



LOVE ALL SERVE ALL

SEPTEMBER 2020

₹5 lacs worth relief for 295 families



Satharai, a remote village in the interiors of Thiruvallur district, was one of the worst affected villages during COVID-19 pandemic crisis. Nearly 300 families, living in that village had lost

their livelihood. One of the corporates involved and Sevalaya had provided 295 grocery kits consisting of essentials (Rice, Dhal, Cooking oil etc) worth ₹ 5 Lakhs to the people in need.



Paving the path to success



Hatley, the international gift and apparel business has sponsored a 120 metre track field for Sevalaya, where exceptional athletic talent resides. The existing track, sponsored a few years ago by Lionbridge

technologies was damaged beyond repair due to rain/ flooding and had to be relaid. Hatley also purchased Athletic Hurdles for the students of Sevalaya. The total project cost was ₹ 4.19 lacs.

150 students use the new track field for practicing, under the supervision of the dedicated physical education teachers. The enthusiastic students practice with passion to win more medals and accolades. Sevalaya has secured 2 Bronze medals at State level which clearly reveals the grit of the students to win. With a proper track to practice, the day when they will win gold medal is not very far.



Joy of giving: *the way of life*

Dear Friends,

Finally all board exam results are out and as usual Sevalaya got 100% result in 10th and 11th grades and 99% in 12th grade.

Many results were published based on the term exam results and final exams were cancelled due to COVID-19 pandemic. Government also declared 100% pass results in some grades.

So we can't claim it as a big achievement this year. Nevertheless the results are out, but the students are unable to decide what to do. The colleges and schools are closed. We still don't know when they will reopen to start the next level of education. We have been asked by the authorities to start admitting students for 11th grade. So all who have completed 10th grade in our school all come back and applied for 11th grade. As usual, the classes will get full with such students alone, hence we may not have seats for children coming from other schools.

The enthusiasm of children from our

school or other schools is not affected by the pandemic– it is like every year where there are too many children seeking admissions for the available seats. We try to select the poorest of the poor and carefully avoid any recommendations or pressure for admission.

But the students who have cleared 12th grade have to go to universities and it has been a long wait. We have no idea when colleges will reopen.

In case of other classes also there is no idea when schools can reopen. So we are doing our best to keep the students and teachers engaged, using technology.

Many corporates and individuals have come forward to take classes online as volunteers. The response is very good – volunteers from all over the globe plus Indian volunteers are getting engaged in conducting online classes. Various subjects like Maths, Science, storytelling, spoken English, dance, music and many such courses are covered on a daily basis.

Teachers are also kept engaged and they

are updating their knowledge and skills. Many teaching methods improvement classes are conducted by senior teachers and experts in the field. Many functions are now conducted online. Chief Guests ranging from Minister to district officials to social workers participate online.

Now competitions have no geographical boundaries as they are all online. Many students from all over Tamil Nadu and Puducherry joined in Bharathi, Gandhi competitions and prizes were couriered to the winners.

So the pandemic time has really resulted in expansion of our activities – volunteers taking classes from anywhere in the world to both students and teachers and functions also going online and getting viewers and participants from all over the world.

Technology has helped us to beat corona.

Thanks and Regards

Sevalaya Murali

100% Results in Std XI



Sevalaya secured 100% results and 69% of the students have obtained 1st division scores at the XI std Board examinations.

E Manikandan, of Agriculture group stood first scoring 485/600. His parents are daily wagers who work in exhausting environments and their sacrifice for his education shaped this boy to be disciplined. He is determined to clear the Civil Services after graduation.



A Jayashree, Bio Maths (English medium), the second ranker who scored 479/600, has been studying in Sevalaya from Primary School

with her twin brother. Her father is unsupportive and her only moral support is her mother who works as a house maid.

Jayashree is confident of becoming a doctor, with the support of Sevalaya.



V Elakkiya, Bio Maths, stood third with a score of scoring 473/600. She's a timid girl who has a passion for Biology and Mathematics.

