



LOVE ALL SERVE ALL

APRIL 2020

SevaMart - A new initiative



R Natraj, IPS (Retd), MLA of Mylapore Constituency making a purchase. Also in the picture From L to R: R Ganesh, AVP, Sevacrafts, Dr P Meghanathan and Sevalaya Murali

SevaMart, a new initiative of Sevalaya was inaugurated on 5th March 2020 by R Natraj, IPS (Retd), Honourable Member of Legislative Assembly, Mylapore Constituency.

Many eco friendly, handicraft products are on display at the SevaMart, which is

just opposite the Kapaleeswarar temple car shed in Mylapore. The products produced by underprivileged students in Sevalaya's Community Colleges and from the villages are displayed for sale at the shop.

The first purchase was made by

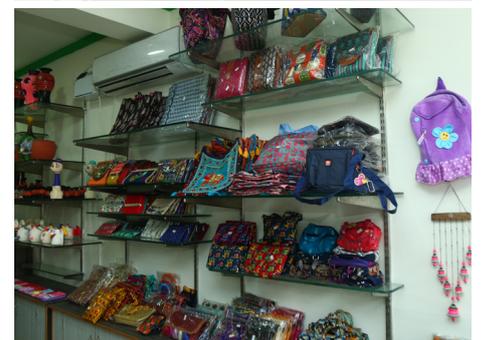
Dr P Meghanathan PhD Managing Director at Tapams Advanced Management and Industries Pvt Ltd, a long term donor and well wisher of Sevalaya. SevaMart helps the underprivileged artisans to market their products and earn a living by sourcing the products from them.

At the same time, the profit generated out of the sales of these products will be 100% donated to Sevalaya for its various charitable activities for the welfare of the poor and destitute children, senior citizens, women, youth and animals.

The buyer gets quality products at nominal rates and also gets the satisfaction of helping poor artisans and underprivileged children and senior citizens. So it is a win win win situation. The shop is open on all 7 days of the week from 10 AM to 9 PM.

Contact details

SevaMart Office
15/11, East Mada Street,
Mylapore Chennai - 600004
Phone: 9094766806/7299564411
Email: avpsevacrafts@sevalaya.org



Joy of giving: *the way of life*

Dear Friends,

The whole world is in the grip of corona virus. Many millions are affected, thousands are dead and the count goes on increasing. Almost all the countries are affected. It is a grim situation now and no one in this generation would have experienced anything like this. We don't know when this crisis will end, how many more will have to die, before we come out of this.

Our heart goes out to those who have lost their near and dear ones. It is an irreparable loss for many families.

All borders are closed, not just international, even state borders are closed. No tourism, resulting in airline industry losing business, trains are cancelled and hotels go out of business. Airlines have announced salary cut.

All stock markets are losing 7% to 8%

daily and investment value has gone down to half of what it was a month ago. There is gloom everywhere.

We have a lot of daily wage earners. If they don't go to work for couple of days, they will have to starve. They have no savings to fall back upon. There are small shops, small vendors, if they don't get customers, they are doomed. Work from home or work from office, it makes no difference to them. Many of them push a cart with vegetables and sell them and then sleep under the cart! So work and home are the same for them! Such people are hit hard when there is no one on the road to buy their produce.

The entire supply chain gets broken and they can neither buy, nor sell! They might go out of business for life and never come back again. Corona may disappear after a while, but such poor people will never be able to get back to business

and normal life.

After the virus is gone, we may have families who have lost bread winners, we may have companies which have gone out of business and we will have lot of poor people who have lost their means of earning their living. For them, their life has been impacted forever. We may have lot of rehabilitation work to be done, after normalcy returns.

People who are fortunate enough not to get so much affected will have to extend a supporting hand. Emotional, psychological, economical help will be needed for millions. Are we ready?

Thanks and Regards

Sevalaya Murali

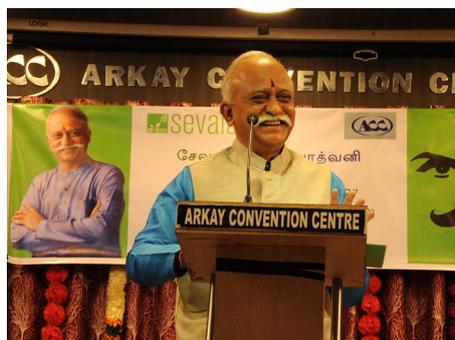
Lecture series on Bharathiyar



T S Venkata Ramani, Hony Coordinator, Sevalaya presenting memento to Chief Guest From L to R: Sevalaya Murali, Arkay Ramakrishnan, Isaikkavi Ramanan, Vanavil Ravi

