

Kone Elevators' ₹12 lac funding Groceries, sanitation kits for 400 labourer families



Leading Elevator company Kone Elevator India Private Limited sponsored grocery kits and sanitation kits worth ₹ 12 Lacs to families of 400 of daily wagers and the poor and destitute in Thiruvallur District on 9th June 2020.

The kit included rice, dhal, cereals, spices,

oil, gloves, face masks, sanitizer, N95 masks, Non-woven face mask and hand wash liquid. They also sponsored food and sanitation kits to Sevalaya's hostel children.

Rufus Davidson, Senior Executive CSR, Kone Elevators India Private Limited

was the Chief Guest and distributed the grocery and sanitation kits to the beneficiaries at an event organised in Sevalaya's Kasuva centre.

Sevalaya is the implementation partner for this COVID Relief Initiative, identifying the beneficiaries, procuring and packaging the kits and organising the distribution.



World Environment Day with PPG Asian Paints



On the occasion of World Environment Day on 5th June 2020, Sevalaya organized a tree planting drive at Panchayat Union Middle School - Pillaipakkam, Sriperumpudur.

The initiative, sponsored by PPG Asian Paints, was implemented by Sevalaya. Sevalaya's goal is to plant 30,000 trees by 2022. So far Sevalaya has planted 18,000 trees and also ensures that the trees are

maintained well.

50 tree saplings were planted at the Panchayat Union school. The project was inaugurated by P Parthasarathy, Plant Head of PPG Asian Paints. P Mohan, HR Manager, PPG Asian Paints, Sevalaya Murali, Prasanna Parthasarathy, VP, Donor Relations and S Rakesh, AVP, Operations, Sevalaya participated.



Joy of giving: *the way of life*

Dear Friends,

Last year around this time, the new academic year started. All the 2100 children were back to school in Kasuva and in other parts of Tamil Nadu, where children get different type of support from Sevalaya. With 100% or near 100% results year on year, the children were happy to go to next grade and receive the new text books.

New note books, school bags, new uniforms made them feel happy and start the year with a positive mind set.

Teachers were back from holidays, they also got new uniforms and new set of children to teach! Admission seekers used to flood our main gate and we used to have a tough time selecting the poorest of the poor.

Hot meals will be ready and the tiny tots will be walking back and forth from class to dining hall, all of them calling out "Good morning" at the same time! Our donor relation team will be busy calling donors to renew the education sponsorships for the year.

But corona has changed the world. As of today we do not know when the schools will reopen.

We are asking children and parents to stay at home and not to come to school. Adapting to the 'new normal', we have been trying to keep the children engaged through whatsapp classes and competitions.

But majority of our children do not have access to smart phones. So only a small section is benefitted. Any donation of old smart phones will help these children.

Children staying in hostel have better access to technology. Skype classes have been arranged for them.

Our teachers, volunteers from all over the globe, cover various subjects and keep them engaged. Actual text book lessons, general knowledge, music, key board classes, sports instructions, storytelling, value education and many more are covered online.

Social distancing is followed and children enjoy these classes. There are many activities for teachers also. Educational experts from city conduct classes on various subjects to teachers.

There are book reading and review sessions. Quiz competitions are conducted everyday. Lot of time is spent on upgrading their skills and knowledge.

So even during these days of lockdown, our activities are going on. Teachers and children are kept busy and time is spent in useful manner.

Even though the school is closed physically, learning is happening non-stop. Hence we have to meet the expenses also. The hostel children continue to get good food, medical attention and all their needs are taken care of.

Lockdown has only resulted in complete cut down in donor visits. Hence the donations that come with the visits have all stopped. Also we are unable to go to donors and collect donation in this period.

So we appeal to you to renew your sponsorships, start new sponsorships and help us continue the activities.

Please click www.sevalaya.org/support to know more details.

