

Bharathi & Chellammal's wedding anniversary Sevalaya intitaiates annual celebrations at Kadayam



Winners of the competitions and from L to R, Rajkumar Bharathi, T S R Venkataramana, Ela Ganesan, K S Annatharamaseshan, Writer S Muthu, and K S Kalyani Sivagami nathan

Kadayam, a small village in Tirunelveli wore a festive look on 27th June 2019. Mahakavi Bharathi, a 14 year old boy married Chellammal, from of Kadayam, who was barely 7 years old on 27th June 1897.

Life must have been arduous for Chellammal, wife of the Mahakavi, who was far ahead of his times. The then society could not understand Bharathi and while he was revelling in ecstasy in his own poetic world, it was Chellammal, who balanced between her idealist husband and the society and also maintained the family.

While Bharathi is celebrated as Mahakavi, Chellammal is yet to receive her due share of recognition. To revive the memories of the daughter of Kadayam and her husband Sevalaya decided to celebrate the wedding anniversary of the illustrious couple in the village where it actually took place 122 years ago.

The life size picture of Bharathi and Chellammal, was taken in procession through the main streets of Kadayam in a well decorated palanquin. 700 students from Chatram Bharathi School Kadayam participated with enthusiasm in the procession, reciting inspiring poems of

Bharathi and holding placards carrying quotes from his poems.

Ela Ganesan, Former Member of Parlaiment and Member of the National Executive Committee of Bharatiya Janata Party, Rajkumar Bharathi, great grandson of Mahakavi Bharathi and Chellammal, Anantharamaseshan, Secretary of Kadayam Annadhana Chatram Committee, Former Member of the Legislative Assembly, T S Venkataramana participated as Chief Guests. Pujiyasri Swami Omkarananda of Theni Ashram, and Isaikkavi Ramanan, Tamil Poet, writer and orator offered their felicitations through video.

Earlier, drawing, oratorical, poetry reccitation and essay writing competitions were conducted for students of Stds VI to XII of schools in Cheranmadevi educational district. 500 students from 27 schools participated. Trophies and certificates were awarded to the winners

Students of Chatram Bharathi School presented a colourful cultural programme.

Wedding feast was arranged for all the 2000+ people who participated in the celebrations.



Bharathi Chellammal wedding procession through the streets of Kadayam

Joy of giving: *the way of life*

Dear Friends,

A few lines of Mahakavi Bharathi's poem which lists out many noble deeds like setting up choultries, planting fruit bearing trees, constructing temples and concluding it with the verse "more meritorious than all these deeds is educating a poor child..." is the main inspiration for Sevalaya.

Bharathi was a visionary who was far ahead of his times. He was never understood and appreciated during his life time by the society. But his life and works have got wider recognition today.

Four towns were associated with Bharathi during his short span of life of 39 years. Ettayapuram, where he was born, Chennai, where he worked as an editor and publisher, Puducherry (Pondicherry) which was then a part of French India where he lived for 10 years when the going was tough under British Raj and Kadayam, the birth place of his wife Chellammal, where he lived for 2 years after he was released from prison for his role in freedom struggle. Memorials and museums for Bharathiar are found in Ettayapuram, Chennai and Puducherry but Kadayam only has memories. Even these memories are fading away as

generations pass by.

The life of a man ahead of his times will be difficult as the society around him would not be able to identify and appreciate him. But far more difficult is the life of his wife. In hindsight, though we feel that Bharathi suffered in poverty, as a poet, Bharathi's heart was brimming with love for nature, humanity, devotion and spirituality which reflected in his poems. He was in a plane which no ordinary man can understand. But the plight of Chellammal was difficult. She understood that her husband was a special person and his writings were of great value. She also had to balance between Bharathi and the society where she had to live, bring up her daughters and take care of the family.

Chellammal has never got her due share of recognition. Along with Bharathi, Chellammal's life is also to be celebrated. Hence Sevalaya has planned 4 initiatives to perpetuate the memories of this celebrated daughter and son in law of Kadayam, in the village. which will serve as inspiration for generations to come.

