allowances	444,471.41	
				Building Maintenance	158,194.50	
				Electrical and Plumbing	53,158.50	
				Electricity Charges	35,890.00	
				Conveyance	104,033.56	
				Vehicle Insurance	15,166.38	
				Vehicle Maintenance	33,753.05	
				Repairs and Maintenance	2,640.00	
				Advertisement Charges	32,440.95	
				Food and Fuel	1,216,608.48	
				Postage	59,684.65	
				Printing & Stationery	105,115.55	
				Medical Expenses	30,746.90	
				Telephone Charges	25,266.25	
				Rates & Taxes	165.00	
				Tools and Implements	11,195.50	
				Recruitment Expenses	35,460.00	
				Training	1,011.00	
				Wedding Expenses	136,822.50	2,501,824.18
			"	Old Age Home Expenses		
				Building Maintenance	22,251.50	
				Repairs and Maintenance	1,480.00	
				Advertisement Charges	32,440.95	
				Conveyance	105,239.56	
				Vehicle Insurance	15,166.38	
				Vehicle Maintenance	33,754.05	

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2013 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		Printing & Stationery	102,937.55	
		Electrical and Plumbing	39,115.50	
		Electricity Charges	38,423.00	
		Food and Fuel	444,906.18	
		Medical Expenses	54,993.10	
		Postages	59,710.65	
		Telephone Charges	33,799.25	
		Funeral Expenses	17,011.00	
		Membership Fees	200.00	
		Camps & Tours	3,305.00	
		Tools & Implements	3,268.00	1,008,001.67
		" School Expenses		
		Higher Education	217,556.00	
		Salaries and Allowances	6,752,821.51	
		Vehicle Maintenance	68,446.70	
		Vehicle Insurance	29,231.25	
		Advertisement Charges	64,881.90	
		Building Maintenance	391,309.00	
		Camps and Tours	140,920.00	
		Computer Spares	82,020.00	
		Conveyance	208,130.14	
		Telephone Charges	50,531.09	
		Electrical and Plumbing	185,069.50	
		Postage	109,354.80	
		Electricity Charges	158,142.00	
		Examination Expenses	97,991.00	
		Library	21,322.00	
		Lab Equipments	19,434.00	
		Literary, Cultural and Sports	271,331.00	
		Printing & Stationery	220,814.10	
		Repairs and Maintenance	42,088.00	

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2013 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		Rates and Taxes		1,862.00
		Recruitment		55,535.00
		Road Tax		9,212.00
		Subsistence Allowance		37,800.00
		Tools & Implements		2,360.00
		Training		19,349.00
		Travelling Expenses		3,867.00
		BGV -Value Education		63,239.00
		Uniforms		1,045,258.00
		Teaching Aids		17,204.00
		Staff Welfare		100,000.00
		Misc. Expenses		3,861.00
		Higher Education-Staff		30,550.00
				10,521,490.99
		"		
		Goshala Expenses		
		Salaries and Allowances		152,638.64
		Cattle Feed		382,670.00
		Cattle Insurance		9,417.00
		Electricity Charges		8,029.00
		Medical Expenses		15,039.00
		Tools & Implements		1,271.00
		Repairs and Maintenance		1,660.00
				570,724.64
		"		
		Public Relations		
		Salaries and Allowances		605,422.47
		Advertisement Charges		10,813.65
		Vehicle Maintenance		12,783.00
		Vehicle Insurance		4,999.02
		Postages		18,226.30
		Telephone Charges		8,422.97
		Conveyance		36,982.52

Consolidated Receipts & Payments Accounts for the Year Ended 31st March 2013 (Contd.)

RECEIPTS	Rs. Ps	PAYMENTS	Rs. Ps	Rs. Ps
		Printing & Stationery	34,446.35	
		Training	3,800.00	735,896.28
		" Rural Development		
		Salaries and Allowances	173,057.60	
		Awareness Programmes	31,495.00	
		Electricity Charges	1,875.00	
		Advertisement Charges	64,881.90	
		Environmental Activities	4,550.00	
		Vehicle Maintenance	68,218.70	
		Vehicle Insurance	28,891.05	
		Conveyance	207,438.14	
		Postage	99,340.30	
		Medical Camps	645.00	
		Repairs & Maintenance	1,065.00	
		Telephone Charges	47,906.10	
		Rent	22,750.00	
		Printing & Stationery	206,208.10	
		Training	25,133.00	
		Cultural Events	9,293.00	
		Mobile Library	2,032.00	
		Rates & Taxes	500.00	
		Sports	84.00	995,363.89
		" Industrial Training Institute		5,000.00
		" Integrated CH Expenses		1,229,862.45
		" Integrated OAH Expenses		886,615.21
		" DEPOSITS		
		Fixed Deposit	10,600,000.00	
		Rent Deposit	108,000.00	
		Advance for Bio Gas Plant	10,525.00	10,718,525.00

RECEIPTS

Total

As per our report of even date attached
For MENON & PAI
Chartered Accountants
Firm Regn. No. 008025 S
A. Arjuna Pai
Partner
Mem. No. 7460

V. Muralidharan
Managing Trustee
Chennai, 18th July 2013

Additional Disclosure: Break up of contributions

Balance Sheet

Rs

Assets as on	31st March 2013	Liabilities as on	31st March 2013
Fixed assets	47,538,665	Trust/ Society/ Share-holder funds	
Investments	56,425,408	General fund (unrestricted fund)	56,055,770
Loans and advances		Corpus and endowment fund(s)	42,416,852
Cash and bank balances	1,845,671	Restricted/ Earmarked funds	4,050,000
Other current assets	1,080,494	Grant balances	
Excess of expenditure over income (if any)		Loans and borrowings	
		Current liabilities and provisions	
		Excess of income over expenditure (if any)	4,367,616
Total Assets	106,890,238	Total Liabilities	106,890,238

Income & Expenditure Statement

Rs

Income for the year ended on	31st March 2013	Expenditure for the year ended on	31st March 2013
Earned/ Self generated income	4,576,417	Programme	17,972,381
Donations from Indian sources	15,557,630	Public education and fundraising	728,161
Grants from Indian sources	275,000	Management and administration	1,020,533
Donations from International sources	7,393,804	Payments to Beneficiaries	
Grants from International sources		Other expenses	
Other income	170,466	Total Expenditure	19,721,075
Total Income	27,973,317	Surplus/Deficit	8,252,242

Financial details for the year 2012- 2013 showing break up of contributions received from Indian and International Sources

Additional Disclosure: Break up of contributions (Contd.)