As a part of the efforts to spread the message of Mahakavi Bharathiyar, one of its inspirers, Sevalaya in association with Arkay Convention Centre, Mylapore, is organising a monthly lecture series on the works of the great poet in all genres viz poetry, essays and stories, titled "*Maadhanthorum Mahakavi*" by Isaikkavi Ramanan. The programme was inaugurated on 13th March 2020, by K Ravi, an ardent admirer of the Mahakavi and founder of the *Vanavil Panpattu Maiyam*. Ramanan spoke eloquently on

Sakthi Koothu and *Oozhi Koothu*, two of Bharathi's powerful poems.



Catch Sevalaya on YouTube



Sevalaya has a dedicated YouTube channel www.youtube.com/sevalayacharity

A two-minute video by Sevalaya Murali, Founder and Managing Trustee, on various topics and values, with quotes from Sevalaya's Trinity - Bharathiyar, Gandhiji and Vivekananda (BGV in Sevalaya parlance) is posted in the channel every day.

Videos of various events and functions happening in the organisation are also uploaded regularly.

Please click like, comment, share and subscribe to the channel.

Vivekananda Day celebrations at Thanjavur



Swami Vivekananda Day celebrations were held at Sevalaya's Thanjavur Centre on 2nd March 2020.

Swami Naravarana of Sri Ramakrishna Math, Chennai and K Venkatraman, Senior Divisional Manager, Life Insurance Corporation of India were the Chief Guests on the occasion.

Earlier, essay writing competitions were conducted for colleges in Thanjavur District and prizes were distributed to the winners by the Chief Guests on

this occasion.

Swami Naravarana, in his address to the students gave a new definition for the word Seva - Serve Effectively, Voluntarily, and Affectionately. Swamiji mentioned that Service when rendered in this spirit is the efficient and effective service.

"The world has become very commercial and even many service organisations operate commercially. There are organisations which render service as business but some render service as

service - and Sevalaya is one of them." observed Swamiji.

LIC is a commercial organisation, with service intent and through Corporate Social Responsibility (CSR) has agreed to sponsor the construction of one wing of Sevalaya's Old Age Home at Thanjavur.

K Venkatraman, Senior Divisional Manager, LIC conveyed his wishes to the winners and participants of the competitions. He said "In competitions there may be winners and losers but in life everybody can win. Amidst various organisations and people who use students for their vested interests, Sevalaya is one organisation which guides the students in proper way."

Balamurugan, Councillor, Gnanam Nagar, Thanjavur, Dr B Chellaiyan, Retd. Professor of Poondi Pushpam College Balaguru, Chief Educational Officer (Retd) Thanjavur and large number of college students participated in the function.

Contests for schools on Science day



Winners of the Science Day competitions with Sevalaya Murali, Dr Konka Sekar Chaithanya, V Vinayagamoorthy

Every year National Science Day is celebrated at Sevalaya, Kasuva Centre to commemorate the discovery of the Raman Effect by Sir C V Raman, an eminent scientist of India and a Nobel Laureate. This year the celebrations were held on 22nd February 2020. Dr Konka Sekar Chaithanya, District programme officer (NCD), Health Services, Thiruvallur District and V Vinayaga Moorthy an alumnus of Sevalaya, who is now the Vice President of Sivanvoyal Panchayat in Thiruvallur District were the Chief Guests.

Earlier various competitions like word

puzzle based on scientific terms, matching board, science quiz, Rangoli on the theme of Save the environment and Uno game tweaked to make it a science based one, were conducted for the students of Sevalaya school and 8 Government schools in the neighbourhood. Prizes were distributed by the Chief Guests to the winners. The Rolling shield for the school with the highest number of winners was won by Sevalaya School.

Dr P Meera, a long time volunteer and donor of Sevalaya sponsored the prizes.

'Chellam' movie screening



Students watching the movie "Chellam"

On 9th March 2020, a special screening of the movie "Chellam" was arranged for 1077 children of Sevalaya at Kasuva centre. All the students of the Primary school and the girl students of Stds VI to IX watched the movie. The programme was organised by Children's Film Society, as a part of Women's Day Celebration, on 9th March 2020 at Kasuva centre.

The film revolves around a small girl Roshini who changes the environment of her village by her love, kindness, politeness and humility. The film emphasises the importance of educating the girl child and respecting, appreciating and protecting women.