Thanks and Regards

Sevalaya Murali

HSBC sponsors groceries

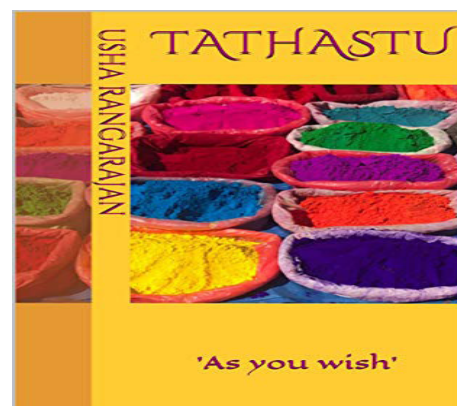


HSBC offered a timely help to support the senior citizens and children's staying at Sevalaya Kasuva campus by sponsoring grocery and provision supplies worth ₹ 78,000 for Sevalaya's Kasuva Campus kitchen, which daily caters to 300 children's, senior citizen's and care taker's

residing at the Kasuva campus

The grocery package consists of 150 kgs sugar, 50 kgs toor dhal, 150 Nos Dettol soaps, 190 kgs rava, Wheel Active soaps 20 Nos, Atta 60 Kgs, 300 Litres Sundrop Oil and rice 75 Kgs.

Tathastu: 'As you wish'



Usha Rangarajan, Advisor, Sevalaya has authored her first ever book, titled 'Tathastu.' The book, a set of light stories with a thought to ponder, is available on Amazon for ₹ 99.

Usha is donating the proceeds of the book for Sevalaya's initiatives to support migrant workers during COVID 19 crisis.

Please click on <https://www.amazon.in/Tathastu-you-wish-Usha-Rangarajan-ebook/dp/B08B4KGBB5> to get your copy and support Sevalaya.

Sevalaya distributes COVID 19 relief materials



Sevalaya distributed grocery kits worth ₹ 10 lacs to 600 families of daily wagers, poor and destitute in Thiruvallur District, on 18th June 2020. The kit included 10 kgs rice, dhal, cereals, spices and oil.

On 22nd June 2020, Sevalaya handed over a ventilator worth ₹ 6.5 lacs to P Ponniah IAS, District Collector, Kanchipuram, for Kanchipuram Government Hospital.



COVID 19 relief initiatives at Lalgudi



On 22th May 2020 71 grocery kits containing rice and groceries for 10 days' use was distributed to temple Priests and other temple workers like cooks, pooja helpers, gardeners, drummers, nadaswaram vidwans cleaners and watchmen in 15 villages in Lalgudi Taluk. On 26th May 2020, grocery kits were distributed to families of 125 children studying in Panchayat Union Elementary School, Sirudhaiyur. Block Education Officer Edward Devakumar participated in the event.

On 29th May 2020 grocery kits were distributed to families of 30 children studying in Panchayat Union Primary School, Pambaramsuthi Village, Lalgudi. Block Education Officer K Martin participated in the vent.

Relief materials like rice and groceries sponsored by United Way Chennai were distributed to o 150 sanitary workers, sanitary guards and overhead tank maintenance staff, serving 15 Panchayat Unions in and around Lalgudi on 31st May 2020. These staff work in the village panchayats for a meagre consolidated salary of ₹ 2600 and were heavily affected by COVID 19 lock down.

Distribution of groceries to families affected by COVID 19 lockdown, in villages in Lagudi Taluk was organised by K Muthuramakrishnan ,(KMRK) Advisor, Sevalaya. The relief initiatives were possible due to generous contributions from many individual donors. Many volunteers also assisted KMRK in organising the distribution.

Relief work at Thanjavur



NRIs based in Sydney, Australia sponsored 42 kits containing fruits, bread and rusks to leprosy patients at leprosy Rehabilitation Centre in Sengipatti, Thanjavur district.

The distribution was carried out by Sevalaya's Trustee Mageswaran Arumugam. Sevalaya staff and volunteers also explained about the precautionary measures to be taken like wearing face mask and regular washing of hands.



₹12 lacs project for road safety by Vishay Precision



Vishay Precision Transducers India Pvt Ltd, Oragadam sponsored Traffic signal and Blinkering device worth ₹ 12 Lacs to alert motorists on the Highway, which will be installed for about 13km between Sriperumbudur to Oragadam stretch.

The Bhoomi Pooja on 12th June 2020 was attended by S Sathish, Director, A Baskar,

HR Manager, M Senthil Kumar, Assistant Executive Manager HR, Vishay Precision Transducers India Pvt Ltd, Oragadam.

