



29<sup>th</sup>  
ANNUAL  
REPORT  
2016 - 17



Sevalaya's birth in 1988 and its growth and expansion over the last 29 years, have been in response to only one context: the community it has set out to serve.

2016 - 17, in particular, was an year of new forays and initiatives determined by that context. Adding to Kasuva and Vadanallur, three new Community Colleges - two in Ambattur and one in Mambakkam - have been set up, to up the reach. Outlay for community development has grown faster than other activities, reflecting the new thrust. It is a holistic engagement encompassing education, livelihood, healthcare, awareness, environment, sports and culture.



# SEVALAYA TEAM



**I<sup>st</sup> Row** –Thenmozhi. P,Kaveri. S,Manjula. P,Abirami. P, Ilayaraja. G,Ranga. P, Ravichandran. N, Muralidharan. V, Bhuvaneswari Muralidharan, Amarchand Jain. M, Gayathri. K. , Lakshmi. J, Valarmathi. P, Alice. B,Kanchana. C,Anuchitra. D, Indira. M,Devaraj. V,

**II<sup>nd</sup> Row** – Nirmala. B,Vijaya. R,Baby Ramani. R,Pachaiyammal. K, Kanchana. R,Sheela Mary. S, Jeevitha. K, SavithriSrinivasan, Jagannathan. N, Lakshmi Narayanan. E, Page Pierre, Mani. S. V, Seethapathi, Maheshwaran, Krishnan K M R, Devaki. M, Lakshmi. S, Girija. C, Nathiya. M,Rizwana sultana. R,ThilagavathiK. N. ,Pottiyammal. T, Sobha. S, Aarthi, Vijayaragavan. R, Ramarao, Tamil Anbu. P

**III<sup>rd</sup> Row** – UshaSivakumar. M, Anupriya L. N,Annapurna. N,Saranathan. M, Mohanavalli. S, Sathya. D, Mariyammal. S, Rani. V,Sumathy. S,Jeeva. M, Nithya. V, SylviaPorselvi. P, Lillysharmila. A, Jaya. M, Santhi. S,Shakila. S,Nathiya. M,Nathiya. B, Radhika. R, Bhuvaneshwari. M, Dhatchayani. K,Revathi. K, Bhuvaneswari. S,Bakyalakshmi. K,Pramila. A, Sathya. V, Kaviyarasi. N, Lakshmi. S, Angel. S, Priyanka. R, Sasikala. G, Kalaiarasi. A.

**IV<sup>th</sup> Row** – Sathya. M,Bhavani. S,Poongothai. V, Vanmathi. D, Lakshmi. P, Anbukarasi. A,Sharmila. P, Usha. N,Kanniyammal. S,Sumathi. C, Lakshmi. P, Mari. E, Renuka. M,Vanmathi. E,Malleswari J, Bhuvaneswari. M,Shyamala. G, Selvi. T, Kala. E,Latha. G, SebastinSahayamary. A, Rehka Perumal, Tamizholi. M.

**V<sup>th</sup> Row** – Ashwini. D, Beulah. K,Karthika. A, Jeevitha. A, Padmavathi. R,Karpagam. T, Sabira A. N, Suganya. V, Prescilla. S, Poongavanam. R,Poomani. N,Umasankari. R,Sewvanthi. M,Arasani. A, Aparna. E, Thangapushpam. N, Priya. N,Kalaiyarasi. V, Gayathri. T,Sangeetha. S, Muthu. S,Suganya. K, Tamil selvi. T.

**VI<sup>th</sup> Row** – Anandan. M. T,Selladurai. V, Abdul Nazeer, Lkesh. G, Moorthy. M, Sankarapandian. A,Krishnamoorthi. G,Aadhimuthu. C, Purushothaman. S,Nagenthiran. P,Magesh. G,Thennarasu. M, Devaraj. S,Ezhilarasan. R, Suresh. S. C, Umar. D, Prasath. M,Srinivasan. K,Pradap. D,Kannan. R,Arvind. A.

**VII<sup>th</sup> Row** – Manivannan. J, Prasanna. P, Karthikeyan. E, Subramani. M, Ganeshbabu. E, Panneerselvam. M, Veeramani. K, Manimaran. M, Senthilkumar. B, Dineshkumar. B, BarathPandian. M, Naveenkumar. P, Jeevendran. R, Anbarasan. K, Sathyamoorthi. G, Jacob. A, Kathirvelan. Y, Kumaresan. A, Sathishkumar. S, Kingston. A. A

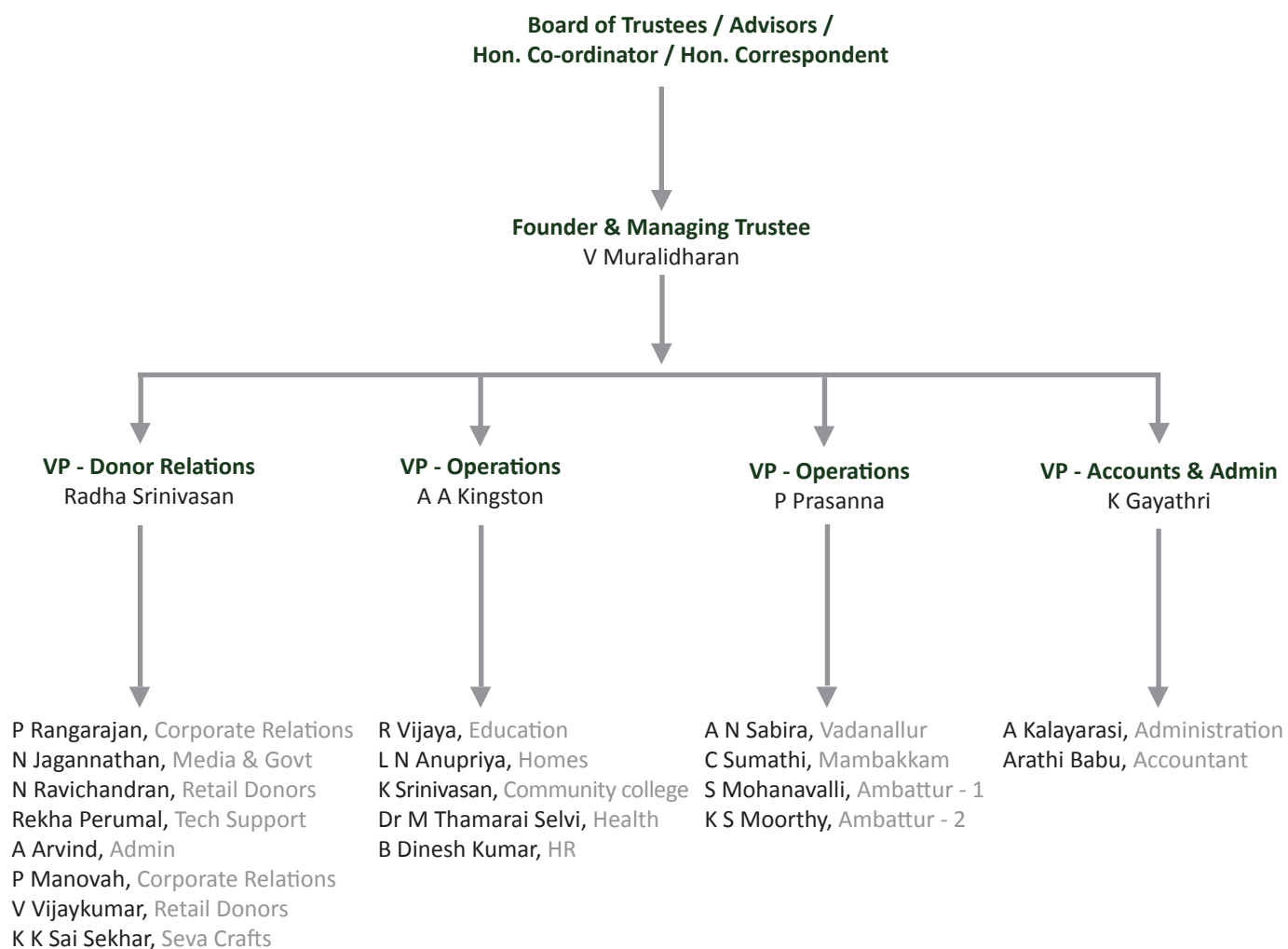
**Inset** : T S Venkataramani, Thomas T Abraham, Dr D K Devendra Oza, Thilak Iyer, B Chandramouli, R Shankar, Kumaran Mani, Malavika Vinothkumar, Lakshmi Murali, Radha Srinivasan



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# ORGANISATION CHART



# MANAGEMENT HEADS

## Founder and Managing Trustee

V Muralidharan, *Software Engineer*

## Board of Trustees

N Annapurna, *Educationist*

G Ilayaraja, *Software Engineer*

Kumaran Mani, *Entrepreneur*

E Lakshmi Narayanan, *Tax & Investment Consultant*

A Mageswaran, *Social Activist*

R Shankar, *Entrepreneur*

Thilak Iyer, *Management Consultant*

## Advisory Committee

M Amarchand Jain, *Social Activist*

B Chandramouli, *Social Activist*

Lakshmi Murali, *Software Engineer*

Dr Malavika Vinothkumar, *Nutritionist*

Prof Dr S V Mani, *Software Engineer*

K Muthuramakrishnan, *Social Worker & Educationist*

D K Oza IAS, *Rtd. Chief Election Commissioner*

Thomas T Abraham, *Management Consultant*

## Hon. Co-ordinator

T S Venkataramani

## Hon. Correspondent

Bhuvaneswari Muralidharan

## Hon. Internal Auditor

P Seethapathy, B.Com., A.C.A

## Hon. Statutory Auditors

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

## Academic Heads

B Nirmala, *Tamil*

D Aswini, *English*

S Sumathi, *Mathematics*

B Dinesh Kumar, *Physics*

R Jeevendran, *Chemistry*

R Vijaya, *Biology*

M Thenmozhi, *Computer Science*

P Lakshmi, *Economics*

S Lakshmi, *Commerce*

G Jeeva Kumar, *Agriculture*

A Kumaresan, *Social Science*

A Sankarapandian, *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 to:

- 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

### (Mahakavi Bharathiyar Unit)

**Mahakavi Bharathiyar Higher Secondary School** is a Govt. recognised, unaided School for classes from LKG 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 Bharathiyar are imparted to the children.

- Free Education from LKG to Std XII
- Free uniforms, stationery, note books, bags
- Free transport for Primary school day scholars
- Total school strength 2058
- Minimal drop outs - 2%
- Centum or near centum results in Board exams (Std X & Std XII)

**Mahakavi Bharathiyar Community College**, unaided, provides skill training to school dropout youth from the villages and helps them get jobs.

- 400 students per batch in 5 locations
- 10 trades - AC & refrigeration, Bakery, Beautician, Computers (Software & Hardware), E-Publishing, Electrician, Nursing Assistant, Tailoring, Tally
- Live Labs for practical training
- Technology Partnership with Corporates
- 80% placement

**Swami Vivekananda Library (Including Mobile Library)** has over 20,000 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 20,000 books
- Open to public
- Mobile Library reaching out to 500 people per month in 4 villages

## Rural Development

### (Mahatma Gandhi Unit)

#### Environmental Education

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

**Tapping Solar Energy**  
70% of operations in Sevalaya's Kasuva campus is powered by Solar energy.

**Organic Farming**  
Organic Farming is implemented in the three centres namely, Kasuva, Thirumalaivaivavur and Madhuranthakam. Cow dung, Panchakavya and Vermicompost are used as bio fertilizers. Sevalaya conducts regular workshops to propagate organic farming.

#### Vinobhaji Gaushala

Vinobhaji Gaushala shelters dry cows. It also shelters cows yielding milk which is consumed by residents.

#### Mobile Medical Camps

Mobile Medical Camps are conducted regularly through dedicated team of doctors and nurses using mobile medical vans, for eye, dental and general check up and physiotherapy. Free medicines are given for the benefit of the residents and villagers.