Being a daughter of a farmer, Elakkiya is just as strong-willed as her parents and wishes to enter the medical profession.

Both the girls attend the special coaching class for the NEET exam, supported by long time donor Mahalakshmi Annadurai.

Gurukrupa Foundation - supporting Sevalaya for more than a decade



Sevalaya's association with Gurukrupa Foundation (GKF) dates back to 2008. Since then GKF has been sponsoring various projects to the tune of \$2,40,000 to this date. GKF has been sponsoring notebooks and 2 sets of uniforms for 2000+ students every year solar lights, a 50 seater bus for transporting the primary school students to and from school and the construction of Ground and first floor of the Primary school block.

Thank You Gurukrupa Foundation!

Quiz and skit competitions by SCGBS volunteers



36 volunteers from Standard Chartered Global Business Services (SCGBS) volunteered at Sevalaya virtually to conduct Quiz and Skit competitions for 55 children of the Homes.

In the quiz competition which was held on 18th July 2020. 29 children, who were divided into groups according to their

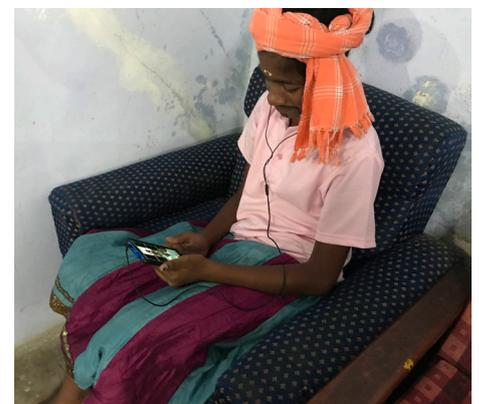
classes, participated.

Questions for quiz were taken from their social and Science text books. There were 3 rounds of competition. 4 students from Sevalaya reached the finals. Out of the 55 students from 4 NGOs who participated, 4 students from Sevalaya reached the finals.

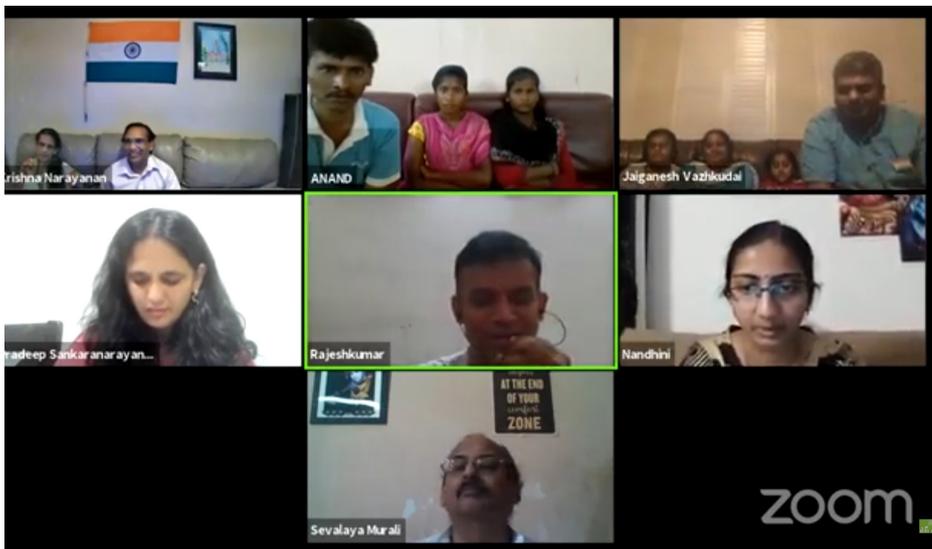
From 27th July to 31st July 2020 volunteers trained 34 children of 9 teams for the skit competition. Topics for the competition were Environment, Staying safe-being vigilant of the surroundings and new ways of learning.

36 volunteers helped in the preparation and training for the skit competition. It was all done virtually. Here too children from 4 other NGOs participated.

17 teams were selected in the finals. One of the 3 junior teams from Sevalaya won the first prize and in the senior category Sevalaya children won the first and the third prize.