Sevalaya Murali, Bhuvaneswari Muralidharan, Hony. Coordinator, A A Kingston, VP Operations and S Rakesh, AVP, Operations, Sevalaya participated.

Page Pierre foundation funds ₹60 lacs for construction of 3 classrooms



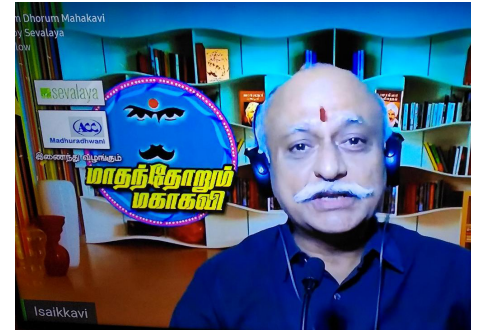
Page Pierre Foundation, Switzerland sponsored the construction of 3 classrooms of 1800 Sq ft in the new Primary School Block at Kasuva centre worth ₹ 60 Lacs in the upcoming new Primary school building.

The Bhoomi Pooja for the construction was performed on 12th June 2020 by

Sevalaya Murali, and Bhuvaneswari Muralidharan, Hony. Coordinator, Sevalaya. A A Kingston, VP Operations, Sevalaya and M T Anandan HM, Sevalaya primary school, participated in the event.

The additional facility will be ready for use by January 2021.

Maadham Dhorum Mahakavi



Maadham Dhorum Mahakavi- the monthly talk series on Mahakavi Bharathiyar's poems by popular Tamil poet, writer and orator Isaikkavi Ramanan was streamed live on fb and YouTube on 14th June 2020. Please click the link to watch the program

https://youtu.be/nS49A_ktqvA

Aavin donates groceries



On 3rd April 2020, Aavin donated groceries worth ₹ 18,000 to Sevalaya, Kasuva centre.

The kits handed over by Sathish, Deputy General Manager, Aavin included 140 biscuit packets, 140 bread packets and 34 kgs of milk powder.

Ernst & Young donates groceries



120 grocery kits consisting of sugar, dhal, oil and rice were donated by Ernst & Young, through World Vision India Program. The initiative was coordinated by Radha Muralidar, Manager, Strategic Talent Team of Ernst & Young.

Green House Project in Thirumalaivaiyavur



The organic farming activities at Sevalaya's Thirumalaivaiyavur centre at Kanchipuram district gained a new impetus with the setting up of a 70X35 Sq ft greenhouse.

The greenhouse was sponsored

by Sevalaya's long time donor M J Annapoorna in memory of her beloved husband M J Krishna, a nature enthusiast.

Many crotons, herbal and medicinal plant saplings and fruit tree and shade tree saplings are nurtured carefully at

the greenhouse, later to be planted in Sevalaya centres and in the villages in Kanchipuram and Thiruvallur.

Nearly 500 saplings are grown every month. Seeds are obtained from the plants and trees in the Kasuva campus. The students and residents of Sevalaya also donate seeds.

They do not throw away seeds after eating the fruits. They clean it and give it to the agricultural team.

The seeds thus collected are sown and nurtured at the greenhouse.



Lockdown Yoga day in Sevalaya



On 21st June 2020, Sixth International Yoga Day was celebrated by the students at Sevalaya Kasava Centre with great enthusiasm. Students of classes 3rd std to 12th std, community college students staying in the hostel, senior resident of old age home, staff members, started with warm up exercises and performed various asanas, pranayama and mudras.

As per the instructions and guidelines by the government the children were instructed to wear face masks and social distancing were adhered strictly by the students.

The importance of Yoga and about various asanas that boost immunity, metabolism and strengthen muscles was explained by A Sankarapandian, Physical Education Director.

He also instructed students to perform pranayama exercise regularly as it improves lungs function and to fight against COVID 19 Pandemic.

He encouraged students to practice yoga regularly to remain fit and improve concentration and achieve a better life, physically, mentally and spiritually.

Training for 5S Audit



S Murugan, Joint Secretary, and R Mohanakrishnan, Life member of QCFI conducted training for 25 staff of Sevalaya on how to conduct 5S audit.

