

Remembering inspirational poet Bharathi

With a view to taking Bharathiyar and his message to the younger generation, Sevalaya, in association with *Urutha Sinthanai* Writer's forum, celebrated *Bharathi Ula* (procession), at Kasuva centre on 2nd December 2018. Hon'ble Union Minister of State for Finance, Shipping, Highways and Surface Transport, Pon. Radhakrishnan, was the Chief Guest on the occasion. Veteran Film Director Visu presided over the function. Actor Delhi Ganesh, Director of *Sruthilaya* Dance School Parvathy Balakrishnan, Founder of *Sai Sankara* Matrimonials N Panchapakesan and members of *Urutha Sinthanai* Writers' Forum participated in the function.



Children displaying the prizes won by them standing from L to R: Udhayam Ram, R Ganesh, Sevalaya Murali, Delhi Ganesh, Honble Minister Pon Radhakrishnan, Director Visu, N Panchapakesan, Parvathy Balakrishnan, Prof Dr S V Mani



Garlanding Bharathiyar Photo from L to R: N Panchapakesan, Udhayam Ram, Delhi Ganesh, Visu, Sevalaya Murali and Parvathy Balakrishnan

Sevalaya children presented a cultural programme which included singing of Bharathi's songs, dance and speech on Bharathi.

In his special address, the Hon'ble Minister Pon Radhakrishnan highlighted Bharathi's love for Tamil- his mother tongue, love for the Nation and sense of social justice that reflected in his poems, articles and his life. He spoke about Bharathi's *Pappa Pattu* (song for the child) where the poet talks about values of unity, truth, simplicity, courage, patriotism, harmonious living and universal love in a style that could be understood by a child as the title of the poem itself suggests." If everyone were to live by this poem the world will be a better place." declared the Minister.

"When Visu, my good friend invited me to *Bharathi Ula* function at Sevalaya, I thought it may be a routine programme on Bharathi. But looking at the range of services of Sevalaya undertakes for the

cause of the underprivileged, I am happy that I have come to a very apt place for celebrating *Bharathi Ula*" he concluded.

Earlier, veteran actor Delhi Ganesh quoted extensively from Bharathi's songs and other contributions and said that internalising and living according to Bharathi's ideals was the best way to pay tribute to the great poet.

Director Visu appreciated the children who sang, danced and gave speeches by mentioning their names individually. He also gave them tips for improvement. He was in praise of the services rendered by Sevalaya and said "I am very happy that we are celebrating *Bharathi Ula* in the presence of the Honble Minister at the most appropriate place."



S Surekhha delivering a speech on Bharathiyar at Bharathi Ula function

Joy of giving: *the way of life*

Dear Friends,

Wish you all a Merry Christmas, Happy New Year and prosperous Pongal.

2018 is coming to a close. Looking back, Sevalaya has spread its wings far and wide into Tamil Nadu and Puducherry in 2018. New branches started functioning in many districts of Tamil Nadu and first time we crossed Tamil Nadu borders to open our centre in Puducherry. The image of Sevalaya that it is an organization based in Kasuva village in Thiruvallur district changed and we are now a pan Tamilnadu and Puducherry organization.

A new old age home was inaugurated in Thanjavur. The land was donated by K Muthuramakrishnan, Advisor, Sevalaya and construction sponsored by Petrofac. Then a community college started operations in Puducherry, sponsored by PPG Asian paints. One more donor, R S Nallaperumal, donated his house in

Ravanasamudram, in Tirunelveli. Another community college started operations there on Mahakavi Bharathi's birthday on 11th December. The place is just 2 kms away from Kadayam, home town of Chellamma Bharathi. The computer centre there is sponsored by Lionbridge Technologies.

Another donor D V Sridharan donated his land in Madhuranthakam, in Kanchipuram district. Efforts are on to start a community college there also. With sponsorship from Fiat Chrysler Automobiles, we stepped into Kerala as well, to construct houses for those who lost their huts in the recent floods.

With sponsorship from Mara Breech foundation, our value education programme (BGV) touched all districts in Tamil Nadu and Puducherry.

Thus in 2018 many donors came forward to donate their lands and houses to Sevalaya, as they were satisfied with the

functioning of the organization. Many corporates came forward to support the construction and operating costs. This has resulted in many poor pockets of Tamil Nadu and Puducherry getting Sevalaya's services at their door step.