Covid 19 advice for 500 families



Door to Door campaign creating awareness on Corona pandemic

Sevalaya's Medical team, headed by Dr Gajalakshmi, and assisted by staff nurses, nursing assistants, in its well-equipped mobile medical van, visited 4 villages - Kasuva, Magaral, Nathamedu and Perumalpattu - in Thiruvallur district to create awareness among the villagers

about the Corona pandemic. Dr Latshiya, the medical officer advised the villagers about the precautionary measures to be taken. She also stressed upon the fact that even people with a strong immune system and are not infected can act as carriers and hence everyone

should compulsorily stay inside. "Social Distancing is the only way to contain the spread of the virus" was the doctor's advice.

The doctor also advised the villagers to strictly adhere to the Janta Curfew proposed by the Prime Minister and stay indoors from 7 AM to 9 PM on 22nd March 2020. The programme which included door to door campaign, roadside meetings and demonstration of handwashing techniques covered nearly 500 families.

The attention and care taken by the medical team of Sevalaya to reach out to all the villagers individually and in small groups to spread awareness deserves appreciation.

P Srinivasan, President, Perumalpattu Panchayat Union

Awareness programme on Drug and alcohol abuse



A session on "Alcohol & Drug Abuse Prevention Awareness" was held at Kasuva Centre on 1st February 2020 by Department of Social Defense.

147 students of Std IX attended the programme which was conducted by G Babu of Mass Action Network Trust. He interacted with the students questioning them about the usage of drugs in their surroundings. The students were advised to strongly "SAY NO" to alcohol and drugs.

He also advised that the students should alert the teachers and/or the concerned parents if they observe any behavioural change among any of their friends like being withdrawn and isolated from the group. "An addict can be brought back to normal life within 4 months. With regular practice of yoga and meditation, one could come out of its clutches within one month" he said. He also shared an

interesting incident where in a girl from Vellore had changed her alcoholic father by her strong will power. She stopped talking with him for months together till he stopped consuming alcohol. She also made him clean the well located behind her school. This story impressed the students a lot.

He stressed that not only saying No to Drugs, it is also the students' responsibility to help their friends in case any of them become a victim of drug addiction.

P Ekambaram, Probationary Officer, Department of Social Defense, Thiruvallur, Vanaja Muralidharan, Chairperson, K Suvitha and M Gajapathy, members of the Child Welfare Committee, Thiruvallur, and B Senthilkumar, District Child Protection Officer, Thiruvallur participated in the programme.

Medley 550



Sevalaya Murali was the keynote speaker at the event Medley 550 - the 550th meeting of Medley Toastmasters Club on 7th March 2020. He spoke on 'When Passion becomes Mission' - how he was inspired to start Sevalaya and how it got transformed into his life mission.

Sevalaya Murali Presents Sakthi Award



Sevalaya Murali along with Dr Nalli Kuppusamy Chettiar and P Sathiyarayanan, Founder, Puthiya Thalaimurai group presented the Puthiya Thalaimurai's Sakthi Award for Leadership, to Vanitha Mohan, Chairperson of Pricol and Managing Trustee of *Siruthuli*, an NGO that focuses on water conservation, and tree planting across Coimbatore, on the occasion of Women's Day celebrations 2020.

Women's Day celebrations across locations



Uma Subramaniam addressing students of Sevalaya's Community College, Ambattur

Uma Subramaniam, Educationist and Consultant with over three decades of experience in global information tech companies in training and development operations and global quality deliverance was the Chief Guest at the Women's Day celebrations at Sevalaya's Community College in Ambattur on 8th March 2020.

Speaking on the occasion Uma Subramaniam did an involved storytelling mode to drive home the message of leadership in women.

She reiterated that qualities like leadership, empowerment, creativity and focus will help women achieve exceptional success in their lives.

Two alumni students, Sandhya and Iswarya also spoke to the current batch of students about their experiences at workplace and how the training at Sevalaya helped them in their careers. Both the girls completed E publishing from Sevalaya Community College Ambattur and are employed in Jouve Flatirons.

Earlier, essay competition was conducted for the students. Prizes were distributed to the winners by the Chief Guest, on this occasion.



Sitting: Radhika Kannan, Advocate, S Rakesh, AVP, Operations, Sevalaya with staff of Community College at Sunguvarchathiram

At Sunguvarchathiram Community College Women's Day was celebrated on 14th March 2020. Radhika Kannan, Advocate, Madras High Court, was the Chief Guest.

She urged the students to be bold, make use of the opportunities provided by Sevalaya, equip themselves with skills so that they can confidently face life. She also educated them about the laws which offer protection to women. Prizes were distributed by the Chief Guest to the winners of the essay and oratorical competition conducted earlier.