- Green Zone
- Organic Farming
- Gaushala
- Medical Camps

## Homes

### (Swami Vivekananda Unit)

**Swami Vivekananda Boys Home and Mother Teresa Girls Home** (Partly aided, recognized as "Children's Home" under Dept. of Social Defence, Govt. of Tamilnadu)

Presently these homes shelter around 175 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 reliant. 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 to them in the evening of their lives. 80 senior citizens have made their homes here.

**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 programme in Thiruvallur District, the Integrated Campus under which 25 destitute senior citizens and 25 destitute children are housed in one campus.

#### Mahatma Gandhi Medical Centre

With 12 beds provides quality health care free of cost to the residents and the neighbouring community.

- Boys Home and Girls Home housing 173 orphan/destitute children
- Old Age Home housing 80 senior citizens
- Integrated Campus housing 25 senior citizens and 25 children in the same campus
- 12 bedded Medical Centre offering free, quality health care to residents as well as villagers



# OUR CO-ORDINATES

Date of Establishment :	29 May 1988
Constitution :	Registered as a Charitable Trust Registered under FCRA (Regn. No. 075900640)
	Donations are exempted under sec 80G of the IT Act.
	Platinum certified partner - Guidestar India, for transparency.

## City Office

New No : 54, Old No : 103  
P S Sivaswamy Salai (North),  
Mylapore, Chennai – 600004  
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Phone : (044) 24982204  
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e mail: sevalayaprhead@sevalaya.org

## Kasuva

Kasuva village,  
Pakkam Post,  
Near Thiruninravur - 602024  
Tamilnadu, India.  
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## Uthiramerur

Vadanallaur village,  
Uthiramerur,  
Kanchipuram Dt. - 603406  
Tamilnadu, India.  
Phone : (044) 27272820  
Mobile : 9500775860  
e mail: programmanager@sevalaya.org

## Mambakkam

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## Ambattur I

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## ASSOCIATES

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### Sevalaya USA

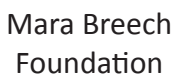
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[www.facebook.com/sevalaya](https://www.facebook.com/sevalaya)

[www.youtube.com/sevalayacharity](https://www.youtube.com/sevalayacharity)

# OUR ASSOCIATES



## WHAT THEY SAY

I am pleased to know that Sevalaya is bringing out its Annual report covering the various activities and projects highlighting the service provided to the downtrodden in remote villages, imparting quality education to underprivileged children and caring elderly citizens.

I commend the Sevalaya team for its dedicated service towards ensuring that the children are well disciplined and educated.

I wish Sevalaya and its staff all the best for the future.



**E Sundaravalli, The Hon'ble Collector**  
*Thiruvallur*

Sevalaya has grown from strength to strength in the years that I have known them. I am proud to be associated with Sevalaya, especially in providing learning and career skills to students who come from underprivileged backgrounds. The success of the students who finish their studies at Sevalaya is very heartening and commendable. Their community outreach programmes especially empowerment of girls and women are laudable, as it benefits large sections of rural people.

I wish Murali and his committed team at Sevalaya brilliant success in their future endeavours.



**Kris Srikanth, Former Captain**  
*Indian Cricket Team*

Standard Chartered Global Business Services India and Sevalaya have been partners in community service since 2012. I was really happy to see over 2000 school children being nurtured and educated here, during my visit this year. The community college has enabled youth to be trained in specialised vocations and the old age home has been the second home to its destitute residents. The organic farm and the tree plantations around this space have made a positive impact to the environment and send out a loud and clear message to the community. Over 4000 of GBS India volunteers have been part of this developmental journey this year alone, and each of them have expressed their pride and joy in being part of the monumental work done by Sevalaya.

We are happy to be associated with Sevalaya, as we partner to create an encouraging environment for the under privileged.



**Kwan Chee Sun, CEO**  
*Standard Chartered Global Business Services*

'To accomplish great things we must not only act, but also dream; not only plan but also believe.'

It is this belief of Sevalaya Murali & his team that envisions this dream. 'Sevalaya' true to its meaning 'Temple of Service' has accomplished the indomitable task of providing quality education starting from 5 to 2050 destitute, underprivileged children, besides the free medical centre, Organic farming, Vermicompost & Bio Gas production & Baking.

My heartiest congratulations for your achievements & may you continue to evolve & inspire others.



**M Mahadevan,**  
*Chairman & Managing Director*  
*Oriental Cuisines*





**S Vijay**, Associate Vice-President  
*SPi Global*

The day we visited Sevalaya was exciting. We had good time with the children. The discipline of the children and the way the teachers conducted the children were amazing. All children, from kindergarten to high school, participated in our events enthusiastically, but at the same time maintained good decorum. We were thrilled to see the students educated to be polite, humble, and honest in addition to excellence in studies. List of achievements on the notice board clearly show how students in Sevalaya are brought up. There is no discrimination, and all students are given utmost importance. To us, entire Sevalaya looks like a temple.

Serving the underprivileged with Sevalaya - LTI's association with Sevalaya for the year 2016 - 17 has been a fulfilling one in terms of reaching out to the needy.

LTI has worked with Sevalaya in setting up community education centers to provide the underprivileged youth a gateway to jobs in Tally and E - publishing at Vadanallur and Ambattur. We have also digitized the unique collection of books at Gandhi Study Centre with the coordination from Sevalaya. These digitized books are now easily accessible and being used by scholars to complete their graduation and post-graduation.

LTI has supported Sevalaya during the cyclone Vardah by undertaking reconstruction work in their campus at Kasuva village; the solar panels have been reconstructed taking the NGO closer to the goal of zero carbon footprint.

We are happy to have partnered with Sevalaya. I wish the organisation the best of luck.



**Manjit Bali**,  
*Head Corporate Services, LTI*

Congratulations to Sevalaya which turns 29 this year.

It is heartening to note that this 3 decade old organisation has held on to its HERD (Homes, Education and Rural Development) activities, without compromise, drawing inspirations from Mahatma Gandhi, Swami Vivekananda and Mahakavi Subramania Bharathi.

Sevalaya distinguishes itself by a professional approach to social projects as well as the community connect, both factors being important to partner with corporates. We are happy to partner with such a distinguished organisation for our projects like "Grama Arogyam" under the name of 'Kuvilai Kannan Memorial Mobile Medical Van' programme that is expected to reach out to about 1,20,000 villagers across 40 villages in and around Kanchipuram district, Tamil Nadu. We are hopeful to see such continued efforts by Sevalaya, with our partnership, in the future too.

**Sudhir Rao**  
*Head - Marketing & CSR  
Cholamandalam Finance*



**V Kumaraswamy**  
*CFO/Head Strategy, JK Paper*

Economic Liberalisation and Urbanisation are causing a steady erosion of social support systems. More and more of those who cannot afford the means to support themselves due either to old age or special abilities or poverty are left to fend for themselves. Government systems will take a long time to evolve to take care of these adequately. Meanwhile it is organisations like Sevalaya which are doing stellar service to a meaningful support and succour to such sections.

I was deeply impressed by the work of Sevalaya, its scale, sensitivity, understanding the need, delivery and longevity. The sincerity of the staff was truly humbling. I would hope and pray several such organisations bloom besides Sevalaya itself spreading its wings. I wish its patron and its inspiration Muralidharan all success.

We at Lotte India extend our heartiest wishes to Sevalaya for completing 29 years of service and empowerment. Right from the beginning Sevalaya has shown that passion, dedication and transparency are the main instigators of change. Their various initiatives focused on importance of gaining knowledge e.g. mobile libraries, reading rooms, and digital libraries are in-sync with what we envision at Lotte for our future generation.

We would also like to make a special mention about the way Sevalaya executes its various initiatives in a planned and systematic manner within the resources available. With their hard-work and service orientation we are sure they would reach great heights and Lotte India is happy to be associated with their efforts and look forward to supporting their future initiatives.

We are delighted that in partnership with Kris Srikanth of AA Edutech, we are working with Sevalaya on this exciting Shikshalaya project, sponsored by Coca Cola, to provide a large number of under privileged youth with the opportunity to improve their English and employability skills. EnglishStrokes, an online English course that was made available to these young adults was designed by UK experts in collaboration with Kris Srikanth, using sport to teach English. We hope that thousands more, who would otherwise not have access to this type of content, will benefit from it. We firmly believe that by leveraging digital solutions, we can facilitate a positive change that can be scaled up rapidly. We applaud Sevalaya for the incredible work they are doing in supporting the underprivileged youth to have a better future and look forward to a continued association.

I am an ex-pat from the United States and had the honor of visiting Sevalaya on several occasions. This is an outstanding school and the Sevalaya team should be proud of what they accomplish for the community. The education they provide for the children will continue to make a strong positive impact for generations to come. A very well-run organization that deserves strong support to give children the education required to have a good start in the world. Happy 29th anniversary, Sevalaya and best wishes for many more!

Greetings and congratulations to Sevalaya for completing another successful year of serving so many students and others in the community with education, housing, caring and love. I had the honor of visiting Sevalaya in December 2016 and witnessed its work under very challenging circumstances after Cyclone Vardah hit the area. The storm devastated the campus greenery and cut power for more than a week. Yet, the staff and resident students went right to work to clear the downed trees and clean up debris so that school could resume only two or three days after the storm hit. This dedication and hard work impressed me deeply. I enjoyed my time at Sevalaya taking photographs of day-to-day operations and the storm clean up. I wish the organization all of the best in the years to come.

சேவாலயம் புனிதமான கல்வியின் பொற்புமிக புகழுற்று ஒளிரும் நிறுவனம். சீரீயபணிகளால் சிறந்து இருப்பத்தொன்பது ஆண்டுகள் நிறைவுற்று முப்பதாம் ஆண்டில் திருவடி எடுத்துவைக்கிறது.

“அன்ன யாவினும் புண்ணியம் கோடி ஆங்கோர் ஏழைக்கு எழுத்தறிவித்தல்”

என்ற மகாகவியின் வாக்கின்படி

சேவாலயம் மாணவர்களிடையே ஒழுங்கு, கட்டுப்பாடு, சுயசிந்தனை, கலைத்திறன், உடல் திறன், ஆளுமை வளர்ச்சி, ஒற்றுமையுணர்ச்சி, அறிவின் தெளிவு அனைத்தையும் வளர்க்கும் ஓர் எடுத்துக்காட்டு நிறுவனம்.

சேவாலயத்தின் நிறுவனர் திரு. முரளி அவர்களும் அவருடன் இணைந்துள்ள அன்பர்களும், கொடையாளர்களும் போற்றத்தலுக்கும், வணங்குதற்கும் உரியவர்கள்.

சேவாலயா நாளும் நாளும் வளர்ந்து, பலதுறைக் கல்லூரிகளும் நிறைந்து பல்கலைக் கழகமாகச் செழித்து ஓங்குக! வாழிய வாழிய பல்லாண்டு, வாழிய வாழிய சேவாலயா!



**Milan Wahi**  
Managing Director  
Lotte Choco Pie



**Alan Gemmell, OBE, Director**  
British Council of India



**Tom Ludke, CEO**  
Pfizer India Pvt Ltd



**Dean Forbes, Volunteer**  
USA



**Kavikko Gnanaselvan**  
Writer & Poet



**In response to the needs of the community we serve, our holistic engagement encompasses six vital activity segments.**

**1**  
**Education**

**2**  
**Livelihood**

**3**  
**Healthcare**

**4**  
**Environment**

**5**  
**Awareness**

**6**  
**Sports & Culture**



# 1 Education

Quality education, offered free, has been the most potent tool for transformation. Today, the school has a strength of over 2,000 and achieves centum or near centum results every year.

## Montessori in Tamil: breaking the economic divide

Breaking the myth that Montessori method of education is costly and for the rich, Sevalaya started a free Montessori school in 2009 with 30 children. What is more, Sevalaya is among just a dozen schools to offer Montessori teaching in Tamil, the local language. The nearest Montessori school (English medium and operating as a commercial enterprise) in Thiruvallur district is 15 KMs away.

