

## Singapore Universities Mission Oxygen (SUMO) funds for 30 Oxygen Concentrators

Singapore Universities Mission Oxygen (SUMO) through MILAAP has donated 30 Oxygen concentrators which were distributed by Sevalaya to Government hospitals in Tamil Nadu which are in dire need of oxygen for treating the COVID patients.

These Oxygen concentrators were distributed at several Government Hospitals in Tamil Nadu by Sevalaya on 16<sup>th</sup> May 2021 & 17<sup>th</sup> May 2021.

1 concentrator is placed in Sevalaya's Old Age Home in Thanjavur, 1 is placed in Sevalaya's Mahatma Gandhi Medical Centre in Kasuva Village. 1 each in Sevalaya's ambulances in Thiruvallur District and Kanchipuram District.

| No of Oxygen Concentrators | Hospitals  |
|----------------------------|--|
| 3                          | Govt. Kilpauk Medical College Hospital, Kilpauk, Chennai       |
| 3                          | Govt. Omandurar Estate Medical College Hospital, Chennai       |
| 2                          | Velliyur Primary Health Centre, Velliyur, Thiruvallur District |
| 5                          | Govt General Hospital, Kanchipuram                             |
| 5                          | Tambaram Sanatorium Hospital                                   |
| 5                          | Govt General Hospital, Thiruvallur                             |
| 3                          | Primary Health Centres in Gudalur, Nilgiris District           |
| 4                          | Sevalaya Old age homes & Medical centres                       |



Dr P Vasanthamani, Dean of the Govt Kilpauk Medical college and hospital, and Dr P Paranthaman, HOD of Medical Department, KMC



Maheshwari Ravikumar, IAS, District Collector Kancheepuram, Dr Dhandapani, Nodal Officer, and Dr Karthikayen, Senior Doctor, Kancheepuram GH



Dr T Uvaraj, Block Medical officer, Velliyur Primary health centre receiving Oxygen concentrators



Dr Sugunabai, Vice Principal of the College, and Dr Kumar, Head of Anesthesia Department at the Hospital.



Dr R Sridhar, Superintendent, Thoracic Medicine, Tambaram Sanatorium receiving Oxygen concentrators



P Ponnai, IAS, District Collector, Thiruvallur receiving Oxygen concentrators

# Joy of giving: the way of life

Dear Friends,

Today (27<sup>th</sup> May 2021), morning some villagers in Kasuva village smelt something wrong. This is just walking distance from Sevalaya's main campus in the same village. Foul smell was emanating from the corner house in the road which was locked from inside. The villagers called the police and they came broke open the door to find an old man and two women hanging.

This family of 3 - father and two daughters had moved into Kasuva village only two years ago. They sold some land they owned somewhere else and somehow decided to buy a small piece of land in Kasuva and built a small house and moved in.

The daughters had lost their mother a few years ago. The first daughter was married but there was some problem and she did not live with her husband.

In the last two years, they had very little interaction with other villagers or

Sevalaya. They were an isolated family and never took part in any common functions etc.

They had left a suicide note which states that the father was 67 years old and had some health problems. The daughters were worried that he will die soon and they didn't want to see that. Hence they decided that all three will hang themselves and commit suicide.

They had left behind around ₹4500 in cash and some gold jewels which the girls were wearing and the 6.5 cents of land they had bought and the house they had built.

They wanted whatever they are leaving behind to be donated to Sevalaya and used for their charitable activities.

They had also expressed their wish that Sevalaya should perform their last rites.

This news was communicated to Sevalaya by the local villagers first and then by the police authorities and the revenue department staff. The police inquiry

is going on, as I write this report and the bodies have been taken away to Thiruvallur General Hospital.

The authorities have asked us to collect the body tomorrow morning (28<sup>th</sup> May 2021) 9 AM from the hospital and do the last rites. We will be doing that to fulfill the wishes of the departed souls.

We will decide about what to do in the land they have donated. It will be done in their memory and the charity we do will definitely bring peace to the departed souls.