Staff and students of Community College at Uthiramerur with the Chief Guest Malarvizhi, Principal, Meenakshi Ammal Teachers Training Institute

At Sevalaya's Uthiramerur centre in Kancheepuram district, Malarvizhi, Principal of Meenakshi Ammal Teachers Training College, Uthiramerur, was the Chief Guest of the Women's Day celebrations on 16th March 2020.

Distributing prizes to the winners of the oratorical competition held earlier, she said that by nature women are bold and can adapt to any situation. She stated that It is important that women are empowered so that they become self-reliant.



A A Kingston, VP, Operations, Sevalaya with some of the women staff of Kasuva centre

It was a day of celebration at Kasuva centre on 10th March 2020. 184 staff members gathered together to celebrate Women's Day.

The women were pleasantly surprised when the men presented a memento to each one of them. Games were organised and prizes were distributed to the winners.



Women's Day celebrations at City Office, Sevalaya

On the same day, there were celebrations at the City office of Sevalaya. The women staff cut a cake and distributed it to all.

Continuing the chain of compassion

Srimathi S hails from a small town in Trichy District. Her parents are daily wage earners. She completed XII Std in the Govt. Girls Higher Secondary School in that small town. "I had no conducive atmosphere at home to study nor did I get any proper guidance from the school regarding choice of course for higher studies or any career counselling" says Srimathi.

Despite these disadvantages, she has a very bright academic record. She stood third in school with a score of 90% in X Std and was the school topper in XII with 90%. "I owe all this to my mentor Parvathy V Iyer. She was a resident of my town. In the evenings she used to provide space in her house for many poor school children to study. Everyday evening many children will gather in her



house to complete homework and study. I was one of them. She provided snacks to all of us and also talked to us about the importance of education, how we should focus on studies and come up in life with

good careers. Her care and affection helped me to study properly and set my life goals." she observes.

She completed B.Sc Maths from a college in Trichy and secured second rank in the University with 93%. While pursuing degree course she was selected as an apprentice trainee by Wipro. Wipro had introduced this programme for rural students. "I shifted to Chennai. Monday to Friday I attended Wipro training. On weekends I attended classes for MS Degree of BITS, PILANI. I was paid a stipend by Wipro as also the fee for the course. I passed MS with 73% After my contract period with WIPRO, I changed companies and now I am a Senior Software Engineer in Panasonic, Singapore.

I was introduced to Sevalaya by K Muthuramakrishnan, relative of my mentor Parvathy V Iyer. I am impressed by the services of Sevalaya for the underprivileged kids. I know how much it means to them. If proper guidance is given to rural underprivileged students, they will shine in any field. I am a living example for that. I have resolved to support Sevalaya. I wish Sevalaya Godspeed", concludes Srimathi.

Unemployed BE finds a career in E publishing

Iswarya is an engineering graduate who was not able to find any job, despite her engineering degree. Her father was a salesperson and her mother a homemaker. She has an elder sister and a younger brother. The family lived in Redhills.

It was in one of her routine travel to an interview, she met a staff of Sevalaya at a bus stop. She came to know about the free course in E-publishing offered by Sevalaya's Community College in Ambattur.

"I was desperately looking for a job. When I came to know that Sevalaya is offering free course and also assuring placement, I thought of giving it a try as I had nothing to lose and everything



to gain if I got a job as promised. I went to the college the next day and learnt all about the E publishing course and its scope. Then I decided to join" says Iswarya.

"The course was for 3 months. Apart from the subject, we were also taught yoga, craft making, and spoken English. There were many guest lectures and industrial visits. I got more exposure during this course, than during my engineering course. As a part of the course, I did internship at Flatirons Jouve, the technical partner of Sevalaya.

On successful completion of the course, I got a job offer from Flatirons Jouve with a good salary package. Within a short period, I proved my worth by my sincere work and won the Shining Star of the year Award. In fact, I have won this award twice.

I am thankful to Sevalaya for the opportunity provided to me and to many more underprivileged youngsters like me. Sevalaya has changed my life and I am proud to say that I was a student of Sevalaya." says a beaming Iswarya.

Overall champions in *ThiramaiPor*



ThiramaiPor is an interschool sports event sponsored by Rotary Club of

Madras Fort and conducted by Rotaract club of Akash, to identify and promote

sports talents among the children in the category of under 14.

This year the event was organised by Sevalaya at the Kasuva centre on 28th February 2020.

Nearly 170 students from various schools in Thiruvallur district participated. Volleyball, handball, basketball and chess competitions were held. Sevalaya school won the Overall Championship for the eighth year in a row.