We hope 2019 will be much better. We have many more dreams, as we welcome the New Year. We need to add five more community colleges, have an inclusive school which will cater to the need of special children, employ more differently abled staff, contribute to the improvement of education in the state, standardize and improve the quality of our community colleges, better staff satisfaction and motivation etc.

Miles to go before we sleep.

Thanks and Regards

Sevalaya Murali

Sevalaya sets foot in Ravanasamudram, Tirunelveli

11th December 2018 marked the inauguration of Sevalaya's 8th Centre in Ravanasamudram, Tirunelveli district. The event was significant as it coincided with Bharathiyar's 137th birth anniversary celebrations. The centre is close to Kadayam, the hometown of Chellammal Bharathi where Bharathi spent a year after his return from Puducherry.

6 months Free training in Basic computer applications will be provided at Sevalaya's Community college at Ravanasamudram. The course is sponsored by Lionbridge Technologies. Sevalaya aims to give skill



Prasanna Viswanathan, Associate Delivery Head Operations, Lionbridge Technologies inaugurating the Community College at Ravanasamudram, Tirunelveli. Also in the picture: Sevalaya Murali and R S Nallaperumal



Sevalaya Murali addressing the gathering at Ravanasamudram Community college inauguration. From L to R Neelakandan, Kalaimamani Bharadwaj, R S Nallaperumal, Prasanna Viswanathan, K Muthuramakrishnan

training to the rural youth and more specifically, school drop outs, to prepare them for employment after a 6 month course. To round off the courses, Sevalaya will connect successful students with jobs in well regarded establishments as part of fulfilling their duty and supporting their alumni.

The Chief Guest, Prasanna Viswanathan, Associate Delivery Head Operations, Lionbridge Technologies, who inaugurated the centre in his address recalled that his organisations

association with Sevalaya for the past 8 years. He also assured that Lionbridge Technologies will continue to support all endeavours of Sevalaya for the welfare of the underprivileged. Veteran Music director *Kalaimamani Bharadwaj*, a native of Ravanasamudram, R S Nallaperumal, Education Consultant who donated his house at Ravanasamudram to Sevalaya for running the community college and many well wishers of Sevalaya at Tirunelveli graced the occasion.

Bharathi's 137th birth anniversary celebrated across centres...

Compcare Bhuvaneswari, CEO and MD, the Chief Guest for Bharathi Day celebrations at the Kasuva centre of Sevalaya is a multifaceted personality.- She is a software professional, education and technical consultant, editor, writer and journalist. Addressing the school students, she urged each one of them to develop an identity of their own, set goals and strive to achieve them. She played animation videos produced by Compcare which attracted the attention of the students.

The Chief Guest distributed prizes to the winners of the BGV competitions for the students of Chennai and Thiruvallur districts. She also distributed prizes to the toppers in the exam on Bharathi conducted for the staff of Sevalaya.



R Vijaya, Headmistress receiving prize at the hands of Compcare Bhuvaneswari

students of Mahaganesa Govt. Higher Secondary School and Cholapuram Govt. High School, in which 100 students participated.



Compcare Bhuvaneswari with Sevalaya children

K Vijaya, Correspondent, Sri Sai Vidyalaya Matriculation school, Meenjur was the Chief Guest at Bharathi Day celebrations at Community College, Ambattur on 11th December 2018. The Chief Guest spoke to the students about Bharathiyar's life. She also distributed prizes to the winners of drawing, essay writing and oratorical competitions conducted for



Seshadhri (AEO1) giving prizes to the winners of the competitions

At the Bharathi Day celebrations at Sunguvarchatram on 11th December 2018, S Vishal, HR, Faurecia Automotive Seating India Pvt Ltd was the Chief Guest. It was quite interesting that the Chief Guest, whose mother tongue is Malayalam, spoke well in Tamil and that too about Bharathiyar. His love for the language was evident from his speech. Earlier sevalaya conducted Oratorical, Drawing, Essay writing, Bharathiyar song & Bharathiyar poem recitation



Prize winners with the Chief Guest K Vijaya at community college, Ambattur competitions in eight government schools in Sunguvarchatram and nearby areas. Prizes were distributed to the winners by the Chief Guest.