InstaGanaLive and Sevalaya celebrate Independence Day



Sevalaya & IGL celebrated the 74th Independence Day with an online musical program conceptualized by IGL's co-founder Krishna Kumar who was a collegemate of Sevalaya Murali at the Indian Institute of Science, Bangalore.

The Chief Guests for the program were Rajkumar Bharati, great grandson of Mahakavi Subramania Bharathiyar and Dr N S Shubashree, Dean, Dr M G R Educational & Research

Institute, Chennai.

The program started with Bharati's *Achamillai* followed by a welcome address by Sevalaya Murali. Rajkumar sang a stanza of Bharathiyar's song "*Enru Thaniyum*" and talked about the oneness of all humanity.

The live 3 hour musical witnessed singers from various locations from remote villages such as Ravanamudram in

Tirunelveli & Eraharam in Thanjavur to cities in California. Patriotic songs in different Indian languages were sung and played on musical instruments in succession. Nearly 38 singers of different generations kept the spectators enchanted with their vibrant performance.

Dr Shubashree gave a valiant speech to the youth in preserving the freedom of the Nation. The program concluded with a vote of thanks by Krishna Kumar followed by National anthem played on the keyboard by a Sevalaya student.



Say no to alcohol: Students take oath

It was in 5th August 1888, Mahatma Gandhiji promised his mother that he will not touch wine, women and meat, to get her permission to leave for England for higher studies.

With a deep concern on how alcoholism is affecting the underprivileged families and with a view to prevent the younger generation from falling prey to this evil, Sevalaya has been celebrating 5th August of every year since 2014, as Putli Bai day. On that day students of Sevalaya School from Std VI upwards and community college students assembled in Sevalaya premises at Kasuva centre, with their mothers and took an oath holding the mothers' hands that they will not touch alcohol in their lives.

This year, students from Sevalaya and 66 Government schools across Tamil Nadu & Puducherry joined online to take a pledge in front of their mothers to abstain from alcohol.

The oath was administered by the Chief



Guest, Ram Mohan, Former Safety Officer, Indian Railways.

He spoke to the students about the evils of alcoholism and its addiction. He also requested the management to ensure that the Alumni were abiding by their oath. Cultural events showcasing the significance of Putlibai Day, were

performed by the students. Earlier online essay competitions were held for school students across the State on evils of alcoholism.

Kanchana S, Head - Value Education announced the names of the prize winners of these competitions . The prizes were couriered to the winners.

Krishna Jayanthi Fancy Dress Contest



As a fun event for Sri Krishna Jayanthi celebrations, ShoppeSeva organised a costume contest denoting that each child is a manifestation of Krishna or Radha.

On selecting through the numerous entries Sevalaya received, the winners were K Hamrish (Chennai), S Sudhiksha (Tirutani), Baby Krishna, S/o N P Gurudath (Bangalore), Sriyukth Bharadwaj (Harihar, Davangere Karnataka), T Dhruv Advhik(Chennai) & Sajan Rao(Chennai).

ShoppeSeva is a one-stop store where

people can purchase handmade & eco-friendly products that ranges from soaps to hand-painted traditional statues of deities.

They buy from the local community and the profits are donated to Sevalaya to educate underprivileged children.

A win-win situation for both parties and the environment as their products focus on sustainability. The craftsmanship of each product is sublime and noteworthy.

Donation by Innerwheel Club



Innerwheel Club of Meenambakkam donated 130 packs of sanitary napkins and 150 face masks to Sevalaya on 15th August 2020.

The packs were handed over by Rtn Anitha Sankar, President of the club to Bhuvanewari Muralidharan, Hony. Correspondent.



Bhumi volunteers conduct classes



Volunteers from Bhumi, one of India's largest youth volunteer non profit organization, are taking regular classes for Sevalaya's hostel children from June 2020.

A variety of classes like Robotics, Science, Maths, *Bharathanatyam*, life skills, and volleyball are being held.