Thanks and Regards  
Sevalaya Murali



You can donate via  
 Pay 9710907675

To know about our COVID-19 relief activities. Please visit

<https://sites.google.com/sevalaya.org/covid19/home>

## Welcome new AVPs

**I Bakgiyarajan (41), and A Suresh (38) have joined Sevalaya as Associate Vice President Operations and will work with A A Kingston, Vice-president Operations.**



Bakgiyarajan has done Masters in Social Work from Sri Ramkrishna mission, Coimbatore, and has 17 years of experience in the Health

sector, sanitation, livelihood, and skill development. He has worked in several NGOs and also for Government projects.

He has 12 years experience in the ICTC (Integrated counseling and testing centre) Government hospitals in Erode and Kanchipuram as counselor, District supervisor in Erode collectorate, and District programme manager at Collectorate, Karur.

At Sevalaya he will be in charge of the operations of Sevalaya's centres at Ambattur, Sunguvarchatram, Vadanallur, and Uthiramerur.

He will also be involved in the implementation of rural development projects, undertaken by Sevalaya.



Suresh has done MBA, MSW, Masters in Psychology in Chidambaram. He was working for HDFC Standard Life insurance for 1.5 years.

Then he moved to the social sector, joining the NGO Hand in Hand.

He has also worked with TVS motors in Hosur in their CSR team. Suresh has 5 years of experience in working for tribal welfare for Srinivasan Services trust.

At Sevalaya he will be in charge of the operations of Sevalaya's centres at Thirubuvanai, Thanjavur, Eraharam, and Ravanasamudram.

He will also be coordinating the rural development projects.

## Sevalaya in District Level Committees

V Muralidharan, Founder & Managing Trustee Sevalaya is a member of 2 District Committees in Thiruvallur, formed by the District Collector Ponniah IAS, in accordance with the directions of the Tamilnadu Government.

The committees have been constituted to provide intervention programmes for children affected/infected by COVID-19, as well as children of COVID-19 affected/infected parents and for the affected senior citizens.

Team Sevalaya will be visiting villages in Thiruvallur district to identify children who are affected by COVID either directly, or in need of support as their parents are affected, and the senior citizens affected by the pandemic requiring support.

The data thus collects will be compiled and submitted to the Collector, Thiruvallur district.



# Chellaram sponsors O2 Concentrators

10 Oxygen concentrators were handed over to Government General Hospital in Udhagamandalam, Nilgiris District, by Chellaram Foundation and Sevalaya on 24<sup>th</sup> May 2021.

Chellaram Foundation sponsored the Oxygen Concentrators and Sevalaya coordinated the procurement, transportation and distribution.

The Oxygen concentrators were handed over by Edward Vincent, Branch Manager, Chellarams Pvt Ltd, Udhagamandalam to J Innocent Divya, IAS, Collector, Nilgiris District. Dr Palanisamy, Joint Director of Health, Nilgiris District, and Priyadharshini S R, Centre Incharge, Sevalaya Samaritan Gramodharan Samithy, Gudalur were present on the occasion.



Handing over 10 Oxygen concentrators to Nilgiris District  
From L to R: Dr Palanisamy, J Innocent Divya, IAS, and Priyadharshini S R

## Safety kits sponsored by Asian Paints Vehicle for reception Home



S Deepak, Manager, Environment, Asian Paints Pvt Ltd handing over Sanitation kit to Sriperumbudur GH

Asian Paints private (Ltd) sponsored 500 sanitation kits to frontline health workers and villagers in and around 14 villages near Sriperumbudur. Each kit had a pair of cotton gloves, two N-95 Masks, four 3 ply masks, hand wash, and hand sanitiser.

Sevalaya is the implementation partner for this COVID-19 relief initiative.

On 26<sup>th</sup> May 2021, S Deepak, Manager, Environment, Asian Paints Pvt Ltd and A Suresh, AVP Operations, Sevalaya distributed the sanitation kits to COVID frontline warriors such as police personnel in ASP police station Sriperumbudhur, sanitation workers in Government General Hospital,

Sriperumbudur, health workers in Primary Health Centre, Molachur, and villagers in Paalnullur, Ponthur, Mambakkam, Sunguvarchatram, Thirumangalam, Santhavellore, Sirumangadu, Echoor, and Kunnam villages.



KluberLubrication India Pvt Ltd has donated a 5 seater Maruti Eeco Van worth ₹ 5 lacs for the reception home at Sevalaya.

Sevalaya has been authorized by the Department of Social Welfare, Govt. of Tamilnadu to run a reception home in Thiruvallur District. The children who seek assistance through the Child Helpline are rescued and brought to the reception Home.

