



LOVE ALL SERVE ALL

NOVEMBER 2020

Wolters Kluwer ₹15 Lacs solar power project



Sevalaya is an ardent advocate of using sustainable energy sources. At its Kasuva Centre aka Green Campus, the Solar Power Project worth ₹15 lacs sponsored by Wolters Kluwer was inaugurated on 23rd September 2020.

Jonah M Paransky, EVP & GM, WK-ELM

Solutions and Raju Vaidyanathan, MD, WK-ELM Solutions India joined online as the Chief Guests for the virtual event. Sevalaya Murali inaugurated the project on behalf of the Chief Guests.

The Wolter Kluwer Company has supported Sevalaya for various projects

which built a mutual trust among them.

The project covered 15KW Solar Panels installed in the Sevalaya School benefitting 2100 children and 2 Solar water heaters installed in the Old Age Home benefitting 80 Senior Citizens.

At present, Kasuva Centre uses natural Gobar gas for its 50% of cooking fuel requirements and Rain water harvesting techniques to conserve water.



75 Grocery kits to the impoverished communities



Sevalaya distributed grocery kits to 75 underprivileged families in Villappakkam and Kirakam Poondi villages in Tiruvallur

district affected by COVID-19 pandemic. The beneficiaries were physically challenged individuals, widows and

cutlers who sharpen knives for a living.

Each grocery kit worth ₹1,000 consisted of 10kgs rice, 1 litre edible oil and other essentials.

This project was sponsored by Nikhil Johri, a long-time donor of Sevalaya.



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

Mind Power: Brahmakumari



As the pandemic has diminished the capacity of our mind greatly by making the people restless and depressed, Sevalaya invited Brahmakumari Eswari, Brahmakumari's sangam, to conduct a motivational session for the staff. The duo motivated the teachers to overcome stress and anxiety by performing yoga regularly.

The teachers were advised to have

affirmative thoughts and to spread cheerful energy amongst others.

They were shown the positive aspects of yoga by comparing before and after images of neurons in the human brain.

The staff had a self-introspective session and left with a positive aura.

Free Food Programme

Sevalaya Murali was the Chief Guest for the launching of Free Food programme by Sarva Manava Seva (SMS) Society, an NGO based in Thiruninravur.

The first food packet was handed over to S Nambi Varadarajan, founder of SMS Society by Sevalaya Murali.

The Program will provide free and nutritious lunch for 15 elders on a regular basis.



Special Project Day of Inner Wheel Club of Madras Cosmos



The Inner Wheel Club (IWC) of Madras Cosmos celebrated Special project day, at Kasuva centre on 7th October 2020.

Kumari Parthiban, President of Inner Wheel Club of Madras Cosmos donated a cow and calf to the gaushala at Sevalaya. The club also donated 30 tree saplings.

Usha Saroagi, District Chairman, IWC of Dist 323 was the Chief Guest. Padma Preetha Sumanth, Past District Chairman of IWC Dist 323, Sunthari Subbiah, Secretary, IWC of Madras Cosmos, and other members of the club participated in the function.

The children of Sevalaya presented a

folk dance. Usha Saroagi addressed the students. She compared the students to saplings which are nurtured by Sevalaya.

She advised the students to make the best use of the opportunities provided by Sevalaya and prosper in life.

She distributed Chocolates and biscuits to the children. The South India Saiva Sithantha Publishing Society Ltd. donated books to Sevalaya library on the occasion.



227 children in state level chess tourney



A State-Level Chess Tournament in memory of Shri Vankamamidi Venugopal Rao sponsored by his daughters Suseela, Padmavathy, Sai Sumana and son Satya Prabhakar, was conducted by Sevalaya at Kasuva Centre on 2nd October 2020.

227 children participated from 6 districts in the tournament which had 2 categories - Under 10 and Under 14.

Top 10 winners from each category were awarded cash prizes and participants received certificates from the esteemed sponsors.

The family sponsored a special lunch in

memory of their mother Vankamamidi Anasuya on the occasion.



