



LOVE ALL, SERVE ALL

Tamil Nadu floods: Sevalaya reaches relief for 5,000 affected people



At Thanjavur, a visually challenged grandma who was stranded in heavy rains was rescued and given shelter at Sevalaya old age home.

Heavy rains have been ravaging Chennai as also many parts of Tamil Nadu, since the onset of the northeast monsoon on 25th October, 2021.

In the first three weeks of November alone, the city received 808 mm of rains in debilitating bouts, as against a monthly normal of 374 mm. Statistics do not explain the havoc the torrents and the resultant deluge has played with people.

The end is not in sight, nor the flooding in many streets, challenging normal life for large sections.

The plight of people living in hutments has been pathetic. Especially for the daily wage labourers, who could not get work

due to the heavy downpour.

They were struggling even for their basic needs such as food and shelter. While the government was trying to move them to a safe location, they had challenges in finding food, clothing and blankets.

Sevalaya jumped into action at various places that needed help. The situation brought into play the skills Sevalaya had acquired in rescue and relief operations. Starting from the Tamil Nadu Tsunami of 2004, regular natural calamities have been learning opportunities.

Sevalaya employees conducted the operations on mission mode, to reach help to a total of 5,000+ affected people.



At Uthiramerur, Sevalaya distributed food packets on multiple occasions to 750 Irula tribals whose livelihood was worst affected and the people who had shifted from their houses in low lying areas.



At Thiruvallur, 1,000 provision kits were distributed to needy people. Food packets were distributed by Sevalaya staff and volunteers to hut dwellers near Saidapet Coovum bridge, hutment behind Sai baba temple, Mylapore and in the Retteri area in Kolattur.

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Give2Asia sponsored dry ration kits consisting of basic groceries like Rice, Dhall and basic spices to 173 families.

Who were affected by the rains in Zamin Endathur. These people are daily wage labourers living in hutments.

An appeal

Help us to reach much-needed help to more of the badly affected people.

Please lend a helping hand to people who are struggling to get back to their normal life by sponsoring provision kits worth ₹1,000.

Contact: 99414 50444

mail id: vpdr@sevalaya.org

BNY Mellon and Sanmar sponsor 2,000 flood relief kits worth ₹20 lacs

In the first phase of distribution, kits consisting of groceries including rice, dhall, oil, sugar and spices, blankets and dresses were distributed to 1,000 people in the Egmore area, on 20th November 2021.

In the second phase, on 21st November 2021, blankets, clothing and dry food such as bread and biscuits were distributed to 1000 people, who are platform dwellers and hutment dwellers.

Distribution was done at multiple locations including Singer street, V V Koil Street, Dhideer Nagar (Kannappar Grounds), Home for the homeless, a shelter run by Govt for the dwellers in Egmore Railway station platforms and Moore Market Allikulam area, which were worst affected by the heavy rains.

I Paranthaman, Honourable MLA, Egmore Constituency, along with our founder Sevalaya Murali, distributed the materials.

In Mathirimangam and Samathuvapuram in Villupuram district, food was distributed to 250 people whose houses were flooded by the continuous heavy downpour.



Matrimony.com donates Boys restroom block

Chief Guest S Jayaraj, Deputy General Manager, Head HR- Matrimony.com, inaugurated online, the block of restrooms for boys in Sevalaya's Kasuva centre, adding the hygienic facility for nearly half the students of the school.

Matrimony.com donated ₹13 Lacs for this 900 sq. ft facility that consists of 6 toilets, 25 urinals, a water tank, and a septic Tank, benefiting over 1,000 boy students.

The Chief Guest cited that their organization has been associated with Sevalaya for the past two years and assured their continued support.



Software AG sponsors ₹7 lacs worth Smart Boards, Montessori materials



An exciting new facility in the new classrooms in Sevalaya's new Primary school block at Kasuva centre are

Smartboards, courtesy Software AG's ₹7 lacs sponsorship, which also covers Montessori kits with tools for EPL,

sensorial and maths.