The “whole child” approach of the Montessori method helps each child to reach their full potential in all areas of life. The range of creative activities at Sevalaya, where the children learn at their own pace and under the guidance of well-trained teachers, who observe more than intervene, promote the development of social skills, emotional growth, and physical co-ordination. These are combined with the proven

benefits of children articulating and doing creative activities in mother tongue, besides English. This enhances their linguistic and motor skills.

This academic year, Sevalaya saw a 20% increase in admissions in the new Montessori section alone - from 267 (in 2015-16) to 333 (in 2016-17). More than half of them are girl children.

Thanks to funding by Page Pierre, our longstanding donor, the Montessori activity area is now spacious and well ventilated.

Sevalaya provides education, transport and nutritious meals to the tiny tots free of cost.

**Partners:** Page Pierre Foundation, Asian Paints



Tamil Montessori education combines the known benefits of Montessori system with mother tongue as the medium.

### Paneerselvam, F/o Harini P, UKG

“I am very much proud of my daughter. She is very independent. She gets ready for school all by herself. She is a very loving girl, and always ready to share things and help her friends. She has learnt all these from the school.”



### Nagakanni S, M/o Roshini S, UKG

In the beginning my son used to cry to go to school. Now he is getting ready to school eagerly. Identifying the colors and comparing things which are in same type are his favourite activities. We are all very happy to see his improvement.



### Velankanni, F/o Ashwanth V, UKG

I am deeply appreciative of the Montessori system. My son's behavior has improved a lot during the last one year and he is learning about matching shapes and numbers.







L&T Infotech, PwC India, DTCC, GE Power systems, Pfizer, VIT, Avila University (Kansas city, USA), Anna University and others visited the campus throughout the year. Two volunteers from Project Trust, UK spent an entire year in the campus.

## Big hearted volunteers work their magic

This year saw volunteers spend many person hours inside the campus and outside. Their range of activities can be seen all over the campus – planting trees, helping out in the organic farm, enthraling the kids with stories, quiz competitions, study groups, singing rhymes, and conducting a plethora of sports events. Besides these, the volunteers helped out in creating a database and cataloguing all the library books. The volunteers came during weekends and painted many a classroom with vivid colours. The children were thrilled to see a rash of colours in their freshly painted classroom.

The total volunteer hours raked up was a whopping 6,933 hours during the year, which speaks volumes about their

commitment towards social causes.

Volunteers from BNY Mellon, Standard Chartered-GBS, SPi Global,



## Boosting their self image



In recent years, Guru Krupa Foundation has been sponsoring two sets of uniforms to each of Sevalaya's 2,000 plus students. Wearing these uniforms boost their self image and for many, these uniforms are their best dresses, worn even for special occasions.



## All 2,185 children at Sport-a-thon

“A child, a sport” was the motto during the Sport-a-thon event, held at the campus, between 10<sup>th</sup> June 2016 to 9<sup>th</sup> July 2016.

Each one of the 2,185 students from LKG to Std XII as well as the youth studying in the community college participated in a minimum of one game/sport. In all, a total of 22 athletic events and 14 games were organised for boys and girls, in 6 age groups.

228 volunteers from Standard Chartered GBS participated in these events over the four weekends. That 773 medals were given away speaks of the spread.

**Long term partner:**

Standard Chartered-GBS



## Bhumi Nakshatra: champs in culturals, runners up in sports



For the seventh year in a row, Sevalaya won the “Bhumi Nakshatra” Overall Championship at the cultural competition held during November 2016. Sevalaya students competed against 600 students from 20 NGO schools and emerged as the clear

winners in competitions which included Painting, Adzaap, Adapt Tune, Elocution, Story Writing, Rangoli, Clay Modelling, Group Dance, Pot Painting, Junk Art, Skit and Quiz.

In the inter NGO sports meet, Sevalaya was placed runner up at the sports



event held at Nehru Stadium, Chennai, in February 2017, among a total of 1,300 students and 47 NGOs. 40 students from Sevalaya participated in the events and won 9 Gold medals, 2 Silver medals and 5 Bronze medals.



## SP: The come back man



“Choose a job you love and you will never have to work a day in your life”- this quote from Chinese philosopher Confucius fits A Sankarapandian (SP), P.E.T master at Sevalaya’s Mahakavi Bharathiyar Higher Secondary School, who has come back to work at Sevalaya not once, but twice after having taken up other jobs.

SP completed his Master of Physical Education and Sports Sciences and dreamt of coaching students to achieve laurels in sports. In 2003 he got that opportunity at Sevalaya. Residing in the campus he was not only a sports teacher but also a yoga teacher and care giver to the resident children. He is a tour guide for the first time visitors to the campus.

New opportunities, meeting targets, team work, building sustaining relationships, understanding the mindset of hostel students and providing an emotional support wherever required, helped shape his personality. He says, “It was a holistic opportunity. The management gave me necessary support and encouraged me to take students for different games in and around Chennai and Thiruvallur.” The exposure helped him to gain clarity about the strategies needed to make significant strides in competitive

sports and he began concentrating on volleyball and handball for boys and throwball and kho kho for girls. Soon these teams were winning matches at divisional level.

Persuaded by increasing family commitments, he moved to a better paying job to New Delhi, in 2005. “Soon, I found the new atmosphere very dull, activities were routine. There was not much interest in developing sports and in six months, I decided to come back.”

SP happily settled back in his favourite job and his young wife, a qualified teacher, also joined Sevalaya school. Things were going well, till the birth of his daughter. This time, his presence was needed at his village. He worked in a nearby B.Ed college for 3 years. At the bidding of his family in 2012, he switched to a State Government job,

where he was appointed as a part-time P.E.T teacher. After a year on the job, he was once again yearning for the freedom and challenge at Sevalaya.

“My family and friends had misgivings, but I was clear. My heart longed to come back” says SP. He rejoined in 2013 and was amazed to see the growth and changes in the organization, since he had left. It was a wonderful homecoming and SP happily settled into the groove. There was much more to be done now and he was put in charge of charting Sevalaya’s sharpened sports mission.

He is practically on call the whole day, even during holidays, ever ready with a smiling face to take care of any additional work.

This year 2 students made it to the national level. R Pradeep, Std XII and R Swetha, Std IX represented Tamilnadu state in handball.

SP is a happy man now, planning to take these students to greater heights. His sincerity and commitment have inspired students to take up sports teaching as a profession. One of them is Silambarasan, a football coach in Riga, Latvia while Vivek, Gopinath, Umashankar work in different schools in Chennai.

### SP’s daily routine

6:00 am Conducts hostel prayer  
6:15 am Yoga for hostel residents  
6:45 am - 7:30 am specialized coaching for top athletes at the Divisional level.  
8:30 am - 4:15 pm School classes  
4:30 pm to 6:30 pm Coaching

## R Mohan's mission: Bring technology and infrastructure to villages



When R Mohan emerged school topper at this year's Std XII exams with 1119 marks (out of 1200), it was an *encore* of his performance in Std X.

At Sevalaya, since his Montessori years, he is talented, determined and hard working, Mohan is also an avid reader who visits the school library even after his results. "I continue to get a lot of help from the alumni and guidance from the teachers, even now", says Mohan. "Just before my Board exams in March 2017, I used to attend the special night classes at school and my mom used to stay behind to take me home, late at night," he recalls. "Though my parents are semi-literate, they seem to know intuitively and try to fulfill all my needs. My sister guides me in Maths."

Mohan's father is a mason and his mother a daily wage earner, more out of work than in. His elder sister too studied in Sevalaya. His younger sister topped the Std X batch in Sevalaya this year.

Captain of Gandhi team (one of the three teams in Sevalaya) this academic year, Mohan is a very good volleyball and badminton player. With all humility, he credits the efforts of his highly dedicated P.E.T masters for nurturing his skills.

Mohan plans to pursue engineering and wants to bring technology and the infrastructure together to connect remote villages.

Mohan plans to volunteer at his *alma mater*. Once he starts earning, he says, "I want to contribute and make all of Sevalaya's class rooms smart classrooms."

### **Partners for Education Sponsorship:**

Standard Chartered GBS, CAMS, SPI Global, Asian Paints, GRT, Woori Bank Help Foundation and many individuals

"I get a lot of help from Alumni and guidance from the teachers, even now."



## R Devi: Proud serving the nation



It is both gratifying and motivating to see disadvantaged children overcoming odds to realise life's cherished dreams. R Devi's is a case in point.

Daughter of migrant construction labourers, Devi joined Sevalaya School in Std III. She was a quiet, determined and a hard-working girl with a flair for Mathematics. She passed Std X Board exams with 80% (100% in Mathematics). She chose Bio-Maths and passed Std XII securing 77%. Sevalaya helped her get a free seat in Murugappa Polytechnic College, where she pursued a Diploma in Computer Science and got employment in a leading BPO.

But her passion lay elsewhere. Joining the Police force was always her dream since childhood. A person with a passion for sports and physical activities, Devi had won several prizes in sports. She vigorously practiced and appeared for the physical fitness tests to join Central Reserve Police Force (CRPF) in 2011. But

she didn't get a merit seat. Finally her persistence paid off and she has been with CRPF since 2013.

Once a shy girl, Devi can now speak three languages - Tamil, English and Hindi. She has been posted all over India and is doing an inspiring job serving the Nation.

"Sevalaya is the reason for my success in life. Otherwise, I would have been one more migrant labourer like my parents" says Devi. "I got opportunity to learn various skills at Sevalaya and the habit of greeting everyone which I learnt as a young girl at Sevalaya has stood me in good stead wherever I go. I am ready to guide my juniors who aspire for a career like mine."

She has been posted for duty at different parts of the country and she is very proud of serving the Nation.

## R Pradeep: Hoping to represent the nation



When Pradeep came to know that he was selected to represent Tamilnadu in the Inter-State Handball tournament, he was elated. He was one out of 16, chosen during the trials held at Dindigul, Tamilnadu and reached the second round held in Delhi during January 2017.

He is a resident in Sevalaya hostel and joined Std XI after coming to know about the importance given to sports as well as academics in Sevalaya. He is a natural athlete and tried cricket and kabbadi, before he realized that handball came naturally to him. Goal keeping was his passion and he started practicing rigorously for it. He gives equal importance to academics and sports and is keen to improve on his handball, even after going to college.

His father is a weaver and mother is a house wife, and they hail from Anakaputhur about 25 KMs from Sevalaya.

Pradeep says, "Representing the state has been a dream come true for me. The entire credit goes to my Physical Education teachers who trained me well in all aspects of the game. I will continue my training and hope to represent the nation one day."



## R Archana: Versatile athlete

R Archana was conferred Tamilnadu's Best athlete award (individual championship) at the State Level Kids open athletics championship held at Chennai's Nehru Stadium in February 2017 by the Tamilnadu Sportsmen Association. It was a proud moment for Archana, the daughter of a vegetable seller in the local market.

Her foray into sports was serendipitous. She used to challenge her friends in the village to running races, and won all of them handsomely. This was noticed by the P.E.T masters, and thus began her career in athletics. Her perseverance and dedication during practice sessions led to her winning medals consistently in the Regional and Inter district levels.

During 2016-2017 she won 22 medals, up from 9 in 2015-2016. She has won Gold medals at competitions conducted by Sports Development Authority of Tamilnadu , Regional level athletics events (comprising various districts), Divisional meets, conducted by Tamilnadu sports association, State athletics competitions, Chennai athletics league and zonal competitions.

Extensive training is an integral part of her daily regimen. She trains regularly for two hours in the morning and one hour in the evening every day. Sevalaya provides nutritious and protein-rich meals to her.

Archana says, "My aim is to win medals for the State and make it to the Nationals. I know it's a lot of hard work. But I feel it is achievable. My parents are a great source of strength for me. At school my Physical Education teachers have been instrumental in preparing me for different types of athletic events and I am very comfortable participating in many events. I know I can do better."

**Partner:**

Lionbridge Technologies Private Ltd



## Science centre: Doing is believing



In the past year, over 500 students from 8 new schools have visited Late Dr. APJ Abdul Kalam Science centre, inside Sevalaya campus. The exhibits in Physics, Biology and Chemistry are interactive and popular with all ages. As each exhibit is free standing, they are self-explanatory and easily understood.