Receipts & Payments Account

	Rs
Receipts for the year ended on	31st March , 2013
Opening Cash and Bank Balance	2,654,552
Earned/ Self generated income	4,357,658
Donations from Indian sources	15,557,630
Grants from Indian sources	5,586,163
Donations from International sources	7,393,804
Grants from International sources	7,121,992
Sale of investments/ assets	
Loans	
Other receipts	42,613
Total Receipts	42,757,025

	Rs
Payments for the year ended on	31st March 2013
Capital items/ assets purchased for the organisation	12,786,659
Capital items/ assets purchased for beneficiaries	
Purchase of investments	10,600,000
Grants/ donations to other organisations	
Loans and advances	
Other payments (exp incurred on Operational Progress)	21,556,865
Total Payments	44,943,524
Closing cash and bank balance	1,845,671

Salary and benefits 2012-2013

Details of Board Members as on 31st March 2013				
Name	Position on Board	No. of meetings attended	Remuneration and reimbursements Rs.	
V. Muralidharan	Managing Trustee	11	Nil	
E. Lakshmi Narayanan	Trustee	10	Nil	
G. Ilayaraja	Trustee	6	Nil	
K.C. Prembabu	Trustee	8	Nil	
N. Jayanthi	Trustee	7	Nil	
G. Ramesh	Trustee	1	Nil	
R. Shankar	Trustee	1	Nil	
Dr. K. Kannan	Trustee	0	Nil	
N. Vikram	Trustee	0	Nil	
Manu Kapila	Trustee	0	Nil	
Distribution of staff according to salary levels as on 31st March 2013				
Slab of gross salary plus benefits (Rs per month)	Male (Nos)	Female (Nos)	Total (Nos)	
<5000	9	28	37	
5,000 - 10,000	24	31	55	
10,000 - 25,000	14	10	24	
25,000 - 50,000				
50,000 - 1,00,000				
1,00,000 >				
Total	47	69	116	
Total cost of international travel by all personnel (including volunteers) and Board members NIL				
Name	Designation	Destination	Purpose	
NOT APPLICABLE				
	Name	Designation	Remuneration Rs.	
Operational Head of the organisation: (including honorarium):	V. Muralidharan	Managing Trustee	Nil	
Highest paid person in the organisation (staff or consultant):	A.A. Kingston	Centre Head - Kasuva Campus	244,200	
Lowest paid person in the organisation (staff or consultant):	M. Jaya	Cleaning Staff	36,000	

Activity Report

Awards

Best Managed Project



Sevalaya was selected as the 'Best Managed Project' by Project Management Institute of India Mr. V. Muralidharan received the Award from Mr. Vineet Nayar, Vice Chairman & CEO - HCL Technologies, at a function at PMI conference, Chennai on 29th September, 2012.

Pramerica Spirit for Community Award

M.S.Sarathkumar, a Std IX student was one of the top twenty winners from among 500 applicants across the nation for Pramerica Spirit for Community Awards. This award was given for his efforts in promoting

organic farming. Noted film actress and theatre personality, Ms. Shabana Azmi presented a silver medallion and a certificate of merit at the function organised at The Park Hotel, New Delhi



State's Best Old Age Home Institution Award

State level World Elders Day was celebrated in Vellore, by the Social Welfare Department, Government of Tamil Nadu. Sevalaya received the "State's Best Old Age Home Institution" Award from Mrs. B. Valarmathi, Honourable Minister

for Social Welfare. Mr. V.S.Vijay, Honourable Minister for Health, Medical Education and Family Welfare and Mr. Mohahammed John, Honourable Minister for Backward Classes and Minorities participated and graced the occasion.



State's best eco friendly NGO Award



Sevalaya was adjudged the best Eco Friendly Organisation under the NGO Category by Ministry of Environment, Government of Tamil Nadu. The Arignar Anna Award was presented Mr.M.C.Sampath, Honourable Minister for Environment, on World Environment Day .

Innovations in cycle Award

A.Abiraj and K.Prabakaran of Std XI participated in the Puthiya Thalaimurai's "Veetukku Oru Vignaani" science exhibition conducted on 2nd August, 2012. They won 3rd prize for their exhibit "Innovations in cycle," making the bicycle more user friendly, convenient and adaptable to modern needs. (Please see full story on page 49)



Puthiya Thalaimurai Thamizhan Promising Star Award



Mr. Muralidharan was awarded the Puthiya Thalaimurai Thamizhan Promising Star Award at a grand function at Chennai Trade Centre. He received the award from Mr. Surya, a famous cine celebrity.

Outstanding School Partnership Award



Head Mistress Ms. N. Annapurna and Asst. Head Mistress Ms. B. Nirmala received the outstanding school

partnership awards from the British Council in a function held in Mumbai on 19th November, 2012.

EXNORA Award for Founder Trustee



Sevalaya Muralidharan was selected as the Best Environmentalist by Exnora International. The award was

presented by Mr. V.P. Kalairajan, MLA, T Nagar.

Soka Ikeda College's Best Social Reformer Award for Muralidharan

Mr.V.Muralidharan was honoured at a function organized by Soka Ikeda College of Arts and Science for women, felicitating social reformers who dedicated their life for the cause of the needy and neglected sections of the society on 6th August 2012. Political / Economic officer, US Consulate General, Joseph Bertini, presided over the function and honoured the social reformers

Education (Bharatiyar Unit)

Mahaveer Jayanthi Celebration



Mahaveer Jayanthi was celebrated on 28th April, 2012. Students of Sevalaya, Abhiraj and Gomati spoke about the Thirthankaras and Bhagawan Mahaveer. Mr. Umesh Chand Jain, Managing Director of Hardware House Pvt. Ltd, Chennai distributed notebooks and sweets to children. Mr. S. Shanthilal Jain of M/s Jain Metal Rolling Mill, Chennai and Mr. M. Bhikam Chand Padam Chand Lunkad of M/s R.M. Jewellers, Thiruvallur, donated 2 "Water Doctors" (purified water dispensers).

Montessori Day



Montessori Day was celebrated on 23rd March, 2012. Mrs. Padmini Gopalan, President of Sri Ramacharan Charitable Trust was the Chief Guest. Montessori students presented a show displaying their talent and an exhibit of their activities was displayed. Large numbers of parents visited the exhibition and were proud about the activities of their wards.

150th Vivekananda Jayanthi

Swami Vivekananda's 150th Jayanthi was celebrated. Swami Atma Gnanandaji Maharaj of Sri Ramakrishna Mutt, Mylapore was the Chief Guest. 1500 students from all over Tamil Nadu participated in the free State level open book examination conducted by Sevalaya. Swamiji distributed prizes to the State toppers. Sevalaya students presented a cultural programme.

Laying of foundation stone for ITI building



The foundation stone for the new free Industrial Training Institute of Sevalaya, laid by its CEO, Mr. Edwin Nevis on 20th November, 2012, sponsored by Scope International, was

Annual Exhibition 'Chandrayaan - Aryabhata to Annadurai'



An annual exhibition titled 'Chandrayaan Aryabhata to Annadurai' was organised at Sevalaya. 14 schools in Thiruvallur participated in the exhibition. Mr. Mylswamy Annadurai, Project Director, Chandrayaan, inaugurated the

exhibition. Ms. Sahitya Hari, student volunteer from USA who conducts spoken English classes also participated in the function and released her collection of poems titled "Reckless".



Alumni organise Silver jubilee celebration



Old Students Association of Sevalaya got together and organized the inauguration of Silver Jubilee Celebrations on 14th January, 2012. Editor of the Tamil Daily Dinamani, Mr. K.Vaidyanathan was the Chief Guest.

The Annual Bharathi, Gandhi, Vivekananda (BGV) day



The Annual Bharathi, Gandhi, Vivekananda (BGV) day was celebrated on 7th September, 2012. The Chief

Guest Isaikkavi Ramanan gave away the prizes to the winners of the inter school BGV competitions.

