



# LOVE ALL, SERVE ALL

## 33<sup>rd</sup> Annual function

## TN Education Minister dedicates Sevalaya's new school building



*Inaugurating the new primary school building L to R: A Krishnasamy, Poonamalle MLA, Education Minister Anbil Mahesh Poyyamozhi, District collector Dr Alby John Varghese, Milk & Dairy Development Minister Avadi S M Nasar, Sevalaya Murali and I Parandaman, Egmore MLA*

On 27<sup>th</sup> October 2021, Sevalaya celebrated its 33<sup>rd</sup> Annual Day which saw the inauguration of the New Primary School Building by Tamil Nadu School Hon'ble Education Minister, Anbil Mahesh Poyyamozhi, at Kasuva Village near Thiruninravur, Tiruvallur District.

In his keynote address, the Minister described the wealth of education as the most superior of all riches. He praised the Montessori system followed at the school. He also asked Sevalaya to start more branches and expand its services and assured that Sevalaya will always have the support of Government of Tamil Nadu.

Hon'ble Minister for Milk & Dairy Development, Avadi S M Nasar, Government of Tamil Nadu, advised students to use their knowledge and became leaders in their field. He also praised Sevalaya Muralidharan for following the example of Mahatma Gandhi, by being truthful, and for successfully leading Sevalaya.

Hon'ble Member of the Legislative Assembly, A Krishnasamy, Poonamalle,

appreciated the services of Sevalaya. Hon'ble Member of the Legislative Assembly, I Parandaman, Egmore said that he had seen the growth of Sevalaya since his childhood days.

Dr Alby John Varghese, IAS, District Collector, Tiruvallur District, said that good community development can only be achieved if the government and the private sector worked together.

Jayaseeli Jayapalan, Union Committee Chairman, Tiruvallur, Bhujji D Ramakrishnan, Union Secretary, Tiruvallur, P A Arumugam, Chief Education Officer, Tiruvallur, A Ellappan, District Educational Officer, Tiruvallur, M Barkathullakhan, Union Committee Vice Chairman, Tiruvallur Union, G Indira Pon Gunasekaran, District Councilor, Tiruvallur, Sangeetha Rajee, Union Councilor, Puliur, B Vimala Babu, Union Councilor, Pakkam, V Hari, Union Councilor, Nathamedu, E Kutty (A) Bhagwatsalu, Panchayat President Puliur, T Satya, Panchayat Vice President, Puliur, M Mani, Panchayat President, Sivanvayal, V Vinayakamoorthy, Vice-Chairman of the Panchayat Council, Sivanvayal, Ko Velu, Panchayat President, Pakkam, and R Keerthika Ramesh Babu, Vice President of Panchayat Council, Pakam participated in the function.

### 500 more students

The new primary school building inaugurated by the Education Minister was built with funds close to ₹2 Crores contributed by five companies under the CSR scheme, and Page Pierre Foundation,

*Continue on page 2*



*From L to R: District collector Dr Alby John Varghese, Education Minister Anbil Mahesh Poyyamozhi releasing the 33<sup>rd</sup> Annual Report, Milk & Dairy Development Minister Avadi S M Nasar receiving the copy, A Krishnasamy, Poonamalle MLA and I Parandaman, Egmore MLA*

Continue from Page 1

Switzerland and several individual donors. It houses 12 spacious, well ventilated and furnished classrooms, equipped with smart boards. CCTV cameras, RO water and solar power to meet 80% of energy needs are built in facilities. With this addition, Sevalaya can provide quality education to an additional 500 underprivileged students, marking a 25% increase in intake.

R Vijaya, Headmistress, Sevalaya's Mahakavi Bharathiyar School, presented a document entitled "*Kalviyil Sirandha Tamilnadu*" to the Minister, for potential replication in the State. It covered the school's best practices and successful programs implemented. M T Anand, Headmaster, Sevalaya's Mahakavi Bharathiyar Primary School presented a document on Montessori education in Tamil Medium and K Revathi, Asst Headmistress, presented a document on Biomimicry programme implemented in Sevalaya.

Sevalaya's well-wishers including D V Sridharan, Zamin Endathur, S Subbaiah, Thanjavur, A Manivannan, Thanjavur, K Gopal, Ravanasmudram and D Punitharaj, Mambakkam & Sunguvarchatram were awarded the supporter Awards.