1. Celebration of Bharathi Chellammal wedding Anniversary every year at Kadayam on 27th June

2. Installing a life size statue of Bharathi Chellammal at Kadayam

3. Creating a park in "*Kani Nilam*" as per Bharathi's poem

4. Setting up a Bharathi - Chellammal museum at Kadayam.

This year we celebrated the wedding anniversary at Kadayam on June 27th. This will be an annual event from now on. The process of making the life size statue of Bharathi Chellammal is in progress and we hope to install it at Kadayam on 11th Dec during the birth anniversary of Bharathiyar. We have to initiate the process of setting up the museum, getting approvals from the relevant authorities.

We require all your support for these ambitious projects. We appeal to you quoting Bharathi's words,

***"Those who have plenty donate in gold;
Those who have less, donate in coins;
Those who cannot afford, spread the word;
Those who have the strength, join us in action. By any means let us achieve this great task"***

Thanks & Regards

Sevalaya Murali

It's school time again!



Tiny tots with colourful balloons on the first day at school

Kasuva Campus came to life and resonated with sounds of laughter and joy as children walked in on 3rd June 2019 greeting friends and teachers.

The new batch of children joining in LKG were welcomed in a traditional manner with sandal paste, and sprinkling of rose water and then went into the colourful Montessori halls decorated with balloons and festoons. They were greeted with drums being played by boys of Std V.

Children were given party hats, balloons and chocolates and spent a few hours happily playing with the different toys that had been kept in the room.

All the children of stds I –XII were welcomed into their classes by their teachers with flowers, sugar candy and of course a warm welcoming smile.

They were then given time tables and new books.

Life time achievement award



Sevalaya Murali was presented the life time achievement award for service to the under privileged, by the GAMPPA branch of the Indian medical association at a function on 30th June 2019.

The award was presented by Dr M Selvam the Hony President of the association

"Model village" project launched with Hyundai Glovis



V Arun distributing micro nutrient enriched salt to the villagers

Sevalaya's "Model Village Project" named Project Aadharam in Anna

Nagar area of Thirukkandalam village in Thiruvallur District is sponsored by

Hyundai Glovis. The project includes the following initiatives - breakfast for 200 primary school children, construction of a community toilet block consisting of 10 toilets with adequate water facilities, installation of RO water facility for providing clean drinking water to the villagers, digging of a borewell, solid waste management, installing 20 solar street lights in the area and free distribution of micro nutrient enriched salt to the villagers.

The foundation for the proposed toilet block was laid on 11th June 2019 by V Arun, HR, Corporate Social Responsibility of Hyundai Glovis. Arun also distributed the micro nutrient enriched salt supplied by Sundar Chemicals P Ltd to the 250 families in the village

Four New homes for victims of Gaja cyclone

The Gaja Cyclone which ripped through Thanjavur district on 16th November 2018, caused heavy damages in the district. Sevalaya rushed relief materials to parts of the affected areas in Thanjavur District within 24 hours.

Andinatham Village in Orathanadu Taluk, Thanjavur was one of the worst affected villages. Sevalaya identified 4 beneficiaries whose huts were blown away and were rendered homeless overnight.

Partnering with Financial Software Systems Ltd, who provided funds, 4 houses worth ₹ 5 lacs were constructed. At a function on 29th May 2019, the keys



One of the beneficiary families in front of the new house, with Sevalaya officials

to the new houses were handed over to the beneficiaries by the Chief Guest S

Govindarajan, Proprietor, Samsung Smart Cafe at Thanjavur.

FSS's ₹12 lacs funding for Kariyapattinam school toilets



L to R A Natarajan, Sevalaya Murali, R Amutharasu and members of the PTA

Kariyapattinam is a small village in Nagapattinam district. Sevalaya in association with Financial Software Services Limited has undertaken the project of constructing a toilet block for the Government Higher Secondary School at Kariyapattinam, at a cost of ₹ 12 lacs.