At the end of the session, the staff were tested on their understanding of 5S and audit process. 24 staff members successfully completed and are now 5S auditors.

Sevalaya has been implementing 5S, a Japanese method of work place organisation, which will result in effective use of resources and increased productivity.

These auditors will conduct an internal 5S audit in the various work locations at Sevalaya, Kasuva Centre.

An ardent supporter for two decades

P R Krishnan, a native of a village near Wallajah, is from a middle class family. From his childhood days his parents have impressed upon him the importance of education.

A focussed person, Krishnan successfully completed his masters in Engineering from Madras Institute of Technology and later joined Tata Consultancy Services (TCS), Mumbai.

Krishnan then got transferred to TCS Chennai and it was there he met Sevalaya Muralidharan. Sevalaya, the organisation Muralidharan founded was then in the early years. Impressed by the activities of Sevalaya especially its service of making quality education accessible to the



rural poor, Krishnan has been a regular supporter of Sevalaya since 1997. Krishnan and his colleagues in US West collected funds and donated to Sevalaya towards the construction of a classroom

in the school, in the year 1997-1998.

"I visited Sevalaya in 2003-2004 when TCS donated computers to the organisation. Though I have not personally visited Sevalaya, I am keeping track of the activities through their monthly news letter, Annual Reports and social media updates. I am amazed at the growth of Sevalaya. It is tremendous – in terms of the number of beneficiaries, the areas of service and the geographical locations" observes Krishnan who is a Senior Vice President at TCS now.

Coming to know about COVID 19 relief initiatives implemented by Sevalaya in partnership with corporates and individual donors, Krishnan donated ₹ 5 lakhs to Sevalaya for distribution of grocery kits worth ₹ 1200 each to 375 underprivileged families in Mylapore and Arakkonam.

P R Krishnan who has a son - an NRI and is working for Dell technologies USA, says "Me, my wife and my son convey our wishes to Sevalaya to grow and reach out to more and more needy people in the society."

Smiles that wiped away my tears

Rekha joined as IT support in Sevalaya In 2015. It was just 50 days after her father's expiry. Her father succumbed to heart attack in 2014 at Apollo Hospitals where she was then working as a Guest Relations Officer. "Emotionally shattered, I was unable to continue my job there.

I was referred by a well-wisher to Sevalaya. I was interviewed by Muralidharan Sir and was selected for the job." she says.

After 4 years she was promoted as Head Internal DR and now she heads the System and Communications Department of Sevalaya.

"I joined for duty at the administrative office in Chennai. I got the opportunity to visit Kasuva centre immediately after I joined.

I was very much moved and impressed



by the services to the destitute children, senior citizens and dry cows. The smiling faces of the children made me overcome my grief and I felt happy to see them.

I felt I was guided by my father to join Sevalaya. I see my father in Murali Sir. Carrying on such a service for 33 years is a very great deed and I salute Murali Sir

and Bhuvana Mam for this." says Rekha.

"I am a Post graduate in Mathematics and I did B.Ed after joining Sevalaya. The course was sponsored by Sevalaya. It is in this organisation I have got an opportunity to do service with salary being paid for it.

Sevalaya is an NGO functioning in corporate style and I have learnt a lot in various areas after joining here. Sevalaya provided me opportunities to attend many trainings in graphic designing, branding, leadership and communication.

Employees of Sevalaya truly feel it is one big family. And as for me, my husband Dinesh kumar also works here, heading the HR Department in Sevalaya. He is very supportive and has guided me to handle all situations in life. He is my strength.

We are blessed with a baby boy who is one and a half years old now. As a staff of Sevalaya I feel there is potential for extra-ordinary growth here. Individual talents of staff are identified and many opportunities are available for staff to develop themselves.

I am getting extraordinary support from my family members and management of Sevalaya towards my growth" concludes Rekha.

Virtual volunteering

Sevalaya has various opportunities for people who wish to volunteer their time and contribute to the organisation.

A wide range of activities like teaching the children academics subjects, arts, crafts, music, dance, spoken English, storytelling, sports, preparing learning materials, training sessions for staff, career counseling, organic farming, interacting with elders have attracted many volunteers.

