



LOVE ALL SERVE ALL

APRIL 2019

Wolters Kluwer ELM Solutions sponsors pharmacy building

The foundation stone for a new Pharmacy building at Kasuva Centre, sponsored by Wolters Kluwer ELM Solutions was laid on 28th February 2019.

Jonah Paransky, EVP and General Manager and Raju Vaidyanathan, Managing Director, ELM Solutions were the Chief Guests on the occasion. Jonah Paransky performed the *Bhoomi Pooja* and laid the foundation stone for the building to be constructed in a 200 sq. ft area.

The pharmacy building will be an annexe to the Mahatma Gandhi Medical centre which provides quality health at free of cost to 40 villages around Kasuva. A team of Doctor and 2 nurses attend to nearly 150 patients every day. The centre also provides health care to the 2500 beneficiaries of Sevalaya.



Unveiling the foundation stone laying plaque L to R Dr J R Gajalakshmi, Sevalaya Murali, Jonah Paransky, R Ganesh and Raju Vaidyanathan



Bhoomi Pooja being performed

Medicines are also distributed free to the patients who come for consultation. With the increase in the number of patients there was a need for a separate pharmacy building for proper storage of medicines and distribution.

30 associates from Walter Kluwer ELM Solutions volunteered their services to paint the school compound wall adjacent to the library on that day.

*“It gives me immense pride and happiness to be associated with Sevalaya through CSR programme. The *Bhoomi pooja* for the Pharmacy building was very well organised by Team Sevalaya. the cultural programme presented by the students was a treat to watch. “*

Raju Vaidyanathan, Managing Director, ELM Solutions

New course added at Thirubuvanai Community College



AC and Refrigeration Mechanic Trade at community college, Thirubuvanai, Pudhucherry

A new free course in AC and Refrigeration mechanic is now offered at the community college at Thirubuvanai. Already the college offers free courses in tailoring and basic computer applications to the poor youth to develop their skills and enable them to get employment.

A survey in the industries near by Thirubuvanai revealed that there are good job opportunities open for AC and Refrigeration mechanics.

With support from PPG Asian Paints the new course was started in February 2019. The first batch has 15 students from the near by areas.

Joy of giving: *the way of life*

Dear Friends,

I am enjoying my ten years of unemployment! I quit my corporate job on 31st March, 2009 and now one decade is over, after I have started a full time volunteer work.

I joined PSI Data systems in Bangalore, after I completed my Engineering in Indian Institute of science in 1984. My first appraisal was due at the end of my first year in service and the appraisal form had the usual question "What do you want to become after 5 years and 10 years?". I had answered "Nothing". My boss was shocked to see this answer and called me and tried to explain the significance of this question. "You see, we want to know your aspirations so that your career growth can be planned properly." I told him "My priorities in life are different." After three years in PSI, I moved to TCS and spent 22 years.

In 2009, I completed 25 years in corporate life. My initial thinking was to work only for 25 years and leave the job and do only free charity work thereafter. Meanwhile in 1988 I had

founded Sevalaya and the organization was also growing big and required my full time participation. To make the tax calculations easy, I had decided to quit on 31st March, 2009, being the financial year end. So I put in my papers in TCS, giving proper notice period and walked out of corporate life as planned. My wife knew my plans, may be even before I knew it, so she was very supportive of my decision.

My father was shocked, he was almost in tears. "All your children are still students. There is no earning member in the family. How can you just throw away a good job like this? Who knows what type of expenses will come in future." I tried to comfort him telling that I have made all calculations and saved enough in 25 years of IT job and so no need to worry about financial status. Now after 10 years, I have had a comfortable living, my family didn't suffer and we are all okay! I could have earned more and more money and may be created more wealth for my family, but at the cost of denying myself what I really wanted to do! Time has proved that I did take the right decision.

Having Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda as my bosses and seeing so many underprivileged get benefited gives its own joy and fulfillment. Yes, the work is tough, may be thankless job sometimes, but as long as I am happy with what I am doing, who cares!

When I walked out of my office on 31st March 2009 and got into my car, I told my driver "That's it. I have resigned and we don't have to come to this car park anymore." My driver quickly responded "From today, I don't think there will be time to park the car. I may have to drive the car all over Tamil nadu, non-stop." Yes, his words have come true.