Students from Std VII to Std IX go for Arts, Robotics and the volleyball classes while those from Std VI to VIII attend the Science and life skills classes. Children from Std III and Std IV attend the

Maths class.

5 select students are attending an entrepreneurship training. They have to come up with good business ideas and will be competing with teams from other NGOs.

The classes are very interesting and give us a good exposure

Avantika, Std VII

Ya Class training



Ya Class Tech Pvt Ltd is a foreign company developing websites for students across different boards of education. This website is very popular in Europe.

They are now introducing the Ya class to schools in India. The MD of Ya Class Tech India is D Silambarasan, an alumnus of Sevalaya, based at Latvia and its Regional Manager Arun Kumar is yet another alumnus of Sevalaya.

With the intention of providing this facility free of cost to underprivileged students, Arun gave a 2 day training to the teachers handling English medium

classes at Sevalaya.

They have in turn taught the students to use this app. The websites can be accessed by the teachers, students and their parents.

English medium students from Std VII to IX are using this website and answering the tests regularly.

This is in addition to their regular what's app class. It is helping the students to improve their knowledge and self confidence and also inculcating a habit of self study.

Ya class is going well for our school English medium students. Along with our WhatsApp class they are eagerly participating in the assessment part and earning individual points also.

The Ya class helps students to improve their self study and language development too

Mageshwari C, Teacher, Sevalaya

Digital literacy training

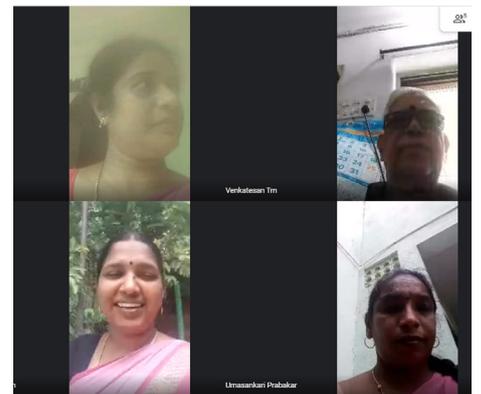


Chandralekha Ramachandran & Archana Ashokan, CSR Executives, Cognizant took a 3 hour session for 20 teachers of Sevalaya on the topic, Digital Literacy on 6th August 2020.

These volunteers came from Chennai volunteers, an organisation which matches volunteers with deserving causes.

The training focused on various strategies for conducting interactive virtual classes.

Goal setting training



T M Venkatesan, (Chairman & Mentor - FOCUS-5) conducted a goal setting training for 40 leaders of Sevalaya from 29th June to 2nd July 2020.

The leaders were divided into two groups of 20 each and given inputs about smart goals and ways to frame goals for their personal and professional career.

A quiz was conducted at the end for all participants. This training gave a good insight on framing goals and making suitable plans to achieve the same.

A volunteer with a difference

Mahalakshmi Annadurai, a long time donor and volunteer of Sevalaya strongly believes in the message her mother instilled in her childhood, that only education has the power to change the life of a child.

An ECS graduate of Anna University with vast experience of working in the IT industry overseas, Mahalakshmi has been associated with Sevalaya for 23 years. Her husband and Sevalaya Murali were colleagues in Tata Consultancy Services. The couple used to donate money, books & clothes to the organisation.

In 2005, they settled in Bangalore. After her mother's expiry, Mahalakshmi decided that she should spend more time to help underprivileged children to reach their goals through education. The children aiming to crack NEET exam needed a lot of guidance and she decided to take up this challenge. Tamil medium students face another drawback as they



do not have a vast resource of learning materials in Tamil. With a clear vision in mind, Mahalakshmi landed at Kasuva campus to select students who were ready to study diligently.

She personally went around collecting all necessary study materials and spent time with the four students who were ready to undergo the rigorous training. They were given laptops with net connection and course materials in Tamil. A WhatsApp group was created for them. The students were asked to frame their own daily schedules starting with a Good morning message till they go to bed. They had to post what they have learnt during the day including the concept mind maps they have created, in the group, every two hours. They also attend online tests

and their answersheets are evaluated by Mahalakshmi. "Their scores are slowly but steadily increasing day by day" says a delighted Mahalakshmi who spends 10 hours with them on a daily basis. She also supports these students by providing nourishing food.