The bhoomi pooja for the construction of the toilet block was held on 29th May 2019. Dr A Natarajan, President of the Parent Teachers Association (PTA) and R Amudharasu, Headmaster and members of PTA of Govt. Higher Secondary School, Kariyapattinam and villagers participated in the function.

₹ 21 lacs donations give free books and uniforms to all 2000+ students

The new academic year started with the distribution of educational kits worth ₹ 21 lakhs to all the children of Sevalaya's Mahakavi Bharathiyar HSS at a colourful function on 5th June 2019. T M Vijaianand, a long time donor from USA, Vikas Chand Sharma, CSR Head, PPG Asian Paints, N R Krishnamoorthy, Chartered Accountant popularly known as Auditor NRK and Dr N Panchapakesan, Founder, Chennai Sai Sankara Matrimonials, HR Trainer and philanthropist participated. This was made possible by contributions ranging from ₹ 100 to ₹ 1,00,000 from various individuals and associations from India and overseas. Guru Krupa foundation, USA donated 12 lacs for uniforms.



Students with educational kits L to R Auditor N R K, Dr N Panchapakesan, Vikas Chand Sharma, Sevalaya Murali



"I am studying in Sevalaya from Balwadi. My parents are daily wages labourers. The only new dress I get are the two sets of free uniforms given by my school every year. During holidays and after school hours I wear only the old uniforms. In addition to uniforms, Sevalaya also gives free notebooks, school bag, slippers, pens and pencils.

V Bhuvaneswari, XI Std

Free tuition centre at Eragaram



L to R R Ashok Kumar, R Vasudevan and G Anbalagan MLA, Kumbakonam inaugurating the tuition centre

Impressed by the village development projects implemented by Sevalaya in various villages in Tamilnadu, A Narayanan, a donor associated with Sevalaya for many years, approached the organisation with a request. He was ready to sponsor projects relating to improving education and healthcare in his native village Eragaram in Kumbakonam District and requested Sevalaya to execute the projects.

As a first step, a free evening tuition centre was inaugurated in the village to help the students to study after school hours, offering individual attention

clearing their doubts.

The centre was inaugurated by G Anbalagan, Member of the Legislative Assembly representing Kumbakonam, on 9th June 2019. Entrepreneur Vasudevan participated in the celebrations.

The MLA also offered support for all initiatives of Sevalaya in the village. He offered to depute doctors and contribute medicines to the free medical centre proposed to be set up by Sevalaya in the village.

30 students attend the tuition centre in the evenings.

Clean drinking water



Inaugurating the RO Plant L to R Rtn Radhika Satyanarayana, Rtn Satyanarayana, Sevalaya Murali

Rotary Club of Madras East donated two RO Plants worth ₹ 11 lacs for the benefit of the children and elders at Sevalaya.

The RO plants were inaugurated by Rtn. Radhika Sathyanarayana on 16th June 2019.

Rtn Sathyanarayana and members of the Rotary club of Madras East participated in the function.

The RO plants will provide clean drinking water to 75 senior citizens and 2000+ children.

Ifthar Party across locations during Ramzan



M S Syed Rawoof, Hafiz S Khaled Rahman and others breaking the fast

Functions and festivals of all faiths are celebrated in Sevalaya. This is to make our children know about all the religions and also promote acceptance and harmonious living. These celebrations provide them an opportunity to appreciate the diversity of cultures and the unity in diversity which holds the Indian society together.

On 1st June Ifthar Party was held at Kasuva Centre. Hafiz S Khaled Rahman, Bademakhan Masjid, Thiruvallur and M S Syed Rawoof Probation Officer, Dept of Social Defence, Chennai were the Chief Guests. The children presented a cultural programme highlighting the sanctity of the holy month of Ramzan. Quoting from Koran Imam said that the main idea behind fasting during the month of Ramzan is to experience the pangs of hunger which will make them understand the plight of the hungry and have nots and promote giving in charity.