The interactive smartboard, also known as an electronic whiteboard, is a classroom tool that allows images from a computer screen to be displayed onto a classroom board using a digital projector. The teacher or a student can "interact" with the images directly on the screen using a tool or even a finger. This makes classes interesting and learning fun.

On 27th October 2021, Vasudeva Kothamasu, SVP, Software AG, Mahendran Padmanaban, Manager-HR, Software AG, Aravindhan Annamalai, Engineering Manager, Software AG, inaugurated the smartboards.

Fortnightly Paediatric Speciality services at Kasuva Medical centre



Sevalaya, in association with ACS Medical College and Hospital (ACS MCH), will be offering fortnightly paediatric speciality medical services at its medical centre at Kasuva village, on the 2nd and 4th Wednesday of every month.

Dr Arasar Seeralar, MD, HOD of Paediatrics Department, Dr Aravind, MD, Assistant Professor and Govindarajan Community Coordinator from ACS Medical College and Hospital were the Special Guests for the event.

The inaugural function of this programme was held on 24th November 2021.

Dr Arasar Seeralar, in his address mentioned that a team of doctors and

nurses from the Paediatric Department of ACS MCH will be visiting Sevalaya's medical centre fortnightly to offer their services. They will also offer mental health support. "wwChildren requiring further treatment will be referred to ACS Hospital, where they will be offered free treatment", he assured.

This programme will benefit the children of Sevalaya and the children from the 40 neighbouring villages.



“Quality is everyone’s responsibility” - Raj Srinivasan



Speaking as the Chief Guest at the Quality Month celebrations at Kasuva centre on 30th November 2021, Raj Srinivasan - CEO & Mentor, National Institution for Quality & Reliability emphasised the role of every employee in ensuring quality.

Tracing the pioneering role of Japan in the quality movement, he underlined the importance of training in behavioral changes.

“We should be proud to be living in Tamilnadu because we receive numerous awards for quality in the automotive

companies. Tamilnadu is called as Quality Capital of India”, he noted. Srinivasan added a 6th S to 5S: Safety.

Srinivasan presented awards to winners at the kaizen, quiz, poster, slogan, quiz and photography contests. He appreciated all the participants and requested others to participate in the competition in the upcoming years also. He explained clearly that Quality is everyone's job and in any work we should give the best quality. At the end, he wished everyone for their best work

in future.

T M Venkatesan, Chairman and Mentor - FOCUS - 5, appreciated Sevalaya as an NGO conducting "Quality Month" much like the corporate sector. In his six years of his association with Sevalaya, he has been pleasantly surprised to see the interest and enthusiasm of the employees. "Totally committed, unconditional involvement" - these words will suit their work, he opined. He wished Sevalaya Muralidharan and Bhuvaneshwari all success in the global level.

A A Kingston - Vice President, Operations, welcomed the audience, while P Prasanna, Vice President, Donor Relations, presented mementos to guests. Vote of thanks was given by Anupriya Suresh, Head - Quality.



Wish Card Donations



DaanUtsav is India’s biggest festival of giving during which people come together and perform acts of kindness by giving their time, material or money in interesting ways to any cause(s) of their choice. Sevalaya children write their wishes on a card and share it with corporates. The corporates then organise drives during the festival, to fulfil the wishes of the children.

This year, around 30 senior employees of Sundaram Fasteners visited Sevalaya’s Kasuva centre and distributed 300 gifts to the children. Children, being children,

were very delighted to get their wishes fulfilled.

Associates of Bajaj Allianz Finance and Flatirons Jouve participated in the event and fulfilled the wishes of 120 children.



Child Safety Week



75 children of Sevalaya Home participated in the Child Safety Week celebration held at Kasuva Centre on 24th November 2021 in collaboration with the Social Welfare Department, of Govt. of Tamilnadu.

M S Syed Rawoof, Probationary Officer, Social Welfare Department participated in the event. He spoke to the children about Safety. He advised them on how to protect themselves from strangers. He also advised them to be open and talk freely to their teachers/ parents about any problems they may be facing and get help.