Swami Vivekananda chariot



Swami Vivekananda chariot came to the school campus on 6th February, 2013 as a part of Swami Vivekananda 150th Jayanthi celebrations by Sri Ramakrishna Mutt, Chennai. The chariot was received by the primary school students with great joy. Students and staff offered floral tributes and students presented a cultural programme on Swami Vivekananda's life.



Bharathiyar Day was celebrated by the students and staff of Sevalaya on 12th December, 2012. The Chief Guests Mr. R. Bhagwan Singh (Executive Editor, Deccan Chronicle) and Mr. R. Nurullah (Media Consultant, Sathyam TV) gave

away the prizes to the toppers in the state level Bharathi examination conducted by Sevalaya in which 10,000 children from all over Tamil Nadu participated.

Sevalaya's 24th Annual Day



Sevalaya's 24th Annual Day was celebrated on 15th November, 2012. The Vice Chairman of Cognizant Technology Solutions, Mr. N. Lakshmi Narayanan released Sevalaya's 24th Annual Report. The first copy was received by Mr. J.Chandramouli, Executive Vice President of Scope International. Ms. Geetha Karunakaran and Ms. Nagalakshmi of Scope International participated in the function.

Education

Date	Highlights
Camps & Courses	
15 April 2012	Puratchi Bharatham celebrated Dr. Ambedkar's Birth Anniversary with Sevalaya residents. Mr. Arul Raj, from the Advocates' wing of the Party participated in the celebrations. Notebooks were distributed to the children and dhothies and sarees were distributed to the senior citizens.
22 April 2012	Mr. H R Mohan, Associate Vice President, The Hindu inaugurated free computer and spoken English courses for rural youth. 60 youngsters enrolled to enhance their computer skills and communication.
30 May 2012	The valedictory function of the Free Computer and Spoken English course took place. Mr. L. Sundaraman, Director, K. Sangamam Management Service was the Chief Guest.
21 - 25 May 2012	Dept of Science and Technology, Government of India and The Presidency College, Chennai conducted the INSPIRE Internship Science camp at Maraimalai Nagar, in which 3 Students of the school participated.
09 June 2012	10 students participated in the competitions on the theme of Environment Protection conducted by EXNORA & KIDZEE
15 July 2012	MKBHSS students participated in various competitions conducted by TERI and won prizes in cartoon and greeting card making.
15 July 2012	MKBHSS students participated in various competitions conducted by Bhoomi Trust and won the All Round Cultural Championship.
15 July 2012	Bala Kalakar, a mega event was conducted by AIESEC. Two students won prizes in drawing competitions.
15 September 2012	Ms.N.Annapurna attended the 'School for tomorrow' conference at Rani Meyammai Hall
06 October 2012	TCS AXA group organized quiz competition for Std IX & XI. The students were exposed to questions generally asked during various competitive exams.
13 October 2012	Book reading competition was organized by Mr. K.C.Prem Babu and associates of Tata Consultancy Services. Awards were also presented for academic excellence in 2011-2012.
17 October 2012	Ajith of Std XII won the second prize in Puthiya Thalamurai quiz competition. The function was graced by Honourable Minister for Commercial Taxes and Registration Mr. B.V.Ramanaa. Sevalaya was one among the three schools that received free library books during the event.
10 November 2012	Sevalaya students participated in the Inter school Science Exhibition organized by the School Education department, Government of Tamilnadu. 127 schools participated in the exhibition. Sevalaya won the first prize in both High School and Higher Secondary School categories.
24 November 2012	Prof. R.Jagannathan, Deputy Registrar, Vinayaka Mission University visited and conducted physics classes for the Std XII students.
27 November 2012	Mr.Krishna Prasath from Gopalapuram conducted an interactive motivation session to all the students of Std X.
15 December 2012	Std XII students attended a motivational program organized by the Puthiya Thalaimurai in Vel Tech College.
17 February 2013	25 students participated in the VIVEGA -2013 competitions conducted by Anna University. The students won more than 25 prizes and the overall Championship of VIVEGA -2013 for the fourth year in a row.
23 February 2013	7 students participated in the Vasantha Memorial drawing competition, conducted by Vasantha Memorial Cancer Centre at Rosary Matric School, Santhome. Vichithra of Std VII won the second prize in drawing competition.
18 April 2013	Ms. Nirmala Raju (Nila), certified facilitator, Access Consciousness, UK visited Sevalaya and taught a few access consciousness tools to the Primary school children and students of Std X, XI & XII.
Visits & Visitors	
28 July 2012	40 students of Std VII (winners of previous year's book reading competition) accompanied by their class teachers were taken by Sevalaya's Trustee Mr. Prem Babu and his friends to Anna Centenary Library, Science Museum and Birla Planetarium
09 October 2012	The Principal and 28 teachers of Kaligi Ranganathan Montford Public School, Perambur visited our school. They took classes for the students and donated cash and books.

Date	Highlights
09 November 2012	Four staff members of our school visited SBOA Matriculation School to observe classes.
28 March 2013	80 students, who have completed Std XII, visited the Govt. Museum and Art Gallery at Egmore, Chennai. The visit was organized by Mr. S.S.Jawahar, IAS, Commissioner of Museums, Government of Tamilnadu. All the children were presented with medals and certificates.
18 January 2013	Mr. Rajeev along with 4 students from Std IX participated in the trip arranged by TERI to Grundfos where they learnt about the methods practiced to conserve Energy in Green buildings and about different methods to be adopted to minimize water wastage and conserve the existing resources.
18 January 2013	Students of Guru Nanak College accompanied by their Counselor Ms. Samantha presented an entertainment show for students of Sevalaya and the counselor had a session with the girls of Std IX.
19 January 2013	Students of Chennai Public School taught Origami to students of Std VIII.
Events	
05 June 2012	On World Environment Day, our Students participated in tree planting in Panchayat Union Middle school campus, Ayalur.
07 June 2012	Free uniforms were distributed to 1,700 students. Ms. P. Selva Kumari, Chief Educational Officer, Thiruvallur and Mr. Mangalanadan, Manager KGR Apparels, Pakkam, were the Chief Guests at a function. Ms. P. Selva Kumari congratulated the staff and management for the consistent good results being secured by the rural students coming from economically weaker sections of the society.
24 June & 11 July, 2012	Officials of Hindustan Unilever, Poonamallee P.D Mani Mudaliar Trust, TCS AXA team, TCS Rajalakshmi and friends and many others donated note books to the school children.
11 August 2012	Mr. K.C. Prem Babu, Trustee of Sevalaya and associates from Tata Consultancy Services gave away prizes to the first 3 toppers of all classes in the academic year 2011-2012
11 August 2012	The Brahmakumaris celebrated Raksha Bandhan at Sevalaya.
15 August 2012	Independence Day was celebrated with joy and enthusiasm. The Chief Guest Mr. V. Natarajan, Deputy Registrar of Trademark & GI, Govt of India hoisted the National Flag. Volunteers - Netshiyaa from France, Ernest from Africa, Nithya and Peter from England and Islam from Egypt were the special guests at this function.
16 August 2012	Sevalaya hosted Ramzan Iftar feast to mark the breaking of the Ramzan fast at 6.35pm. Mr.Hayath Basha, Head of the Melappedu mosque participated in the function as the Chief Guest.
13 to 17 August 2012 & 22 August 2012	Students of Sevalaya participated in several sports events in the zonal level competitions and won prizes in many events. In kho kho, the School won in the Seniors category and was runner up in the Juniors category. In the Chess competition, the juniors got the first prize while the super seniors got the third prize. In the volley ball match, the junior team were runners up.
03 August 2012	All students from Stds V to XI took part in a mass Gita Chanting event to promote Peace and Harmony
05 September 2012	Teachers' day was celebrated with great enthusiasm. Mr. Vijay Kumar Bafna, President, Rajasthani Association was the Chief Guest. Members of the Rajasthani Association participated in the function. The Chief Guest distributed gifts to all staff and instituted a cash award for the best teacher to be selected by the staff of the School every year. This year Mr. R.Vijayaraghavan was selected as the Best Teacher and won the Award. Silver coins were presented to the staff as a gift for Teachers Day by the Management.
22 September 2012	Vinayaka Chaturthi was celebrated. Mr. T.Balasundar, Manager, State Bank of India, Thiruninravur was the Chief Guest.
4 September to 5 September 2012	In the zonal athletics, boys won the third prize in Discus throw and three girls won the first prize in 100m at the junior level, second prize in 800m in Super Senior level and third prize in 400m in senior level.
02 October 2012	Gandhi Jayanthi was celebrated. Mr. Rajasekar of Uratha Sindanai distributed prizes to the winners of the Free State Level Examination on the life of the Mahatma conducted by Sevalaya. Students from all over Tamilnadu participated in this event.
10 October 2012	Navarathri function was celebrated. Mr. R. Natraj, the Manager of Indian Bank, Thiruninravur was the Chief Guest.