It is a short stay home, where efforts are made to explore the possibility of reuniting the child with family or shift the child to any Govt registered home to ensure the safety of the child.

The vehicle will be used to respond to calls of distress from across Thiruvallur and rescue the children and other transportation purposes related to such issues.



# Free ambulances sponsored by VPG and RNAIPL



Sevalaya launched free mobile medical services near Oragadam, Kanchipuram District. The thrice a week service will benefit 20 villages.

The ambulance funded by Vishay Precision Group of Companies was flagged off by S Sathish, General Manager, VPG, on 17<sup>th</sup> May 2021.

In the current crisis caused by COVID-19 pandemic, the ambulance will be stationed at Government General Hospital, Kanchipuram, to respond to emergency calls to transport COVID patients from their residences to hospital and the cured patients from the hospital to their homes. VPG will also be sponsoring the operational cost of the ambulance.

The services of Sevalaya's another ambulance sponsored by Renault Nissan Automotive India Pvt Ltd (RNAIPL) are also made available to the Government General Hospital, Kanchipuram.



## Awareness camp



Sevalaya conducted a COVID awareness camp in Kasuva and surrounding villages, that was sponsored by BNY Mellon.

A team of doctors and nurses from Sevalaya went on a door-to-door campaign and explained the precautions to be taken to stop the spread of the virus and the importance of getting vaccinated. 619 villagers were covered in this campaign

## BNY sponsors 5 Oxygen concentrators



*L Ashok Kumar, Associate Vice President, Operations, Sevalaya distributing Oxygen Concentrators to Dr A Jamila MD, Vice Principal, Government Stanley Medical College*

5 Oxygen concentrators of 10 ltrs capacity were handed over to Stanley Government Hospital by BNY Mellon and Sevalaya on 26<sup>th</sup> May 2021. BNY Mellon sponsored the Oxygen Concentrators and Sevalaya coordinated the procurement,

transportation, and distribution. The Oxygen concentrators were handed over by L Ashok Kumar, Associate Vice President, Operations, Sevalaya to Dr A Jamila MD, Vice Principal, Government Stanley Medical College.





# DP world sponsors ₹10 Lacs worth Road Safety Project



DP World has sponsored ₹10 lacs to Sevalaya for the maintenance of 135 CCTV cameras in the 8 Kms stretch from the Chennai Port Zero gate junction to Ernavur junction, for 1 year

This stretch is an accident-prone area with many containers using this road to

transport goods to and from the Port.

All the CCTV cameras are linked to the nearest Police station where they are monitored by the Police. Sevalaya is in charge of maintaining the CCTV cameras, ensuring their proper functioning carrying out repair works immediately if needed.

In coordination with Police personnel Sevalaya will also conduct Road safety awareness programmes in the area.



## Safety Kits for Sevalayans



Sevalaya has planned to distribute COVID-19 protection kits to the beneficiaries at all 13 of its centers in Tamil Nadu and Puducherry.

32,500 kits, each costing ₹ 500 will be distributed. Each kit includes 10 masks, a pair of hand gloves, liquid hand wash, and hand sanitizer.

These kits were sponsored by many donors, in response to the appeal made by Sevalaya.

On 30<sup>th</sup> April 2021, the first lot of protection kits were distributed, to

the families of 150 underprivileged students studying in Sevalaya's Mahakavi Bharathiyar Higher Secondary School.

All safety protocols as prescribed by the Government were strictly followed during the distribution.

A A Kingston, VP operations, Sevalaya, spoke to the parents about the threat posed by COVID-19 and insisted on following all the protective measures. He also stressed the importance of getting vaccinated.

## Life Skills Programme



Movement Positive is an organization that focusses on building social-emotional skills and life skills in children. Sowmya Parthasarathy, founder of the organisation has organised a 6 month life skills programme for the students of Sevalaya Home from Stds Xto XII and community college.

The programme offers students an experiential, fun, and interactive way to acquire 21st-century life skills, awareness workshops to gain financial, media, and digital literacy. Mentorship with leaders across industries enables them to pursue a career path of their interest.

The sessions, which commenced on 26<sup>th</sup> April 2021, will be held on every Monday.



## An opportunity to serve the needy

Prasanna Parthasarathy, Vice President, Donor Relations has donned many roles in Sevalaya in his 4 ½ years in service in the organisation.

