

Wolters Kluwer sponsors Pharmacy Building



Jonah Paransky unveiling the plaque. Also in the picture from L to R Raju Vaidyanathan and Sevalaya Murali

A new Pharmacy building, sponsored by Wolters Kluwer ELM Solutions P Ltd was inaugurated at Kasuva centre on 4th July 2019 by Jonah Paransky, EVP and General Manager, GRC ELM Solutions and Raju Vaidyanathan, Managing Director, ELM Solutions, Chennai.

A medical centre providing free health

care to the residents as well as 40 villages in Kasuva and its neighbourhood is already functioning at the service centre at Kasuva.

Free medicines are provided to the patients. The average outpatient count per day is 150. The new Pharmacy Building facilitates proper storage of

medicines and effective dispensation to the patients.

Wolters Kluwer ELM Solutions also donated an ECG machine for the medical centre and 200 bedsheets for the Children of the Homes.

25 associates from the corporate participated the function.



I have diabetes, BP and asthma. I have to travel 30 Kms every time go to KMC hospital to get medicines. Now I get my medicines free at Sevalaya medical centre. The people here are kind and attend to us with care.

Bommiyammal, Pakkam Village

Bankers try their hands in farming



Volunteers from HSBC with Sevalaya Murali

80 volunteers from HSBC came to Kasuva centre to volunteer their services at the organic farm, on 20th July 2019. The team was divided into three groups and was guided by the agricultural staff, Gandhi unit staff.

One team members deweeded the banana field. Another team sowed

vegetable seeds in one plot. After that they also deweeded the cluster beans field. The third team organic pesticides under the guidance of our agriculture staff and de weeded the moringa fields.

Many of the volunteers had come with their children who also participated in the farming activities with enthusiasm.



It was a nice experience for our team. We find there are lot of areas to do volunteering activities here and in the coming months we will continuously visit Sevalaya and do as much as work we can do here.

**Yoganathan M,
Volunteer Coordinator, HSBC**

Joy of giving: *the way of life*

Dear Friends,

Sevalaya completed 31 years of operation on 29th May, 2019 and started the journey into 32nd year. Starting in a rented house with five orphan children, today we have grown into an organization supporting more than 3000 beneficiaries, who study in our school and community colleges and who stay in our hostels and old age homes, in eight locations in Tamil Nadu and Puducherry. Apart from these beneficiaries, we have thousands of poor villagers who are benefited by our medical clinics and camps, thousands of children who attend our value education classes, mobile libraries, cultural programs etc., We have touched a large number of lives in 31 years.

Children suffering as bonded labourers in brick kilns and agriculture fields and working in small shops in villages, have come into our contact and because of free and quality education they got, now they have become doctors and engineers

and government officials etc. Many juvenile offenders have gone through our skill development programs and have undergone transformation in their lives, are into decent jobs and joined the main stream. Our value education classes in jails have won the appreciation of many. Thus, many lives have been shaped at Sevalaya and a new path has been shown to many.

A five year plan was worked out systematically to cover our work in the period April 2015 to March 2020. We can confidently say that we were able to implement around 60% of the planned activities. We could not cover the rest mainly due to want of funds and also the staff attrition. A team has started looking into how we can improve and also draw out a plan for next five years 2020-2025.

In the last five years, Sevalaya came out of the "Kasuva village boundary", and made its presence felt all over Tamil Nadu and Puducherry. Sevalaya also reached

out to Kerala to support the flood victims. Thus we became a multi-state level organization in the last five years. In the next five years, we may expand into other regions and areas of service.

You have been supporting us for many years and many of you have seen the growth of Sevalaya. We are sure, you want us to do more, grow into newer areas and support many more in need. We request you to send us your views on our strength, weaknesses, opportunities and threats (SWOT) and also give us new ideas as to how we can do more in the next five years. All your inputs will be discussed in detail by the committee which is already working on this and we will include them in our plan, as much as possible.

Help us to spread our wings.