Prasanna Parthasarathy, VP Donor Relations, and D Vimala, VP Accounts and Administration, won the Best Employee Award for the year 2020-21. Gold coins were given to 18 employees who have been working in Sevalaya for 5,10,15,20 years and birthday gifts were given to the employees who are celebrating their birthdays this month.

Cheques were presented to the students who were the toppers in Tamil. The prize money is donated by G Shankar, a long time donor of Sevalaya, in memory of his late mother V Rukmani, who was a Tamil teacher. The Education Minister also launched the monthly magazine "*Vidiyal*" which showcases the artistic talents of the students.

## Modern class rooms inaugurated Sponsored by GRT and TaeguTec



On 15<sup>th</sup> October 2021, 5 classrooms worth ₹60 lacs, sponsored by GRT were inaugurated.

C S Balaji, Senior Vice President, Marketing and Bala Subramaniam, Assistant General Manager, Finance, GRT, were the Chief Guests at the event.

A classroom, sponsored by TaeguTec under their CSR programme, was inaugurated on 29<sup>th</sup> September 2021.

L Krishnan, Managing Director, TaeguTec India Pvt Ltd joined the inaugural function, online.



A view of the modern classroom in the new Primary school building.

## Gandhi Jayanthi boon

# Sevalaya Samaritan Hospital to offer free medical services



Thommy, Proprietor, Thommy bakery handing over the blankets to tribals

Each year, the birth anniversary of the Father of the Nation, Mahatma Gandhi is celebrated across all Sevalaya centres.

Gandhi's 152<sup>nd</sup> birth anniversary was celebrated at Sevalaya's new branch, Samaritan Hospital in Gudalur. On 2<sup>nd</sup> October 2021, with a change in the Hospital's policy. Free medical services, offered to the tribals since

inception, would henceforth be offered to all its patients.

J Saravana Kannan, Revenue Division Officer, Gudalur, Liahad Ali, DMK, Union Secretary, Gudalur, R Krishna Prataban, President, Merchants Association, Chairman, Merchants Welfare Association, Gudalur, were the Special Guests on the occasion.

500 blankets sponsored by Gudalur Merchants Association, were distributed to the tribal people on the occasion.

## Rotary donates blankets



From L to R Sevalaya Murali, Past President Murali Bhaskar, Past District Governor of Rotary Dist 3230 A Subramaniam, President Pankaj Davey and Secretary Shanthala Sathya of Rotary Club of Madras T Nagar.

Rotary Club of Madras T Nagar sponsored 200 blankets for the tribals at Gudalur. Past District Governor of Rotary District A Subramaniam handed over the cheque to Sevalaya Murali at a function at Chennai on 16<sup>th</sup> October 2021.



# Sevalaya's new centre at Dharmapuri houses Sevalaya's 3<sup>rd</sup> Old Age Home



*Hosur MLA Y Prakash and District Secretary Thadangam P Subramani, Inaugurating the Old age home at Dharmapuri*

Sevalaya added Dharmapuri to its activity map, thanks to the generosity of Dr V Manoharan, Retd Professor, Agricultural University, Puducherry, who donated his house at Dharmapuri to Sevalaya. In accordance with his wishes, Sevalaya will run a free Old Age Home named after his deceased wife V T Shanthi. This is Sevalaya's 16<sup>th</sup> Centre and the 3<sup>rd</sup> Old age Home, the first two being in Kasuva and Thanjavur

On 10<sup>th</sup> October 2021, Honourable Member of the Tamilnadu Legislative Assembly, Hosur constituency, Y Prakash inaugurated Sevalaya's V T Shanthi memorial free Old Age Home.

Hon'ble MLA Y Prakash, in his address, appreciated the noble act of Dr Manoharan, donating his house in memory of his wife and observed that it requires a large heart to give charity. He also appreciated Sevalaya for rendering good services to the underprivileged and assured the support of the people of Dharmapuri and Krishnagiri.

Thadangam P Subramani, District Secretary assured that he will support all activities of Sevalaya in the District.

Nattan Madhu, District Joint Secretary, appreciated Dr Manoharan for his affection for his wife in whose memory he

has donated the house for running an Old Age Home for destitute elders.