Children displaying prizes won by them at Perumandhur Govt. school, Sunguvarchatram

Bharathi Day was celebrated at Community College, Vadanallur on 14th December 2018. N Seshadhri and Jaishankar, Assistant Educational Officers participated as Chief Guests and distributed prizes to the winners of the competitions conducted by Sevalaya. 70 students from 3 Govt Schools in the area participated in the drawing, essay writing, oratorical and dance competitions.

Project Day at Standard Chartered - Global Business Solutions (SC-GBS)



Students proudly displaying their creations, with volunteers from Standard Chartered Global Business Solutions

250 children from Stds VI and VII were invited to participate in Project Day at Standard Chartered – Global Business Solutions (SC – GBS). A team of 50

volunteers from SC-GBS led by CSR In charge M Easwaran organized the programme. The students were divided into groups and each volunteer took

charge of 5 children. Each team was assigned a topic based on Science, Maths, Social Studies and English. The volunteers then explained basic concepts in Physics, discussed about earthquakes and volcanoes, conducted puzzle games in Maths and gave worksheets in English Grammar based on the syllabus for Stds VI and VII. They also organized drawing competitions, quiz competitions for the students based on the topic assigned.

Our topic was earthquake and volcano. The volunteers explained about how earthquakes occur. We also made a model of volcano with their help. The session was very enjoyable and informative. We had fun.

J Kishore Std VII A

Guest Lectures at Community colleges

The main aim of Sevalaya's community college is to train the youth in skills which are in demand in the various industries and help them to get employment. The community colleges have tie up with companies and arrange for regular industrial visit, guest lectures by subject matter experts, internship and placement services. In addition to the faculty of Sevalaya, guest lectures by experts from the industry give an exposure to the students about the latest developments in the industry and how they have to equip themselves to fit in.



S R Mukunth Shankar addressing E publishing students

S R Mukunth Shankar founder of Panchamithra creators addressed the E Publishing students of Community

College at Ambattur. He conducted a session on Adobe photoshop and also some of the Tools in InDesign, concepts of editing in graphics, designing a Visiting Card, design the front cover of a book and basic aspects of designing logod and invitations.

" This session was very interesting and useful to us. Mukunth Sir was very friendly and cleared all our doubts patiently."

Nandagopal , Student, E Publishing

Dymos Lear sponsors new toilet block

WASH is a basic requirement in schools and all children have a right to clean toilets, clean drinking water and hygienic surroundings.

Dymos Lear sponsored the construction of a separate toilet complex block, with adequate water facilities for girls of Std IX to XII at Sevalaya's Mahakavi Bharathiyar Higher Secondary School at Kasuva centre. The block consists of 12 toilets - 11 Indian style and 1 western style and a separate room with Incinerator to dispose sanitary napkins.

The toilet block was inaugurated by Dong Sub Yoon (MD,Dymos LEAR Automotive India Pvt,Ltd)and Seungeui Yang(CFO, Dymos LEAR Automotive India Pvt,Ltd) on 7th December 2018 at Kasuva campus. Dymos Lear also sponsored a tree plantation programme for planting 1000 tree saplings and planted at the campus in Kasuva and neighbouring villages .



A A Kingston, VP Operations, Kasuva presenting a memento to Dong Sub Yoon (MD, Dymos LEAR Automotive India Pvt,Ltd)

Bharathi Thiruvizha Desa Bhakthi Peruvizha

A celebration of Bharathi and patriotism...

Sevalaya students participated in the dance drama *Moovarnam* produced by Dakshayani Ramachandran, Director of *Nrithyaarpana* which was staged during Bharathi Thiruvizha, birth Anniversary of Bharathiyar organised by *Vaanavil Panpattu Maiyam* on 8th December 2018 at *Kalaivanar Arangam*, Chennai. The *Vaanavil Panpattu Maiyam* celebrated Bharathi Vizha for 4 days from December 8th to 12th December 2018. A pictorial exhibition on the freedom movement with rare pictures of great freedom fighters was on display. Tamil Movie "*Veerapandiya Kattabomman*" was also screened at Bharathi Talkies at the venue. 75 students from Stds VI to VIII visited the exhibition and watched the movie. The whole atmosphere was charged



Students in front of the portatrai of Bharat Matha at Kalaivanar Arangam

with patriotism. The events provided a great opportunity for the students to appreciate the value of the hard won

freedom and learn about the selfless sacrifice of the leaders who made it possible.