Thanks and Regards

Sevalaya Murali

Kamaraj Day celebrated across locations



K Munisubbarayan, District Educational officer, Thiruvallur distributing prizes to children

The birth Anniversary of Bharat Ratna Awardee K Kamaraj, former Chief Minister of Tamilnadu, was celebrated across all centres of Sevalaya on 15th July 2019.

Among his various achievements including putting Tamilnadu in the industrial map of India, Kamaraj is till date remembered for his novel mid day meal scheme in govt schools to bring poor children to classrooms and opening up many schools in Tamilnadu thus ensuring that education was accessible to all children.

K Munisubbarayan, District Educational Officer, Thiruvallur, Government of Tamilnadu was the Chief Guest for Kamaraj Day celebrations at Kasuva Centre.

Earlier various competitions were held for the children. Prizes were distributed to the winners on the occasion.

The monthly manuscript magazine Vidiyal prepared by the students with the guidance of the teachers was released on the occasion.



Ashitha Sudhakar presenting gift to staff

Ashitha Sudhakar, Head, Business Development, TAPCO Pneumatic Pvt. Ltd., was the Chief Guest for Kamaraj Day celebrations at Sevalaya's Ambattur centre. Speaking about Kamaraj's contribution to the development of education in the state, she urged the students to make best use of the opportunities provided by Sevalaya.

Earlier, competitions were held for the students of Kamarajar Government Higher Secondary School Ambattur, and prizes were distributed to the winners. ,

1100+ participate in Yoga Day



30 students participated in the Yoga Day celebrations at Thirubuvanai centre, Puducherry. The Chief Guest, Prof A Jayaveeran, Head of the Mechanical Engineering Department, TJS Engineering College conducted a yoga session to the students.

At Kasuva centre K P Senthamarai Kannan, Prison 2 Superintendent, Puzhal, and Yogasharan V S Prakash of Atma Yoga Niranjana Vidyalaya of Sathyananda Yoga Tradition were the two Chief Guests Yogasharan V S Prakash conducted a yoga training session. The programme was attended by 1000 people including students, staff and overseas volunteers.



N Anbazhagan, Yoga Master of Utharamerur Yoga centre conducted special yoga session for the women students of tailoring and computer courses teaching them specific exercises to strengthen their vision. He also taught them breathing techniques.

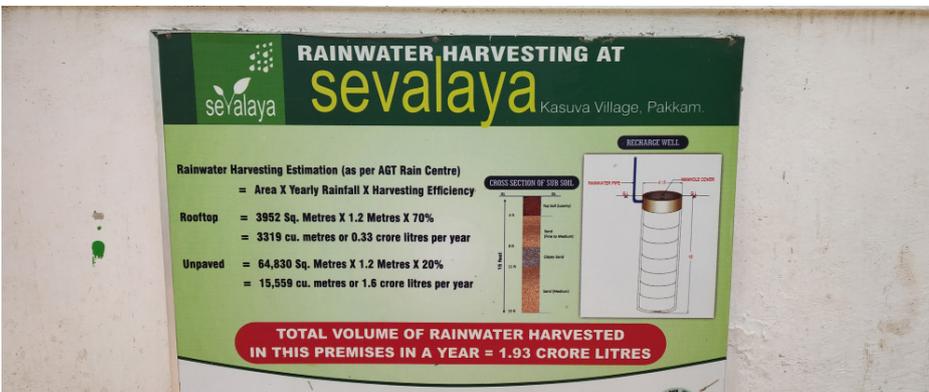


E Sekar, Co ordinator of SKY Yoga centre in Ambattur and 13 volunteers from the centre participated in the Yoga Day celebrations at Ambattur centre and conducted yoga session for the students and staff there.



At Sunguvarchatram centre, Yoga session was conducted for 30 students by Yoga Master R Bhaskaran and his wife Nalini Bhaskaran.

Rain water harvesting saves Kasuva



The Rain water harvesting done by Sevalaya since 2013 has now yielded benefits. With monsoons failing Tamilnadu, in particular Chennai and surrounding districts face acute water shortage. The water table levels have gone very low and water has become a luxury item for many households.

Spread over 18 acres, the Kasuva centre houses 300 residents including the beneficiaries of Children's Home and Old Age Home. The strength of the school and community college is 2000+ and about 70 cows find shelter at Sevalaya. In addition 150 outpatients visit the medical centre and water is also needed for the

organic farm at the campus.