The students get a good understanding of Newton's laws, Galileo's pendulum Theory and UV Method in Physics section. Biology section models show functioning of the heart and stages of growth in plants. According to S Vinod kumar, Science teacher of Govt High school,

Vadamadurai, "It is indeed a great pleasure to visit Sevalaya's science centre. The student's learning ability could be visualized in the center. They were able to understand the concepts clearly."

**Partner:** Page Pierre Foundation

## A bus for their commute

With State Bank of India donating a modern school bus, an additional 60 primary school children per trip now have a safe and comfortable transportation to school, free of cost. The bus runs four trips per day transporting 240 children.

Totally 480 children get free transportation everyday.

**Partner:** State Bank of India, Gurukrupa Foundation





## 2 Livelihood

Every year, Sevalaya's Community Colleges skill 800 rural youth, who are otherwise stuck in an academic dead end, leading to their livelihood.

### Community Colleges: Rapid growth and Jobs for the unemployed



Sevalaya's community colleges are a stepping stone for unemployed youth to join the mainstream. Its five community colleges provide a bouquet of courses ranging from four to six months.

The curriculum is based on the industry requirements. Guest lectures are arranged from industry experts who assist in providing internship/ placements. The batch size is restricted to about 25 to maximize individual attention. Two / Three batches are conducted each year depending on the trade.

Sevalaya's training comes packaged with value education, functional English and communication skills as also basic



Location	No. of beneficiaries
Vadanallur	484
Kasuva	421
Mambakkam	30
Ambattur (Tech)	Started in March 2017
Ambattur (Garment)	Started in March 2017

About 80% of the youth are gainfully employed after the certification

finance & customer servicing skills. Tests are conducted and certificates issued after the completion of the course.

Placement assistance is provided to students. Some students take the entrepreneurial route.

**Partners:** L&T Infotech, PPG Asian Paints, Standard Chartered - GBS, BNY Mellon, Jouve India, Ambattur Clothing Pvt Ltd & N Subramanian



#### Trades offered

Women	Men	Both
Garment stitching	AC and refrigeration	E-Publishing
Beautician	Electrical wiring	Tally
Nursing assistant	Computer hardware	PC skills

## V Devaraj - committed for life

**V Devaraj** came to know Sevalaya through our alumnus Vijayakumar. Having completed a Diploma in DTP and Printing Press, he has been visiting Sevalaya since 2009 to do computer hardware service, DTP work and to conduct computer classes in summer, thus becoming a very familiar face in Sevalaya.

In 2015 he joined Community College as computer instructor, starting with the first batch of students.

Devaraj is proud to be a part of Sevalaya. He says, "My talent is recognized and I am rewarded well. My disability is not an issue and I am treated with respect."

Little wonder then that Devaraj wants to be associated with Sevalaya for life!!







**T Nancy** recalls : “The four high school years I spent at Sevalaya are the highlight of my life.” Her future looked bleak after her father Thangaraj Joshua, an accountant in a brick kiln company, met with an accident that severely

injured his right hand. In the disruption that followed, she was forced to switch from an English medium school to Tamil medium at Sevalaya, in her Std VIII. That ‘set back’ proved the turning point in her life. She pursued her studies with

tenacity and secured 88% in Std X Board exams.

After completing Std XII in 2010, she did BSc in Nursing. Currently, she is a trainee coder in Global services company in Chennai, which specializes in Medical coding. She is on the verge of being confirmed in her job.

As the only child, she is determined to see that her parents are well settled and escape poverty. Nancy volunteers at Sevalaya every Saturday and teaches the students the basics of Nursing assistant course. She is happy to stay in touch with her *alma mater*.

Nancy says, “I will forever be grateful for the care my teachers showered on me during my high school days. I will continue to serve Sevalaya and the community.”

When **M Esther** joined the Nursing Assistant course at Sevalaya’s Mahakavi Bharathiyar community college, in July 2016, she had no idea that her career will lift off as soon as she completed the course. Today, she is working as an Assistant in the Nursing department at Teja Hospital, Chennai. Says Esther, “I have three sisters at home and I’m glad that I can contribute to the family income.”



**R Ajithkumar** dropped out of school after failing Std X exams. After trying out a few things, he joined the Electrician training course at Sevalaya’s Mahakavi Bharathiyar community college. Ajithkumar says, “Even while I was finishing the course, I was sent for internship at Sunmeister- a Solar energy company, and now I am working full time for them. The training at the college was comprehensive and industry relevant.”



## Empowering nomadic *Irula* women post floods

Sewing machine has turned saviour for a large number of women in distress, supporting or supplementing livelihood.

One group to benefit from this initiative of Sevalaya are 100 families belonging to the nomadic *Irula* community. The sewing machines have given them a means of livelihood after the epochal floods of end 2015 washed away their belongings. Gummidipoondi and Ponneri taluks were two of the worst hit taluks, during the floods.

These machines were distributed in July 2016.

**Partner:** WeKare society (CSR unit of Capgemini)



## Sewing machines, plus tailoring training

In March 2016, 50 flood affected *Irula* women in Tiruttani taluk, were presented sewing machines and accessories. In addition, to maximize the benefits, they were provided training so that they could learn the intricacies

of the stitching trade continuously for a year. The classes were held at Tiruttani once a month for one year.

All the beneficiaries learnt different styles of garment cutting, stitching, and embroidery work. Many of them stitch

garments and supplement the family income. They are also encouraged to seek employment outside of their village.

**Partner:** L&T Infotech Pvt Ltd





### 3 Healthcare

With healthcare facilities woefully lacking, Sevalaya stepped in to fill the breach, steadily enlarging reach and scope of intervention.

#### Target: Complimentary healthcare to 2 lac villagers

Until 1994 Kasuva village did not even have basic medical facilities. The nearest Public Health centre was about 3 KMs away and it functioned only till noon. To mitigate this a medical centre was started at Sevalaya, which has now grown into a 12 bedded hospital. It is

often a first responder and provides medical treatment to the surrounding 16 villges within 3 KM radius. It also offers treatment to the 80 senior citizens, 173 girls and boys and 40 staff who reside in the campus as well as 2,000 school kids. The Centre is equipped to deal with a

variety of illnesses and can treat patients suffering from dehydration, diabetes and stress. Treatment, including medicines is offered free of cost.

**Partners:** N Subramanian, Apollo Aushad

**Mobile medical van : 2,800 beneficiaries monthly, 290 visits since July 2016**

#### Other camps

- 11 physiotherapy camps, 208 patients
- 98 eye camps, 9,243 patients (5,657 females)
- 1,536 patients referred for cataract surgeries, 1,927 patients given free eye glasses, since 2014



## Medical outreach

Over the past year, partnerships with corporate institutions and private individuals have led to enhanced reach of medical care in reaching out to the community to provide quality health care at their doorstep. A mobile medical unit, with a team of a doctor and a couple of nursing assistants visit 40 rural villages each month, in Thiruvallur District. Medicines worth Rs. 1,80,000 are dispensed free to the patients, annually. Regular eye camps are conducted and prognosis is suggested on

a case by case basis. Patients requiring surgeries are referred to hospitals that provide them free of cost. Their follow up care is also complimentary. Physiotherapy camps are conducted from time to time at villages to alleviate patients who suffer from Osteo arthritis, cervical and multiple joint pains.

**Partners:** BNY Mellon, Standard Chartered- GBS



### Saratha, Guruvoyal village

*I am a destitute 65 year old and a daily wage earner. My eye sight was deteriorating, leading to loss of wages. At the eye camp conducted by Sevalaya in our village, surgery was advised. They took care of all the paper work and took me to the hospital. They also took care of my post operative care and prescribed reading glasses. Now I can see very well.*



### Manju, Karani village

*When I took my child to Sevalaya mobile medical unit which came to my village, the first thing that struck me was the loving care with which the doctor asked about the history of my child's health and prescribed medicines accordingly. Within two days my child got better and we were very relieved. This is a great boon for people like us who are daily wage earners and cannot take a day off to go to the PHC which is 7 Kms away.*

## Water ATM: Clean drinking water for villagers

Adhigathur, a remote village in Thiruvallur district was identified as a test village to provide RO water to the families, living in the village.

Water ATM is a novel concept, where the village drinking water, stored in the municipal tank is cleaned through an RO filtration system and provided to the villages. This eliminates the hardness of the water, which can then be safely used for drinking purposes.

Sevalaya installed the RO plant in the village and dedicated it to the village panchayat to provide clean drinking water to the villagers. About 500 families have been provided with a

'Water ATM card'. They can refill the ATM card at the local panchayat office and draw water based on their needs.

**Partner:** Asian paints





# 4

## Environment

Persuasion and participative action can create enthusiasm of the community in favour of environment.



### Smokeless Bhogi

1,000 students from four local schools including Sevalaya and New College, Chennai undertook a 5 KM walk around Pakkam and Puliur villages, spreading the message of smokeless Bhogi. The Bhogi tradition of collecting and burning unwanted materials is environmentally unsafe.

Sevalaya has been running this seasonal campaign since 1990, with perceivable reduction in this traditional practice.

### Conservation gospel

Born out of a Shell - NXplorers workshop on energy, Sevalaya NXplorers club took up creating awareness about water and energy conservation in the villages.

From November 2016 to March 2017, Sevalaya students visited two villages and two schools in a 10 KM radius. 190 villagers and about 260 students

participated in the events. Says R Sridhar, a Std VIII student of Govt Middle School, Melapedu: "Their explanation about saving water through drama and folk songs was very captivating. The teachers also shared many ideas and thoughts on saving water. I will take this message to my family and friends in my village."

Vikash Mishra, Country Head External Relations, Shell India said, "We strongly believe that this collaborative learning in food-water-energy nexus will help in developing thinking skills and creating a sense of stewardship amongst the youth."





## Here a tree, there a tree, everywhere a tree



vital elements (water, clay and organic fertilizer) bind the seed, the process of germination is facilitated and it can sprout anywhere - ditches, shady or arid areas. These seed balls were distributed by the children to their parents who in turn have 'thrown' it in and around their homes. There is a 50% chance that a tree will sprout.

V Arivarasan, Program director, Parikshan Charitable Trust, Chennai, and G Dharakeswari, Director, Deva tech Info Systems Pvt. Ltd., Chennai, introduced the concept and demonstrated this activity.

When the children were taught about the seed ball - a clay ball made from red soil, water, and vermicomposting

with a seed embedded in it, they were fascinated and went about making thousands of them. Since all the three

Volunteers from various corporates were involved in an afforestation campaign after cyclone Vardah destroyed over 300 trees in the campus. A total of over 550 trees were planted in the campus and nearby villages.



*Right and Below: Corporate volunteers planting trees in and around the campus*





## 900 Bio mass stoves to rural kitchens



Energy efficient and low smoke bio mass stoves were distributed to 900 rural families around Kasuva village, Thiruvallur District. As a part of the Disaster Relief and Rehabilitation initiative of Shell India Pvt Ltd, post the Chennai floods, these stoves reduce smoke by 80%, improve cooking

experience and are environment friendly.

35 volunteers from Shell India Pvt Ltd were present and along with Sevalaya staff helped in the distribution of stoves.

A video on how to use the stove, and highlighting the do's and don'ts was

screened. Eight stalls were set up at the venue, where volunteers from Shell gave a practical demonstration for the villagers on how to use the stove.

It is our small step towards reducing the carbon footprint in rural Tamilnadu.

## Study hour with Solar power

Residents of the boys hostel study under a solar lamp. 70% of the Kasuva campus power requirement is met by solar power.

### **Partners:**

ABB India Foundation, Page Pierre Foundation, Asian Paints, L&T Infotech





## 5 Awareness

Past experience teach us that social changes can be brought through consistent, credible communication.

### No-to-liquor oath

Prior to his departure to London for higher studies in August 1888, Gandhiji made a solemn promise to his mother Putli Ba that he will not touch wine, women and meat.

A lot of families around Sevalaya are affected by the scourge of liquor

consumption.