Her husband Annadurai Elango, Senior Vice President with Cognizant Technology and her two sons wholeheartedly support her in every way. "In the earlier years, they supported me to achieve my professional goals and now they are with me in my efforts to support the students of Sevalaya. "She wants these students to work hard and get a scholarship. "Such children will become good doctors and serve this society well" she says with confidence.

Realizing the need to improve spoken English skills she has partnered with other committed donors to work towards the development of this essential skill. She is also taking an initiative to help improve the employability skills of Sevalaya's Community College by getting them trained in basic soft skills. This work has been stalled at present due to the pandemic but will definitely be implemented as Mahalakshmi works diligently towards the betterment of the next generation.

Divine Blessings

B Arathi, Senior Manager, Accounts hails from a financially unstable family in Kozhikode, Kerala. Her father died when she was young, leaving her mother and sisters in an insecure state.

Her grandmother supported her family with her grandfather's pension. He was a Freedom fighter who was awarded "Thamra Pathram".

Arathi did B.Com followed by a computer course in Accounting software in 2008. After an internship at Warrior & Warrior Chartered Accounts for 2 years, she got married and moved to Chennai.

She worked in several Corporate Companies and climbed higher in her



professional path.

When Arathi came to know about vacancy in the Accounts department in Sevalaya, she researched about the organisation. She was impressed with the NGO's achievements towards the benefit of the underprivileged. She attended the interview and was appointed as Manager, Accounts in Sevalaya on 24th February 2017.

"I am delighted to work here due to

the engaging & friendly work culture. I receive everlasting support from my team.

I have gained experience in handling numerous International donations and statutory compliances like filing of FCRA – Quarterly & Annual returns. I admire the transparency in financial statements and good accountability of Sevalaya."

"Sevalaya is my extended family. Our longing for a child for 5 years since marriage was fulfilled when Sevalaya took us to *Garbharakshambigai* temple at Thirukkarugavur, Kumbakonam as the presiding deity is traditionally believed to grant the boon of progeny & bestow blessings for a safe delivery. We were blessed with a divine baby girl.

I have been working with Sevalaya for 3 years and I hope to continue further with the guidance of Murali Sir and Bhuvana Ma'am. I wish to grow with the NGO to its fullest potential" says an emotional Arathi.

Independence day celebrations across locations



R Harini, High School student from Calvala Cunnan Chetty Hindu Matric who acquired State first rank in Std XII with a score of 497/500, was given the honor of hoisting the National flag at the 74th Independence Day celebrations at Kasuva campus on 15th August 2020.

The children of Sevalaya presented a traditional cultural program for the occasion.

COVID-19 relief kits and provision supplies were distributed to the staff who were front line workers during the COVID-19 pandemic. Amarchand Jain, Advisor Sevalaya proposed vote of thanks. He also gifted R Harini a cash prize for her academic achievement.



S Rakesh, AVP operations, Sevalaya, presenting memento to the Chief Guest

V Rani, HM, Municipal Primary School, hoisted the National Flag at Sevalaya's Ambattur Community College. She spoke to the students highlighting the importance of Independence Day and expressing her gratitude for the honor of Chief Guest at Sevalaya, Ambattur.



At the Ravanasamudram Centre, R Manthiramoorthy, an ex-servicemen hoisted the National flag with R Thirumoorthy, HM, Govt High School at the 74th Independence day celebrations .



At the Zamin Endathur centre V Indumathi, HM, Govt Primary School, hoisted the National flag at the 74th Independence Day celebrations on 15th August 2020.



N Jayakumar, Commissioner of Mannadipet Commune Panchayat, hoisted the National flag at the 74th Independence Day celebrations at Thirubuvanai, Puducherry.