Christmas celebrations across all centres of Sevalaya

Kasuva centre of Sevalaya wore a festive look on 19th of December 2018 as Christmas was celebrated. The stage was well decorated with a manger scene.

VGP Raja Das, Managing Director of VGP Golden Beach resorts was the Chief Guest. Rev Fr R Vinoth Kumar SCI, Asst Parish Priest, Pattabiram and T N De Cruz participated in the celebrations.

The Chief Guest in his address said "One can conquer the world only by mutual love and affection. One should develop faith in God and only then we will be blessed by Him." He then sang a song to the delight of all present. Fr VinothKumar



Manger scene at Christmas festival

spoke about Sevalaya's inspirers Bharathi, Gandhi and Swami Vivekananda had written and spoken about Jesus Christ and His message of Love. "It is essential for children to develop faith in God and to surrender to Him."



R Ganesh presenting memento to VGP Raja Das

Santa Claus visited the function much to the delight of the children. A huge Christmas cake baked by the students of Bakery course at Sevalaya's Community College was an added attraction. The cake was cut and distributed to all the children, guests and the participants.

Christmas was celebrated with joy and fervour at Sunguvarchatram, Vadanallur and Ambattur centres of Sevalaya.

Pastor A Abraham, Nithiya Suvishesha Sabhai, Kannur, J Wesley and A Mose, Evangelists, Fr. L Arul Vasantha Raj, Dr Rev G Arulprakasam, Founder, Faith Prayer, Mission Charitable Trust were the Chief Guests in these locations respectively.



All set to cut the Christmas cake. From L to R : Fr. Vinothkumar, VGP Raja Das, Sevalaya Murali, Sevalaya volunteers Ada Hill, Catherine Funnell, Santa Claus and volunteer Serena Sowmiya

The Game Changer

J Jayagopi

PT teachers are loved by all students as they provide the welcome break from classroom work. Many youngsters aspire to take up sports as a career option but in the case of Sevalaya's PT master J Jayagopi, sports, more specifically handball, came as a saviour in his life.

Born in Thirukalimedu a village in Kanchipuram district, his father made a living trading in cattle. Life was not easy and when his father fell sick, things became worse. Many a time there was not even sufficient food to feed the hungry stomachs. School did not hold much charm for young Gopi and when a friend's brother who was working in Chennai told about job opportunities there, Gopi ran away with him to the metro hoping for a better life. He worked for nearly an year in a small local eatery washing utensils, helping in the parcel section etc and dreaming of a better life.

Fate however had other plans and his maternal relatives who saw the young boy slogging in the shop, took him back home. They felt that he should at least study till Std X before taking up a job. Gopi had no interest in academics earlier and things were even worse now. Lady luck came in his life in the form of his sports teacher who spotted his talent in handball and took him under his wings. Gopi was now a part of the handball team and started going for various matches. The teacher would



tell him how important it was to do fairly well in academics if he wished to continue playing for the team. Gopi now started looking at education in a new perspective. Along with two other classmates, he put his heart and soul into his studies and things became brighter. He started to do well in academics too. He dreamt of becoming a coach and wanted to join NAS.

Financial problems stood in the way and so under the guidance of his mentor he joined B. PEd. This too was a struggle but his teacher got sponsors and helped him join college. He played in the national tournaments and was a part of the All India Team. Later he was able to get a job and managed to complete his graduation. There was now a burning desire in him to help underprivileged youngsters come up in life. First time Jayagopi came to Sevalaya was with the team from a prestigious private institution which came to Sevalaya to play a match, as their PT Master. Looking at the background of the children at Sevalaya, their interest

in Sports and the facilities provided by the Management to nurture the interest, Jayagopi's desire to train the rural underprivileged children to excel in sports made him leave his earlier job and join Sevalaya as PT Master. Commitment and hard efforts have seen the U-17 girls team playing at the state level for the first time and bagging the third place in a recent match.

"The support of the management and parents has been responsible for this", he says. Even during Diwali holidays both parents and the players were highly co operative and ready to come for coaching regularly. His aim is to see students interested in sports coming up in life by getting into good jobs in sports category and continuing in sports throughout their lives. He does not wish students to give up sports after completing school but would like to see them coming up in life using sports as a foothold. He is happy working with the children at Sevalaya and dreams of a bright future for all his students here.