Quality Circle Competition



L N Anupriya, Head Quality, M Prathap, Library Head and N Thangapushpam, Teacher participated in the competition conducted online by Quality Circle Forum of India (QCFI) on the occasion of its 29th Annual Convention.

The theme of the competition was "Developing Self Reliant India through Quality Concepts".

Sevalaya's library team "Go for Gold Mines" presented the problems faced in running the library and the solution to them using the 12-Step methodology.

Sevalaya won the Silver award amongst 150 teams who participated in the virtual competition.

Certificate Course on Social Service EY donates 30 laptops



Sevalaya has launched a one year certificate course on Social Service. The course, coordinated by S Kanchana, Head, Value Education focuses on the ideas of Social service as propogated by Bharathi, Gandhi and Vivekananda (BGV) in their works and through their lives.

The aim of the course is to motivate the participants to involve themselves in social service for the welfare of the underprivileged.

The course was launched by Sevalaya Murali on 11th September 2020. Online classes through Google Meet are held every Sunday. Senior staff and Board members of Sevalaya conduct sessions.

Examination will be conducted at the end of every 3 months and certificates will be issued to the participants successfully completing the course.



As a part of CSR initiative, Ernst & Young (EY) donated 30 laptops to Sevalaya.

Since the schools are closed due to the COVID-19 Pandemic, Only online classes are conducted for the students.

Many of the students of Sevalaya do not have a smart phones or laptops and hence attending online classes posed challenges for them.

These laptops will be very helpful for the students to attend the online classes.

Best Kaizen Award 2020

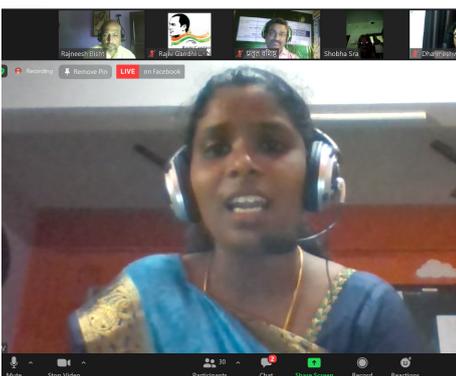


Kaizen is a Japanese concept which means "Continuous improvement". It was initiated at Sevalaya by T M Venkatesan, Chairman, FOCUS-5 on October 2019.

Sevalaya motivates every staff to give more Kaizen by awarding them for their

efforts. On 2nd October 2020, Sevalaya Best Kaizen of the month was awarded to D Umar, Teacher, for suggesting the use of Google forms to conduct surveys and collate the results for identifying projects for rural development.

A Tribute to Bapu



To honour the Father of Nation, Mahatma Gandhi, on his birthday, an online Musical Programme was organized by Rajiv Gandhi Foundation on 2nd October 2020.

13 people from various organisations participated in the event and sang songs in different Indian languages.

Alumna P Abirami, who is now a staff of Sevalaya and student S Sharadha of Std XI participated in the event and sang Tamil songs on Mahatma.

BioMimicry



An online session on Biomimicry was conducted for the staff of Sevalaya by Shiva Subramaniam, IIT, Madras.

The seminar revolved around Biomimicry offering an empathetic, interconnected understanding of how life works and ultimately where we fit in.

Biomimicry is imitating nature and copying nature. The course will kindle the curiosity among the students to look at nature to learn and bring solutions.

The goal is to create products, processes, and policies - new ways of living - that will solve our greatest design challenges sustainably and in solidarity with all life on earth.

The staff understood that biomimicry can be used to not only learn from nature's wisdom, but also heal ourselves and this planet, in the process.

Gandhi Jayanthi celebrations across the locations



To honour the Father of the Nation, Mahatma Gandhi, Sevalaya celebrated Gandhi Jayanthi at Kasuva Centre on 2nd October 2020.

M S Syed Rawoof, Probation Officer, Chennai & Thiruvallur, was the Chief Guest for the event. On this occasion, a State Level Chess Tournament in memory of Shri Vankamamidi Venugopal Rao was sponsored by his daughters Suseela, Padmavathy, Sai Sumana and son Satya Prabhakar, Entrepreneur. They also sponsored a special lunch in memory of their mother Smt. Vankamamidi Anasuya.

