



LOVE ALL SERVE ALL

OCTOBER 2020

BNY Mellon ₹72 lacs COVID-19 relief

The COVID-19 pandemic has caused the economy to collapse across the globe. It has affected numerous communities leaving them stranded in different regions with no proper income resulting in a deprived way of life. During this national lockdown, Sevalaya approached BNY Mellon for financial support in providing basic necessities, Personal Protective Gears and Medical Equipments. The targeted Beneficiaries were underprivileged families, Government staff, Doctors, Nurses and patients who were tested positive. The total fund for the project was nearly ₹72 Lacs, including contributions from BNY Mellon employees, BNY Mellon CSR funds and matching Grants of its employees contribution



SERVICES	BENEFICIARIES	LOCATION
Dry Ration Kits	400 kits distributed to daily wagers	Thiruvallur, Pune
	60 kits for Irular community	Thiruvallur
	70 kits for DLF Maintenance staff	Chennai
	25 kits to the patients of MSSI	Chennai
	Grocery essentials worth ₹60,000 to Little Flower Convent Higher Secondary School	Chennai
	400 kits distributed to daily wagers	6 Districts in Tamil Nadu
PPE Kits	1000 N95 masks to the staff of Ministry of Home Affairs	Chennai
	300 N95 masks for the doctors at VHS Hospital	Chennai
	300 PPE kits to Thiruvallur General Hospital	Thiruvallur
	Sanitation Kits worth ₹2,50,000 to Sevalaya	Kasuva centre
Medical Equipments	High Speed Sanitation Sprayer to Stanley Hospital	Chennai
	2 Ventilators to Thiruvallur General Hospital	Thiruvallur
	Aero scan B1Pro BW USG Imaging System to Stanley Hospital	Chennai
	Aeroscan Color Doppler USG Imaging System to Stanley Hospital	Chennai
Community Kitchen	1500 meals per day for 1 month Breakfast/ Lunch /Dinner to brick kiln workers	Thiruvallur



Joy of giving: *the way of life*

Dear Friend,

Wish you a very Happy *Deepavali* in advance!

Deepavali (the festival of Lights), one of the major festivals of India symbolizes the triumph of good over evil. As the festival approaches, there is a lot of celebration in the air, with people busily planning for the purchase of new clothes, sweets, savories and all the shops are flooded with new and novel varieties of clothes, sweets and of course crackers, to woo the people and make the occasion a memorable one!

As donors and friends of Sevalaya (www.sevalaya.org), we are sure that you have included your extended family of Sevalaya also in the preparation of your *Deepavali* celebrations. This extended family has 2100 children, 80 grandpas and grandmas, 200 students of community colleges spread across 8 districts in Tamil Nadu and in Puducherry and 100 children studying in evening tuition centres in 4 districts, from the underprivileged section of the society. The students are given quality education, free of cost.

Many students who completed school education have taken up higher studies

and several of them are fully supported by Sevalaya. Many students who studied in the community colleges are employed and are supporting their families. The grandmas and grandpas as well as the children are given very tasty, healthy and nourishing food, proper medical attention, love and affection.

We estimate ₹1000 as the expense for one person to celebrate *Deepavali*. We need support from all of you to have a great *Deepavali* for the 2480 people in the Sevalaya family.

We are sure that as in the previous years, we will get your support. With all your unstinting support, the evils of poverty and destitution which plagued these 2480 residents are being successfully overcome. We invite you to join hands and help us celebrate this victory on the auspicious day of *Deepavali*!

Please do visit Sevalaya campus and join all our children and grandpas and grandmas for a grand *Deepavali* celebration.

Thanks & Regards

Sevalaya Murali

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IFSC Code: ICIC0002186

For Overseas Donors:

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Branch: R A Puram Branch
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Please send a mail to

vpdr@sevalaya.org
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with the remittance details, as soon as you effect the transfer, so that we can follow-up with our banks.

Progression to English medium



English medium was started in the academic year of 2014-2015 where 30 students were enrolled in each class. Students are selected by conducting an entrance test and based on their academic scores, they are given a chance to study in English medium. 2014-15 batch completed the School final in the year 2018-19 & acquired 100% results in Higher Secondary School.

The highest mark was 445/500 by a Sevalaya Student, S Jayashree, and 10 students scored above 80% in every examination. In 2019-20 examinations, the scores progressed to 463/500 being the highest mark with 100% results.

G Lavanya is like any other child yearning for proper education to break free from the poverty and come up in life. She hails from an underprivileged family where their daily wages cannot support her education. Her ambition was to become an English teacher as she understood the importance of English being a universal language. When she got the opportunity to study in English medium in her 6th grade, she found it difficult in the early stages.