In the last 10 years, Sevalaya has opened eight more branches in Thiruvallur, Kanchipuram, Pudhucherry, Thanjavur, Tirunelveli etc.

The wheels keep rotating.

Thanks and Regards

Sevalaya Murali

Welcome on Board Sevalaya



G Ramanathan (Ram) has a rich background of consulting and management experience focused on delivering business and technology solutions. After graduating from Indian Institute of Science, Ram joined Tata Consultancy Services (TCS) in 1986. After a successful stint of 21 years with TCS, Ram's entrepreneurial spirit led him to launch Guru Synergies, a leadership consulting organization providing consulting and advisory services in the areas of IT Strategy Deployment, Transformation Program Management,

IT Outsourcing and Captive Center Management. Ram has executed several large customer engagements across US, UK, Europe and APAC countries.

Ram's passion for servicing the society led him to join Sevalaya as a Trustee and a Board member. Ram is investing his leadership experience in strengthening the long term growth plans of Sevalaya as well as in establishing an everlasting relationship with the Corporate Donor community.



Usha Rangarajan has a vast experience in reputed corporates across HR organisation development and business excellence. Her core strengths lie in driving strategy and transformation by aligning all parts of the organisation, through strategic interventions, and organization-wide programs.

In her career of over 29 years, in Hospitality, Education, IT and ITES and Telecom, Usha has played a pivotal role in driving both expansion as well as consolidation agendas, at a CXO and

senior leadership level. Presently, she runs her own consultancy firm UnLEASH, offering strategic interventions and consulting. A partner at Global Gyan, she is also a certified NLP practitioner and a certified Corporate Director from the Institute of Directors.

As a trustee of Sevalaya, Usha is especially passionate about strengthening the impact on youth through elevating the quality of skill building in the community college, and will spend her energies there.

Experience the joy of teaching - R S Nallaperumal



R S Nallaperumal with the staff who attended the training programme

R S Nallaperumal, educational consultant and a long time well wisher of Sevalaya, conducted a two day training for teachers on 24th and 25th February 2019.

An educationist par excellence, the vibrant training session was enriched with quotes and anecdotes, experience sharing cum demonstrations and constant reminders of the importance of teachers in shaping young, impressionable minds, moulding them to become responsible citizens of the nation.

The sessions which started sharply at 9 am carried on till late evening.

Nallaperumal shared his ideas on the best ways of teaching varied topics, ranging from intricacies of Tamil grammar to concepts in Science and practical applications of Social sciences. He introduced innovative methods to teach mathematical skills and English grammar.

Not a second was wasted as Nallaperumal cleared the various doubts raised by teachers, coming up with practical solutions, sifting through his rich experience in teaching different subjects to different age groups through time.

The correct method of evaluating

answer sheets, and the importance of providing feedback to improve students performance was demonstrated through practical activity. The significance of hands on activities and music in teaching, different teaching methodologies, the need to develop the skill of listening and concentration in children before delving into the course matter, the role of a teacher in inspiring her/his students were some aspects covered during the training.

The two days were a virtual battery charging period for the teachers firing up their spirits with renewed enthusiasm and vigour to bring out the best in their wards.

" I learnt a lot about the teaching methodologies. The main points that impressed me were: The teacher should dance, sing, act, throw riddles, conduct quiz, use all forms to teach. Children should be compulsorily trained in symmetric drawing which will improve their focus and concentration. He said, " a bad teacher tells: a good teacher teaches and a best teacher inspires" And I want to be an inspiring teacher."

Santhi S, Primary School Teacher

Initiating children to the joy of reading

A community programme "Igniting the leaders in readers" to improve reading habit and develop reading skills was conducted on 25th February 2019 at Kasuva Centre by A Vidhya Vinayaki, MSW, Social Work Trainee from Chevalier T Thomas Elizabeth College for Women, in association with Alternate Media Centre, Chennai. 770 students from Stds V to IX participated in the programme.

The main objective was to encourage the students to take up the ownership of libraries in their schools, regulate reading habits among other children and be a role model for students.