Swami Vimurtandandaji Maharaj presenting a sapling to A Mageshwaran, Trustee, Sevalaya on the occasion of 74th Independence Day celebrations at Sevalaya's Gandhi Ashram Krishnan Memorial Senior Citizen Home, Thanjavur.



S Kamban Ganeshan, Secretary & HM, Arivu Tamil Aided Primary School, Eraharam, distributed prizes to the winners of competitions conducted on the occasion of Kamarajar Day and Bharathi Chellammal wedding Anniversary for the students of evening tuition centre on the occasion of Independence Day celebrations on 15th August 2020.

Smuts betrays. What next?

Chamney, Registrar of Asiatics arrived. Gandhi was taken in a carriage to his residence, and a doctor was called in. Gandhi said to Chamney, "I wished to come to your office and take out the first certificate of registration. But God willed otherwise. However, I have now to request you to bring the papers and now to allow me to register. I hope you will not allow anyone to register before me. Chamney asked, "Where is the hurry about it? The doctor will be here soon. You please rest yourself and all will be well. I will issue certificates to others, but keep your name at the head of the list". Gandhi replied, "Not so. I am pledged to take out the first certificate if I am alive and if it is acceptable to God.

It is therefore I insist upon that the papers being brought in here and now. Chamney complied with the request. Before Chamney could bring the papers, the doctor arrived and examined Gandhi, stitched up the wounds in the cheek and on the upper lip. He prescribed some medicines to be applied to the ribs and

enjoined silence upon him so long as the stitches were not removed.

Chamney returned with the papers. Gandhi signed them. He had also given his fingerprints, not without pain. Gandhi noticed tears stood in the eyes of Chamney.

Instead of repealing the Black act, General Smuts took a fresh step forward. He maintained the Black Act in the Statute book and introduced in to the legislature, measures validating the voluntary registrations effected and the certificates issued subsequent to the date fixed by the government in terms of that Act, taking the holders of the voluntary registration certificates out of its operation, and making further provision for the registration of the Asiatics.

Thus there came into force two concurrent pieces of legislation with one and the same object, and freshly arriving Indians as well as even later applicants for registration were still subject to the Black Act.

Gandhi called a meeting and explained the new situation. Some of the members tauntingly said, "There you are. We have often been telling that you are very credulous, and believe in everything that any one says. It would not matter much if you were so simple in your private affairs, but the Community has to suffer for your credulity in public matters. It is very difficult to raise the same spirit as activated our people before."

Gandhi explained the difference between credulity and trust which is an essential characteristic of a Satyagrahi. He advised them to be patient and deal with the problem before them.

They have to address the issue as to what they have to do if the struggle had to continue. That was enough to conciliate the well intentioned skeptics who were doubtful about the resumption of the struggle.

(To be continued.)

Shoppeseva offers you what money cannot buy

When you buy from Shoppeseva 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 Shoppeseva, you will receive a lot of heartfelt gratitude. And the satisfaction of good deed.

- Village Handicrafts ■ Organic Plants, Vegetables and fruits
- Organic Pulses and grains ■ Bakery Products ■ Traditional snacks
- Dairy Products ■ Personal Medical Products
- Cleaning and Sanitizing products ■ Festive products



Shoppeseva

15/1 (11/1), Kabaleeshwarar East Mada Street,
Opposite to Theradi, Mylapore, Chennai - 600004.
9344369226 | sales@shoppeseva.com | Shoppeseva.com



Send your comments to:

City Office:

Sevalaya, No 54, P S Sivaswamy Road (North), Mylapore, Chennai - 600 004, Tamil Nadu, India.

Phone: 99414 50444, 94443 33529, 044-24982204

E-mail: sevalayabhavana@sevalaya.org; vpoperations@sevalaya.org

www.sevalaya.org; www.facebook.com/sevalaya; www.youtube.com/sevalayacharity

Correspondents: Anupriya L N, Gowtham Rajasekhar, Kingston A A, Prasanna P, Vijaya R, Anandan M T

Layout: Rekha Perumal, Arun G

Editorial & Design Consultant:
Thomas T Abraham