Over 1.93 crore litres of water is harvested every year and it has improved the water table in this area.



Violin concert for rural children



Lalgudi Vijayalakshmi with her students

A violin concert was organised on 18th July 2019, for the children of Sevalaya by Krutagnya, a Trust founded by Lalgudi Vijayalakshmi, daughter of violin maestro Lalgudi G Jayaraman. One of the Trusts aim is to take carnatic music to rural underprivileged children

Along with Vijayalakshmi, two of her students, Swetha Ramaswamy, and Laya played the violin. They were accompanied by Rahul on the Mridangam, and Ramya on Ghatam.

The children enjoyed the programme. They were very thrilled when the trio played the Bhajan Raghupathi Raghava Rajaram.

Volunteers help in cooking, engage with kids



Vegetable cutting at Sevalaya Kasuva centre kitchen by volunteers from SCGBS

20 volunteers from Standard Chartered Global Business Services (SCGBS) visited Kasuva centre on 20th July 2019. Their plan for the day was to volunteer their services at the kitchen. They cut vegetables required for the days cooking for 1500 people.

They cut 35 kgs of vegetables including onion, carrot, cabbage, beans and potatoes required for cooking lunch. They also cut 12 kgs of guava and papaya fruits for the elders.

In the evening they interacted with elders, conducted games for them. They

distributed fruits to them.

12 volunteers from BNY mellon visited Kasuva centre on 20th July 2019 to play games with the children. The volunteers, hostel residents and sports students formed two teams. Friendly matches in basketball, Volleyball and cricket were played and everybody had fun.

"This is my first visit to the campus and I am impressed by the wide range of activities here. I would love to come here regularly and participate in the activities."

Dhivya J , Associate, BNY Mellon

Excel training at Ambattur community College



Training in Advanced Excel by Karthik

On 6th July 2019, Karthik, HR from Amazon.com conducted a session on Advanced Excel to the students of Ambattur Community College. He taught how to use shortcut keys and advanced formulas like VLookup. The session was interactive and very informative.

The session was very informative and we learnt easy methods. Especially shortcut keys and VLookup lessons were interesting and will be helpful to us.

Kruthiga, Tally student

Knowing more on organic farming



Sevalaya students feeding the horse at Bharathi farms

Students of agriculture went on a day's visit to Bharathi farm at Thiruvallangadu on 12th June 2019, to see first hand the effective organic farming being practiced in the farm.

Spread over 150 acres in a rocky terrain, the farm has many Guava, mango, Gooseberry and Sapodilla trees. Effective use of drip and spray irrigation methods in the land which has little water was evident by the lush green cover on the entire farm. Only natural fertilizers from

cow dung are used here and the rich harvest of healthy organic fruits are sold at very nominal rates. Recently a lot of Jack fruit saplings have been planted.

It was a very useful visit for the students to gain first- hand experience of what they are studying in their classes. Agriculture students of Sevalaya work on their own small plots of land at Kasuva campus and such visits give them better insight on how to get the best out of the land.

Menstrual hygiene day



C Meena DSWO addressing the girls

C Meena, District Social welfare Officer, Thiruvallur along with her team conducted an awareness programme on menstrual hygiene for the girls studying in Std VIII-X, on 12th June 2019. Comparing the growth of plants and that of a child, she talked about the various developments that take place as girls grow. She counseled students on the importance of hygiene during menstruation and proper usage and disposal of sanitary pads. She discussed the problems faced by them in their day to day life and provided Child Helpline and Women Helpline Numbers, advising them to contact HelpLine in case of any emergency.

Florida University Students in Kasuva for NGO Management lessons

'If there was a list of criteria for an ideal NGO, Sevalaya would tick every box'. These were the words of one of the 26 American students who visited Sevalaya's Kasuva Campus, led by Dr Muthusami Kumaran, Asst Professor, Non profit Management and Community Organisations, University of Florida.