Shri Dillibabu, Ex MLA, mentioned that Dharmapuri District is backward in education and all other services of Sevalaya are very much needed in the district. He also appreciated Sevalaya's services for the underprivileged for the past 33 years.

Dr V Manoharan, the donor said that the debate whether Old Age homes are needed or not Should be set to rest. "Especially for the poor and destitute elders, who have nobody to take care of them, Sevalaya provides a life of peace and dignity" he observed.

M G Sekar Ex-MP and MLA of Dharmapuri conveyed his best wishes to Sevalaya.

Earlier, welcoming the gathering, Sevalaya Murali noted that the growth of Sevalaya in these 34 years is due to the support of the donors and the public. Looking at the involvement of the villagers in organizing the inauguration function, he was confident they will support all ventures of Sevalaya in this district.

"This old Age home will provide shelter and a life of dignity to 20 destitute elders, without any discrimination based on caste, colour, creed, religion and language" he said.

## Rotork sponsors solar street lights worth ₹10 lacs



Rotork has sponsored 30 street lights, 3 KW solar panels and Hybrid Batteries

worth ₹10 lakhs in Kasuva centre. On 11th October 2021, Kesavan Dorairaj,

Hariraj Yoganandham, and Ameerudeen Mohamed, CSR committee members of Rotork, inaugurated the eco-friendly installations.

The streetlights are installed in the pathway from the main gate to the Old Age Home Campus, Community College campus and the Gaushala. The pathways are now well lit ensuring the safety of the senior citizens and resident students.

The Chief Guests were appreciative of the services of Sevalaya in the field of education and the commitment and dedication of its staff. They also assured support for future requirements of Sevalaya.



# Guru Krupa Foundation sponsors skill development program



Over the last 10 years, Sevalaya has improved the lives of over three thousand economically backward students and women by providing free skill development programmes in five districts in Tamilnadu and in Puducherry.

This transformation has played out at its 11 community colleges in various districts of Tamil Nadu and Pondicherry, with the

help of many donors.

On 12<sup>th</sup> October 2021, Guru Krupa Foundation sponsored the year long Skill Development Education Program at Mahakavi Bharathiyar Community College, Uthiramerur.

Through this ₹11 lakhs worth project, 200 students will acquire skills in Tailoring and

computers this year.

M Selvi BA.BL, ML, Centre Administrator OSC officer, Social welfare department, Kanchipuram, the Chief Guest inaugurated the project and presented certificates to 60 students who have completed the courses earlier this year.

Speaking on the occasion, the Chief Guest said that empowerment of women was essential for the progress of any society and advised the students to prepare themselves for government jobs. She congratulated Sevalaya for its initiatives to improve the lives of the underprivileged.

## Smartboard donation



London-based Mira Viswanathan, Director at Ernst & Young, has sponsored a smart board in memory of her Grandma P S Thangammal. 175 students in the 10<sup>th</sup> grade will benefit from it.

## Elders day celebration



Dr Abirami, B.N.Y.S, Consultant in Naturopathy Department, St Thomas Multispeciality Hospital, Kerala Kottayam, joined online in the International of day of Elder persons celebrated at Kasuva centre on 1st October 2021.

The elders presented a cultural

programme of songs and dance.

Earlier various competitions were held for adults. Prizes were awarded to the winners of the competition.

## Bhajan for elders



Volunteer Geetha Venkatesan, is conducting Bhajan's for elders every week on Wednesday. She is the wife of T M Venkatesan who mentors Sevalaya for implementing 5S Elders from Kasuva old age home and Thanjavur old age participate in this online bhajan session.

"The session is very interesting. Madam's voice is mesmerising. we are also learning new Bhajans. "

**Geetha, Elder at Old Age Home, Kasuva**

## Deepavali donation



Sulochana Ramaseshan, President of Exnora International has been an ardent supporter of Sevalaya for the past 27 years. Like the previous years, this year also she has donated new clothes to the resident elders and children of Sevalaya for Deepavali.

## 181<sup>st</sup> Birth Anniversary



The 181<sup>st</sup> Birth Anniversary celebrations of Raja Sir Ramasamy Mudaliar was organised by the Official Trustee of Madras High Court on 13<sup>th</sup> October 2021. Groceries worth ₹1.5 lacs were donated to Sevalaya on the occasion.