M S Syed Rawoof, the Chief Guest, created awareness about 1098, toll-free Child Helpline number, which can be contacted to help children in distress. He also highlighted the importance of parents' responsibility for their children's growth and well-being. He requested parents to be more open-minded and interact with their children in a friendly manner.

The Chief Guest ended his speech appreciating Sevalaya for changing the lives of children through care and education. Sevalaya children presented a colourful cultural programme.

Earlier state-level oratorical, essay, quiz and drawing competitions were conducted. 1145 students from 38 districts participated.

Prizes were distributed to the winners who were present at the venue, by the Chief Guest. Prizes for other winners will be couriered to their homes. The video clipping of the winner of the oratorical competition V Inbavel was also played.



S Rakesh, Asst Professor (Commerce Dept) & Asst Program Officer (NSS), Mar Gregorios College, delivered a special speech on Mahatma Gandhi to the students of the community college at Ambattur Centre.



M Sivasankaran, PG Assistant, Vallalar Higher secondary school, handed over the prize to a student who participated in the Gandhi Jayanthi competition at Sevalaya's evening tuition centre, Eraharam



S Balakrishnan, Gandhiji Grama Seva Sangam, Krishnapuram, received a memento from the staff at Ravanasamudram Centre on Gandhi Jayanthi.



V Premavathy, Principal, Indian Public Nursery & Primary School, Molachur, was the Chief Guest at the Gandhi Jayanthi celebrations at Sunguvarchatram centre.



K Muthuramakrishnan (KMRK), Advisor, Sevalaya handed over the prize to a student who participated in the Gandhi Jayanthi competition at Thanjavur Center. G Kannan, historian at Thanjavur was the Chief Guest .



S R Seetharam, Retd HM, handed over the prize to a student who participated in the Gandhi Jayanthi competition at Thirubuvanai Centre, Puducherry.



R Vinayagam, Circle Inspector of Police, Uthiramerur, received a memento from A N Sabira, Centre Head - Sevalaya Uthiramerur on Gandhi Jayanthi.



P Dharmalingam, VAO, Zamin Endathur handed over the prize to a student who participated in the Gandhi Jayanthi competition at Zamin Endathur Centre.

Inner Calling

Jyoti Lakshminarayanan, Director of Information Technology, DTCC, is an empowered leader in her field who has 4 teams under her supervision. She works diligently in completing her tasks in an organized manner.

Jyoti has finished her Masters in Computer Science and have been working at DTCC for 7 years. She has climbed up the corporate ladder at a steady pace involving herself in various roles and responsibilities. Despite her busy schedule, she's an avid singer and painter.

Her journey with Sevalaya started in 2019 when she visited the NGO with her colleagues, Bob Garrison and Mike Longo. She interacted with the children and had a scrumptious lunch with them. This created a spark in Jyoti to contribute a part of her time in volunteering to aid the children and the elderly.

Due to the COVID-19 lockdown, Jyoti



took the opportunity to become involved when she was approached by the Volunteering Head at Sevalaya to teach the children.

She read out stories and sent the audio recordings which were played for the children at Sevalaya. Her daughter helped her in choosing stories as she was of the same age. Jyoti read stories to the elderly as well, as they enjoyed it.

During her visit, she was amazed by the facilities present at Sevalaya. Jyoti was given an entire tour of the Kasuva campus highlighting the self-sufficient cafeteria where food was fresh from the garden, practical labs and classrooms which can

easily accommodate 70 people at a time.

The founder, Sevalaya Murali, accompanied Jyoti on the tour which she recalled as a humble experience. She was impressed with Sevalaya Murali for commandeering a charitable organization during a global pandemic. "Hats off to the Founder and the staff at Sevalaya for making a difference in the lives of the children. Sevalaya is truly a Temple of Service", says Jyoti with assurance.

"It was a truly rewarding and satisfying experience during my time at Sevalaya and I look forward to continuously contribute to Sevalaya's mission" says Jyoti with delight.