Dr Kumaran, brings around 20 of his students every year to select NGOs in India to observe the functioning and management of the organisations. For the fifth year, the team from University of Florida studying NGO Management, visited Sevalaya on 29th June 2019.



Florida University students with Sevalaya team

Dr Kumaran also conducted a session on strategic planning for the Management team of Sevalaya. The timing was

appropriate as Team Sevalaya had initiated the process of drawing up a five year plan for the organisation.

Volunteer flies in from London to celebrate birthday with Sevalayans



Sevalaya student presenting a birthday card to Charlie Palmer

Charlie Palmer from United Kingdom, volunteered at Sevalaya during her Gap year in 2014-2015. She came to Sevalaya through Project Trust.

Charlie's birthday was on 20th June 2019. When she planned to come to India around 3rd week of June this year, she decided to celebrate her birthday with the children and elders at Sevalaya. She flew in from London with her friend Lara Gibson and visited Sevalaya on 24th June 2019. The birthday cake baked at Sevalaya Bakery was cut amidst loud cheers.

Charlie stayed at the campus for a week volunteering at the Medical centre.

World environment day



Tree sapling planted in memory of Amul Saravanan was sponsored by Prof, Dr S V Mani, Advisor, Sevalaya

World environment Day was celebrated on 5th June 2019, at Sevalaya's Kasuva campus. S Srinivasan Tahsildar, Thiruvallur District and Saswat Das Director, Sunmeister Energy Pvt Limited were the Chief Guests.

Das appreciated the efforts taken by the organization to reduce its carbon

footprints and use renewable sources of power. 75% of the power consumed at Sevalaya comes from the sun. Talking to students about the Padma Shri awardee Jadav Payeng who single handedly planted an entire forest in Assam, he urged each child to become an eco warrior and do their best to safeguard mother earth.

Deputy Tashildar Srinivasan quoting Swami Vivekananda's words "We are what our thoughts have made us" motivated the students to aspire for success in life.

A sapling was planted in memory of Amul Saravanan, an alumni of Sevalaya who had also worked for some years in Sevalaya.

Students presented a cultural programme highlighting the necessity of preserving nature and replacing plastics with biodegradable alternatives.

Celebrating Father's Day



C Vijaya and C Balamurugan, well wishers of Sevalaya decided to celebrate their father S Chinnasami's 70th birthday with the residents of Sevalaya at Kasuva centre. The day coincided with Father's Day on 16th June 2019. More than 25 family members attended the function. Cake was cut and distributed to children and senior citizens. Quiz competition was conducted for children and prizes were given to those who answered correctly. They also sponsored special lunch for the residents.

From rural misery to software career

- Nandini S

A small happy family in Puiyur Kandigai village suddenly found itself caught in a financial mess. The father who was running a small finance business was cheated by his clients. He then went into depression. The mother started working as an agricultural labourer and supported the family with her meager earnings. The two daughters were sent to Sevalaya School.

Today Nandhini, the younger daughter, who studied in Sevalaya right from Kindergarten, has been placed as a Programme Analyst Trainee with Cognizant Technology Solutions. Nandhini lost her father a few years back to cancer but she knows that now she can shoulder the responsibilities of her family.

"Nandhini was a bright, active, cheerful girl who enjoyed academics and extra-curricular activities at school. She willingly took part in many competitions both at school and outside and won several prizes in oratoricals, essay,



quiz etc." recalls her teacher S Mariyammal.

Nandhini scored 84.4% in XII board exams and wanted to pursue engineering. When Nandhini was in XII, Sujith Kumar, HR, Infosys and Founder of Matram Foundation was the Chief Guest for the Republic Day Function that year at Sevalaya. When Sujith offered support through Matram Foundation for meritorious students who wished to pursue Engineering, Sevalaya referred Nandhini. She then joined BE in Electronics and Telecommunication at Sathyabama University.

Her high level of confidence made it very easy for her to settle down in this new place with a whole lot of city students

from well-placed families. She did well at college and is the topper in her department with 85.5% marks.

"I spent the happiest parts of my days in school. The opportunities boosted my confidence and made me face any situation without fear. Whatever I have achieved today, is all because of my teachers. I will come back to Sevalaya to meet the present students and share my experiences in the outside world. Sevalaya has played a main role in my life and I will give back to the society what I was fortunate to get." says a smiling Nandhini.