Date	Highlights
15 October 2012	Global hand washing day was celebrated at Sevalaya by Hindustan Unilever. The programme was organized by Ms. Sudha Shankar and senior executives from Hindustan Unilever Limited, Chennai. Students were told about the importance of hand washing and were taught the right method of washing hands.
16 October 2012	On the occasion of World Food Day, Mr. Aravind Santhanam, COO of Sistema Shyam Tele Services Limited,(SSTL) and his team donated groceries for the residents of Children's Home and Old Age Home.
14 November 2012	Children's Day was celebrated by the students and staff of Sevalaya in the Children's ward of Thiruvallur Government Hospital.
09 January 2013	100 students of Chennai and Thiruvallur District participated in the Maths Talent Test conducted by Sevalaya to commemorate the birth Anniversary of Mathematics genius Srinivasa Ramanujan. Professor P. R. Vittal, Former Principal, RKM Vivekananda College was the Chief Guest and he distributed prizes to the toppers in the Maths Talent Test.
26 January 2013	The 64th Republic Day was celebrated. Mr. K. Sathiyam, Inspector of Police, Thiruninravur hoisted the National flag. The students presented a cultural programme. The highlight of the cultural events was the juggling of balls and Diabolo tricks by our students. The students were trained by the German volunteer Ms. Rosa. The students also sang a song "Don't Worry; Be Happy" with Rosa on the guitar.
20 January to 26 January 2013 & 24 January 2013	The NSS students of Magna Engineering College camped at Sevalaya. They cleaned the campus, celebrated National Voters Day, helped and participated in the Republic Day Celebrations and blood Donation camp. They also organized sports for all students Clubs.
12 February 2013	Students of RP Jain School, Thiruvallur visited the campus and donated cash and entertained the senior citizens.
15 February 2013	The Annual Sports day was celebrated. Mr.S.Ulaganathan, Chief Manager, LIC of India, Thiruvallur presided over the function. Prizes were given to the winners of various events held for the students, senior citizens, parents, village youth and women. Gandhi Team won the overall championship. People from 12 villages participated in the sports events. Teams from 48 villages participated in the Volley ball tournament.
30 March 2013	Easter was celebrated at the campus, The Chief Guest on the occasion Mr.T.Mohana Kumar, CEO (SSA) Thiruvallur, spoke about the significance of Easter. Students presented a cultural program highlighting the significance of Easter.
25th March to 26th March 2013	The students of Government Unani Medical College organised a two day camp. A CD on the traditional branches of medicine viz., Auyurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy was shown and explained to the students at the inaugural session. Later the doctors conducted a camp for the students of Sevalaya's Mahakavi Bharathiyar Higher Secondary School.
13 April 2013	Sevalaya conducts free one month computer course and spoken English course for the village youth every year. This year the one month free summer course was inaugurated by Ms. Anupama Bhugatha, Vice President of HCL Technologies. Mr.V.S.Sriram, CVP of HCL announced the solar power project.
27 April 2013	Mrs. Shalini Thilak observed the Montessori classes at Sevalaya and made valuable suggestions for further improvement.
Training	
11 July 2012	Ms. G.Sundarvalli and Ms. P.Thenmozhi attended the English Language Teaching workshop conducted by The British Council
28 July to 29 July 2012	Ms. S.Jayaseeli, Ms. P.Durga and Ms. C.Bhuvaneswari attended a workshop on 'Education through dance' and Ms. D. Vanmathi, Ms. G. Jothi, Ms. D. Aswini attended the story telling workshop organized by Nalanda Way.
28 July & 29 July 2012	5 students accompanied by Ms. K.Malarmathi and 10 students accompanied by Mr. R.Kannan attended the Super Heroes workshop conducted by Nalanda Way.
03 August 2012	An aero modeling workshop was conducted by Mr. Vivekanandan to create an interest in Science and its applications for the students of Stds IX & X.
22 to 23 Aug 2012 and 22 to 23rd Sep 2012	Mr. Senthil Murugan and Ms.D.Aswini attended a 2 day workshop on improving listening, reading, writing and speaking skills of students at The British Council.

Date	Highlights
31 October 2012	Six staff members went to SBOA Matriculation School to observe the 'Teaching Learning Process' in their class rooms.
09 November 2012	Three teaching faculty of Sevalaya attended the HCL's 'TERI - Go Green' Eco project training programme.
10 November 2012	Twenty staff from various departments of Sevalaya participated in the 'Leadership Training' programme conducted by Ms. Srimathi Shivashankar of HCL Technologies.
22 November 2012	Rotract Club of Akash organized a Sports Meet "Thiramai por" at Sevalaya campus in which resident boys and girls participated and won many group events. Sevalaya bagged the 'Overall Championship' among six neighbouring schools.
07 December 2012	International Volunteers Day 'IVD – 2012' was celebrated in Sevalaya, organized by the iVolunteers. 7 international volunteers of Sevalaya participated in the programme. Ms. Sophia Shalom of iVolunteer spearheaded the activities that included Collage paintings regarding civic responsibilities, environment awareness etc.
13 December 2012	An awareness program on the Plastic Menace was conducted in the premises of Thiruninravur Railway Station. The student members of NSS and JRC distributed pamphlets explaining the ill effects of using plastic to nearly 3000 commuters.
15 December 2012	The steering committee of Shastra 2013, organised the Annual Students' Technical Festival Shaastra at IIT Madras and donated 21 used computers to Sevalaya as a part of their initiative 'Computer Literacy for All', and inaugurated an additional computer Lab for the School Students.
24 January 2013	Two staff members Ms. Nirmala and Ms. Vijaya attended training on Realistic Goals organised by iVolunteer at Chennai
31 January & 04 February 2013	Mr.Chidambaram of Exnora International conducted an all day personality development class for students of Std XI.
23 February 2013	Ms.Seethalakshmi, Principal, Amritha Vidyalaya conducted a session on 'Effective English Teaching' for staff handling English. She also conducted a detailed CCE training for all staff.
17 March 2013	Two staff members, Ms.B.Nirmala and Ms.Shanthi, participated in the training programme for teachers organised by Vatsalyam.
15 March 2013	Mr. Suresh Kumar, General Secretary of Karuna International, Professor Ramanathan, Joint Secretary, Karuna International, Mr. Karthick, Blue Cross of India and Mr. Selva Kumar, Karuna International inaugurated the Karuna club programme and this was followed by students training programme on Humane Education in which nearly 100 students participated.
18 April 2013	Ms. N.Annapurna, Headmistress attended an access bar training programme conducted by Ms. Nirmala Raju (Nila), certified facilitator, Access Consciousness, UK.
8 May to 13 May 2013	Ms. N. Annapurna and Ms. B.Nirmala attended the final module of the Education For Leadership programme at Kodaikanal conducted by Kuruvilla Jacob Memorial Education Trust. This was a highly interactive session and dealt with the various aspects of institutional leadership –learning organization, total quality management, tools in TQC, HR management, Finance management, Office management etc.
7 to 8 June & 16 to 18 July 2013	Ms. S.Mariyammal and Ms. R. Vijaya attended the 3 day training conducted by Kuruvilla Jacob Memorial Foundation and Care Earth on 'Mainstreaming environmental education into school curriculum'.
23 June 2013	Ms. Juno Thangakumar, Senior Teacher of Vidya Mandir Higher Secondary School, Mylapore spoke to the staff on The Joy of Teaching