He joined as a Programme Manager, overseeing the implementation of projects in Kasuva and the functioning of community colleges in 2 other locations.

Then as Sevalaya's services expanded to more and more locations, he was in charge of all the projects and Community Colleges, as well as liaising with Corporates for CSR funding, and implementation of CSR projects. Now in his present role, he is in charge of fundraising.

Prior to joining Sevalaya, Prasanna had experience in various fields such as digital cinema, implementing e-governance projects for the Government, digital marketing, and operations of a matrimonial services company.

On why he chose to join Sevalaya,



Prasanna says "Ours is a big joint family. My father had 6 siblings and my mother had 11 siblings.

Both my parents were the eldest in their respective families. Both of them were also the first in their families to get into Government service.

My parents educated all their siblings, got them all married and helped them to settle well in life. In addition, they also gave the 3 of us – their own children a

good education.

If as individuals, they can support so many people, I thought I too can, by joining a service organisation, make positive changes in the lives of more and more needy people.

Sevalaya fitted the bill perfectly. I am happy that I got the opportunity to join this organisation. "

Speaking about his family, he says his wife Rajalakshmi, who works for a private bank and his mother Padmini Parthasarathy, a ret'd teacher have been the strongest support for him to face the challenges in life. He has two sons, Srivathsav studying in Std VII and Srinath in Std V.

About his experience in Sevalaya, Prasanna shares that it is a very gratifying experience for him to coordinate with multiple donors and successfully implement a project.

His pet projects so far have been the establishment of centres in Zamin Endathur, and Thanjavur and the construction of a new Primary school building at Kasuva centre.

"I am happy to be a part of Sevalaya's journey in expanding its services both geographically and areas of service, for the underprivileged in various segments," concluded Prasanna.

## Radiotherapist technician from a remote village

M Mohan, one of Sevalaya's Alumni (2016 batch) has got placed as a Radiotherapy Technologist at Mangalore Institute of Oncology (Karnataka). Mohan's father works in a brick kiln and his mother works as a tailor in an export company.

Mohan joined Sevalaya in 3rd grade. A good athlete, he has won many prizes in sports, including the overall championship. "My teachers are the backbone of my success," he says.



The first thing that comes to his mind when he remembers his school days is

his class teacher who taught him Tamil.

He was a good speaker and would motivate his class through his powerful thoughts.

The sound grounding in values he got at Sevalaya and the innumerable programmes when eminent chief guests would share highly motivating stories of their journey in life played a great role in his desire to do well in life. The interesting Biology classes created an interest to join a related area of work.

When he wanted to pursue B.Sc in Radiotherapy Technology, the family could not afford the college fees. He then approached Sevalaya to help him pursue higher studies.

Sevalaya with the help of BNY Mellon sponsored his higher education. Today Mohan is happy at his new place of work and dreams of coming up in this career.



# Mahaveer Jayanti celebrations at various centers



## Kasuva

Prakash Chandji Barjathya Jain, All India Digambar Jain Mahasabha, was the Chief Guest for the online Mahaveer Jayanthi Celebrations on 23rd April 2021 at Kasuva.



## Eraharam

M Vimal Kumarji, Thamaraiappakkam, Donor, was the Guest of Honour. V Muralidharan, Founder & Managing Trustee, Sevalaya, and M Amarchand Jain, Advisor, Sevalaya, participated

Pondicherry, B Eswari, M.Sc. B.Ed, Abacus trainer, G Max Educational Pvt Ltd, at Eraharam, Sundaraj, Retd Railway official at Thanjavur Old Age Home and Ramalingam MA., M.Ed., M.phil at Zamin Endathur.



## Zamin Endathur



## Sunguvarchatram

in the function. M Amarchand Jain welcomed the Guest and gave a brief about Sevalaya's activities.

Prakash Chandji Barjathya Jain lauded Sevalaya's services and offered his best



## Thirubuvanaai

wishes for the growth of the organization so that it could serve more needy people.

Amarchand readout felicitation message from Arunji Jain, Chairman, and Managing Director, intellectual design

## Ramzan celebrated



Ramzan was celebrated online at Kasuva Centre on 14<sup>th</sup> May 2021. Dr M Umar Basha, B.H.M.S., M.D, Founder & Managing Trustee, AL-Ansaar Educational Trust, Ikkadu, Thiruvallur Natural Homoeopathic Clinic, was the Chief Guest.