At 6 PM the Chief Guests broke fast by drinking the special porridge. The porridge was served to all the residents of Sevalaya.



L to R K Muthuramakrishnan, A Moinudeen at Ifthar party at Thanjavur
A Moinudeen, Proprietor of Jeelan Tex was the Chief Guest for the Ifthar Party at Sevalaya's Gandhi Ashram Krishnan Memorial Senior Citizens Home at Thanjavur on 28th May 2019.



Haji Dr K A Ameer John offering prayers at Ravanasamudram

Haji R M Shahul Hameed, Vice President of Iykia Jamath, Ravanasamudram was the Chief Guest at the Ifthar Party held at Sevalaya's community college at Ravanasamudram, Tirunelveli on 3rd June 2019.

Haji Dr K A Ameer John, Haji R M Shaul Hameed, M.Monnah, Mohammed Salim, and M Mohammed Usain S Tajudeen also participated in the ifthar party

Sevalaya students, Staff and 120 people from the near by 9 villages gathered at Ravanasamudram Sevalaya's Community College to celebrate Ramzan.

Ifthar Party was held at Sevalaya's Uthiramerur Community College on the evening of 4th June 2019. The Chief Guest R D S Jahangir, Uthiramerur Sunnathull Jamath, Jumma Masjid was the Chief Guest. He spoke to the students about Prophet Mohammed and his preachings. The Chief Guest broke the fast by having the traditional Nonbu Kanji, which was also distributed to all participants.



People offering prayers at Uthiramerur

Cows donated



In the month of May 2019, S Parvatham, from the family of K Muthuramakrishnan donated a cow and a calf.



Hemalatha Vasudevan, daughter of K Muthuramakrishnan, Advisor Sevalaya, donated a cow and calf to the gaushala in April 2019.

Mahavir Jayanthi at Kasuva



Mahavir Jayanthi was celebrated at Kasuva campus on 28th April 2019. Prakashchandji Barjatya, Secretary, Akhil Bharatvarsha Digamber Jain Mahasabha, New Delhi, Rajkumarji Barjatya, President, Bharatvarsha Digamber Jain Mahasabha, Tamilnadu, Vimalkumarji Sethi, President, Khandelwal Digamber Jain Samaj and Anilkumar Jain, President, Khandelwal Digamber Jain Samaj, Chennai were the Chief Guests on the occasion.

Vijaianand TM -

*A donor for 14 years,
he supports 31 kids!*

Vijaianand Thirunageswaram hails from Kundrathur town, in Kanchipuram district.

Coming from a middle class family, Vijai understood the importance of education and its value in raising one's life style from a young age. He became the first graduate in his family when he got his BE Computer Science from Coimbatore Institute of Technology and was the first to go to USA in his family.

He settled down in Boston in 1999. He juggles two professions in the land of dreams, one as an IT Consultant and the other as a real Estate Entrepreneur.

Ater settling down in USA, Vijai started exploring avenues to support education of poor children in India.

He funded the education of students of Std X and Std XII in the local high school in his hometown to increase the pass percentage of the school. He also thought of starting his own charity in US , but



found it challenging. That was when he heard about Sevalaya through a foreigner who had volunteered at Sevalaya. Says Vijaianand:

"Meeting Murali and visiting Sevalaya made me realise that this was the right place to support on a long term basis as my personal organization.

"I continued to support for the last 14 years and currently supporting around 27 kids including 4 endowment kids. I tell my friends in US, there may be lots of charity organizations from India which supports kids education in India, but you will never know whether the funds go directly to support it. I have direct relation with Sevalaya and I can confidently say that

our funds go to support the kids instead of adminstrative fees. That's why I take pride in doing fundraiser every year to sponsor our kids in Sevalaya. My supportive wife Aruna and 2 young boys Ashwin and Akhil also take part in my fundraising efforts which allow them to be appreciative of their life.