Rural Development (Gandhi Unit)

Wholesome medical camp



An awareness programme on anemia was launched by Dr. Malavika of Sundar Chemicals in the villages surrounding Kasuva. 3 camps were held. 194 members from 202 families participated in the programme. Blood tests were conducted for women, girls and children above 5 years. Nutrient enriched salt and Albendazole tablets were distributed to all the families in the villages.

New Tailoring Institute inaugurated at Aayalur village



A new Tailoring institute of Sevalaya was inaugurated in Aayalur village on May 28th, 2012 by Mr. Jaishankar, Union Council Member, Kilambakkam. Mr. Putlur Chandra Sekar, Union Chairman, Mr. Putlur Senthil, President, Putlur Panchayat, Smt. Gomathi Babu, President, Ayalur Panchayat were the special guests and many Panchayat members participated in the function.

Distribution of Certificates at Vadanallur

Certificates were distributed to Students of tailoring and computer classes at Sevalaya's Vadanallur village branch, Uttiramerur, Kanchipuram district by Mrs. K.Sumathi Gunasekar (President of Town Panchayat, Uthiramerur). The other dignitaries

Cultural Troupe on awareness drive



'Kottu Murasu' cultural troupe of Sevalaya visited many villages during the year and conducted awareness

programmes on subjects like education for women, evils of alcoholism and other social issues.

Free Eye Camp



A free eye camp was organized jointly by Scope International and Sankara Nethralaya. Screening was done for the students, senior citizens and staff of Sevalaya. Eighteen senior

citizens from Old Age Home, four school staff and sixteen children were given treatment and provided free spectacles.



present at the function were Mr. Madurai Muthu (9th Ward Councillor, Vadanallur), Mr. A.V. Devaraj (LJP General Secretary, A.P. Chatiram), Mr. Venkatesh (Councillor, Nallur), Mr. Jayachandran, Vadanallur).

Scope Volunteers at gardening



Sixty employees of Scope International volunteered their services in Sevalaya's Kitchen Garden and planted saplings.

Training on Child Protection



The Social Defense Department of Thiruvallur district and Sevalaya jointly organised a training programme for the members of the Thiruvallur Panchayat Union. Presidents and Vice Presidents of the Panchayat union spoke on prevention of child trafficking and protection of girl children from sexual abuse. The training was conducted by Mr. M.Syed Rawoof, the District Probation Officer cum District Protection Officer and other protection officers from the Department. The Honourable Member of Legislative Assembly of Poonamallee, Mr. N.S.A.R. Manimaran and Mr. Putlur Chandrasekar, Chairman of Thiruvallur Panchayat Union were the special guests who addressed the gathering.

Farming Training Programme



Sevalaya's Institute of Sustainable and Natural Farming conducted a Training Programme in Thamaraipakkam, highlighting the need and viability of organic farming and a demo on preparing Panchakavyam, organic manure. Nearly 50 farmers participated in this camp.

Certificates distribution to students of tailoring Course



Mr. N.S.A.R. Manimaran (MLA, Poonamallee) distributed certificates to the Villagers of Ayalur who have successfully completed Tailoring Training at Sevalaya Centre.

'Sharamdhan' by German volunteers



The Organic farming unit of Sevalaya joined hands with the eighteen German volunteers and carried out farming activities. They cleared

the field and sowed seeds at the kitchen garden. They laid a mud road, connecting the school and the Home complex.

Date	Highlights
Camps & Courses	
18-May-2012	A Programme on Health and Hygiene was conducted in Pallathumbur village. Nearly 30 women participated in the programme, Ms. Sangeetha from Sevalaya was the facilitator.
29-May-2012	An eye camp was conducted in Sempedu village by Dr. Senthil from Pranav Foundation, Mogappair, Chennai. 150 villagers participated in the camp. At another camp on 21st June, they screened 136 villagers for eye disorders and identified 22 people for cataract surgeries. 18 villagers were supplied spectacles. Ms. A.Divya Bharathi, Ward member, Perathur coordinated the camp at the village.
Medical Camps	
7-Jul-2012	Free Medical Audiometric Camp was organized by Sevalaya and Hi Tone Hearing PVT Ltd-Chennai.
15-Jul-2012	Iodized salt enriched with micronutrients and iron and folic acid tablets were distributed at Vadhatu and Magaral by Sundar Chemicals (P) Ltd as a part of the Awareness Programme on Anaemia conducted by them in association with Sevalaya. Such camps were conducted every month in the surrounding villages.