He advised the children to be alert and aware and enjoy a peaceful life.

Deepavali celebrated with great excitement



At the celebrations at Kasuva, near Thiruninravur, S Raju M L, Hon District Judge, Administrator General and official Trustee of Tamilnadu, Chennai, participated as Chief Guest along with his wife. The Chief Guest promised all possible support for Sevalaya in future. His wife, R Vimala said: "Sevalaya Muralidharan has been doing a lot of services. We will help as much as we can, like a squirrel, in that service." Both of them wished the students and elders a happy deepavali.

New dresses, crackers and sweets were distributed to all the 200 plus resident children and the 50 elders. Children burst crackers with enthusiasm.

Sevalaya students exhibited their talents through cultural events including dancing and singing. A grandmother from the old age home sang a song.

First time Diwali Celebration for Paniyar tribes of Gudalur



Around 20 families of Paniyar tribes of Thenvayal village of Gudalur, celebrated Diwali for the first time. The tribes performed their tribal dance as part of celebrations.

K Ravikumar, Entrepreneur, participated as Chief Guest. All were served Kerala style Sadhya (feast). New clothes, blankets, sweets and crackers were given to around 125 people of the tribal community. Sumathi Selvakumar, Tailoring Instructor, delivered the welcome address. The celebrations ended with the vote of thanks by S R Priyadarshini, Centre Head, Gudalur.



M Nagarajan, Panchayat Leader, was the Chief Guest at the Mahakavi Bharathiyar community college, Thirubuvanai, Puducherry.



D Saravana kumar, Assistant Engineer, Tamilnadu State Transport Corporation, was the Chief Guest at the Sevalaya Gandhi Ashram Krishnan memorial old age home, Thanjavur.



R Marimuthu, Owner of Ambal Car paints and Car care, was the Chief Guest at the Sevalaya's Evening free training centre, Eraharam, Kumbakonam.



T Parasuraman, Panchayat Secretary, BDO Office, Uthiramerur, was the Chief Guest at the Mahakavi Bharathiyar community college, Uthiramerur, Kanchipuram.



B Sathish Kumar, HR Manager, Classic Auto Tube Pvt Ltd, was the Chief Guest at the Mahakavi Bharathiyar community college, Sunguvarchathram, Kanchipuram.



R Charu Kala, B.E, President, Vengadampatti Panchayat, was the Chief Guest at the Mahakavi Bharathiyar community college, Ravasamudram, Tenkasi.



Y Macdelene B A, B Ed, Teacher, Primary school, was the Chief Guest at the Mahakavi Bharathiyar community college, Zamin Endathur, Kanchipuram.

Paniyar Tribe discovers education as a life changer

Manickam (63) is a leader of sorts for the Paniyar tribals in the Thenvayal village. The community of around 20 families love living along with nature in their interior hamlet. They are hesitant and scared to mingle with the outside community as it pulls them away from nature.

The eldest son of the family of 5 children, Manickam had to stop his studies after the 8th standard, to work in the fields along with his father as daily wage labour, to support the family. All his siblings also dropped out of school.

Manickam lives with his daughter, son and eight grandchildren, in a 100 sq feet structure. For the past 20 years, he has been helping other members of his community in getting various documents such as ration cards, Aadhar cards, community certificates, benefits under Govt welfare schemes for the tribes from the Government authorities.

The tribals are benefitted from the free treatment provided at the Samaritan



Hospital, Gudalur, which came under Sevalaya's management in April 2021. This year, the staff of Sevalaya Samaritan visited the hamlet and celebrated Deepavali with the tribals.

"We never celebrate Deepavali or Pongal. Our traditional festival is the harvest festival "Poo Puthari" celebrated on the 10th day of Tamil month Aipasi (15th October to 15th November as per Gregorian calendar). But all the people in our village were happy to celebrate Deepavali for the first time. We are particularly happy about the feast that was served to us on the day", says Manickam.