Sevalaya girls are Division Champs

For the first time Sevalaya's under 17 girls team won the Divisional Level Handball game at Thiruvallur, Chengelpet Division and played at State Level Handball Tournament at the Republic Day Games.

The Republic Day State level Tournament was organised by the Directorate of School Education, Tamilnadu. The under 17 Girls Handball tournament was held at Kumarasamy Engineering College Thalavapalayam, Karur from 16th November to 18th November 2018. Sevalaya's under 17 girls team won the third place at the tournament.



Sevalaya under 17 Handball team

Heritage Club opens at Sevalaya school

1st December 2018 saw the first meeting of Sevalaya's Heritage Club. This new club is designed to raise awareness of India's cultural history and to encourage respect for ancient structures such as temples. 30 students of the Higher Secondary School attend the club, which will run on a monthly basis.

The first meeting was presided by Rangarathnam Gopu, a Heritage enthusiast. He showed the students a variety of videos and a PowerPoint presentation, to educate them about ancient temples in places like Mahabalipuram and Thanjavur. The children were particularly interested in the rare photo collection, as they



Heritage Enthusiast Rangarathnam Gopu addressing the students of the Heritage Club.

Holy Jain Munis bless the children

Sevalaya has been greatly blessed by the visit of Paramapoojaniya Mouna Tapasvi Shri Vinod Muni Maharaj, Tapasvi Shri Abhinav Muni Maharaj and Sewabhavi Shri Vidhith Muni Maharaj, on Saturday 15th December 2018. They visited Sevalaya's main campus in Kasuva by invitation of Sevalaya's Founder and Managing Trustee, V Muralidharan and Advisor, Amarchand Jain.

These Sanyasis have covered 30,000 kms in the past 25 years by foot, across length and breadth of the country propagating the great ideals of Bhagwan Mahavir.

Paramapoojaniya Mouna Tapasvi Vinod Muni Maharaj, conducted a motivation session for students of Stds IX to XII, where he advised the students, numbering 600, to study well and face

Public examinations with confidence. He advised them not to be discouraged by the set-backs and temporary failures that may create obstruction. He drew an analogy: an ECG graph of a healthy heart has many ups and downs, the same can be said for a healthy life where success, and failure alternates.

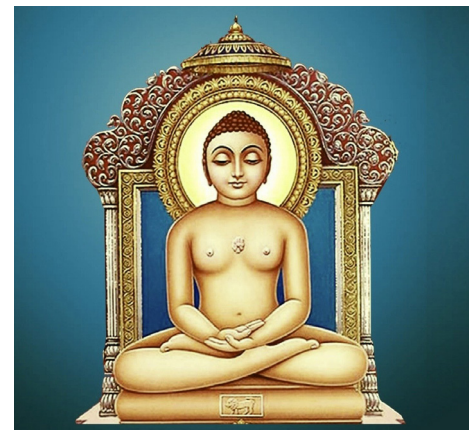
He also sang a song about self-confidence and the importance of not giving up in the face of failure. The lyrics compared the way failures shape a person to the way a chisel carves a statue from stone. He also stressed the benefits of a vegetarian diet.

Impressively, Vinod Muni Maharaj took the interesting session and spoke to the students in chaste Tamil, which was well understood by the student-audience.

were able to see how these structures have changed in recent times. During the session, all students took an oath to preserve traditions and to avoid defacing or destroying items of historical significance. Gopu also asked the students to consider life in ancient times, by asking questions such as 'how did ancient people write?'

"I learnt about new places in India, how advanced India was in architectural science and about different sculptures and letters. The programme was very interesting and informative."

G Ammu, VIII Std



Bhagwan Mahavir

The Munis, walked bare foot from Thamaraipakkam village to Sevalaya Campus, a 14 km round trip. The Saints toured the campus and blessed the residents and the organisation.