District Judge S Raju, the Chief Guest, handed over items which included 25 kg rice bags 55 Nos, 25 kg Idli rice bags 11 Nos, and 25 packets each consisting of 12 grocery items like dal, oil, and spices.



# Gandhi Jayanthi celebrations across the locations



On 2<sup>nd</sup> October 2021, Gandhi Jayanthi celebrations were held at Kasuva, Dr Vijayalakshmi Sridhar, M.A, Founder & Director, Sri Vijayalakshmi Educational Trust, was the Chief Guest.

Speaking on the occasion the guest said that she was happy to visit Sevalaya on Gandhi Jayanthi, and shared a story of her grandparents who participated in a protest against the western cultural imposition at Thoothukudi during the British rule, She advised the boys to respect women and the girls to be brave in all situations.

Earlier state level competitions were conducted in which students from 125 schools in 30 districts participated.



V Vinayagam, Honorary president, Merchant Association, Uthiramerur, was the Chief Guest at Mahakavi Bharathiyar community college, Uthiramerur, Kanchipuram



V Radhakrishnan, M.A, B.Ed, Tamil Teacher, PSBB Millennium School, Cuddalore, was the Chief Guest at the Mahakavi Bharathiyar community college, Thirubhuvanai, Puducherry.



M Baskaran M.Sc, B.Ed, M.Phil, Teacher, Govindasamy Government High School, Tarasuram, was the Chief Guest at the Sevalaya's Evening free training centre, Eraharam, Kumbakonam.



Lion R Thiruvengadam, President, All Merchant Association & Director of Lions Club, Sunguvarchathram, was the Chief Guest at the Mahakavi Bharathiyar community college, Sunguvarchathram, Kanchipuram.



P. Ganesan MSc, BEd, BT Asst, Mazhvankaranai village, was the Chief Guest at the Gandhi Jayanthi celebrations were held at Zamin Endathur, Madhuranthakam.



N Indirajith, Corporation staff, Kadayam, was the Chief Guest at the Mahakavi Bharathiyar community college, Ravanasamudram, Tenkasi.





## Igniting the flame of knowledge, neutralising inequalities

Reeta Natarajan and G Natarajan have been ardent supporters of Sevalaya since 2018. They came to know about Sevalaya through a friend when they were looking to sponsor a girl child for education.

For their son Rishabh's upanayanam, they contributed all the money received as blessings along with their contribution to sponsor a girl child at Sevalaya. Then on, the entire family is very keen to contribute through teaching and participating in activities, besides being proud sponsors of two girl students.

Hailing from a modest family in Kolkata, Reeta completed her B.Com (H) B.Ed, and has worked in various roles, including as a team leader at DCL in Kolkata for a group of 25 for a project based in Philadelphia. After working for nearly 15 years, Reeta left the job to raise her family and kids.

Teaching is one of her passions along with singing, dancing and bead arts, so it is not surprising that whenever she has the opportunity to volunteer, she does it enthusiastically and lovingly from the heart.

Even though she has all the privileges in life, she understands the struggle of



the poor family and the importance of educating someone, especially a girl child, so that their whole generation can escape poverty.

"Making someone aware of their ignorance and igniting the flame of knowledge is one of the noblest deeds a person can do in the world. I will always support Sevalaya in carrying out such noble deeds", says Reeta Natarajan.

The youngest of three sons, G Natarajan also hails from Kolkata. In his devout family, Natarajan imbibed a spiritual bent of mind. He and his mother studied spiritual texts when he was just 14.

After acquiring a slew of degrees, Natarajan joined Hindustan Lever from the IIM Bangalore campus in 1992. After 25 years with that company in both national and global leadership roles, including roles in Singapore and UK, currently, he is with Philip Morris International (PMI) in Switzerland. He is their Global Head for a division with

over 2000 employees based in over ten countries.

The Natarajans have two children: Shruthi, a 3<sup>rd</sup>-year chemical engineering from Manchester University and Rishabh in Grade 8. Both are studying Indian music.

According to Natarajan, "life is a precious gift. We need to make the best use of it by doing good and devoting our time to understanding the higher spiritual dimension within us".