The Chief Guest Sachidhanandham, District Central Librarian, Thiruvallur inaugurated the function. In his speech, he highlighted the importance of library, women empowerment through education and the need to develop reading skills among youngsters.

A 10 member resource team from



karagattam by members of the 'Alternate Media Centre'

Alternate Media Centre in Chennai performed the traditional arts - Karagattam, Parai, Oyilattam, Paavai Koothu and Silambattam, the theme being encouraging the usage of library and promoting reading habit among students.

"I liked the Parai aattam. We came to know about many traditional folk arts which are a part of Tamil culture. "

Ranjani G , Std VII

1800+ students, 200+ staff participate in Sports events

Various sports competitions were conducted from 14th February to 23rd February 2019, at Kasuva Centre, for 1800 students of Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Community Colleges and 200 staff.

The week long event culminated in the Annual Sports Day on 23rd February 2019.

For the high school students, events like 100 mts, 200 mts and 400 mts, long jump, shotput, discuss throw, Volleyball, basketball and indoor games like carrom and chess were conducted.

For the primary school children, games like backward running, kangaroo relay, lemon and spoon, throw ball and musical chairs were conducted.

Distributing medals and certificates to the winners of the games the Chief Guest Dr P Nagarajan, Gold medalist in in High Jump, Founder of Prime Sports Academy and Superintendent of Central Excise, emphasized the importance of sports in a child's life.

317 gold medals, 317 silver medals and 93 bronze medals were distributed to the



Distribution of prizes at the sports day by Dr P Nagarajan winners of the various events. Kasuva community college won the Overall championship in the inter community college events and Vivekananda house won the overall championship in the school events.

Standard Chartered Global Business Services (SCGBS) sponsored the events, sports equipments and the prizes for the sixth consecutive year. 25 volunteers from SCGBS helped in organising the Annual Sports Day function.

National Science Day Celebration



Prize winners with the Chief Guest Satya Madurantakam

National Science Day is celebrated every year on 28th February to mark the discovery of Raman effect by the Physicist Sir C V Raman. At Sevalaya various Science competitions like Science Quiz, Debate on merits and demerits of plastic and elements games were conducted on 28th February 2019, in which 96 students from nearly 7 government schools participated.

Prizes were distributed to the winners at the National Science Day function held on 6th March 2019. Distributing prizes

"The life of Sir C V Raman is very inspiring. I understood the need to develop a curiosity for things happening around us and the importance of hard work to succeed."

R Ashwanth, Std VIII, Government School, Melapedu

to the winners, Satya Madurantakam, Senior Director, DAS Strategic Initiatives NTT Data Global Delivery Services Pvt. Ltd the Chief Guest spoke to the children about life of Sir C V Raman, his interest

in Science, curiosity and hard work. Satya also released a Science Dictionary consisting of 500 scientific terms in English and their equivalent terms in Tamil, compiled by 10 students of Std VIII. The prizes were sponsored by Dr P Meera, Subject Matter Expert, Scope e Knowledge Centre, and API global company.

Prayers before exam



Prayers were offered at the Shiva Temple and Hanuman Temple at Pakkam. After the prayers Hall tickets were distributed to the students of Stds X, XI and XII appearing for the Board exams.

International Women's Day across all centres

Though every day is Women's day at Sevalaya, the International Women's Day on March 8th 2019 was celebrated with much enthusiasm. Prominent women achievers in the local communities were the Chief Guests in the respective centres. Competitions were conducted for the staff and students. Prizes were distributed to the winners on the occasion.

Girl child education and women empowerment are among the focus areas of Sevalaya's activities. 30 years ago, when Sevalaya started functioning, child labour was rampant. It needed a lot of canvassing and counselling to the daily wage labourers to send their children to school, instead of making them work for wages. The resistance to send girl children to school was higher and Sevalaya had successfully addressed

the concerns of the parents, especially safety issues for girl children. Now 50% of the total strength of the school at Kasuva centre are girls. Girls top the Board examinations year after year.

The community colleges of Sevalaya offer free courses in tailoring, beautician, basic computer applications, nursing and lab technician assistant for the poor women, with a view to imparting them some skill and help them get an employment.