BNY STEPS programme for alumni



BNY STEPS programme in progress

Volunteers from BNY Mellon conduct a Special Training programme - BNY STEPS on every Sunday for Sevalaya alumni who are in final year undergraduate course and those who have completed under graduation and are searching for

employment. The three hour session focuses on improving English language skills like basic grammar, construction of sentences, spoken English, cracking the interview, group discussion and personality development. Around

15 alumni participate in this training programme. 2-4 volunteers from BNY conduct the training every week. The continuous training programme has started yielding results. Those who hesitated to speak in front of others now speak with confidence. Under this programme the volunteers have donated 1000 books to Sevalaya Main library at Kasuva centre to encourage the reading habit among the alumni.

"It is wonderful class. I learnt a lot. I am very proud to be part of this program. Definitely I will put more efforts to improve my skills."

Preethi M B.Sc Maths Final Year, DRBCC Hindu College, Pattabiram

Bharathi's parable

A worm was crawling in its own course. An ant came near it. The worm contemptuously dismissed it saying, "you flesh eating ugly creature! Don't you dare to come near me!" The ant was adamant, went still closer. "Why are you coming near me, sinful creature?" shouted the worm. The ant quietly said, "To eat you!"

"Fool! I will crush you in no time! How audacious you are! Leave here immediately, or else..." warned the worm.

Mean time, the ant got very close to the worm and caught hold of its body. Unable to bear the pain, the worm cried, "Please, please leave me! You must not be violent!" preached the worm. The ant did not care, but left the worm, because on its own it was not able to carry the worm. The worm heaved a sigh

of relief, muttered to itself, "Thank God! The wretched fellow is gone" and took shelter under the shade of a plant, and was resting calmly as if in meditation.

The ant which went, returned with four more of its comrades, caught hold of the worm and made a feast of it.

Bharathi said, "Ants are always united. When there is a problem for one all of its clan will rush to help. But the worms are selfish. They care for themselves only.

If they find a comrade in distress, they do not even pause to take notice, and go about with their own jobs. "Why invite trouble for ourselves, after all he is in distress. It is their attitude"

Bharathi asked his listeners, "Which is good? To be like the worm or the

ant?" without waiting for the answer, he himself narrated the moral of the story, by singing a poem in his stentorian voice, The stanza recited started with the line, "onru pattaal undu vaazve"

In Prof. P S Sundaram's rendering, the stanza means,

"Only united, true life we attain
Divided go down, and none of us gain!
This is the lesson we all have to heed

Once we know this, what else do we need?"

(Narrated by an associate of Mahakavi Subramania Bharathiyar-Source "Bharathi Vijayam" -a Compendium on Bharathiyar by Sandhya pathippagam)

500 students from 25 schools take Rajaji test



Lakshmikanthan Bharathi IAS (Retd) distributing prize to the winner of Rajaji Exam. From L to R Bhuvaneswari Muralidharan, V K Narasimhan, Prof N Ramanathan, Srinivasan, and K V Chari

The birth Anniversary C Rajagopalachari popularly known as Rajaji was celebrated on 10th December 2018. Lakshmikanthan Bharathi, Former Chief Secretary, Govt. of Tamilnadu was the Chief Guest.

Hailing from an illustrious family of freedom fighters, the Chief Guest recalled his association with Rajaji. Lakshmikanthan Bharathi was arrested when he was 16 years for participating

in the Quit India Movement. After his release when he could not get admission in University as he had served a term in Prison, Rajaji had intervened and wrote to the University Senate that it was unfair to deny education and spoil the life of a youngster who had sacrificed for the Nation. Later he got admission and went on to become an IAS officer. "I owe my entire life and career to Rajaji. It was only because of the efforts of the

great Statesman, I could enter Madurai Collectorate as a District Collector, where once I was taken to as a handcuffed prisoner" recalled Lakshmikanthan Bharathi. The speakers recalled Rajaji's efforts to bring in prohibition, his farsightedness and his intelligence. Prof N Ramanathan, Raghunathan, K V Chari, Past President of Probus Club and members of Rajaji centre for Public Affairs and other admirers of Rajaji participated.

Earlier Sevalaya conducted a statewide examination on Rajaji for students of Stds VI to XII in which 500 students from 25 schools in 8 Districts participated. The Chief Guest distributed prizes to the toppers in the examination.

"I won the first place in Rajaji Exam conducted by Sevalaya. I learnt a lot about Rajaji's life. I am very happy to visit Sevalaya. This has given a boost to my self confidence."

R Manikanadan, Govt. Higher Secondary School, Kizhapadi, Vilupuram District.

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