Sevalaya staff hold Sundial seminar



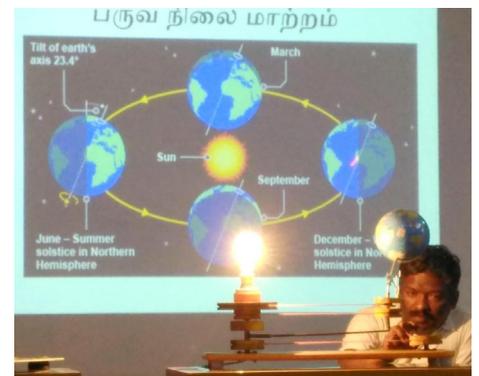
6 teachers from Sevalaya, K Revathy, S Bhuvanewari, R Umashankari, A Hindumathi, G Palanisamy and M Sudhakar presented a seminar "Experiments with Sundial" on 22nd February 2020 at the monthly meeting of Varahamihira Science Forum held at Tamil Virtual Academy, Chennai.

This presentation is a culmination of over one and a half years of mentoring and guidance by Prof S Swaminathan, Retd Professor of IIT Delhi. Prof Swaminathan visited Sevalaya's Kasuva centre once every week for the past one and a half years. He kindled the interest of Science teachers in Astronomy by constantly posing questions to them and guiding

them to explore on the position of the Sun, the earth, its orbit around the Sun, the evolution of the concept of time, the seasonal changes occurring in the earth due to its position in relation to the Sun. He also urged them to study more about measuring time by studying the shadows and helped them to make a Sundial at Sevalaya.

The teachers most of whom hail from rural backgrounds were thrilled at a new world opening up to them. The interactive sessions with the Professor were very absorbing and interesting. His sessions made the teachers more observant, more curious and more inquisitive.

The seminar was well received by the members of the audience.



We, the teachers of Sevalaya have been fortunate to attend sessions by Prof S Swaminathan. He explained to us how learning is a continuous process, especially for teachers.

When we are asked to present a seminar at Varahamihira Science Forum, on Sundial, we were very diffident. But it was the Professor who encouraged us and we were able to do it. Prof Swaminathan has made us understand that a teacher's responsibility is to encourage the students to ask questions and explore and find answers.

K Revathy, AHM, Sevalaya's Mahakavi Bharathiyar Primary School

Gandhi back to business in South Africa

A meeting had been arranged with Lord Chamberlain and the representatives of the Indian community. The first meeting, with Gandhi present, went off smoothly, the Prime Minister giving a courteous hearing and assuring to do the needful.

The next step was for Gandhi to lead the delegation at the Transvaal, but Chamberlain refused to meet him as he had already been met. The Indian delegation met Chamberlain, sans Gandhi, in order that no legitimate step for obtaining redress might be omitted whether by oversight or by wounded self respect.

Gandhi found that he had to continue his work at South Africa, as otherwise, the spirit of service he had acquired would be stultified. He applied for practice at the Transvaal, which was granted. He opened his office at Johannesburg

The British Administration decided to prevent Indian immigrants from entering the Transvaal and also rendering the position of the old Indian settlers so

uncomfortable that they would feel compelled to leave the country. It was felt that if fresh Indian immigration was to be stopped, the first step to be taken was the effective registration of the old Indian residents at South Africa. Hence, residents who possess (thumb impression if he was illiterate) and the photograph. Memorials against this were rejected. The community complied with this requirement as one man with greatest promptitude. They registered themselves even though there was no legal requirement. This was proof of their veracity, tact, large mindedness and humility. The Indians believed that if they behaved towards the Government with such courtesy, it would treat them well, show regard to them and confer fresh rights.

Authorities considered that the Transvaal would not be safe so long as even a single point in South Africa was open to Indians. An Asiatic Law Amendment Ordinance was proposed. Every Indian including children upwards of age eight entitled to

reside in the Transvaal must register his name with the Registrar of Asiatics. The applicants for registration must surrender their old certificates, and state in their application their names, residence, caste, age etc. The Registrar was to note important marks of identification upon the applicants' person and take the finger and Thumb impressions.

Every Indian who failed to apply for registration before a particular date was to forfeit his right of residence in the Transvaal. Failure to produce the certificate would be held to be an offence for which the defaulter could be fined or sent to prison. Police officers could enter private houses in order to inspect the certificates. Indians entering the Transvaal from some outside place must produce their certificates. Refusal to produce the certificate will be considered an offence for which the punishment would be fine or imprisonment.

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