An Enduring Charisma

C Jeyachitra Devi, hails from Rajapalayam but shifted to Chennai with her husband in 1994 after marriage. They both live in Pattabiram, a small town which is approximately 12 kms from Sevalaya. Being so close to the Temple of Service, Sevalaya, she came to know about the NGO in 1999.

She met the founder of Sevalaya, V Muralidharan along with her daughter, Ashra. She was inspired by the dedication of the Founder which motivated her to support Sevalaya.

Initially she supported by sponsoring meals for the children and the elderly



residing within the Kasuva Centre.

Once she got familiar with the people at Sevalaya, Devi started to volunteer to

teach Spoken English for the children. With the support of G Chittibabu, HM, she took classes for 5 students in 2005.

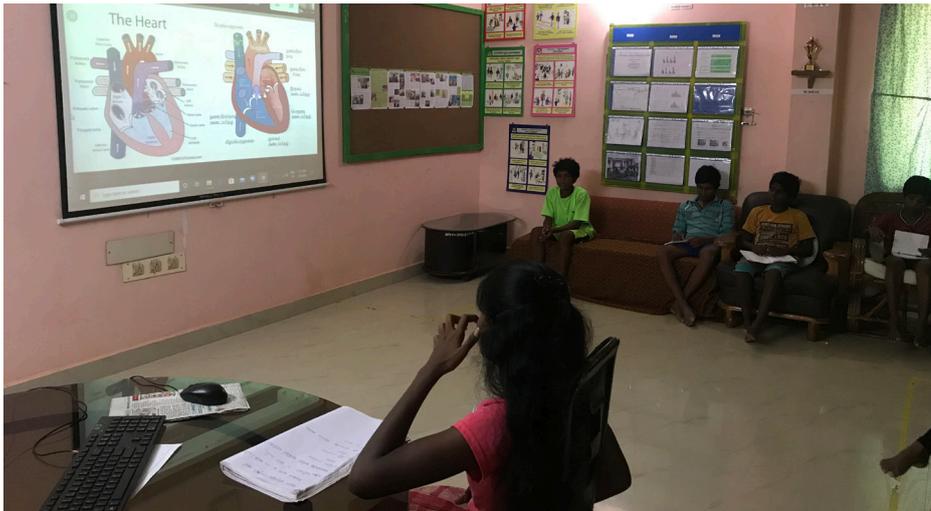
Due to health concerns, she couldn't continue her classes. She supported by sponsoring tailoring classes for 3 tailoring instructors from Sevalaya's Community Colleges.

She began volunteering later in the year 2019.

"I'm inspired by the actions of Muralidharan who devotes his time and energy to work for Sevalaya", says Devi with delight. Devi works at HCL as a full time employee yet still provides her service for Sevalaya. She keeps touch with Sevalaya on a regular basis and supports the NGO through donations and volunteering activities.

She says she was inspired by the words of Muralidharan who had worked for 25 years and later he quit his job to fully concentrate on working for Sevalaya only. Her daughter, Ashra is volunteering at Sevalaya by teaching biology for the school children.

Volunteering: tougher than donation cheques



20 volunteers of BNY Mellon prepared worksheets on Mathematics for the primary school children at Sevalaya as part of their regular volunteering programme. After an initial meeting with the volunteering coordinator at Sevalaya, they decided to conduct classes for students upto Std IX. At present 35 volunteers from BNY Mellon have conducted workshop for hostel students.

Spoken English class was conducted by 3 volunteers, Suryaprakash, Sathish & Sridevi from Bank of America twice a week. 25 staff from various centres of Sevalaya attended a total of 9 online sessions which commenced on 6th August 2020. The staff learned to form simple sentences, types of English tenses and to use them properly in conversations.

Pricewaterhouse Cooper, PwC is conducting spoken English class for 20 teachers every Wednesday.

Cognizant Technology Services is training 24 staff from Sevalaya on Digital Literacy and Computer Training every weekend.

Agastya conducts Science practical sessions for students of Stds VII to IX at the Science labs in Sevalaya school.

Bhumi, an NGO is focusing on taking Arts, Robotics, Life Skill, Science, Mathematics and Volleyball for hostel students of Sevalaya. The online sessions are conducted every day.