The Chief Guest started his speech with a prayer to God to bless all with wealth and good health. He shared a story about Prophet Mohammed's belief "Live and let live".

He further added that one should earn and lead a useful life helping others. He praised Sevalaya's activities and told the student that they should learn well and achieve their goals and help the needy and the poor.

Staff from all centres participated in the online celebrations.



## Thanjavur

Arena Ltd. Then he greeted the Sevalaya family with sweets and made students take an oath "All life is equal. Live and let live. I will not harm any life". The Chief Guests at the other centres were Kannan, Proprietor, Kannagi agency, Mambakkam



## Uthiramerur

at Sunguvarchatram, M Aravind Sun Jain and R Gautam Sun Jain at Uthiramerur Community College, Subramanian M. A, B.Ed, Correspondent, Appu English High school, at Mahakavi Bharathiar Community College, Thirubhuvanai,



# Preparing for the battle

At their invitation, Gandhi met the mine owners at Durban. As Gandhi had expected, the meeting did not yield any positive results. Then why did Gandhi meet them? In his own words, "The humility of a Satyagrahi knows no bounds. He does not let slip a single opportunity, for settlement, and he does not mind if anyone, therefore, looks upon him as timid."

The man, who has faith in him and the strength which flows from the faith, does not care if he is looked down upon by others. He relies solely upon his internal strength. He is therefore courteous to all, and thus cultivates and enlists world opinion in favour of his cause." During his journey to Durban and back, Gandhi saw that the strike and the peaceful behaviour of the strikers had produced an excellent impression on the railway guards and others. These officers were astonished to find that poor, illiterate and ignorant labourers made such a splendid display of firmness. Firmness

and courage are qualities which are bound to leave their impress even upon the adversary, says Gandhi. Gandhi returned to Newcastle. Labourers were still pouring in from all directions. Gandhi clearly explained the whole situation to the "army". He pictured the difficulties they were to endure during the struggle, and it was no knowing when the struggle would end. He told them clearly that they were free to resume work if they were not ready to face the hardships including being imprisoned. The labourers assured that they would never be downhearted and expressed their unflinching loyalty to the cause.

Then, the only step ahead was to prepare for the march. The march was to start on October 28, 1913 - the next day. The rules of the game were laid out. They could not afford anything on the road beyond a daily ration of one pound and a half of bread and an ounce of sugar for each "soldier". Gandhi would try to get something more from the Indian traders

on the way, but if he failed, they must rest content with bread and sugar. None of the 'invaders' was to keep with him any more clothes than necessary. None was to touch anyone's property on the way. They were to bear it patiently if any official or non-official European met them and abused or even flogged them.

They were to allow themselves to be arrested if the police offered to arrest them. The march must continue even if Gandhi was arrested. Gandhi also announced the names of those who were to lead the march successively in his place, in case of his arrest. In Charlestown, traders rendered great help by allowing the use of their houses and cooking materials. Gandhi led the workers by example. His experience as a servant leader was that, if he puts in body labour himself, others will follow.

They were yet to cross the border.

(To be continued)

## Power tiller for farming



G Natarajan, a Senior official from Philip Morris International, Switzerland and his wife Reetha Natarajan are long-time donors of Sevalaya. Their daughter Shruthi Natarajan, an engineering student

at the University of Manchester is a volunteer at Sevalaya.

Reetha and her husband Natarajan have are very much interested in farming. Initially, they donated papaya and *Kariveppilai* tree saplings for Sevalaya.

Having come to know about organic farming activities at Sevalaya, they were very much interested to support this initiative.

A power tiller was the need of the hour for effective ploughing and weeding of the farms.

The couple has now donated a power tiller worth ₹2,50,000 which will be a great support for the farming activities.

## Free food for the hungry



"The hungry need not beg. Pick up a food packet. Need not give money" says the placard in a Pushcart in front of Chitlapakkam Town Panchayat Office. This is an initiative by E Lakshminarayanan, Trustee, Sevalaya.

Every day he places 50 food packets in the pushcart. Anybody who is hungry can pick up a packet of food. Narayanan also makes sure that people wear facemasks and maintain distance while coming for food.

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