"My aspirations are to do a lot of charity and give back to society as much as possible," says Reeta

The couple realise the need to tackle the deep inequity in our society wherein many girls drop out of school and decided to sponsor girl child's education. Very impressed by Sevalaya, the couple also would like to support some of the other causes that Sevalaya is involved in – senior citizens, farming.

## Chasing a dream

P Elakkiya, Centre Head, Ambattur Community College, has been working in Sevalaya for the past 2 years. She lives with her mother Rajathi in Velacherry.

Elakkiya completed her bachelor's degree in B.com Commerce at Dharmapuram Aadhinam Arts college, Mayiladuthurai, and M.com from Bharathidasan University. Currently, she is pursuing M.Sc Yoga, in SRM University, Chennai.

She had worked in Enviro care services,



Velacherry as an accountant which gave a good proficiency in that job and growth in her field but Elakkiya wanted to use her education to progress in life. It was then she applied for the job in Sevalaya. She was appointed as a Tally instructor at

Ambattur Community College.

She had no idea about an NGO before. She fully credits her growth to Prasanna, VP, Donor Relations, who was her head in the beginning.

Elakkiya is impressed by Sevalaya's activities and loves to be part of it. She does not mind her daily travel of 40 km to and from the office.

"Sevalaya helped me to develop my career by providing a platform to learn many things. I am happy to be part of Sevalaya which gives me a feeling of family bonding", she explains.

Elakkiya's dream is to do a PhD and her name should be called Dr Elakkiya. And she is working hard to achieve her dream. Sevalaya wishes her to achieve her dream.



# Ayudha pooja & Saraswathi pooja celebrations



B S Prapoorna, Director, Exploridge brain mapping service, was the Chief Guest for the Ayudha Pooja celebrations at Kasuva centre on 13<sup>th</sup> October 2021.

In her speech, the Chief Guest emphasized the importance of Vijayadashami to the students. She said that being in the brain mapping field her goal is to sharpen the brain for better development and her goal is to sharpen the brain for better development.

Truth, fighting Jealousy, not stealing and being brave are some points she says we should follow to sharpen our minds.

She said that just as Durga Devi took many avatars to destroy the asuras, we should also destroy our bad habits.

She concluded with a small bird story with the theme of "Be happy with what you have" and urged the students to be grateful every day for everything you have.



A Selva Rathinam, Archagar, Mangala sithi Vinayagar Koil, Ambattur was the Chief Guest for Pooja celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur.



M Pugazhenth, B.Tech, Archagar, Kaliyamman Koil, Eraharam, was the Chief Guest on Navaratri & Vijayadhasami Pooja celebrations held at Sevalaya's Evening free training centre, Eraharam, Kumbakonam.



T Kumaran, MBA, Proprietor, Kumaran Annachi Super Stores, Gudalur, was the Chief Guest on Ayudha Pooja celebrations at the Sevalaya's Samaritan, Gudalur.



Dr A Shankar, BABL, DCE, was the Chief Guest for Ayudha Pooja celebrations held at Mahakavi Bharathiyar community college, Sunguvarchathram, Kanchipuram



P Gomathy, PUC, Ex-Correspondent Hindu primary school, Ravanasamudram was the Chief Guest at the Mahakavi Bharathiyar community college, Ravanasamudram, Tenkasi.



R Gokul, Manager, State Bank of India, Uthiramerur Branch, was the Chief Guest at the Mahakavi Bharathiyar community college, Uthiramerur, Kanchipuram.



M Krishnamurthy, MSc, B.Ed, MBA, Vasanthashmi Typing Academy Owner, Thiruvananthapuram, was the Chief Guest at the Mahakavi Bharathiyar community college, Thirubhuvanai, Puducherry.



Dr Jawahar Babu M.B.B.S, Medical officer, Primary Health Care, Zamin endathur, was the Chief Guest at Pooja celebrations were held at Zamin Endathur, Kanchipuram



# All ends well!

Labourers from mines at different locations incensed at the violence leashed out on the peaceful strikers, spontaneously abandoned their work and started striking en masse. There was a flood of volunteers to render them all support.

General Smuts found no alternative to yield to the demands of the Indians. Gandhi and some other leaders were released. Just to save face, he announced a commission to inquire in to the demands of the Indians. Indians decided to boycott the commission, as there was no Indian representation in it, and the members were known to be biased against the Indians. It was decided to go ahead with the march with intensified vigour.