Thanks to BNY Mellon, Sevalaya's Corporate partner, she got the opportunity to do Functional English course and she utilized it to its fullest potential. She saw in herself a drastic improvement & thanked her teachers profusely for the unconditional support.

I am very proud to be a student of Sevalaya and I convey my heartfelt thanks to all of you giving me a chance to study in a Holy Temple.

G Lavanya, XI std

VLSI Webinar series



Springbok Technologies, in association with IEEE BLP & Sevalaya is conducting a 'Campus2Corporate' VLSI Webinar series. The series will include free seminars by industry experts on topics pertaining to the chip design industry for students with basic knowledge of chip design. The seminar was inaugurated on 15th September 2020, International Engineers Day in which 280 students participated. Sevalaya Murali was one of the speakers. This Webinar series is an initiative of Springbok to raise funds for Sevalaya's COVID-19 Relief Work and for its mission to provide quality education for the underprivileged. ₹2.75 Lacs has been raised from various individual donors, Corporates and Partnerships.

Partnering with VPG for ₹15 lacs worth Road Safety Project



As a part of Public safety, VPG has taken steps to initiate road safety procedures by installing Traffic Signals & Blinkers with Sevalaya implementing the project.

D Shanmuga Priya, Superintendent of Police, Kanchipuram inaugurated the

Traffic signal on 7th September 2020.

The traffic signals were installed at Oragadam & Sriperumbudur junctions following government guidelines.

The Chief Guest explained about the importance of these prime junctions

considering its usage and risk factors.

She insisted Sevalaya and VPG to implement road safety awareness protocols for the rural areas to educate them on road ethics.

The total project cost was ₹15 Lacs including the installation of solar panels as the traffic signals run on solar energy to avoid power outages. The Public event ended with Dr K Karthikeyan IPS, ASP, Sriperumbudur with S Sathish, Director & A Baskar, HR Manager of VPG offering felicitations.



Tuition at their doorsteps



As the COVID-19 pandemic shut down all educational institutions, underprivileged students were left in the dark as their parents couldn't provide them online education facilities. Sevalaya has taken an initiative to send their teachers to remote villages to teach higher secondary students as public exams are around the corner.

To initiate this project, Karalapakkam was selected as the primary place as more number of students were coming from that village. The village supported the teachers by providing them the Panchayat room to conduct classes. The students are taught 3 subjects per day from 9 am – 12:30 pm as per daily schedule framed by R Kannan, S Sumathi and P

Lakshmi, AHMs of Sevalaya. The teachers and students have a strong bond which ignited after a long gap. They shared their stories with each other. The students were filled with enthusiasm to learn in a different location.

Proper social distancing protocols were followed by the teachers. Masks and sanitizer were present on location for the students. Parents expressed their gratitude to the teachers for taking extra efforts to educate their children. The project has been extended to Melapedu and Puliur.

Sevalaya plans on expanding the project to 40 villages nearby and to invite students of different schools.

Holy Clean-Up



25 staff from Sevalaya led by S C Suresh arrived at the *Bhakthavachala Perumal Temple*, Thiruninvarur on 8th September 2020, with necessary tools to clean up the surrounding areas. The staff were pumped with positive energy and worked with enthusiasm.

After the completion of work, P G Sathish, a volunteer invited the staff inside the temple and gave them an engaging session on the history of the temple.

The staff were provided with refreshments and were thanked for their efficient service.

Teachers Day celebrations across the locations



Sevalaya celebrated Teachers day, Dr S Radhakrishnana's birthday on 5th September 2020, at all centres, to highlight the importance of teachers towards the growth of the students.

Sevalaya Murali in his introduction speech at Kasuva centre, spoke about Sarvepalli Radhakrishnan, who from being a teacher rose to the position of President of India. He also spoke about the courage and sacrifices of freedom fighter, V O Chidambaram Pillai who was also born on this day.

K Subramani, HM, Govt High School, Chembrampakkam, who was awarded the Best Teacher Award by Tamil Nadu Government this year, was the Chief Guest on the occasion.

Sevalaya's foundation and showered his blessing for Sevalaya to expand to greater heights. Sevalaya children presented a colourful cultural programme.

Silver coins were distributed to all the staff of Sevalaya, a customary tradition in Sevalaya on the occasion of Teachers Day to express gratitude for their efforts in providing quality education to the rural poor children.

Earlier competitions were conducted for schools and colleges. 278 students from 14 districts participated and 60 won prizes.