Prabha Gopalakrishnan, an individual volunteer is conducting Accounting classes every Wednesday diligently as per schedule.

Padmavathy, an individual volunteer is teaching Mathematics every Wednesday and Thursday for students of Std XII.

Dharani Jayaraman conducts an online Physics session every Tuesday for a total 6 students.

Sue Humphrey, a long-time volunteer from UK has provided her support to train the students in the fundamentals of Spoken English on Mondays, Thursdays and Fridays.

Ashra, an individual volunteer is conducting online Biology classes for 11th students, 6 students of Std XI.

6 volunteers from iVolunteers are taking Spoken English class for 13 students on Saturdays.

Arjun R V, a volunteer from USA is taking Maths class for three students on Tuesdays and Thursdays.

Raghavendra, an individual volunteer is conducting Bhagavat Gita session for staff every Monday. He explains the eternal relationship between human being and God. The primary objective of the session is to illuminate humanity to realize the true love for nature of divinity.

Nalini, a volunteer is conducting Online Spoken English classes to help the students to pronounce hard sounds and to have a conversation fluently. The students showed positive improvement in grammar, reading and writing.

Pranadarth Prakash, a volunteer from Dubai takes Anatomy & Physiology class for hostel students every Saturday.

Rohini, a volunteer who conducted a 2-day online workshop on the fundamentals of Environmental Protection to the students of Sevalaya. She highlighted the awareness on humanity's impact on the environment.

Sujatha Ranganathan, an ex-trustee residing in the UK is conducting music classes for four hostel girls every Friday.

Sudha Subramanian and her son Sidharth Hariharan, a volunteering duo from Dubai, have been teaching the students the past 5 years, chess and cubing when they visit the campus. Due to the Pandemic, Sidharth has connected with Sevalaya by initiating a series of online activities teaching conversational English via storytelling, Math puzzles and the benefits of classical dance.



The Asiatic Invasion and Deportations

Sheth Daud Mahommed who was the President of the Natal Indian Congress; one of the oldest Indian traders that came to South Africa-Parsi Rustomji, and several others joined the "Asiatic Invasion". All of them were arrested and on August 1908 brought before the Magistrate who ordered them to leave the Transvaal within seven days. They disobeyed the order, and were, of course re-arrested at Pretoria on the 28th and deported without trial. They re-entered on the 31st and finally sentenced at Volksrust to a fine of fifty Pounds, or three months' imprisonment with hard labour.

The Indians were high in spirits. They were examining the means which would land them in jail. There were several ones which they adopted not showing the registration certificate without which they would not be given trading licence, which was an offence making them to go to jail. Entering the Transvaal from Natal without a certificate, which they had already burnt. Gandhi also courted arrest. At one time, there were as many as 75 Indian

prisoners in Volksrust jails. The authorities thought it would be good if Gandhi was separated from other prisoners. They therefore took Gandhi to Pretoria and confined him in a solitary cell reserved for dangerous prisoners.

The Government was in a quandary. How many Indians were to be sent to jail after all? They began to cast about for other means of dealing with the situation.

The jails were overcrowded. The Government thought that the Indians would be thoroughly demoralized and surrender if they could be deported to India. Some of the Indians, indeed, could not suffer and withdrew from the struggle, while a majority were firm. The deportees suffered great hardships.

They had to live on meager food provided on the steamers, and all of them were sent as deck passengers. Some of them had their landed property and Business at south Africa. Many had their families at South Africa. Some were in debt. Not many would be ready to lose their all and

turn to bankruptcy.

Many of them were new to India. They were poor and simple folks. The movement was unable to give them financial support. At the last moment, Gandhi thought of sending someone along with them to India. P.K.Naidoo agreed to go even though he got only a short notice. Gandhi sent a cable to Shri Natesan at Madras to take care of their interests. Natesan was a supporter of the cause of Indians in South Africa. He rendered valuable support to the deported Indians.

The South African Indians started a powerful agitation against the lawlessness of the local Government, which was adversely commented upon in India. Legal steps were taken and appealed against the deportations successfully, with the result that the Government had to stop the practice of deportations to India. The events that followed are interesting.

(To be continued.)

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