R Prema addressing the students at Ravanasamudram
At Ravanasamudram, Tirunelveli R Prema, Retired Tamil Professor from Rani Anna College of Arts and Science was the Chief Guest for the Women's Day celebrations in which 35 women participated.

Women's day at EY Delivery Global Services



Beautician course staff and students from Sevalaya visited EY Delivery Global Services and crafted nail art and mehandi designs to 100 ladies staff on 8th March 2019.



As a prelude to Women's Day a 2 hour yoga session for 300 women including lady staff, female students of community college and girls of Std IX was conducted on 7th March 2019 at Kasuva Centre. V S Prakash of Atma Niranjana Yoga Vidyalaya led the session. He spoke about the importance practicing Yoga to develop physical and mental strength.



F Esther Vincy, Asst. Professor and H.O.D Social work department from SDNB Vaishnava College for Women, was the Chief Guest at Sunguvarchatram centre. Esther Vincy spoke about goal setting and achieving targets.



Leo Christopher at Thirubuvanai Pudhucherry center

Mohan HR and Leo Christopher, Plant Manager, PPG Revocoat were the Chief Guests at the Women's day celebrations held at Thirubuvanai center. The Chief Guest spoke on the role of women in the society, their responsibilities and how to be daring in tackling the activities against women. Students, staff and women about 35 in number took part in the function.



S Mohanavalli, Sevalaya presenting memento to Dr Uma Devi

The Chief Guest at Utharamerur Centre, Dr. Uma Devi MBBS, DNB, OG, Block Medical Officer from Manampathy spoke to the audience about health and hygiene of women and how the health of a woman impacts the family. 30 students and women from the neighbourhood participated in games like throwball, passing the ball and musical chair.



L to R Sevalaya Murali, Sameena Mahmood, Mani Moorthy, Lakshmipathy Ramaiyan

400 students and parents participated in the celebrations at Kasuva centre. Sameena Mahmood, Associate Vice President, Mani Moorthy Operations Accounts Manager and Lakshmipathy Ramaiyan, Operations Accounts Manager from R R Donnelley were the Chief Guests. A separate toilet complex for women sponsored by Amrutanjan Ltd was inaugurated on the occasion. Raja Sridhar, MD, Technocrat Ltd distributed 100 T shirts to students.



Sevalaya Murali presenting memento to Dr T V S Padmaja

At the Ambattur community college, the Chief Guest Dr T V S Padmaja, Principal, Valliammal College for Women, shared her views on the importance of women in various roles in the family as well as in the society. 50 students and staff participated in the celebrations.

Octogenarian donor

-N Lakshminarayanan

85 years old N Lakshmi Narayanan, residing at Kanchipuram had been receiving mailers and newsletters from Sevalaya though he is not very sure how Sevalaya got his reference.

Impressed by what he read he has been regularly contributing to Sevalaya and has till now contributed ₹ 8 lacs for creating Education endowments for sponsoring the education of 8 children in Sevalaya permanently.

"I am very impressed by the excellent charitable work rendered by Sevalaya. The economically poor and socially oppressed rural section of our society are taken care of Sevalaya in a very effective way." says the octogenarian who participated in the Montessori Day events last year.



Son of a rice miller from Sirkali, Lakshminarayanan completed his M.A from Annamalai University, and project planning in the University of Bradford UK. He served in the Reserve bank of India for 7 years. Later he joined Central Leather Research Institute from where he retired. He had visited many countries like UK, USA, Singapore, Malaysia, Hong Kong and Canada on an assignment of market survey.

He was once a very good volleyball and tennis player. He played Volleball for

Annamalai University Team, He is very much interested in literature both English and Tamil. His hobbies are listening to political debates and music. "I love to travel and have toured extensively both in India and abroad."

"I am 85 plus and feel contented that I performed moderately well in my rather long life as a human and enjoyed good food, travel, shelter, entertainment and above all being charitable." says Lakshminarayanan.