Date	Highlights
14-Aug-2012	Sevalaya organized Kidney awareness orientation programme along with Chinmaya Organization for Rural Development (CORD) Tamaraipakkam. Nearly 100 villagers participated.
28-Dec-2012	Free Veterinary Camp was conducted by Dr. E. Suguna, Veterinary assistant surgeon, Melakondaiyar in Vathattoor. 163 animals that included cows, goats, chicken and dogs from six villages were treated in the camp.
Visits & Visitors	
10-Jun-2012	8 Hostel students accompanied by a staff and Mr. Prembabu, Trustee, Sevalaya participated in the cultural programme BOOM - 2012 held at Ashok nagar, Chennai organized by TCS and HCL
21-Mar-2013	46 women undergoing training in tailoring at the Kasuva, Aayalur and Vadanallur units of Sevalaya were taken on a visit to KGR Garments, Ambattur. They were also taken on a tour to Chennai where they visited the Bharathiyar Illam at Triplicane, Vivekanandar House, and the exhibition on Gandhiji's life at Thakkar Bapa Vidyalyaya.
Events	
27th Sept & 3rd Oct, 2012	St. Gabriel's Higher Secondary School, Broadway, Chennai held an NSS Special Camp at Sevalaya campus.
23-Oct-2012	Aayutha Pooja was celebrated in the Kasuva Campus and Ayalur centre. Project Director of Institute for Sustainable Development (ISD), Mr. P. Muniyappan graced the occasion.
25-Nov-2012	MTS Telecom Company conducted a Campus Recruitment Drive for the Alumni of Sevalaya as well as the graduate youth in the neighbouring villages. Twenty three willing and eligible candidates were identified and eighteen were selected.
11-Jan-2013	Smokeless Bhogi rally, to create awareness among the public on the evils of burning plastic, was held. Flagged off by councilors of Pakkam and Puliur villages. 1,500 students from nearby schools and colleges participated. The students raised slogans and carried placards emphasising on not to burn plastic wastes during Bhogi. Prizes were distributed for best slogans and best cheering groups.
15-Jan-2013	A volley ball competition for village youth was organised. 46 teams from different villages participated in the tournament which is organized every year to channelise the energy of the youth in a positive way as an alternative to Jallikattu or bull fight.
10-Feb-2013	At Sports Day many sports events for the parents and youth of the villages were conducted. Nearly 150 members from 12 villages participated in the events. Prizes were distributed to the winners.
20-Feb-2013	A free Dental Camp organised by Sevalaya was conducted by Meenakshi Dental College in the village of Aayalur. 120 villagers were benefited.
21-Feb-2013	A free Eye Camp organised by Sevalaya was conducted by Sankara Nethralaya Hospital. 128 Villagers were benefited.
18-Feb-2013	Sevalaya coordinated an NSS camp at Ayalur Centre. Nearly 150 students from Pachaiappppa's college, Chennai participated. The camp was inaugurated by Mr.V.Muralidharan, Founder and Managing Trustee, Sevalaya. Among the various activities, the students cleaned a 700 year old temple. The temple was in a dilapidated condition and was not in use for nearly 50 years. Now regular prayers have started in this temple, thanks to the effort of the students.
18-Mar-2013	Kidney Awareness program was conducted at our Aayalur centre. 53 women. Dr. R.Rajalakshmi of Tanker Foundation made a presentation on Kidney diseases.
Training	
16-Sep-2012	3 staff members attended training on Organic Farming at Erode.
7th - 12th Sept - 2012	Ms. Sajidha Begum, our Craft Trainer, conducted jewellery and phenyle making classes at Vadanallur, Aayalur and Kasuva .
27-Oct-2012	Children and senior citizens of Sevalaya attended the Aayutha Pooja function organized by the Auto Drivers Association of Anna Nagar, Pattabhiram.
11th to 16th Nov - 2012	Ms. Sajidha Begum, our expert Craft Trainer, gave training in 'how to produce and sell' Sambirani, dish washing liquid, and blue for white fabrics (sottu neelam) - to the villagers of ayalur, Vadanallur and Kasuva.
18th to 23rd Feb 2013	Free training classes for making soaps and washing powder were conducted at Aayalur , Vadanallur and at Kasuva Centres.

Homes (Vivekananda Unit)

Birthday celebration of Honourable Chief Minister of Tamilnadu, Dr. J. Jayalalithaa



Special feeding was arranged for the residents of Sevalaya on the occasion of the birthday of Honourable Chief Minister of Tamilnadu, Dr. J. Jayalalithaa, on 24th February, 2012. Mr. B.V.Ramanaa, Honourable Minister for Commercial Taxes and Registration and Stamp, created an

Endowment last year by contributing Rs. 160,000 for organizing special feeding every year on the occasion of Dr. J.Jayalalithaa's birthday. This year, Thiruvallur District Chairman, Mr. Putlur Chandrasekar and members of the AIADMK, Thiruvallur North participated in the event.

Marriage Reception of our Alumnus



Marriage reception of Mr. Srinivasan, alumnus of Sevalaya was conducted on 1st December 2012 in the presence of Mr. B. V. Ramanaa, Honourable Minister

for Commercial Taxes and Registration and Poonamallee MLA. Mr. N.S.A.R Manimaran.

Temple Visits



Sevalaya resident children were taken every week to places of worship like Temples, Churches and Mosques.

Deepavali Celebration



Ms. Srimathi Shivashankar, Vice President of HCL Technologies celebrated Deepavali with Sevalaya and distributed new clothes to senior citizens on 10th November, 2012.

3 day camp for children



All of Sevalaya's resident children participated in a three day camp organised by Tonakela Association Avadi. Our Trustees Ms. N. Jayanthi, Mr. G. Ilayaraja, Asst. Head Mistress, Ms. B. Nirmala, Camp Manager, Tonakela Association- Mr.M. Manohar, Poonam Chand Sharma of Venkateswara Jewellers, Avadi encouraged the children's participation in a variety of activities. Various competitions like singing, drama and dance were conducted and prizes were distributed.

Homes (Vivekananda Unit)

Date	Highlights
Visits & Visitors	
25th & 26th May, 2012	13 students from Sevalaya homes and 2 staff members were taken on a sponsored Trip to Mysore.
23-June-2012	35 Volunteers from TCS–AXA Belgium visited Sevalaya conducted competitions to the resident children and senior citizens and gave prizes. They donated note books & tree saplings etc
1st -7th July 2012	Ms. E. Esther ,Umayal Nursing Home, Avadi conducted a week long program for our children on importance of of personal hygiene
06-July-2012	30 Volunteers from HCL they conducted various games for seinor citizens and children and distributed prizes.
20-July-2012	13 staff Visited “Ananda Old Age Home” at Ambattur.
21-July-2012	Volunteer Mr. Nandakumar and team took 30 students and 10 Old Age Home Residents to Mahabalipuram, Kannan temple and Sai Baba temple at ECR Road.
22-July-2012	‘Save the Globe’ - program of planting saplings by volunteers from Youth club from Chennai
2nd & 4th Aug - 2012	Scope International Screened Tamil films Gauravam, Thangapadhakkam & Michael Madana Kamarajan for senior Citizens.
19-September-2012	20 Students from Guru Nanak College interacted with the resident children and senior citizens
19-September-2012	60 Members of Jamad elslamia - Perambur visited Sevalaya Campus and interacted with the children.
01-October-2012	Group of staff from HCL inteacted with residents of old age home and Integrated campus
08-October-2012	Children and senior citizens were taken on a visit to Kolu Function at the residence of the popular TV News Reader Mrs. Ratna Aravind at Ekkaduthangal. The audio visual display of the conversation between Arjuna and Lord Krishna titled Paranthaman in the voice of Isaikkavi Ramanan and the realistic display of the lay-out of the holy town of Tiruvannamalai were the highlights of the Kolu and was enjoyed by the Sevalaya residents.
20-November-2012	Scope International distributed sarees & dhothies to senior citizens
03-November-2012	Resident boys & girls of Sevalaya were invited to Diwali celebrations at MGR Janaki College for Women organised by Inner Wheel Club of Madras.
03-November-2012	Mr. Sethuraman of Servion & Team visited to explore solarization of the entire campus.
12-November-2012	Bhajan by Mr. Vaseegaran of “The Art of Living” was conducted for all residents.
13-November-2012	Alumni of Jaya Engineering College celebrated Diwali at our campus
04-January-2013	25 Volunteers from IIT NSS visited Sevalaya and taught Maths, Science, Chemistry for High School Students
24-January-2013	A team of Sevalaya Staff visited the Udavum Karangal campus in Thiruverkadu. It was a session of learning cum sharing of ideas regarding the cleanliness, quality and well-being of the residents.
26-January-2013	Staff of Wipro, Chennai lead by Ms. Chitra Gomathy visited the Campus, conducted games and distributed Prizes to the resident children. They also donated one Syntex overhead water tank and ten rice bags to Sevalaya.
26-January-2013	The staff members of Life Insurance Corporation of India, Thiruvallur lead by Mr. Shankar visited the campus and sponsored a special lunch to all the residents.
26-January-2013	MTS Telecom Company awarded prizes to ten academic students toppers with school cum travel bags .
02-February-2013	Residents of Children’s home attended the function “Stars of Chennai” in Kamarajar Arangam Teynampet, organized by VGP family. The Children were given stationery and a memento was presented to Sevalaya.
16-February-2013	The senior citizens participated in the program conducted by Sri Varasakthi Vinayaga Temple and Charities Trust at Paagalmedu. The Trust presented dhothies and sarees to the elders.
01-February-2013	28 boys and girls from Sevalaya Homes and 2 staff members were taken on a tour to Puttaparthi by Sri Sathya Sai Seva samithi, Puttaparthi. The program was organized by Sri Sathya Sai Seva Samithi, Besant Nagar.
10-April-2013	Rajasthan Youth Metro’s Chennai Food Bank organised a trip To Tirupathi for 38 hostel students and 2 staff as a part of their Silver Jubilee Celebrations.
29-April-2013	20 resident children and two staff were taken on a one week trip to Puttaparthi by Sri Sathya Sai Seva Samithi, Besant Nagar.
	20 persons from TCS planted trees/saplings in Sevalaya Campus.