The volunteers are from diverse walks of life like students pursuing Masters in Social Work (MSW), Students of National Service Scheme (NSS) from colleges, associates of various corporates, individual donors and well-wishers. Sevalaya has also hosted volunteers from overseas students in their gap year.

However, the COVID 19 pandemic and the lockdowns announced by the Government have changed the way of life and have made everyone adapt to the 'new normal.'

Virtual volunteering has become the order of the day. Thanks to technology, more volunteers now connect with the children through skype, zoom and google meet.

Shruthi Natarajan, a student from Switzerland, daughter of Sevalaya's donor Natarajan is teaching Origami for children four days in a week.

Arjun Vijayakumar, associate of Adobe, USA, son of Sevalaya's longstanding donor R Vijayakumar is mentoring and conducting special classes for 3 select



students of Std IX, with a view to guide them to crack entrance examinations of premier institutions, for higher studies.

Pranav Prakash, a student from Dubai, is teaching Science to 12 students of stds VIII to X once a week.

Sue Humphreys from UK is teaching spoken english to 10 children of Sevalaya Home thrice a week.

14 ladies from various walks of life make phone calls to the girls in Sevalaya Home and regularly interact with them. The girls enjoy talking to these volunteers. This group is organized by Aarti Madhusudan, a long term supporter of Sevalaya.

Associates of Standard Chartered Global Business Services conduct arts and crafts

classes to the children.

They also make video calls to the elders and interact with them regularly and spending time with the elders.

Thrice a week, volunteers from Bhumi conduct sessions on life skills class arts and science and Robotics.

Bhumi also conducted online, the annual Nakshatra competition for all the children residing in orphanages throughout India.

In the singing competition S Sharada of Sevalaya has been selected to sing in the final round.

She is one among the 9 participants from Tamilnadu and 45 participants from India. Bhumi volunteers also conducted a theatre workshop for the children.



The settlement and the reservations

Albert Cartwright had offered to General Smuts to mediate in the matter, and the General was open to such initiative. The Indian leaders outside the prison desired settlement, but they said they would ratify any arrangement that has been accepted by Gandhi. Cartwright met Gandhi with a draft settlement, which had been approved by the General. The substance of the proposed settlement was that the Indians should register themselves voluntarily and not under any law. The details to be entered in the new certificates should be settled by the Government in consultation with the Indian community. If the majority of the Indians underwent voluntary registration, Government should repeal the Black Act, and steps would be taken to legalize the voluntary registration.

The draft did not make quite clear the condition which required repealing the Black Act. Gandhi therefore suggested a change calculated to place this beyond doubt, from his stand point. He had also at the outset demanded that any agreement should have the consent of

the co-prisoners. The draft agreement was signed by Gandhi and two others including Thambi Naidoo.

The second or third day, on January 30, 1908, Gandhi was taken to meet General Smuts with whom he had a good deal of talk. The General said that he had accepted the alteration suggested by Gandhi. He also assured that he will repeal the Asiatic Act as soon as most of the Indians had undergone voluntary registration. He added that Gandhi was free that very moment and that he was telephoning to Prison authorities to release the other prisoners the next morning.

It was 7'o Clock in the night. Gandhi did not have a single farthing in his packet. The secretary of General Smuts got him a ticket to Johannesburg. Gandhi proceeded to Johannesburg to have an eventful meeting with the Indian leaders.

On Gandhi's arrival at Johannesburg, a meeting was arranged. Gandhi explained the terms of the agreement. All of them understood the situation after

they had heard him. Every one of them was troubled with one doubt. "What if General Smuts broke faith with us" The right order would be, the Act should be repealed first and then we should be called upon to register voluntarily. Gandhi liked the argument. He answered it by saying "There would be nothing like it if we registered voluntarily only after the Act was repealed, but then it would not be in the nature of a compromise. Compromise means both the parties make large concessions on all points except where a principle is involved. Our principle is that we would not submit to the Black Act, and therefore in virtue of it, do even such things as were otherwise unobjectionable, and to this principle, we must adhere at all costs. The principle with the Government is that, in order to prevent the illegal entry of Indians in to the Transvaal, it must get many Indians to take out non transferrable permits with marks of identification and allay all the suspicions of the Europeans."

(To be continued.)

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