From an interior village this girl has dared to go out and make a place for herself. Sevalaya wishes her all the best in life.

"Work is my pleasure"

- D Varadhan

"When work is a pleasure, life is joy" It is this spirit that keeps D Varadhan, a resident of Sevalaya's Old Age Home at Thanjavur active and helpful at an age when most people would prefer to spend their days taking rest after years of hard work.

Life was not easy for Varadhan who started working at a young age in ARR, a company dealing in betelnuts at Kumbakonam. He had a family of four to support - his wife, two daughters and



a son. A native of Thugili a small village near Kumbakonam, Varadhan had to sell his small house to meet the medical expenses of his wife and son. His son was sickly from a young age and would get epileptic fits. Yet Varadhan kept his family happy and got his daughters married off.

Varadhan moved over to Chennai when he got a job in Radha Silk Emporium and stayed in the accommodation provided by the Emporium. He was able to send more money to his family and would visit all the temples in Mylapore area during his free hours. Tragedy struck when his son committed suicide at the age of 33. The only thing which kept Varadhan going during this bleak period was his work.

A misunderstanding with his wife led her to leave him and stay with their daughter. When Radha Silks terminated his job citing old age, Varadhan had no place to go to. He was referred to Sevalaya's Old Age Home at Thanjavur by a friend.

"I have finally found a place where I can spend the rest of my life helping out in the kitchen, keep myself busy, helping out my co residents. I like reading and am very happy with the leisurely routine and the dignified life here." Varadhan says with a smile.

Annual Sports Day - A mega Sports Talent Search initiative

The Annual Sports event at Sevalaya's Kasuva centre is a mega affair where all the 2100+ students of the school community college students are given an opportunity to participate in a wide variety of games and events suitable for each age group. This year the events were conducted from 25th June 2019 to 13th July 2019.

Primary students played games like sack race, lemon and spoon etc while higher secondary school students and community college students took part in athletics, Basketball, Volleyball, Handball, Throwball, Chess, Carrom and Tennikoit.

Students were divided into three houses - Gandhi, Bharathi and Vivekananda. Gandhi house walked away with the overall championship this year.

Standard Chartered Global Business Services (SCGBS) sponsor this grand talent spotting exercise for more than five years now. Apart from sponsoring the prizes, volunteers from SCGBS regularly



Overall champions of Gandhi Team with Dr A Saravanan, Amarchand Jain, A Sankarapandian

visit the campus during the week and help in conducting the events.

The culmination of this exercise is the Annual Sports Day which was held on 13th July 2019.

Dr A Saravanan, Secretary General, Tamilnadu Handball Association, Chairman, Referee Board Handball Federation of India, Joint secretary, Tamilnadu Olympic association was

the Chief Guest. He distributed prizes, trophies and certificates to the winners and the overall champions. Speaking on the occasion, the Chief Guest asked the students to make good use of the opportunities provided and do well in the sports of their choice. He sponsored Jersey for all 90 students who play handball. He offered his best wishes to all students to win many national and international accolades in future.

Overall Champions at Bhumi Nakshatra Sports 2019



Champions at Bhumi Nakshatra displaying their trophies and certificates

Sevalaya team won the overall Championship for the 7th year at the Bhumi Nakshatra sports competition conducted on 14th July 2019 at A.M.Jain College, Meenambakkam. Team sevalaya bagged 18 Gold, 12 silver and 7 bronze medals.

Nakshatra is Bhumi's annual national talent festival in arts and sports for children from orphanages. More than 15 Homes participated in these games. 35 students from Sevalaya (20 boys and +15 girls) participated in various events like 100m, 200m, 400m, 4*100m relay, Long jump, shotput, Volleyball, Throwball, Chess, Carrom and Mini football.

Sevalaya Netball players in State Tourney



For the first time 5 students of Sevalaya were a part of the Thiruvallur District Team of Netball that participated in the

15th State level Netball Championship on 29th and 30th June 2019 at Meenakshi Ramasamy Vidyalaya Senior Secondary School, Thathanur, Ariyalur District. A Sankarapandian, Physical Education Director, Sevalaya was the coach for the Thiruvallur district team.