The Chief Guest distributed prizes, certificates, and trophies to winners from Thiruvallur District, who attended the function. Prizes for the rest of the winners will be couriered to their homes.



The Chief Guest, A Vinothkumar, Health Inspector, Avadi Corporation, encouraged the students at Ambattur centre, to work diligently and achieve their goals.



G Senthil, BT Assistant, Govt Higher Secondary School, Aalangudi, spoke about Sarvepalli Radhakrishnan to the students of Sevalaya's evening tuition centre, Eraharam.



S Kalyanaraman, former Principal of Sri Paramakalyani College shared his experience of being a Principal after becoming a teacher. Lion Gopal, Lion Shanmugavel and Lion Murugan from Lions club of Kadayam participated at the function at Ravanasamudram centre.



Dr J Manivannan, Guest Lecturer, Govt Arts & Science College, Lalgudi, shared his experience as a teacher to the staff of Sevalaya at the Thanjavur Centre.



The Chief Guest, Selvi, HM, PUMS, Egnapuram, distributed silver coins to the staff, a customary tradition of Sevalaya on Teachers day



M Padmanabhan, Retd HOD, Meenachiammal Polytechnic College, Chief Guest, received a memento from the staff at Sevalaya Uthiramerur Centre on Teachers Day.



M Thulasi, HM & Correspondent, Bharatdevi English High School, Madagadipet, Chief Guest, handed over the prize to a student who participated in Teachers Day competition at Thirubuvanai centre, Puducherry.



Dr S Sasikumar, Assistant Professor, Gurunanak College, Velachery, highlighted the importance of Teachers day to the students at Zamin Endathur.

Bharathi Gandhi Vivekananda celebrations



Sevalaya celebrated Mahakavi Bharathiyar, Mahatma Gandhi & Swami Vivekananda, BGV day on 11th September 2020 at Kasuva Centre. The event followed proper social distancing protocols as per Government guidelines.

Sevalaya Murali spoke about the significance of the date September 11th in the lives of Sevalaya's Trinity - Bharathi, Gandhi, and Vivekananda. It was on this day Bharathi attained immortality, Gandhiji coined the term Satyagraha for his novel nonviolent struggle and Swami Vivekananda addressed the Parliament of Religions in Chicago.

M Jothi, Proprietor, JP Traders, was the Chief Guest on the occasion. The children of Sevalaya presented a colourful cultural programme.

M Jothi gave an inspiring speech on how his personal experiences shaped him to be a prosperous businessman following the principles of Mahakavi Bharathiyar. He donated several essential groceries for the students of Sevalaya and complimented Sevalaya as a true Temple of Service. Earlier competitions were conducted for school and college students. 586 students from 20 districts participated and 80 of them won prizes.

A video recording of the speech delivered by K Geethalakshmi of Std VII who won the first prize in oratorical competitions was telecast for the online viewers. Prizes were distributed to 10 prize winners who attended the function and the rest will be sent by courier.



The Chief Guest, Lion R Vasanthakumari, Women Entrepreneur, Avadi, received a memento of Sevalaya from the staff at the function at Ambattur Centre



The Chief Guest, K Anbu Raja, Professor, Annai Arts & Science College, Kovilacherry, spoke about Mahakavi Bharathiyar, Mahatma Gandhi & Swami Vivekananda, BGV and explaining the significance of 11th September in their lives to the students at Sevalaya's Evening Tuition Centre, Eraharam.



Dr Aranga Murugaiyan, Professor, Community College, Puducherry, delivered a special speech on Mahakavi Bharathiyar, Mahatma Gandhi & Swami Vivekananda, BGV about their principles and the significance of 11th September in their lives to the students of Mahakavi Bharathiyar Community College at Thirubuvanai centre, Puducherry.



The Chief Guest, A Ilango, an ex-serviceman and a Retd Senior Manager, IOB, presented Bharthiyar's poetry books to the students at the function Ravanasamudram Centre.



R S Irudayraj, HM, P U Primary School, Molachur, was the Chief Guest for the BGV celebrations at Sunguvarchatram Centre.



The Chief Guest, V Kuppaswamy, Founder & Chairman, Sai Ram International Matric School, Kanchipuram, presented a book to a student at Uthiramerur Centre.



Lion EK Dhinakaran, Entrepreneur, addressed the students and staff of Zamin Endathur Centre on perseverance and consistency when achieving a goal.