Manickam happily shared that the entire village will be moving into the new houses built by the Government for them, soon. "All my efforts to get these

houses built for our community and convincing our people to move into the new structure have borne fruit. Next year we will be celebrating Deepavali in our new locality", says a beaming Manickam. He is understandably proud that he could help Uma Krishnan, the first youth from his community to continue education after 10th. She is studying 11th standard in a school in a village nearby.

Manickam strongly believes that education is the only way to uplift his community. He has been persuading other parents to send their kids to school by explaining the benefits of education. They have a high school near their village, where they get free education. He hopes that at least one youth from their village gets a job in government.

Vasanth Kumar and Amaravathi – Messengers of meditation

P V Vasanth Kumar, a Chartered Accountant by profession, worked in the banking industry for nearly two decades. He started attending Ramachandra Mission's meditation programs while in service.

Slowly this interest led him to resign from his job and dedicate his time fully to the services of this mission under his Guru. He cherishes conducting meditation classes for the seniors and staff at Sevalaya Kasuva centre. His wife



Amaravathi, a retired postgraduate teacher, coached NEET aspirants of Sevalaya school last year. She is also a meditation teacher and a supportive partner to Vasanth. The couple has a son and a daughter. They both are well settled in life and have been practising meditation since childhood.

Vasanth says: "I enjoy a peaceful and happy life only because of meditation. I believe that intelligence and experience alone cannot lead to wisdom. To attain

wisdom, we must meditate and follow basic humanitarian principles. We should not hurt anyone by our actions, words or thoughts. We should treat every human being just as we would like us to be treated".

He strongly believes that meditation is a universal solution to all problems. "Our thoughts can change our habits and attitudes, thus creating a positive environment." asserts Vasanth.

Children's day celebrations at Paediatric ward of Thiruvallur GH



Sevalaya celebrated Children's Day at the paediatric ward of Thiruvallur GH.

Sevalaya kids entertained the children admitted at hospital, with a dance

performance. They also distributed fruits to the children. Vinodkumar Jain, Entrepreneur, Thiruvallur, and R K P Vijayanarayan of RKP Hospitals, were the Chief Guests.

Dr Arasi Srivatsan, Dean, Govt. Medical College, Thiruvallur, Dr K N Rajkumar, Resident Medical Officer, Chief Doctors Dr V Srinivasan, Dr S V Vijayaraj, Dr Jagadishkumar and nurses participated in the celebrations.

Dr Arasi Srivatsan, Dean, Thiruvallur Medical College, emphasised the importance of bringing up children with love and compassion.

Children's day celebrations across the locations



At Kasuva centre, Chief Guest Vani Aiyer, General Manager, Corporate Communications, Nissan Motor India PVT Ltd, was moved to see the 33rd annual video of Sevalaya on the children's day celebration at Kasuva centre.

"When people are running after money and job, doing such service is not possible for everyone. I am impressed with the service of Sevalaya. It is such a pleasant surprise to see the teachers' performance at the celebrations", she commented.

She distributed prizes to all the children who won in various competitions conducted for children's day.



Joseph Samuel, Honourable MLA, Ambattur constituency, as the Chief Guest distributed course completion certificates to 73 students of Mahakavi Bharathiyar Community college, Ambattur as part of children's day celebrations.



E Vengatesan, Panchayat President, Mambakkam, was the Chief Guest at the Mambakkam centre, Kanchipuram.



K Karthikeyan, Senior Electrical Technician, SNC- Lavalin Profac Gulf Management LLC, Qatar, presided over celebrations at Sevalaya's Evening Tuition center, Eraharam, Kumbakonam.



Sevalaya Thanjavur old age home celebrated the children's day in Govt school for differently-abled Children, Mempalam, Thanjavur along with the Sevalaya's Tuition center children.



At the celebrations at Mahakavi Bharathiyar Community College, Thirubuvanai, Puducherry.

K Iyyanar, Vice President, Aazhiyur Panchayat, along with Thirugyanasambantham (on behalf of the Panchayat President) were the Chief Guest, at Thirubuvanai, Puducherry.