At this juncture one event happened that turned the course of the historic struggle. There arose a great strike of the European employees of the Union railways, which made the position of the Government delicate. Gandhi was called upon by enthusiastic workers to commence the march immediately under the fortunate circumstances. But now Gandhi took a decision that is very characteristic of him. He declared

that he could not thus assist the strikers, as they were not out to harass the Government, their strike being entirely different and differently conceived. They would start the march at a different time when the railway struggle ended. This created a deep impression on the Europeans and particularly the Government.

General Smuts was reported to have said, "I do not like your people and do not care to assist them at all. But, what am I to do? You help us in our days of need. How can we lay hands upon you? I often wish you took to violence like the English strikers, and then, we would know at once how to dispose of you. But, you will not injure even the enemy. You desire victory by self suffering alone and never transgress your self imposed limits of courtesy and chivalry. And, that is what reduces us to sheer helplessness."

Several points were discussed and several letters were exchanged. The satyagrahi will be suspended, on the prisoners being released and the specific demands conceded.

1. Withdrawal of the 3 pound Tax.
2. Legalisation of the marriages

celebrated according to the rites of Hinduism, Islam etc.

3. The entry of educated Indians.
4. Alteration in the assurance as regards the Orange Free State.
5. An assurance that the existing laws, especially affecting Indians will be administered justly with due regards to the vested rights.

A provisional agreement was reached on the above basis. Soon it was also gazetted. The passing of the bill, and some subsequent correspondence relating thereto finally closed the satyagraha struggle that started in 1906.

Gandhi sailed to India on July 18, 1914 where several political and social issues awaited his arrival.

He concludes his book, "satyagraha in South Africa" with these words:

"I will consider myself amply repaid if I have in these pages demonstrated with some success that Satyagraha is a priceless and matchless weapon and that those who wield it are strangers to disappointment and defeat."

(Concluded.)



WHAT MONEY  
CAN'T BUY!

## Homemade Sweets

Deepavali Pakshnamams available at ShopeSeva, place your orders now..!!

All the proceeds goes to the NGO, Sevalaya

ShopeSeva 15/1, 11/1, East Mada Street, Mylapore, Chennai, Tamil Nadu - 600004  
sales@shopeseva.com | +91 7299564411 | www.sevalaya.org | www.shopeseva.com

### Each 1 Kg



Laddu	₹ 625	Munthiri Halwa	₹ 812
Mysore Pak	₹ 500	Kaju Kathili	₹ 1125
Badhusha	₹ 562	Badam Kathili	₹ 1750
Jangiri	₹ 625	Assorted Sweets	₹ 687
Soan Papdi	₹ 562	Mixture	₹ 640
Ghee Mysore Pak	₹ 687	Kara Boondhi	₹ 640
Bombay Halwa	₹ 625	Milagu Kara Sev	₹ 640

[www.sevalaya.org](http://www.sevalaya.org) [/sevalaya](https://www.youtube.com/channel/UCsevalaya) [/sevalaya](https://www.facebook.com/sevalaya) [/sevalaya.ngo](https://www.instagram.com/sevalaya.ngo) [Call us at +91-7299564411 to place your orders](https://www.whatsapp.com/channel/01201555555555555555)

Send your comments to:

Head Office:

Sevalaya, F2 Pushkarani Apartments, #12, Ananda Road, Alwarpet, Chennai - 600 018., Tamil Nadu, India.  
m: 99414 50444, 94443 33529 e: sevalayabhuvana@sevalaya.org; vpoperations@sevalaya.org.

[/sevalaya](https://www.facebook.com/sevalaya) [/sevalaya.ngo](https://www.instagram.com/sevalaya.ngo) [/sevalayacharity](https://www.youtube.com/channel/UCsevalaya)  
[www.sevalaya.org](http://www.sevalaya.org) [/company/sevalaya](https://www.linkedin.com/company/sevalaya)



You can donate via  
G Pay 9710907675

**Correspondents:** Anandan M T, Anupriya L N, Dr Gokulakrishnan J, John Seba, Kanchana S, Kingston A A, Prasanna P, Priyadharshini S R, Shanth Ragul N, Vijaya R  
**Layout:** Rekha Perumal, Arunkumar G  
**Editorial & Design Consultant:** Thomas T Abraham