Sevalaya - An NGO open to new ideas

Ray Brillinger, a Retd Management consultant who has worked in Canadian paper & Lumber company, Canadian Manufacturers' Association and IBM, is also a consultant at Sevalaya assisting in leadership workshops. He has provided substantial support over several years and at present, supporting a Programme of 'one-month food & necessities for elders' during the pandemic times through the Hindu Society of Ottawa Carleton, Canada.

The flow of immigrants from India to Canada induced Ray's curiosity which led to his first visit to India in 1995. His Indian journey began in Thiruvananthapuram. He was in awe with the history and the vital energy that was emitting from various regions of India.

Ray met Sevalaya Murali in 2011 and was invited to the Kasuva campus. The friendly connection sparked through mutual contacts on LinkedIn. Sevalaya



impressed Ray with the combination of social development to enhance the lives of the underprivileged and management methods, which Ray recalled "a strong formula for success."

Ray had connected with several Indian NGO's in Puducherry, Bangalore and Delhi as he was exploring to be of any voluntary help. Sevalaya team established a positive interaction with Ray that motivated him to stay touch with the NGO. He visited Sevalaya in the subsequent years. "As with anyone who spends their time in Kasuva campus, I was highly impressed by the pristine conditions and quality Programmes for children, elders, gaushala and farming", says Ray with delight.

Sharing his views on Sevalaya, Ray said

with assurance, "The growth of this organization in the past 10 years has been substantial. The open-minded culture of Sevalaya has enabled the NGO to adopt many new ideas and undertake an increased scope of operation. Sevalaya is setting a great example and is also sharing its best practices with other CSO's. It has a strong action orientation and a practical focus on being effective while addressing basic human needs. These qualities should always be maintained, in balance with careful control to ensure future viability and excellent results."

Ray reiterates that he looks forward to support Sevalaya and its mission in helping the underprivileged.

Sew and Grow

Ramani, a tailoring enthusiast, and her two siblings were raised by their hardworking parents who were daily wagers, in a village called Thirupuvanam near Thiruvanamalai.

She had the passion to learn tailoring as she also wanted to be an earning member in her family. Due to her financial situation, she couldn't afford to pay for tailoring classes. Her friend introduced her to Sevalaya and their free community college offering various skilled trades. Ramani joined Sevalaya's community college, Uthiramerur, in 2020 for a Tailoring course.



She was immersed in the training she received and absorbed the knowledge with full concentration. A N Sabira, Centre Head, Sevalaya, Uthiramerur, was a pillar of moral support for Ramani and guided her to complete the course successfully.

She profusely thanked Sevalaya and

expressed her gratitude for the training.

Ramani learnt the art of stitching her own dresses which helped her to save money. She is confident to start her own tailoring venture by opening a shop in her hometown.

She was married in the year of 2018 and to keep herself proactive, she stitched dresses for others to earn an income to help her family. Her husband owns a stationery store and is entirely supportive of Ramani's ambitions.

Ramani is an avid follower of BGV principles which shaped her mindset to have more good thoughts and a positive approach in life. She was also taught the 5S principles which helped her to keep her workspace and home organized.

She finally concluded, "My ambition is to become a Teacher, so I can teach women to be more independent and tackle responsibilities with confidence."

Shoppeseva- What money can't buy!



Shoppeseva is the latest venture from Sevalaya, a retail store located in the heart of Chennai, Mylapore. It's a one-stop store where people can purchase handmade and eco-friendly products that range from artisanal soaps to hand-painted traditional statues of deities.

The raw materials and products are locally sourced from impoverished yet talented artisan communities. The profits from ShoppeSeva are donated to Sevalaya fund to educate underprivileged children and provide care for the elderly & differently-abled. A win-win situation for both parties towards a noble cause.

Shoppeseva is offering their service

repainting Golu dolls to restore them to their pristine condition. The orders will be taken till 12th October 2020. A unique collection of handmade idols are locally sourced from rural artisans. The craftsmanship of each product is sublime and noteworthy. Their products focus on sustainability and leaving negative footprints on the environment.

One can get fresh organic fruits and vegetables grown at Kasuva farm with quality assurance. A list of plant saplings, seeds, compost and dried cow manure are readily available for your garden on prior notice. Kasuva campus has their own 3-acre farm for organic farming

where the land is divided into 8 parts for a variety of crops. Mangoes, papaya, amla, guava, banana, coconuts, bitter gourd, snake gourd, ridge gourd and bottle gourd are grown.

The Kasuva Gaushala shelters 73 cows, which includes 55 dry cows, for organic farming. As they are grass fed cows, the quality of manure is high which is used as bio fertilizers. ShoppeSeva guarantees quality assurance for the organic products.