At the Mahakavi Community college Uthiramerur, G Vadivukkarasi, B.Sc., Revenue Inspector, Uthiramerur firka, was the Chief Guest. Tuition center children arranged for an art exhibition of their creations.

Chief Guest distributed crayons and pencils to all the children who participated in the event.

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Champaran, Gandhiji and Rajendra Prasad-(1)

Dr. Rajendra Prasad who was the first President of the Indian Republic was a close associate and ardent disciple of Gandhiji. He saw Gandhiji for the first time in 1915, when a meeting was convened at Calcutta to honour Gandhiji who had returned to India after a successful Satyagraha battle at South Africa. He was then popularly known as "Karma Vir Gandhi". He was wearing a white achkan, dhoti and Kathiawadi Turban. Rajendra Prasad who was a practicing lawyer at Calcutta had attended the meeting just out of curiosity. He could see Gandhiji only from at a distance.

The annual session of Congress was held at Lucknow in December 1916. By that time Prasad had shifted to Patna and set up practice there. He attended the Congress meet. Gandhi had also come to the meeting. Some of the leaders of the agriculturists of Champaran, chief among whom was Rajkumar Shukla, were present at the meeting. Prasad had earlier learnt about the sufferings of the ryots of Champaran from Rajkumar

Shukla. But then, his acquaintance of the sufferings of Champaran ryots was incomplete and scrappy. Babu Braj Kishore Prasad, leader of the youth of Bihar was well acquainted with the issue. He, Rajkumar Shukla and others desired that a resolution about the Champaran issue should be passed at the Congress meet. They requested Gandhiji to sponsor it. But, Gandhiji declined and said he could not do so unless he verified the facts by a personal investigation. However, he assured that he would visit Champaran at the earliest opportunity and see for himself how far the reports given to him were correct. Of course, the resolution moved by Braj Kishore and supported by Rajkumar Shukla was passed at the session. It was at this session that Rajendra Prasad came in to contact with Gandhiji, but did not still have acquaintance.

In April 1917, All India Congress Committee met at Calcutta. Prasad was sitting close to Gandhiji. But the latter did not know Prasad. Prasad was not aware of the arrangement Rajkumar

Shukla had made with Gandhiji to take him to Champaran. As Shukla was sitting outside the venue, he did not have occasion to talk to Shukla. After the close of the meet, Prasad proceeded to Puri and Gandhiji to Patna along with Rajkumar Shukla. Had Prasad known this programme, he would have accompanied Gandhiji to Patna.

At Patna, Prasad had rented a house and was living with a few servants, leaving his family at Calcutta. His house at Patna was almost a free boarding and lodging place for his clients, mostly villagers who visited Patna for court cases. Rajkumar Shukla took Gandhiji to Prasad's place.

All the servants except one had left on leave. The only servant did not know it was Karma Vir Gandhi who was the visitor. Taking him to be a rustic client, he did not treat him well. Not sure of his caste, he did not allow Gandhiji even to use the lavatory. Rajkumar Shukla could not do anything about it.

(To be continued.)

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Childrens day celebrations



R Dharmar, Village Administrative Officer, Ravanasamudram along with Prof. Dr. A M Murugan, Professor, Prathiksha Engineering College, were the Chief Guests at the Mahakavi Bharathiyar Community College, Ravanasamudram, Tenkasi.



R Janaki Dhinakaran M.com.,M.Ed, Union Committee Member 17th ward, Zamin Endathur was the Chief Guest on the Childrens day celebrations at the Mahakavi Bharathiyar Community College, Zamin Endathur, Kanchipuram.

Quality Circle gold for Sevalaya

Quality Circle Forum of India conducted CCQCC 2021, in which more than 150 teams participated. A team from Sevalaya comprising of L N Anupriya, Head of Quality, Sevalaya, M T Anandan, Centre Head, Kasuva centre and Dr J Gokula Krishnan, Head, Health department, won Gold for their presentation on Quality old age home.

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