Date	Highlights
Events	
13-April-2012	Mr. G.D.Rajasekaran (President, Koyambedu Periyar Vegetable Merchants Association celebrated Tamil New Year's day with our children.
14-April-2012	Students of Chinmaya Vidyalaya Senior Secondary School, Anna Nagar, Chennai celebrated Tamil New Year at our campus and planted fruit tree saplings in Old Age Home Campus by Children of Chinmaya Vidyalaya school, Chennai
23-May-2012	Wedding bells for Sevalaya's daughter D. Selvi with Mr. A. Vijaya Senthil (Associate Consultant, Polaris Solutions) Wedding was solemnized in the Presence of Honourable Minister for Environment, Mr. B. V. Ramanaa B.Sc., D. Pharm., Honourable Member of the Legislative Assembly Mr. N.S.A.R. Manimaran, Mr.Putlur. R. Chandrasekar – Chairman, Thiruvallur District Social Welfare Officer Ms. Ruth Vennila, Probationary Officer Ms. Syad Ravooof, District Councillors Ms.A. Selvakumari, Ms. Bommi and Film Artiste Ms. Revathy.
17-June-2012	Marriage reception of Dhanraj & Nithya, (son of Tamilarasi a donor of Sevalaya) held at Sevalaya.
03-August-2012	"SHAKTHI POOJA" was conducted by Devotees from Melmaruvathur at Sevalaya.
21-September-2012	TI metals celebrated their Founders Day at our campus and provided lunch to children and senior citizens.
01-October-2012	Twenty senior citizens were invited to District Collector's Office, Thiruvallur on World Elders Day . Mrs. Ruth Vennila - District Social Welfare Officer distributed gifts to senior citizens.
07-October-2012	Group of senior citizens were invited to attended the Shashtipathapoorthi (60th Birthday celebrations) of Mr. K. G. Kandasamy, a businessman of Thiruvallur district. The senior citizens blessed the couple.
14-October-2012	Cultural program "Love All Serve All" held at Chinmaya Heritage Centre at Chetpet was organised by Jeevan Aashray Charitable Trust.The trust distributed stationeries and dress materials to Sevalaya residents.
28-October-2012	Sevalaya's donor - Mr. Arun & family conducted sports and fun games for the resident children and senior citizens.
22-November-2012	Rotary Club of Madras, T. Nagar conducted NEETA Talent competition for 20 resident children. Various competition was conducted and children came out with flying colours.
25-November-2012	Mr. Moses Raj, a donor, conducted a Puppet Show on healthy food and self-confidence
23-March-2013	Devotees of 'Amma Bhagvan' organized a bhajan session for students and residents of Old age home.
25th to 29th March - 2013	National Alliance of Senior Citizen Associations in India (NASCAI) conducted a programe at Hyderabad on "managing old age home and dealing with senior citizens with special health problems". Mr. K.K. Sivasailam, Vivekananda Unit Head attended the training program.
09-March-2013	A special Nilamutram program was presented by the residential children to celebrate Women's Day.
22-March-2013	A dental camp by the Doctors of Government Dental College and hospital was conducted. All the students of High and Higher Secondary School were screened for dental problems and free treatment was provided.
07-April-2013	Mr.Panneer Selvam (philosopher) spoke to the old age home residents about peaceful living.
13-April-2013	Solarisation of Sevalaya's Girls Hostel and Old Age Home Building was launched at Sevalaya by Mr. V.S.Sriram, Corporate Vice President of HCL Technologies.
18-April-2013	Food Bank of Rajasthani Association took 85 resident children of Sevalaya to watch a movie and provided lunch to them.
24-April-2013	K.K.Sivasailam attended a meeting of FSL India , a youth development organisation focused on Inter-cultural learning through voluntary service.
Training & Camps	
13th & 14th May 2012	Two day camp on crafts and skill development was conducted by Shekinah Assembly volunteer Association named "Real Joy".
19th to 22nd May 2012	Disha Foundation, Chennai organized a life skill camp at Sevalaya. 120 students participated in the camp.
14-June-2012	Dr.Senthil's team from Pranav Foundation consisting of 6 members conducted a free Eye camp. Nearly 220 people including resident children and senior citizens of Sevalaya were benefited by this. 6 persons were identified for free cataract surgery.
30-July-2012	Ragas hospital, Chennai conducted a Dental camp

Public Relations

Book Release



Mr. V.Muralidharan participated in the Book Release function of National Association of Senior Citizens of India (NASCOI) at Raj Bhavan. The book 'Elders', was released by His Excellency, Governor of Tamilnadu, Mr. K. Rosaiah.

Donors Day

Sevalaya celebrated 'Silver Jubilee Donors' Day', at Bharathiya Vidya Bhavan, Mylapore, Chennai. Mr. Isaikkavi Ramanan was the Chief Guest, he spoke on "Ethal Esaipada Vazhthal" (Art of Giving). Sevalaya children, senior citizens and children of donors presented a cultural programme. Donors and general public attended.

Donation of School Bus



The school bus donated by M/s. Guru Krupa Foundation, USA.

Cultural Event at Sheffield

Northern Tamil Association (NTA) of UK organised New Year Celebrations at Sheffield City Hall, Sheffield (UK) in aid of charities. A musical nite by famous Tamil singer Ms. Chinmayi & group was organized. Sevalaya was one of the

beneficiaries. Our UK based Trustee Manu Kapila attended the event on behalf of Sevalaya and received donations from Dr. Arutchelvam (President, NTA).