"Finally, I have emotional connection with the kids who we sponsor in Sevalaya because I feel it's my charity organization and will continue to support the kids which gives me great pride and satisfaction. I love the foundation principle of the organization and continued organization commitment from Murali and Team."

Recollections, resolutions at Alumni day



The alumni of Sevalaya got together on 16th June 2019 for their annual meet. They shared old anecdotes, news about their new jobs and lifestyles and spent a few hours reliving their old school days.

G Ilayaraja, Trustee and President of Sevalaya's Alumni Association welcomed everyone and presented a report on the activities of the association. The goals of the association were discussed and

ideas to improve alumni participation in Sevalaya's services were brainstormed.

R Vijayaraghavan, former teacher at Sevalaya who was a favourite of students was felicitated. The alumni students shared their memories of his help, mentoring and guidance which had helped them achieve whatever they were now in life. Two alumni Narmada Inbaraj, the first doctor from Sevalaya and

S Janakiraman post graduate in History who will be participating in the History congress at Malaysia representing India were also felicitated.

An impromptu cultural program saw the alumni entertaining their friends. The alumni affixed their handprints in colour on a canvas symbolising unity and togetherness.

Train the Trainers by Tata Strive

Tata Strive, an initiative of Tata Community Initiative Trust (TCIT) and Sevalaya have entered into an agreement to collaborate in the areas of skill development to build capacity to train youth for employment, entrepreneurship and community enterprise.

TCIT will support Sevalaya through Knowledge partnership to train the youth enrolled for assistant electrician, Refrigeration and AC Mechanic technician, assistant beauty therapist, general duty assistant and bakery.

As a part of this initiative Tata Strive's 'Train the trainer (facilitator) programme' was conducted at Sevalaya's Kasuva Campus from 19th May 2019 to 28th May 2019 for ten days. Totally 11 participants, 4 facilitators from Sevalaya's Community College, 4 from Mitraz Foundation, another NGO and 3 facilitators from Tata Strive attended the programme. Master Facilitator of Tata Strive Chithra Venkatraman conducted the entire sessions. Self-Discovery module, designed by Tata Strive to assess the interest and aptitude of the students was also introduced to the trainees.



Train the trainers session in progress

Participants got a clear idea about the qualities of a good facilitator, teaching methodologies, activity based training and methods to identify the ability of learners.

Srihari, Master facilitator from Tata Strive Hyderabad, conducted an assessment session for the trainees on the last day.

All the trainees presented a demo teaching session.

The sessions were very useful. I learnt a lot about how to introduce the subject, how to engage with the students and make classes more interesting and effective. The self help module is a very useful tool which will help me to assess the students, their interest and aptitude. I learnt how to use the tool effectively.

A Sharmila, Instructor, Beautician Course, Sevalaya

30 students complete training and get employment



30 students of Puducherry and Thirubuvanai Community Colleges have got employment, on completion of Computer and Tailoring courses.

Out of the 150 Tailoring trainees, 25 students have set up their own shops, and already started taking orders for stitching. 5 students from the Sunguvarchathram Community College got employment on contract basis at the Sub- Registrar Office at SriPerumbudur as Data entry operators.

Certificates were distributed to 70 students who have completed Tailoring and computer courses at Sunguvar chatram on 7th June 2019 by Vikas Sharma, CSR Head, PPG Asian Paints and Mohan, HR PPG Paints. These courses are sponsored by PPG Asian Paints.

Course completion certificates were distributed to 80 students of tailoring and computer courses at the Community college at Mahavir Jayanthi celebrations at Thirubuvanai on 27th April 2019. Leo Christopher, Plant Manager, and Mohan, HR Manager, Revocoat India Ltd., C S Prithvirajji Jain, Auditor, Sri Chiranchilalji Jain, Kasliwal Jewellers and Premrajji Jain, Auditor participated in the programme.