Promoting inclusiveness



Prof. Gopalswamy Ramesh, introducing the book "Uyarndhavargal"

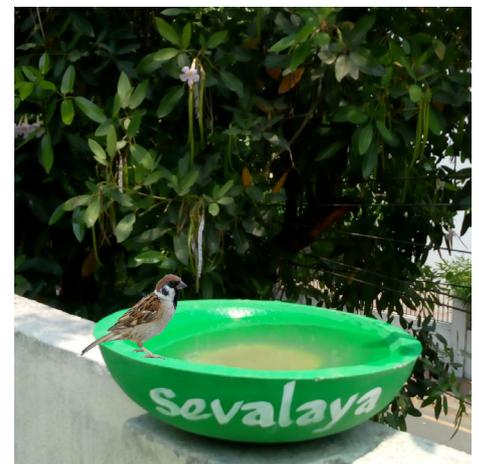
"Everyone is good at something" is the central idea of the book "Gifted: Inspiring Stories of people with disabilities", a book authored by Sudha Menon and V R Feroz. Prof. Gopalswamy Ramesh, a former trustee of Sevalaya has translated the book in Tamil titled "Uyarndhavargal". Prof. Ramesh introduced the book to the staff and student of Sevalaya on 19th February with a view to given them an understanding of the challenges

and approaches to promote inclusion of differently abled children into mainstream. He was accompanied by Iftikar Zia and his son a real life champion Prof. Zoyeb Zia who has a double M Phil and is an assistant professor at New College, Chennai despite being hit by a rare disease called Ataxia.

The book has stories of 15 differently abled people who have overcome

challenges and achieved in life. The role of teachers in bringing these children to mainstream is crucial, as a single word from a teacher can make or break a student. "A teacher should have a positive approach, motivate and encourage the students in all situations. It is the prime duty of a teacher to approach the students, interact with them even if the students hesitate to open up" insisted Gopalswamy Ramesh.

Attention donors...



Free water bowls for birds available at Sevalaya City Office Contact - 9710907675/ 9094766806

Donor opts to celebrate 70th Birthday at Sevalaya



K Muthuramakrishnan, Advisor and his wife Jayalakshmi with the children and trustees of Sevalaya.

Sevalaya's advisor K Muthuramakrishnan (*Bheemarathasanthi*) should be held wished that his 70th birthday celebration in the midst of Sevalaya family. His 3

daughters fulfilled his wish by celebrating the milestone event in a traditional way with their family and friends at Sevalaya on 17th March 2019. The campus wore a festive look with guests streaming in. In addition to sponsoring the breakfast and lunch the family donated the gifts received on the occasion, valued around ₹ 2 lacs and two cows to Sevalaya

"I considered this would be a right opportunity to introduce my relatives and friends to Sevalaya and its services. I wished all the gifts to be converted as a contribution to Sevalaya. Feel delighted and satisfied on the occasion."

K MuthuramaKrishnan, Advisor.

Leadership Development Program



P Prasanna, and A A Kingston , Vice Presidents, Operations and L N Anupriya, Senior Manager, Homes of Sevalaya attended a three day

Leadership Development Programme for NGOs organised by Xavier Institute of Management and Christian Institute of Management from 26th february to 28th February 2019 at Hotel Vestin Park, Egmore. Key resource persons Prof. J. Philip, Founder, XIME, Anand Joshua, Executive Director of CIM, Sai Prakash Development Banker, Co-Founder Erin Consultants and Platosen Samarasam Managing Director, ZUWA Organics Farms Pvt. Ltd. covered a wide range of topics such as Fund raising, Accounts management in NGO's, Leadership skills and statutory laws of GST and FCRA. The sessions were very informative and useful.

Platinum award for 5S



L to R M T Anand, L N Anupriya, T R Narasimhan, Manikandan V, MD, Reva Phoenix and Suresh S C

Sevalaya won the Platinum Award for 5S at the competition conducted by The Chennai Chapter of the Quality Circle Forum of India. L N Anupriya who leads the 5S initiative at Sevalaya, M T Anandan, Primary School HM and S C Suresh, Green Campus coordinator received the award at the hands of T R Narasimhan Quality Circle Forum of India, Chennai Chapter.