Date	Highlights
Meetings and Functions	
2-Aug-2012	Mr. V.Muralidharan attended the quarterly District Senior Citizens Protection Committee meeting. He represented NGOs working in the field of Senior citizen's care. All district officials are members of this committee and it is headed by the District collector.
6-Dec-2012	Mr. V.Muralidharan made a presentation on "PDCA for Philanthropy Sector" at the Programme organised by PM Footprints at Project Management Institute Bangalore.
4-Feb-2013	Mr. V.Muralidharan was the Chief Guest at a program organized by ANEW, an NGO. He distributed certificates to underprivileged girls, who completed computer training.
3-Mar-2013	Sevalaya participated in the All India Prohibition Council meeting organized by Sarvodaya Mandal, at Thakkar Bapa Vidyalaya. Resolutions were passed requesting Tamil Nadu government to introduce total prohibition and close down all liquor shops run by the Government.
16-Mar-2013	Mr.V.Muralidharan was the Chief Guest in the programme organised by Vatsalyam. He inaugurated the whole day programme which discussed various aspects of improvements in education. It was attended by nearly 100 government school teachers.
22-Apr-2013	Mr. V.Muralidharan and Mr. Thilak Iyer made a presentation of Sevalaya to "The White Board".
24-Apr-2013	Sevalaya was selected by White board and iVolunteer as a charity to be supported in the areas of PR, HR and Information technology. Regular meetings with White board & iVolunteer members Mr. David Appasamy, Ms. Aarti Madhusudan, Ms. Sofia Shalom and Mr. Thomas Abraham had been arranged.

Date	Highlights
Event	
8-Jul-2012	Mr. V. Muralidharan was the Chief Guest at the annual day function of XI Ducks Cricket Team and presented awards to the winners of the cricket tournament conducted by them.
4-Sept-2012	Hirco was the corporate Sponsor for Sevalaya in the “India Giving Challenge 2012” launched by GiveIndia. Mr. V. Muralidharan met the executives of HIRCO and children of Sevalaya presented a cultural programe on the occasion.
7-Oct-2012	A Musical event in aid of Sevalaya titled ‘Yowvanam’ was presented by Lakshman Sruthi orchestra at Kamarajar Hall, Teynampet.
10-Oct-2012	Sevalaya put a stall in Microsoft office in Hyderabad, SCOPE & L&T in Chennai.
26-Nov-2012	A Public relations training was organized by Prime Point Foundation, at Sevalaya’s city office. Mr. Srinivasan, Founder of Prime Point foundation, Mr. Sakthi Prasanna a practicing PR professional, Ms. Bhanu Gomez, spokesperson of India Against Corruption and Mr. Nurulla, veteran journalist handled the sessions. Mr. Narendra, Information Advisor to four former Prime Ministers and Mr. Ananthapadmanaban of Jaya TV gave useful PR tips.
10-May-2013	Sevalaya celebrated “Silver Jubilee Donors’ day” at Bharathiya Vidya Bhavan, Mylapore, Chennai. Mr. Isaikkavi Ramanan was the Chief Guest and he gave talk on “Ethal Esaipada Vazhthal” (Art of Giving). Sevalaya children, senior citizens and children of donors presented a cultural program. Many donors and general public attended the program.
30-May-2013	Sevalaya was one of the NGOs who was the beneficiary of the amount collected from a Game show “Cricket Mangatha” organised by Radio City 91.1 FM in collaboration with Dial Nelam India (P) Ltd. The company contributed Rs.500 for every six scored by Chennai Super Kings in the recently concluded IPL series. Ms. Bhuvaneswari Muralidharan, Hony. Correspondent and Ms. Prema V.Sankar, attended the function at Radio City office and received the cheque.
Schools /Colleges Contact Programs	
14-Jul-2012	Mr. V. Muralidharan was the Chief Guest at the New college Alumni Association Anniversary. He was also honoured as an outstanding alumnus at a function organized by The New College Alumni Trust and The New College Staff Association on 11/12/2012 as a part of Diamond Jubilee celebrations of the College.
8-Nov-2012	Mr. V. Muralidharan spoke about Gandhiji and his ideals to the students of Angel Matriculation higher Secondary School at Camp Tonakela.
13-Aug-2012	Mr. V.Muralidharan spoke on “Save the Nation” (Dhesathai Kaaththal Sei) at the Independence Day special programme organized by Yuva Shakthi for students at Meenakshi College.
19-Aug-2012	Mr. V.Muralidharan was one of the Chief Guests at the inauguration of Sha Sha foundation, an NGO at Ethiraj college.
24-Aug-2012	Mr. V.Muralidharan spoke to the students of Nalladai Govt High school about Mahatma Gandhi
7-Dec-2012	Mr. V.Muralidharan was one of the Chief Guests at the Bharathiyar Memorial celebrations of K R M Public School, a unit of Kaligi Ranganathan Montford Group at Perambur
14-Dec-2012	As a part of the Silver Jubilee Celebrations, Sevalaya organized a Programme on Bharathiyar at Gurunanak College. Mr. T.S.Venkataramani, Hony. Coordinator spoke on the theme “Paarai uyarththida vendum” – (“Lets Elevate the World”). Two students of Gurunanak College Mr. Sathya & Saravanan spoke on Bharathiyar poems.
11-Jan-2013	A programme was organised to celebrate Silver Jubilee year and Swami Vivekananda’s 150th Birth Anniversary at Kumararani Meena Muthiah College of Arts and Science. 75 students participated in the program. Mrs.Bhuvaneswari Muralidharan, Hony. Correspondent spoke on the journey of Sevalaya. Mr. T. S. Venkataramani, Hony. Co-ordinator spoke to the students about the essence of Swami Vivekananda’s Karma Yoga. Mr. Pavendan and Ms. Duhara, students of the college spoke on Swami Vivekananda.
6-Feb-2013	As a part of Silver Jubilee celebrations, a program on Mahatma Gandhiji was organised at Ethiraj College for Women. Mr. V.Muralidharan made a presentation on Sevalaya to nearly 300 students who participated in the programme. Mr. T.S.Venkataramani, Hony. Coordinator spoke to the students on Mahatma Gandhiji. P.Surya, Mahalakshmi, Bhavani and Rosalyn Mary, II year students from Economics department also spoke on the occasion.
	Mr. V.Muralidharan was invited as the Chief Guest by Anna University, Textile Technology department to inaugurate a day long program on “Art of Achieving Excellence”.

Date	Highlights
Trainings	
18-Dec-2012	Mr. N.Jagannathan & Mr. K.V.Venkatesh attended a training programme on 'Capacity Building for Admin and HR Staff of NGOs' by Ms. Devika Dharmarajan. This program was organized by iVolunteer under their Gyan Training programmes for NGOs.
22-Dec-2012	Mr. N Jagannathan & Mr. K.V.Venkatesh attended a training programme on 'Effective use of Public Relations, Media and Press reports by NGOs' by Ms. Meera Srinivasan of The Hindu. This programme was organized by iVolunteer under their Gyan Training programmes for NGOs.
17 to 19 Jan-2014	Mr. N.Jagannathan and Ms. A.Kalaiyarasi attended the 3 day Finance workshop for partner NGOs conducted by VIBHA- US based funding Agency, at Bangalore
2-Feb-2013	Ms. A. Kalaiyarasi participated in the seminar organized by Axis Bank on Legal and Compliance aspects under Income Tax and FCRA.



P.PAVITHRA X - A



S.DIVYA IX - B

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