To change this situation Sevalaya has been organising Putli Ba day every year on August 5<sup>th</sup> since 2015.

On the occasion, over 500 boys of Sevalaya School hold their mothers'

hands and make a pledge that they will not touch alcohol in their lives. T-shirts carrying the message "I promise that I will never drink alcohol" are also distributed to the students.

**Partner:** G Ram Mohan, Retired Safety Commissioner, Indian Railways



### Spreading the values

BGV (Bharathi, Gandhi, Vivekananda) syllabus imbibes the teachings and philosophies of three of the greatest leaders in India. The students are taught human values, which are as relevant today as they were a century ago. This *suo motu* initiative was taken to give value education to the students across the State. Sevalaya conducts open book

exams based on the syllabus and it has gained a lot of traction in the recent years. Prizes are distributed to the winners of the competition annually at Sevalaya campus.

**Partner:** Mara Breech Foundation, USA

### Taking Gandhiji online

An initiative to digitize 1 lakh pages of Gandhiji's works and biographies at the Gandhi study centre library was undertaken by Sevalaya in August 2016. The books will be part of the 'Gandhi Online' project to bring his works online. It will benefit students, youth, scholars, researchers, and activists in public life across the globe, raising awareness about Gandhiji, his thoughts and philosophies.

**Partner:** L&T Infotech Private Ltd.

## 6 Sports & Culture

With insight and imagination, ways can be found to reach the minds of the youth and pre-empt it with activities they enjoyed and make for their welfare.

### Rural sports: connecting with the youth



Sevalaya has been organising an annual rural volleyball tournament for the past 17 years, coinciding with Pongal festival. With 56 teams from 26 villages participating, the tournament has been successful in engaging 700 village youth. Velliyur volleyball club was declared the Champion this year. The trophies and medals were sponsored by Henry Maris, Secretary of Nazareth College of Arts and Science, Avadi, Chennai.

#### Basketball

Beginning 2016, Sevalaya introduced interschool basketball tournament for boys and girls. 14 schools participated in the tournament this year. Boys and girls from ICF school team won the team championship. Runners up in the boys category was Sethu Baskara Matriculation Higher Secondary School, Ambattur and Sevalaya school was the runners up in the girls category.

#### Thiramaipor (War of talent)

Thiramaipor was started as a joint venture between Sevalaya and Rotract club of Akash in 2008 to foster and nurture sports talent among rural schools, in Thiruvallur district. The weekend sports meet covers 8 games, besides track and field events.

The events were held on 23<sup>rd</sup> and 24<sup>th</sup> of February this year. In a matter of nine years, the event has grown, from just four schools from Thiruvallur district, to twenty five schools and 540 students from three districts (Thiruvallur, Kanchipuram and Chennai). Many parents come to the school to cheer their wards and participate in the bonhomie.

The venue and food expenses are completely sponsored by Sevalaya.

Sevalaya won the overall championship this year.

**Partners:** Basket ball court renovation and reconstruction - BNY Mellon and Shell India Pvt Ltd.





Sevalaya and Rotract Club of Akash are doing a commendable job in creating sporting opportunities for school students and involving the community. I am proud to say that I have attended this event every year since inception. *Thiramaipor*, brings out the competitive spirit and fosters a sense of community among the participants. I personally feel very proud and happy in every step Sevalaya and Rotract Club of Akash takes in building a strong learning place for all sporting kids and for the rest of the society.



P Jayachandran,  
Principal,  
Amutha Matriculation School,  
Thiruninravur



## Rangoli competition

Around the time when the menfolk exhibit their talent in volleyball during Pongal, the womenfolk in the villages, ready themselves for a Rangoli

competition. These competitions are friendly and competitive at once. On an average about 40 villages and 1,000 women have been participating

each year for the past 17 years. The competitions were a joyful display of congeniality and a splash of colours. 120 prizes were distributed to 40 villages.





## PASAM train friends: supporters for 17 years

PASAM is the acronym of Pattabiram, Avadi Siding, Annanur and Mitnamalle all neighbouring stations. PASAM train friends is a group of 35 passengers who have been commuting between these stations and Chennai Central for years and became friends.

When they decided to do some charity, D Gurusamy Pandian, one among them, suggested Sevalaya. The thirty five members first visited Sevalaya in 2001. They hoisted the flag on Independence Day and conducted games for children. They have been distributing prizes and sponsoring lunch for Independence Day since 2001, though the group has shrunk to 16.

The group has stuck to Sevalaya for their charitable acts, on the basis of transparency, accountability, discipline of the children and commitment of the staff. "We try to spread the message and so many have come to Sevalaya and

donated through us", says Gurusamy. "Even though we all have very tasty food at home, all the team members say that the day we have lunch at

Sevalaya is always a special day and we always take one extra mouthful of food compared to our daily meals."



## Annanagar Auto Welfare Association : Unwavering support

16 years ago, 25 auto drivers of Annanagar, 10 kms away from Sevalaya, formed the association to celebrate Ayudha Pooja with local people.

They decided to give a part of the money collected to orphanages.

They heard about Sevalaya and invited the resident children and elders for Aayudha Pooja celebrations. Since then

the children and elders are regularly invited for the function every year. The association also gives gifts to the children during the occasion.

Says S Kumaran who has been in this association since its beginning, "We tried to invite another NGO but they were only focussed on money. Sevalaya is the only NGO which understands

us and thinks about the good of the children rather than money. All the Sevalaya children come with smiling faces and are very disciplined. The local people willingly donate money when Sevalaya is mentioned as the beneficiary, in the posters we put out."



## V Vijayamohan - As Sevalaya has grown, so has his contributions

V Vijayamohan, retired Deputy General Manager, Finance, of BSNL and author of a comprehensive treatise on Pathanjali yogasutras is a long time donor of Sevalaya. He knows Sevalaya since 1992 when V Muralidharan, Founder and Managing Trustee used to visit door to door for fund raising. He has been following Sevalaya since then and he says "I could donate only few rupees those days".

For well over a decade, Vijayamohan has been sponsoring lunch for the birthday of the family members and his wedding anniversary, besides funding the education endowment for three children and is planning for another in the next couple of months.

He and his wife are wished cheerfully by the little Montessori kids. "This is always a heart touching moment for me," he exclaims.

Vijayamohan trusts Sevalaya because of the nature of service they are doing to the orphan children. "Whenever we visit Sevalaya and talk to the resident children they are all full of laughter. This



shows that they are very much happy in their hostels. This is the reason we want to visit Sevalaya again and again."

Vijayamohan is eager to continue his association with Sevalaya.

## G S Thanigaivel – Service to society is service to God

G S Thanigaivel, a resident of Vengal village, near Sevalaya school has been a regular donor for the past 15 years. He is a devotee of *Swami Ayyappan*.

It is customary for devotees to offer 'Annadhanam', normally to family and friends, before they set out for Sabarimala.

Thanigaivel, who has been making his annual pilgrimage for more than a decade, felt that instead of feeding relatives and friends, it would be worth feeding the orphan and destitute children and senior citizens residing at Sevalaya.

Hence he donates a bag of rice every year, before going to Sabarimala, which he says, "gives me more satisfaction than sharing the food with my relatives", and adds, "I like the way Sevalaya treats everyone with respect, whether a child or senior citizen, rich or poor. "



Thanigaivel is a professional *nadaswaram* player for marriages and other functions. However, for Sevalaya's

Annual day celebrations every year, he plays the instrument for free.



# MANAGING TRUSTEE'S REPORT



*"Mahatma Gandhi,  
Mahakavi Bharathiyar and  
Swami Vivekananda guide  
us in all our activities"*  
  
- Sevalaya Murali

Dear Friends,

Thank you very much for all your support to Sevalaya in the past 29 years. Thanks to your continued support, the organization has grown from a humble beginning of five children, and a staff of two in a rented hut in a small village to 2,058 children in a higher secondary school, 173 kids in the children home, 80 senior citizens in the old age home, 70 dry cows in the Gaushala, a free 12 bedded hospital, daily medical camps covering 40 villages, 5 community colleges, 3 organic farms and a team of 175 staff - covering Chennai, Thiruvallur, Kancheepuram and Thanjavur districts in Tamilnadu. This year saw a lot of expansion geographically and in the variety of activities. All this growth has been in response to only one context: the community we had set out to serve. In the year 2016-17, Sevalaya has spent more resources on community development projects than in any previous years. The focus has been holistic, encompassing education, livelihood, healthcare, environment, awareness, sports and culture.

## Response to emergency

The 2015 Chennai floods and 2016 Vardah cyclone, kept us busy this year also. Sevalaya built 27 houses,

each costing approximately 3 lacs, for flood victims in Kasuva, Puliur and Pakkam villages. This was made possible by the generous support of PwC India Foundation, BNY Mellon, V S Sivakumar, Singapore and Tamil Folks of Lake County, IL, USA. The construction of homes was completed by September 2016, and handed over to the beneficiaries. One of the villages is now renamed as "Sevalaya-PwC" nagar.

The 2016 Vardah cyclone created havoc within Sevalaya's Kasuva campus. Trees which were planted 25 years ago were uprooted and the campus resembled a battle field. Also, the trees fell on solar panels, compound walls, and disrupted network and power cables, and a cellphone tower causing extensive damage totalling an estimated 30 lacs. Immediate help came from L&T Infotech, Page Pierre & family, Prof. S Swaminathan and family, Sri Sathya Sai Seva Samithi, Besant Nagar and many others. Within two months all repair work was carried out and we were back to normal, except for the trees. When we found out that at least 3,000 trees were damaged or uprooted in and around our Kasuva campus, we started a vigorous campaign to plant trees. The project was supported by PwC India Foundation, BNY Mellon, L&T





Infotech, and many individual donors. Volunteers from corporate institutions took part in planting the trees.

Many people lost their livelihood during the natural disasters and Sevalaya helped by donating hundreds of tailoring machines to affected families which helped them restart their lives. These machines were sponsored by Capgemini, L&T Infotech, and individual donors like Seshadri Sundaram & friends, V Kumaraswamy and S Rangarajan & friends.

### Expansion

Sevalaya has been producing skilled man power from its Kasuva and Vadanallur community colleges. One more centre came up in Mambakkam this year which is sponsored by PPG Asian Paints. Two centres were started in Ambattur - one sponsored by L&T Infotech and the other by Ambattur Clothing Private limited, thus taking the total count of community colleges to five. Hot breads and Jouve India are our technical partners. Technocrat, G Solutions, ACPL, Sunmeister, Usui Susira, Teja hospital, RR Engineers, Portea provide employment to successful students.

Apart from Kasuva centre, this year Sevalaya started organic farming in two other locations. Land at Thirumalaivaiyavur was donated by Ambattur Clothing Pvt Ltd and Sevalaya started organic farming activities there. Another donor D V Sridharan has allowed us to use his land in Madhuranthakam. Sevalaya is able to organically produce pumpkins, groundnuts, and vegetables in these fields, which are used in Kasuva kitchen, for consumption by children and senior citizens.

### New activities

Many new activities were added to our current operations.