Avila University students visit Sevalaya

Francis Origanti Ph.D. Associate Professor Chair, Director, School of Social Sciences, Avila University, USA along with his 15 students visited Kasuva centre of Sevalaya on 12th March 2019. They interacted with the tiny tots at the Montessori section and were appreciative of the facilities provided to the children. The students were very keen on learning about the volunteering opportunities available at Sevalaya.

This is the first time I am visiting Sevalaya. A good environment, great service for the children and elders. I wish to come here for volunteering.

Kating Beckingham, Avila University



Avila University students at Sevalaya

Constructive Programme (2)

Gandhiji, while announcing his Constructive programme as a means of attaining Purna Swaraj by non violent means, did not prioritize the items of the programme. Yet it is well known that three items of social reform and harmony were close to his heart-Communal unity, Removal of untouchability and Prohibition.

Communal Unity: It is well known that his passion for this cause cost him his life. What did he say about this item of work in his action programme? Communal Unity cannot be attained by legislation or creating separate electorate, which will only help in sharing crumbs of power. What is required is the total integration of different communities. This could be achieved only by People's power, not by Governmental authority.

What should be done for this? Every one, whatever his religion may be, has to feel his identity with every one of the millions of inhabitants of Hindustan. In order to realize this, everyone should cultivate friendship with persons representing faiths other than his own. He should have the same regard for the other faiths as he has for his own. In Schools and colleges, there should be no discrimination on the basis of religion. There should be no communal schools, colleges or hospitals.

Removal of untouchability: This should not be considered as a political necessity. It is indispensable if Hinduism has to survive. The die-hards have to be influenced far more extensively than had been done hitherto. Every Hindu should make common cause with Harijans and befriend them in their awful isolation-such isolation as perhaps the world has never seen in the monstrous immensity as one witnesses in India.

Prohibition: Gandhiji's regret was that congressmen, in their fight for freedom, did not take up this vital item of social and moral reform as seriously as they should have. He was firm that we should not leave to the future government the fate of lakhs of men and women who were laboring under the curse of intoxicants and narcotics. Medical men had to discover ways of weaning the drunkard and the opium addicted from the curse.

Women and students, in his view, had special opportunity in advancing the reform. By many acts of loving service they could acquire on addicts a hold which would compel them to listen to the appeal to give up the evil habit. Lasting and healthy deliverance comes from within; Constructive workers make the legal prohibition easy and successful.

Sevalaya, working with Mahatma Gandhi as one of its guiding stars, is doing its bit in promoting all these three reforms. Sevalaya renders free service to the destitute and the underprivileged without discrimination of religion, caste or creed. Sarva Dharma prayer is conducted regularly at the campuses. Festivals of all religions like Ramzan, Christmas, Mahavir Jayanthi, Krishna Jayanthi, Deepavali, Pongal etc are celebrated with equal gaiety, where leaders of different Faiths talk to children about the principles of their respective religions. Children from about 80 nearby villages get free education which includes values of great leaders Gandhi, Bharathi and Vivekananda. Many of the children benefitted belong to oppressed communities. Every year, on August 5th, Sevalaya observes Putlibai day, the day on which Mahatma Gandhi pledged to his mother that he would not touch wine, women or meat. On this day, the children take a vow to their mothers, in a congregation in school, that they would never take alcohol. This used to be a touching event.

We may also, on our part as individuals, ponder how we can promote the reforms advocated by Gandhiji.



V Muralidharan was the Chief Guest for the Women's Day celebrations at NTT Data on 8th March 2019. He addressed the women employees of the organisation on the topic "Value Education and Parenting". He spoke about the Bharathi, Gandhi Vivekananda (BGV) followed in Sevalaya.



Donor G Natarajan, converted his family function into a fund raiser for Sevalaya. He donated ₹ 1 lac which included his contribution and the gift he received for his son Rishab Natarajan's Upanayanam on 26th February 2019, to create a permanent endowment for a girl child's education in Sevalaya.



A A Kingston, VP, Sevalaya and member of the Child Welfare Committee, Thiruvallur attended a two days Orientation workshop on child development conducted on 7th and 8th March 2019, at the National Institute of Public Cooperation and Child Development Regional Center in Bangalore.

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