I lost my husband one year back and was literally on the streets with my 2 infant kids and aged mother, I didn't know what to do. Then I learnt about Sevalaya and joined the free Computer course. That was the turning point in my life. Now I am earning and taking care of my family.

Suganya, Mambakkam

Thiruvalluvar statue unveiled



Sevalaya Murali was the special guest at the unveiling of 47th Thiruvalluvar statue at R Nayambadi village in Villupuram District under the aegis of *Uлага Thiruvalluvar Peravai*. V G Santhosham of VGP Group of Companies, who has a mission of installing 1000 Thiruvalluvar statues all over the country and abroad, donated the statue. Arivudai Nambi, President of *Uлага Thiruvalluvar Peravai* donated 150 books to Sevalaya's library on the occasion.

Scenario of South Africa when Gandhiji landed

Gandhiji was once asked to come out with a treatise on Satyagraha. He simply smiled away. For him, it has been always "My life is my message". Thus a study of the several satyagraha-s led by him will give us an insight and the practical application of the philosophy of Satyagraha. We know Satyagraha as a political battle with Truth and Ahimsa as its weapons emerged in South Africa. We will do well to study the Satyagraha struggles in South Africa. For us, the book, "Satyagraha in South Africa" is the book of reference.

It is essential to learn the scenario at South Africa when Gandhiji landed there. There are three parts of South Africa connected with the subject matter of the study. One part is under Portuguese and the rest under the British. The territory under Portuguese is called Delagoa bay. This is the first South African port for the steamers from India.

Proceeding further south, we come to Natal, the first British colony. Its chief sea port is called Port Natal. It is known as Durban. It is the largest city in Natal. The capital is Pietermaritzburg situated inland at a distance of about 60 miles from Durban and at a height of about 2000 feet above sea-level.

Travelling further inland beyond Natal, we reach the Transvaal whose mines supply the world with the largest amount of gold. There are also famous diamond mines. Johannesburg is the centre of gold mining industry and has diamond mines in the neighbourhood. But it is not the capital of the Transvaal. The capital is Pretoria, at a distance of about 36 miles from Johannesburg. If leaving the Transvaal, if we travel further inland towards the west, we come to Orange Free State or Orangia. Its capital is Bloemfontein, a very quiet and small town.

A few hours railway journey from here takes us to the boundary of Cape Colony, the biggest of all South African colonies. Its capital is Cape Town. This is situated in Cape of Good Hope. Cape Town is Cape Colony's largest sea-port.

Over and above these four principal colonies, there are several territories under British "protection". They were inhabited by races which had migrated there before the appearance of Europeans on the scene.

Chief industry of South Africa is agriculture. Maize, wheat, fruits, apricot and the like things grow in abundance, even without much of labour. Cattles are bred in considerable numbers. South Africa can also boast of mighty rivers

We have to remember this scenario, and may have to refer to this section, as we go ahead further to study Gandhiji's narration.

Visitors from the United States



Dr Raj Rajagopal with his team at Sevalaya, Kasuva centre

Dr Raj Rajagopal, Ph.D Professor Emeritus, University of Iowa, Founder President, Manodharma an organisation promoting US-India Educational Engagement visited Sevalaya's Kasuva campus on 18th June 2019.

He was accompanied by 21 delegates who are leaders in the field of entrepreneurship Professors, Deans, Directors, VPs, and President.

The team were given a guided tour around the entire campus, They visited the Gaushala, Medical Centre, Community College, Organic farm, as well as both Primary and Secondary schools.

The visitors were impressed by systematic and well-organised nature of the campus, and were particularly interested to hear about how the 5S procedure is employed in Sevalaya.

A Ride in the Metro



24 children from the Homes travelled by Metro Train on 11th May 2019 from Koyambedu to Meenambakkam and back. All the children were thrilled to travel in the metro train and enjoyed the trip, including refreshments.

Children were able to see flights taking off and landing very near to them.

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