A mobile medical unit, sponsored by BNY Mellon visits two villages every day. In each camp, around 100 villagers are treated free of cost. A medical team, consisting of a doctor and two nursing assistants and Sevalaya staff is engaged in rendering mobile medical services. BNY Mellon also sponsors a nursing assistant course in Kasuva community college. So far two batches of around 20 girls per

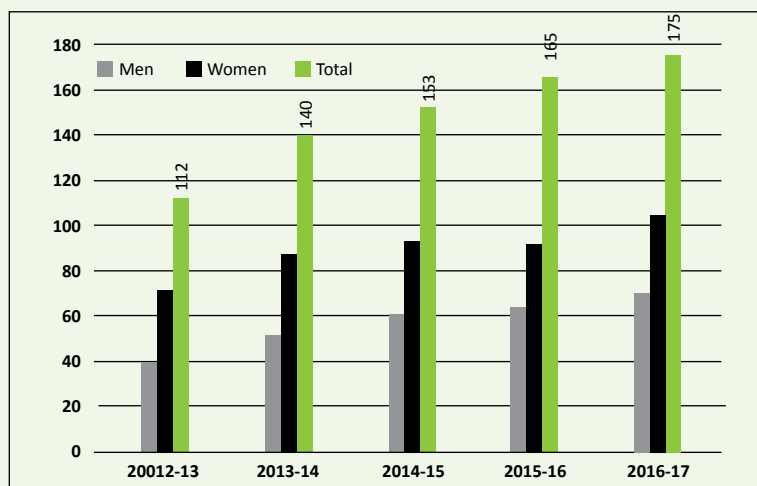


*Montessori children at their library (above) and in the class room*

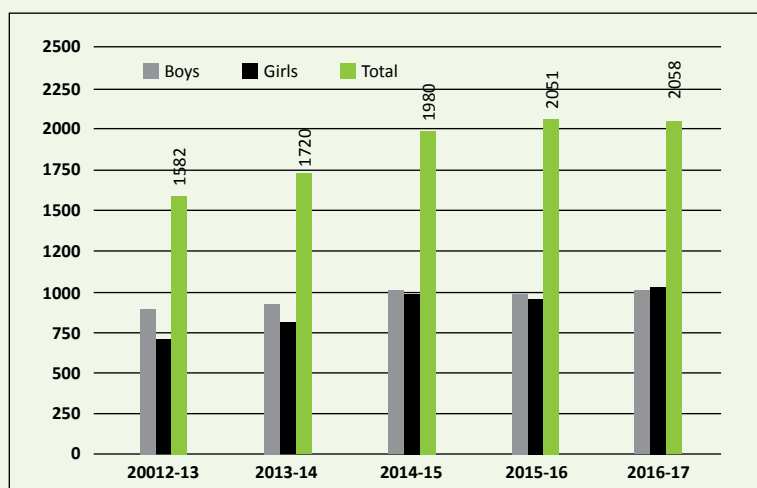




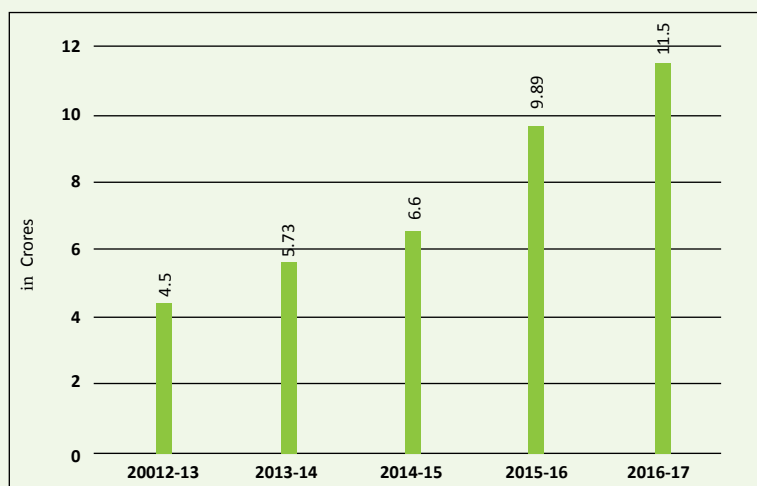
### Staff Strength



### School Student Strength



### Annual Revenue



batch have completed the course and all 40 of them have been placed in various hospitals around Thiruninravur. Sevalaya's medical centre and the mobile medical services provide the training ground for the nursing assistants.

State Bank of India donated a school bus. This bus and the one donated by Gurukrupa Foundation make multiple trips to bring all the kindergarten kids to school.

Page Pierre Foundation sponsored the construction of a huge Montessori hall and Asian Paints sponsored Montessori kits. This hall can easily accommodate 150 children at a time and it is a visual treat to watch the tiny tots (in the 3-5 age group) completely absorbed in playing and learning with the Montessori kits.

With the support from Asian Paints, Sevalaya installed water ATMs, and many water doctors so that villagers and school children in village schools get access to pure drinking water. Sevalaya also organized many tree planting and tank cleaning activities. With support from Shell India, Sevalaya distributed 900 environment friendly bio-mass stoves to villagers, to rid the kitchens of dangerous smoke. Sevalaya made paper bags, cloth bags and distributed them free to visitors and donors, as an alternative to plastic bags.

With support from Page Pierre Foundation, Sevalaya implemented "Swacch Sevalaya" scheme. Three colour coded dust bins are placed in many areas in Kasuva campus and children are taught to segregate waste and dispose them in the different colored dust bins. The waste is collected and segregated each week. Bio degradable waste is composted and used as natural manure, while non-degradable waste is recycled as scrap.

With support from L&T Infotech, Sevalaya took up the project of digitization of Gandhian books at Gandhi Study Centre, T.Nagar. Nearly one lac (1,00,000) pages of Gandhian books are digitized under this project. These books will be uploaded to the Gandhi study Centre website and it will be available for all, online. This project was taken up after we realized post the floods that many rare books were lost.

On 8<sup>th</sup> November, 2016, the Central Government announced the demonetisation of high value currency notes, and move transactions online, to curb black money and counterfeit note menace. The uneducated village women folk were put to great hardship as they did not understand how to use online methods. Sevalaya sprang into action and sent it's staff as volunteers to help village customers waiting in Indian Bank and State Bank of India branches at Thiruninravur. Sevalaya invited village women to listen to bankers explaining the online process. Nearly 1,000 women turned up and the Sevalaya auditorium was overflowing. Manager and staff from State Bank of India explained how to convert one's mobile phone into a bank branch.

3 eye camps per month are held with support from Standard Chartered-GBS. Dental, ENT, Cancer detection, skin, Hepatitis B, Physiotherapy and Liver camps were also arranged from time to time and villagers got expert services free. Apollo Hospitals under the Apollo Aushad Programme donates free medicines for old age home every month.

In all community colleges, evening tuition centres are helping under privileged children understand their lessons better. As the parents of such children are mostly uneducated, the children need support after school to complete their homework and prepare for the next day. These community colleges are also equipped with good library facilities, where children can read general books. Mobile libraries were set up in 10 Government schools to enable the students to get access to good books.

### Improvements to ongoing activities

During the year, many ongoing activities saw remarkable improvements.

Education sponsorship got a boost as many corporate institutions came forward to sponsor the education of children. Standard Chartered GBS, GRT Jewellers, CAMS, SPi Global and Asian Paints supported us in the cause. Many individual donors also contributed their mite.

Kitchen got additional space – a separate wash area for vessels, proper system to drain the waste water from kitchen and dining hall and a shed

## Academic Performance

Dropout rate in 2016-2017 : 2%

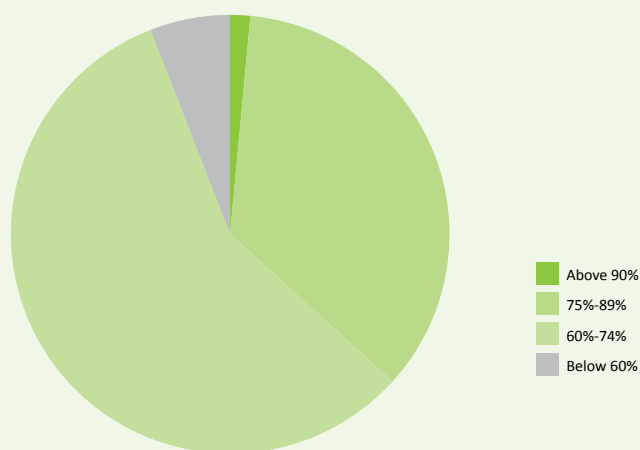
Total school pass percentage for all classes : 99.2%

**(This mean that out of every 100 students who joined our school at Kindergarten 97.8% students came out successful, passing the Higher Secondary (XII grade) Examination this year.)**

### XII STD Public Examinations 2016-2017 Nos.

Entered	136
Passed	136

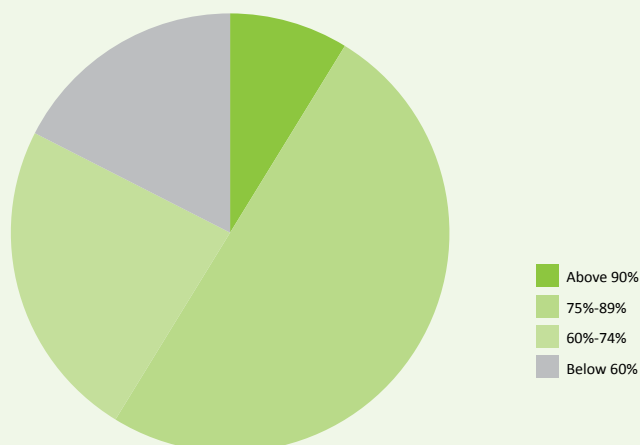
#### Marks distribution



### X STD Public Examinations 2016-2017 Nos.

Entered	127
Passed	126

#### Marks distribution





## Our Old Students - What are they doing now?

### Studying

B. E	42
B.Sc Agricultural	9
Degree courses	304
Diploma	16
Medical	2
Teacher training	6
Nursing	2
<b>Total</b>	<b>381</b>

### Completed

B.E	72
B.Ed	13
Diploma/BSc Agricultural	37
Bachelor of Social Work	1
Degree Courses	370
Diploma ( DCA & Technical )	17
Fashion Technology	2
Nursing	30
Post Graduate Courses	1
Teacher training	19
<b>Total</b>	<b>562</b>

### Employed

Bank	2
Hospital	16
Police	2
Private concerns (including MNCs in various capacities )	340
Railway Department	2
Assistant Professor	1
Teachers	47
<b>Total</b>	<b>410</b>

in the hand wash area thanks to SPi Global and Shell India. Our Basketball court which needed improvements and relaying of the floor got support from BNY Mellon and Shell India. Now Sevalaya has a world class basketball court.

Sevalaya's award winning moral education (BGV) is now taken to various schools all over Tamil Nadu. Our staff visit schools as far as Rameswaram, and take classes on Bharathi – Gandhi – Vivekananda (BGV). This activity is sponsored by Mara Breech Foundation, USA.

English is a weak link for village children. So Sevalaya decided to pay special attention to English coaching. AON sponsored the "English helper" program and Lionbridge sponsored the spoken English program. Edustrokes, an English language teaching module, designed by British council and Kris Srikanth, former captain of Indian cricket team, is sponsored by Coca cola. "Karadi path", an innovative language learning process, especially English is sponsored by Dikpala.

Students who complete Std XII successfully from Sevalaya, find it difficult to pursue higher education in universities. Sevalaya was successful in getting support for this cause from BNY Mellon. They have sponsored the higher education of 37 students. Sevalaya also encourages its staff to equip themselves with better qualification. Many staff join higher education and the course fees are arranged through Mara Breech Foundation, USA.

Continuous improvement is a key factor in Sevalaya. This year Sevalaya has taken up implementation of "5S" model of work culture improvement. T M Venkatesan, Chairman and Mentor of Hyderabad based Training Institute Focus 5 and his team are providing the training and support, free of cost.

With many women empowerment programmes in the last couple of years, Sevalaya is invited by many corporate institutions to celebrate Women's Day. L&T infotech invited women trainees from all our community colleges to their office and had a day long program to explain about leadership and fiscal responsibility. Lionbridge invited girl children for a cultural programme

## Staff pursuing Higher education

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

	Name	Before joining	After joining	Now studying
1	M T Anandan	DTED	MA., B.Ed	
2	T Gayathri	B.Com		B.Lit (III year)
3	C Kanchana	10	B.Lit	
4	S Muthu	DTED	B.Lit	
5	P Naveenkumar	B.Sc, B.Ed	M.Sc., M.Ed	
6	A Sankarapandiyam	B.Sc, M.Ped	MA (YOGA)	
7	M Sathya	BA,B.Ed		MA (II year)
8	S Shanthi	DTED	B.Sc., B.Ed	
9	D Vanmathi	B.Sc, B.Ed	M.Sc	
10	K Anbarasan			MCA (II Year)
11	V Mahariga			B.Lit (III Year)
12	Rekha Perumal	M.Sc., PGDCA		B.Ed (II year)

and beautician course trainees for an evening of *mehendi* session. Renault Nissan also invited the trainees for a *mehendi* session at their office. BNY Mellon invited women employees and distributed certificates to them.