12 district teams participated in the Championship competition. Thiruvallur District team won against Dharmapuri team in Quarter finals and Nagappattinam Team in Semi finals. In the finals, Thiruvallur District Team were

the runners as Ariyalur Team won the Championship.

Prizes to the winners and runners up were distributed by T Pandian, Secretary, Tamilnadu Netball Association



Historical background of the South African struggle

The blacks were the original inhabitants of South Africa when the Europeans arrived there. The race was second to none in the point of physical strength, but they were easily subdued by the Europeans. They were disarmed of their spears, arrows and bows and were conquered by the use of pistols which these tribes had never seen.

Over 400 years ago, the Dutch founded a settlement in South Africa. Soon English also arrived on the scene. The two nations gradually advancing their respective interests and subduing the blacks came in to collision. In the battle, the Dutch lost. Many of the Dutch were unwilling to remain under even the nominal authority of the British, and trekked in to the unknown interior of South Africa. This was the genesis of the Transvaal and the Orange Free State. These Dutch came to be known in South Africa as Boers.

Boer women were as brave and simple as their men. They understood that their religion required them to suffer in order to preserve their independence,

and therefore patiently and cheerfully endured all the hardships. Lord Kitchener, The British, left no stone unturned to break their spirit. He confined them in separate concentration camps, where they suffered indescribable sufferings. They starved; they suffered biting cold and scorching heat. Sometimes they were assaulted by a soldier maddened by passion. At last King Edward wrote to Lord Kitchener strongly condemning his actions. In England also public voice was raised against this brutality. Soon the war was brought to a speedy end. On this Gandhiji writes, "Real suffering bravely borne, melts even a heart of stone. Such is the potency of suffering or tapas. And there lies the key to Satyagraha."

The result was that the peace of Vereeniging was concluded. Eventually all the four colonies of South Africa were united under one Government. The Transvaal and the Free State were governed on the Crown Colony lines.

The Boers were not satisfied with this arrangement. General Botha, the Boer, distinctly stated that by the Treaty of

Vereeniging, as he understood it, the Boers were immediately entitled to complete internal autonomy. He added that had it not been the case, he would have never signed the Treaty. Lord Kitchener declared that he had given no such pledge to General Botha.

The Imperial Government decided on this point. Gandhiji says that the decision was creditable to them. They conceded that the stronger party should accept the interpretation of the agreement put upon it by the other and the weaker party. This is in line with the consistent stand taken by Gandhiji in all the future events, both political and personal.

The Union had four capitals. Provincial councils with subordinate and delegated functions were set up. Though the Governorships were abolished, officers corresponding to the rank of Governor and styled Provincial Administrators were appointed. This is the brief sketch of the history of South Africa, without which it would be difficult to explain the inner meaning of Satyagraha struggle.

Sevalaya's first Seva-Shop



Harish Chandra Kulkarni inaugurating Seva shop

To generate funds for Sevalaya's projects, viz. educating rural poor, caring elders, gaushala, health services for the rural poor, skill development for the poor youth and organic farming activities, Sevalaya's first Seva Shop was opened on 4th July 2019. The shop is an outlet for the organically grown vegetables and greens at Sevalaya fields in Kasuva Campus,

bakery items baked in Sevalaya's Bakery and craft products.

Inaugurating the Seva-Shop, Harish Chandra Kulkarni, Assistant Manager, CSR, Tata Communications, lauded the efforts of Sevalaya in its consistent Green initiatives. Ambattur residents and people from near by areas visited the shop to buy and have a glimpse of the items on display. To open seva shop in your location can contact - 9094766806.



Induction training



Sevalaya Murali addressing the new staff

A 2 days induction programme for 82 new staff who had joined in the last 6 months across all the 8 centres of Sevalaya was conducted on 20th July 2019 and 21st July 2019 at Kasuva centre. Sevalaya Murali spoke about the history and growth of Sevalaya and the heads of various departments spoke about the activities of their areas of service.

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