Air-Conditioner mechanics and cosmetologist are also available with prior appointments. The skilled tradesmen are trained in Sevalaya's community colleges with the latest training modules. The Kasuva bakery produces cakes, pastry puffs, biscuits, bread, honey buns and samosas. Paneer is freshly sourced from the Gaushala farm. A safe haven for vegetarians as there are no eggs used in the products. One can purchase these delicacies on prior notice.

This truly is a one-stop store for the people minus the hassle. Come aboard and subscribe to ShoppeSeva mailing list for regular updates.

Please visit www.shoppeseva.com for online orders.

Onam Dress up



The staff of all centres of Sevalaya were asked to come for work in traditional attire on 29th August 2020, on the eve of Onam and it was decided to award prizes to the best-dressed man/ woman. 60 employees dressed up in the traditional Kerala attire. G Keerthana, PT teacher, Kasuva Centre and M Madhan Kumar, Lab instructor Mambakkam, were selected winners.

Anantha Narayanan, CFO, GRT Group who visited Kasuva Centre on 2nd September 2020 awarded prizes to the winners.

Aesthetic Ganeshas

Shoppeseva organised a creative contest to see who decorated their Ganesha, the most beautiful.

On selecting through the numerous entries Sevalaya received, the winners were Gaja Lakshmi (Thiruvallur), K Deepak (Thiruvallur), Srinivasan (Porur), Geetha Lakshmi (Thiruvallur), S Janani (Chrompet), Prashanth (Thiruvallur), Raghav (East Tambaram) & Deepika (Ramanathapuram). Sevalaya Murali presented prizes to the winners of the contest.



Kaizen Competition



Sevalaya has won the "Outstanding Award" in the 15th Kaizen competition conducted by Quality Circle Federation of India, QCFI, on 4th September 2020. 83 teams from 24 organizations participated from various states in which Sevalaya was the only NGO to participate and the others were corporates.

The team was represented by L N Anupriya, M T Anandan, S C Suresh, K Srinivasan, V Vignesh Selvakumar and R Hemalakshmi.

Test of Fire and testing the waters

Gandhi wrote to General Smuts, and also to Cartwright. These measures did not yield any results.

People everywhere were ready to resume the struggle and go to jail.

The Bill was passed ignoring an ultimatum given by the community to the Government. The community decided after due deliberation that they must do what was right and proper to do.

In a meeting convened to deliberate on this issue, people suggested that they should burn the certificates. Mir Alam was present in the meeting.

He announced that he had done wrong in assaulting Gandhi as he did, and to the great joy of the audience handed over his original certificate for burning as he had not taken voluntary certificate. Gandhi took hold of his hands, pressed it with joy and assured him that he had never harboured in his mind any resentment against him.

Events that followed are thrilling.

The committee had received upwards of 2000 certificates to be burnt. They were all thrown in to the cauldron saturated with paraffin and set ablaze by Yusuff Mian. The whole assembly rose to their feet and made the place resound with the echoes of their continuous cheers during the burning process. Some of those who had still withheld certificates brought them in numbers to the platform, and they too were consigned to flames.

There was a section in the Black Act to the effect that any person who was not conversant with a European language should be treated as a prohibited immigrant. The Committee therefore proposed that some Indian who knew English, who had not been to the Transvaal, should enter the country. Shorabji Sapurji Adajania was chosen for this purpose. He entered the Transvaal. He had previously informed the Government of his intention to test his right to remain in the country under the Immigrants Restriction Act. The Government could not decide what to

do. They did not act and Shorabji reached Johannesburg and was in the midst of Gandhi and his friends.

He intimated the Police Superintendent, Johannesburg about his arrival and let him know that he believed himself to be entitled to remain in the Transvaal in terms of the New Immigrants Act. After an initial prosecution and discharge, Shorabji was summoned to appear before the court on July 10, 1908. On that day, the Magistrate ordered Shorabji to leave the Transvaal within seven days. Shorabji informed the court that it was not his intention to leave. He was brought to the court once again on 20th, charged with failing to obey the magistrate's order and was sentenced to a month's imprisonment with hard labour.

The Committee decided that two classes of Indians should enter the Transvaal. First, those who had been domiciled in the country, and secondly, those who had received English education.

(To be continued)

ShopeSeva offers you what money cannot buy

When you buy from ShopeSeva you support village artisans and the whole village economy. The proceeds go to fund Free school, Orphanage and Old age home run by Sevalaya, a reputed NGO. So when you buy from ShopeSeva, you will receive a lot of heartfelt gratitude. And the satisfaction of good deed.

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