New uniforms and notebooks donated by Gurukrupa Foundation welcomed children on the first day of the academic year. The brand new uniforms and note books are an added attraction to Sevalaya school year.

### Volunteers

This year also we had volunteers from Project Trust UK, Standard Chartered-GBS, BNY Mellon, L&T infotech, DTCC, SPi Global, Pfizer, PwC India, Renault Nissan, IIT Chennai,







*The Science Centre is spread over 2400 sq. ft., 150 exhibits and serves 10 neighbouring schools*

Anna University, Hindu College, New College, Guru Nanak College, Queen Mary's College, and two groups from Avila University, KS, USA. Sevalaya thanks all the volunteers who spent time in the campus and got involved

in school, hostel, organic farming, gaushala, medical centre, community college, and village development activities.

## Donors

Sevalaya does not receive any Government grant, except for the Integrated Campus project and a portion of children home expense. (Integrated campus project is an initiative of Social Welfare Department, Government of Tamil Nadu, under which 25 senior citizens and 25 destitute children are housed in one campus. Government provides a part of the running expense for this activity. Sevalaya was selected by the Government to run this project in Thiruvallur district).

Sevalaya continues to run mostly on donations from 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 foundations, both local and global. The donor may have heard or seen the work and the growth achieved by Sevalaya, consistently year after year. Sevalaya, 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 receive all periodic communication regarding its activities, successes,

## School Toppers 2017

### Standard X

1st Rank



R Sangeetha - 480/ 500

2nd Rank



R Bhavani - 479/500

3rd Rank



G Kirubakaran - 478/500

### Standard XII

1st Rank



R Mohan - 1119/1200

2nd Rank



C Sathya - 1116/1200

3rd Rank



D Gowri - 1084/1200



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.”

### Right to Information

Though as a private charitable organization we do not come under “Right To Information” act, we believe in transparency and on our own accord, we voluntarily publish our financial statements, bank details, details about all activities and names of people associated with us in our website.

Donors, well-wishers and any member of the public can access all these data, as well as our monthly newsletters and Annual reports from our website :

**[www.sevalaya.org](http://www.sevalaya.org)**

For two years now, Sevalaya is the recipient of GuideStar India’s highest honour for transparency – the Platinum award.

### Moving Forward...

Initially at Sevalaya, we wanted to build a high quality, free school for 1,000 underprivileged children. But, as we saw the results, we were motivated to do more. We expanded the school



*Mukund Padmanabhan, The Editor, Hindu at Sevalaya's science exhibition*



*Dr P Meera, Subject matter expert, Chemical Division, Scope Knowledge Centre conducting Chemistry workshop*

*Below: Over a thousand women from neighbouring villages attending a session on online banking*





to cater to 2,000 children. Now the school is operating at optimum capacity and Sevalaya is not able to admit any more, despite a huge demand. The management has started thinking about another school, maybe to house another 2,000 children.

Sevalaya is successfully managing five community colleges now. Our aim is to expand it to ten community colleges. We plan to add more courses like Bakery, cell phone/TV service and get into hospitality services too.

Hospital services and mobile medical services are available in Kasuva village now. There is a plan to expand these into Kanchipuram district also. The Kasuva hospital need to be upgraded to do X-ray, ECG, blood test etc. free of cost to poor villagers.

Sevalaya is planning to do more community development projects including – village development, water atms, pond cleaning and running of supplementary education centres.

Sevalaya would like to increase its presence all over Tamil Nadu. As a first step, a free old age home is planned in Thanjavur. Providing free breakfast for



*Volunteers and students show off their 'handiwork'*



poor school children in Thanjavur is also in the plan.

Keeping pace with technology and to take advantage of digital advancements, Sevalaya is planning for a technology enabled campus where all systems at all locations will be connected and all operations will go online.

Our long term dream is to become a free university open only to the orphan, destitute and the poor.

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 29 years. We very strongly believe that Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda continue to guide 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  
sevalayamurali@sevalaya.org  
31-Mar-2017

## OBITUARY

### T M Lakshmikanthan, Trustee



Sevalaya lost a valuable friend, well-wisher, mentor and a fine gentleman when a massive heart attack took away T M Lakshmikanthan, known as LK to many, from us. His expertise in the field of Banking, where he worked for most of his life, was invaluable. During his tenure as a trustee, he actively participated in all Board meetings and mentored the management team to retain a sharp focus on the mission and vision of Sevalaya. He guided the team on ways to develop the donor base and eagerly sought out projects to help the underprivileged communities.

He passed away on 22<sup>nd</sup> October 2016. May his soul rest in peace.

*Excited children in the new play area*





*Menon & Pai*

**Menon & Pai**  
Chartered Accountants,  
12/4, Ashirwad Apartments,  
Puliyur First Lane, Trust Puram,  
Kodambakkam, Chennai - 600 024.  
Telefax : 24881860  
Tel : 24836117  
E-mail : admin@menonpai.com

## **AUDITOR'S REPORT**

We have audited the attached Balance sheet of **SEVALAYA** at Kasuva Village, Pakkam P.O. Near Thiruninravur - 602 024 as at 31<sup>st</sup> March 2017 and the attached Income and Expenditure account for the year ended on that date annexed thereto. These Financial Statements are responsibility of Board of Trustees. Our responsibility is to express an opinion on these financial statements based on our Audit.

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

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

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

- (i) in the case of the Balance Sheet, of the state of affairs of the above named Trust as at 31<sup>st</sup> March 2017 and
- (ii) in the case of the Income and Expenditure Account of the surplus for the accounting year ended on 31<sup>st</sup> March 2017.

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



*A. Arjuna Pai*

**A. Arjuna Pai**  
**Partner**  
**Mem. No. 007460**

Chennai, 26<sup>th</sup> June 2017

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

# CONSOLIDATED BALANCE SHEET AS AT 31<sup>ST</sup> MARCH 2017

FUNDS & LIABILITIES	₹	₹	PROPERTY & ASSETS	₹	₹
<b>CORPUS FUND MAIN</b>			<b>FIXED ASSETS</b>		
As per last Balance Sheet	1,81,17,679		As per last Balance Sheet-W.D.V		7,23,90,712
Add: Contributions during the year	6,500	1,81,24,179	Add : Additions during the year		1,79,20,902
					9,03,11,614
<b>CORPUS FUND FCRA</b>			Less : Deletion during the year		3,68,771
As per last Balance Sheet	88,02,237		Less : Depreciation for the Year		1,05,46,585
Add: Contributions during the year	-	88,02,237			7,93,96,258
			<b>INVESTMENTS</b>		
<b>CORPUS FUND 35AC SCHOOL EXPENSES PROJECT</b>			Mutual Funds( Value as at 31 <sup>st</sup> March 2017 ₹.		
As per last Balance Sheet	89,05,424		25296852.52)		
Add: Contributions during the year	5,18,750	94,24,174	GOI Savings Bond		2,45,00,000
CORPUS FUND 35AC CHILDREN'S HOME EXPENSES			INTEREST ACCRUED ON FIXED DEPOSITS		1,00,00,000
As per last Balance Sheet	40,94,921				9,77,678
Add:Contributions during the year	-	40,94,921	<b>CURRENT ASSETS</b>		
			Deposits		
<b>CORPUS FUND 35AC OLD AGE HOME EXPENSES</b>			Rent		6,03,000
As per last Balance Sheet	17,22,363		Gas		22,550
Add: Contributions during the year	-	17,22,363	Telephone		5,999
			Electricity		1,78,546
<b>ENDOWMENT FUND MAIN</b>					8,10,095
As per last Balance Sheet	71,54,564		Loans and Advances		
Add: Contributions during the year	1,16,91,500	1,88,46,064	Salary Recoverable		29,246
			Salary Advance - Current Year		22,500
<b>ENDOWMENT FUND FCRA</b>			Salary Advance- Previous Year		4,023
As per last Balance Sheet	87,02,349		Prepaid Expenses		99,437
Add: Contributions during the year	1,00,000	88,02,349	Advances to Vendors		17,27,796
			Cash and Cash Equivalent		18,83,002
<b>ENDOWMENT FUND 35AC SCHOOL EXPENSES PROJECT</b>			Cash in Hand		2,500
As per last Balance Sheet	36,04,000		Cash in Hand - Imprest		8,710
Add: Contributions during the year	11,00,000	47,04,000	Petty Cash		106
					11,316



# CONSOLIDATED BALANCE SHEET AS AT 31<sup>ST</sup> MARCH 2017 (Contd.)

FUNDS & LIABILITIES	₹	₹	PROPERTY & ASSETS	₹	₹
<b>ENDOWMENT FUND 35AC CHILDRENS HOME PROJECT</b>			Cash at Bank		
As per last Balance Sheet	23,85,200		Savings Accounts		
Add: Contributions during the year	7,32,000	31,17,200	ICICI Bank 218601000134	2,52,554	
			Indian Bank 700645546	8,546	
<b>ENDOWMENT FUND 35AC OLD AGE HOME PROJECT</b>			Indian Bank 6090184237	30,628	
As per last Balance Sheet	23,33,200		Indian Overseas Bank 029101000008743	23,94,028	
Add: Contributions during the year	5,98,000	29,31,200	Karur Vysya Bank 12391550000051460	4,10,445	
<b>GENERAL FUND</b>			State Bank Of India 32237434192	14,24,781	
As per last Balance Sheet	11,85,25,415		Yes Bank 0649946000000312	1,72,344	
Add: Capital Fund	2,98,42,941		Indian Bank FCRA 408048361	8,34,053	
Less: Flood Rehabilitation Expenses	(65,17,740)		Indian Overseas Bank 0291010000020343	11,264	
Less: Water Doctor Expenses	(1,93,718)		Karur Vysya Bank 12391720000001496	1,19,524	
Add: Excess of Income over Expenditure for the Year	56,28,167	14,72,85,065	Dena Bank 051110025214	2,81,805	59,39,972
<b>UNIVERSITY FUND</b>			<b>FIXED DEPOSITS WITH BANKS</b>		10,89,84,035
As per last Balance Sheet		40,50,000			
<b>CURRENT LIABILITIES</b>					
Sundry Creditors		1,35,013			
<b>OTHER PAYABLES</b>					
Electricity Charges Payable	6,007				
Statutory Payable	4,36,406				
Salary Payable	21,178	4,63,591			
<b>TOTAL</b>		<b>23,25,02,356</b>	<b>TOTAL</b>		<b>23,25,02,356</b>

For Sevalaya

As per our report of even date attached  
For MENON & PAI  
Chartered Accountants  
Firm Regn. No. 0080255  
A. Arjuna Pai  
Partner  
Mem No. 007460

V Muralidharan  
Managing Trustee  
Chennai, 26<sup>th</sup> June 2017

Detailed accounts are available in the official website of Sevalaya : [www.sevalaya.org](http://www.sevalaya.org)

# CONSOLIDATED INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2017

EXPENDITURE	₹	INCOME	₹
Agricultural Expenses	12,92,443	By Donations received	5,44,17,048
Children's Home Expenses	44,56,788	" Grants from Ministry of Social Welfare Govt. of Tamilnadu	27,08,148
Old Age Home Expenses	9,27,164		
Educational Expenses	2,41,12,083	" Dividend From Mutual Fund	5,34,329
Gaushala Expenses	16,30,643	" Interest received on deposits	77,63,745
Rural Development Expenses	3,97,374	" Other Income	9,37,704
Community College Expenses	45,07,506		
Integrated Children's Home Expenses	13,35,133		
Children's Home Grant Expenses	40,64,401		
Integrated Old Age Home Expenses	5,48,503		
Medical Expenses	6,22,285		
Employee Group Gratuity	39,491		
Flood Rehabilitation Expenses	1,37,315		
Craft Training Expenses	51,010		
After Home Care	1,69,967		
Public Relation Expenses	30,78,404		
Administration Expenses	28,05,578		
Loss on Sale of Fixed Assets			
Depreciation			
Excess of Income Over Expenditure			
<b>TOTAL</b>	<b>6,63,60,974</b>	<b>TOTAL</b>	<b>6,63,60,974</b>

For Sevalaya

V Muralidharan  
Managing Trustee  
Chennai, 26<sup>th</sup> June 2017

Detailed accounts are available in the official website of Sevalaya : [www.sevalaya.org](http://www.sevalaya.org)

As per our report of even date attached  
For MENON & PAI  
Chartered Accountants  
Firm Regn. No. 0080255  
A. Arjuna Pai  
Partner  
Mem No. 007460



# CONSOLIDATED RECEIPTS & PAYMENTS ACCOUNT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2017

RECEIPTS		₹	₹	PAYMENTS		₹	₹
To	Opening balance Bank and Cash			By	Agricultural Expenses		9,85,429
	Capital and Fund Based Donations	3,77,31,993	79,17,634		Children's Home Expenses		46,15,304
	Donations Received	5,28,71,158			Old Age Home Expenses		9,13,760
	Grants from Ministry of Social Welfare Govt. of Tamilnadu	27,08,148			Educational Expenses		2,36,52,508
	Dividend received on Mutual Funds	5,34,329			Gaushala Expenses		16,27,506
	Interest Income	77,51,336			Rural Development Expenses		3,83,049
	Other Income	4,01,095	10,19,98,059		Community College Expenses		44,70,391
"	Fixed Deposit Matured				Integrated Children's Home Expenses		13,33,902
"	Other Current Liabilities		3,67,60,955		Children's Home Grant Expenses		39,92,401
"	Rental Deposit Received		20,53,337		Integrated Old Age Home Expenses		5,46,129
			2,70,000		Medical Expenses		6,16,227
					After Home Care		49,967
					Public Relation Expenses		30,65,495
					Administration Expenses		27,84,771
					Employee Group Gratuity		39,491
					Flood Rehabilitation Expenses		1,37,315
					Craft Training Expenses		51,010
				"	Investments		4,92,64,656
				"	Fixed Asset Purchased		7,24,00,000
				"	Loans & Advances		1,65,56,474
				"	Prepaid Expenses		43,78,130
				"	Rental Deposit		99,437
				"	Closing balance Bank and Cash		3,50,000
				"			59,51,288
	<b>TOTAL</b>		<b>14,89,99,985</b>		<b>TOTAL</b>		<b>14,89,99,985</b>

As per our report of even date attached  
For MENON & PAI  
Chartered Accountants  
Firm Regn. No. 008025S  
A. Arjuna Pai  
Partner  
Mem No. 007460

For Sevalaya

V Muralidharan  
Managing Trustee  
Chennai, 26<sup>th</sup> June 2017

Detailed accounts are available in the official website of Sevalaya : [www.sevalaya.org](http://www.sevalaya.org)

# SALARY & BENEFITS 2016-2017

Details of board Members as on 31 Mar 2017				
Name	Position on board	No.of Meetings Attended	Remuneration	
V Muralidharan	Managing Trustee	5	ZERO	
E Lakshminarayanan	Trustee	5	ZERO	
R Shankar	Trustee	1	ZERO	
G Ilayaraja	Trustee	3	ZERO	
Thilak Iyer	Trustee	0	ZERO	
N Annapurna	Trustee	5	ZERO	
Kumaran Mani	Trustee	0	ZERO	
Distribution of Staff according to Salary levels as on 31 Mar 2017				
Slab of Gross Salary plus Benefits (₹ per Month)	Male	Female	Total (Nos)	
<5000	6	10	16	
5,001 - 10,000	25	63	88	
10,001 - 25,000	29	19	48	
25,001 - 50,000	10	13	23	
Total	70	105	175	
Total Cost of International Travel by all Personnel (Including Volunteers) and Board Members - Nil				
Name		Designation	Remuneration (in ₹)	
Head of the Organisation:(Including Honorarium):		Muralidharan V	Founder & Managing Trustee Zero	
Highest Paid Person in the Organisation (Staff or Consultant):		Radha Srinivasan & A A Kingston	VP - Donor Relations & VP - Operations 5,10,150	
Lowest paid person in the Organisation (Staff or Consultant):		Saranadhan M	Primary School Librarian 42,650	



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Fax: 91-044-2814 2997  
Email: grn@eth.net, grnsairam@gmail.com  
Website: www.grnindia.com

*With the benign blessings of*

**Shankaracharya of  
Kanchi Kamakotti Peetam  
K.K.C.T.H. Child Trust**  
No 12 A, Nageswara Road, Nungambakkam,  
Chennai – 600034.

*With Best Compliments from*

**Mathaji Hardwares & Electricals**

6,7 LD, Naidu Complex,  
KTP Road, Venkatesapuram,  
Pakkam - 602024.  
Phone: 044 - 2634 1014  
E-mail : mathaji74@gmail.com

*With Best Compliments from*

**M/S Naathan's General Store**

Whole Sale and Retail general merchants  
No : 31/3, Venkatesan Street,  
T.Nagar, Chennai – 600017  
Mobile: 98843 03397, 93807 32029

*With Best Compliments from*

**Nithya Devi  
Electrical & Electronics**

CTH Road, Thiruninravur - 602024.

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**N R S Groups  
N R S Bricks works  
N R S Brick Industries  
N R S Enterprises (Indian Oil Dealer)**  
Kasuva Village

*With Best Compliments from*



**Platinum Heat Treaters Pvt. Ltd.**  
1K-9C, Ambattur Industrial Estate,  
Chennai - 600 058.  
Phone: 044 - 2625 1887, 2624 1760  
Fax: 044-2652 1078, Mobile: 98400 27490

*With Best Compliments from*



**V Ramiah**  
No: 4/12, Cross Street,  
Postal Colony,  
West Mambalam,  
Chennai – 600003  
Mobile : 94449 26225

*With Best Compliments from*

**Balaji Shopping Centre**

Proprietor : **Sohanlal**  
No.124, P H Road, Thiruninravur - 602024.  
(Near Lakshmi Theatre),  
Mobile : 98402 13672, 97907 01728

*With Best Compliments from*

**SRI RAM TRAVELS**

G Floor, 125, Old No 83, Avvai Shanmugam  
Salai, (Lloyds Road), Royyapettah,  
Chennai - 600 014.  
Office : 28116904 ; Res : 28116269  
Cell: 98400 60550  
E-mail : sriram899@gmail.com

**\*Best  
Wishes\***

**- A Well Wisher**

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No 215, Thenoor Village  
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 Chengulpattu - 603001

### **Factory 2 :**

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 Maraimalai Nagar,  
 Kanchipuram District

*With Best Compliments from*



### **S S S Traders**

**Salt & Cattle feed sales**

No.6, Senthil Swami Street,  
 Kamaraj Nagar, Avadi, Chennai – 600 071  
 Telephone: 91-44-2655 4386, 2655 2958  
 Mobile: 98408 96460, 90030 44299

*With Best Compliments from*



### **Siscom Communication**

58&59, Sneham, Subhasree Nagar,  
 Porur, Chennai - 600116  
 Ph. 044 - 22522364, 9840018650  
 E-mail : siscom@vsnl.net  
 Prop : **J Suresh Babu**

*With best compliments*

**“Better is to educate an underprivileged child”**

**-MahaKavi Bharathi**

**“The soul of India lives in its villages”**

**-Mahatma Gandhi**

**“God comes in the form of Roti for a hungry man”**

**-Swami Vivekananda**

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வைப்புத் தொகை	₹ 207
கடன் தொகை	₹ 172
மொத்த வர்த்தகம்	₹ 379



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The students of Sevalaya are imbibing the spirit of tolerance and the spirit of social service with the added quality of humility. These are cardinal principles for the bright growth of our nation and the services are indeed immeasurable.

*With Best Compliments from*





## Sponsorship Details

You can express your love, affection and support for our Children, Senior Citizens, Dry Cows and our Community by sending donations.

### Sponsor Food for Children & Senior Citizens

One Time (in ₹)			
Meals	Full Sponsor	Principal Sponsor	Co-Sponsor
Breakfast	8,000	4,000	2,500
Lunch	36,000	15,000	6,000
Dinner	16,000	8,000	5,000
Full Day	60,000	27,000	13,500
Endowment (in ₹)			
Meals	Full Sponsor	Principal Sponsor	Co-Sponsor
Breakfast	1,00,000	50,000	32,000
Lunch	4,50,000	1,87,500	75,000
Dinner	2,00,000	1,00,000	62,500
Full Day	7,50,000	3,37,500	1,69,500

Cost of One Breakfast is ₹ 25. One Meal is ₹ 50. Donor can select the number of Breakfast / Meal based on their budget.

#### Sponsor Education Expenses for Child

	Annual	Endowment
Education sponsorship for a child	8,000	1,00,000

#### Sponsor Living Expenses for a Child

	Annual	Endowment
Living expenses sponsorship for a child	8,000	1,00,000

#### Sponsor Living Expenses for a Senior Citizen

	Annual	Endowment
Living expenses sponsorship for a senior citizen	8,000	1,00,000

#### Sponsor a Cow

	Annual	Endowment
Maintenance sponsorship for a cow	8,000	1,00,000

#### Sponsor for a Gau Pooja

	Per Pooja	Endowment
Sponsor for Gau Pooja	1,000	12,500

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

Account Name: SEVALAYA  
Account No: 218601000134  
Bank: ICICI BANK  
Branch: Mylapore  
Chennai - 600004  
IFSC CODE: ICIC0002186

Account Name: SEVALAYA  
Account No: 029101000008743  
Bank: INDIAN OVERSEAS BANK  
Branch: Dr. Radha Krishnan Salai  
Chennai - 600004  
IFSC CODE: IOBA0000291

Account Name: SEVALAYA  
Account No: 32237434192  
Bank: STATE BANK OF INDIA  
Branch: Tiruninravur CVRDE, AVADI  
Chennai - 600054  
IFSC CODE: SBIN0010666

For direct remittance of funds to Sevalaya from Overseas Donors :

Account Name : SEVALAYA FCRA A/c  
Account No : 408048361  
Bank : INDIAN BANK  
Branch: Dr Radha Krishnan Salai  
Chennai 600004  
Swift Code : IDIBINBBMAS  
IFSC CODE : IDIB000D035

Sevalaya, Kasuva village, Pakkam post,  
Thiruninravur – 602024

Ph : 9444333529, 7299064457, 9884503039

Email : sevalayaprhead@sevalaya.org

sevalayakasuva@sevalaya.org

## MAJOR AWARDS



### Best Social Worker Award from Tamilnadu Government

Tamilnadu Government conferred the Best Social Worker Award (Women's Welfare) on Sevalaya Murali in appreciation of his services for the welfare of women, children and senior citizens. The award was presented on Independence Day, 15<sup>th</sup> August 2016 at a function in Fort St. George, Chennai.



*Sevalaya Murali receiving Best Social Worker award for Women empowerment from the then Chief Minister of Tamilnadu, Late Selvi J Jayalalithaa*

### Sat Paul Mittal National award

Sevalaya Murali received the Sat Paul Mittal National Award, for outstanding service to humanity.

The award was presented to him for reaching out to more than 2 Lakh beneficiaries in the last 28 years.



*Sevalaya Murali receiving National award for Outstanding service to humanity from His Excellency the Governor of Punjab, Mr V P Singh Badnor*

### Best teacher award

R Vijaya, Headmistress, Sevalaya's Mahakavi Bharathiyar Higher Secondary School, was presented the Best teacher award by the Lions Club of Tambaram East, on 11<sup>th</sup> September 2016, "for her passion in teaching and achieving cent percent results in Std XII Board exams consistently."

The award was presented to her on the occasion of Teacher's day celebrations.



*R Vijaya, Headmistress, Sevalaya receiving Best Teacher award*

### GuideStar India Platinum award

Sevalaya is one among 14 NGOs to have been awarded the Champion level (GuideStar India Platinum) by GuideStar India. This award recognises organisations that practice and voluntarily demonstrate their transparency and accountability in the public domain.

