

# What do you look for in your CSR partner?

- CSR law compliance
- Project execution skills
- Successful track record
- Transparency
- Awards and recognition



# sevalaya

30+ years of service to community

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V Muralidharan

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Bhuvaneshwari Muralidharan

## Genesis: realization of a childhood vision

The thought process that later led to the formation of Sevalaya was born when V Muralidharan was 11 years old. While reading a poem by Mahakavi Bharathiyar, he came across an intense verse that said: "There's nothing holier than providing education to the poor". This *mantra* germinated as Sevalaya, which means "Temple of Service".

Around the same time, young Muralidharan used to visit Ramakrishna Mission and got inspired by the powerful quotes of Swami Vivekananda. "Even if a dog goes hungry in this world, what is the point in having so many Gods, so many religions, so many temples?" Swami Vivekananda had asked persuasively. The *mantra* for feeding the hungry later took the shape of homes for

the destitute, the poor and the orphans.

Another lasting influence on young Muralidharan was Mahatma Gandhi's autobiography, "The story of my experiments with Truth", Gandhiji's vision of villages becoming self-supporting and self-dependent later shaped Sevalaya's blueprint for rural development. Sevalaya came into being in May 1988 when Muralidharan finished his Engineering degree from Indian Institute of Science, Bangalore and spent 4 years in IT industry the IT industry.

Muralidharan gave up his lucrative and flourishing career with Tata Consultancy Services in 2009, to devote full time to Sevalaya.





# Triggering Transformation

Sevalaya has been serving the rural underprivileged communities since 1988. Today, Sevalaya operates at 16 centres in Tamil Nadu (10 districts) and Puducherry. The first centre of operations is in Kasuva village near Thiruninravur, 45 KMs West of Chennai. Once largely inhabited by brick kiln labourers, whose children often accompanied them, the area has now been transformed into a vibrant community, with child labour totally abolished in Kasuva and over 40+ surrounding villages.

Over the past few years the school strength has topped 2100, more than half of them girls. The drop out ratio (those who pass 12th standard out of all LKG entrants) is less than 2% and the school pass percentage among this first generation of school goers ranges between 99% to 100%.

Over 2200 Sevalaya students have passed Std XII since 2005. All of them are either employed or pursuing higher education.

Sevalaya runs a home for 200 destitute children, three old age homes for seniors, two hospitals, a gaushala and 9 community colleges which offer vocational training in 11 trades. 75% of the 3200+ qualified youth placed on jobs and 25% are self employed.

Medical camps, tuition centres and rescue-to-rehabilitation support for victims of natural calamities and the COVID-19 pandemic are part of Sevalaya's services.

A registered Charitable Trust, Sevalaya renders all its services absolutely free

of cost to destitute and needy persons without any discrimination of caste, colour, religion, language, gender or nationality. In this mission, Sevalaya's eternal inspirations are Mahakavi Bharathiyar, Mahatma Gandhi and Swami Vivekananda.

Since 1988, Sevalaya has transformed 40+ villages from 100% child labour to 100% literacy, through quality education given free to 4,700+ rural children, providing higher education for 1,700+ students, housed and shaped the lives of 550 orphans, given shelter and dignity to 250 destitute elders, imparted skills and facilitated employment to 4000+ rural youths, reached healthcare to 3,20,000+ poor and needy rural folks, delivered relief, food and medical equipment to benefit over 3,00,000+ people affected by natural calamities and Covid 19 pandemic with your support.

Name of the Award	Awarded by	Year
Best Green Campus	Govt. of TamilNadu, Forest Department	2012
Best Old Age Home	Govt. of TamilNadu, Social Welfare Department	2012, 2018
State Award - Best social worker - Mr. V Muralidharan	Government of TamilNadu	2016
National Award – Sat Paul Mittal – Outstanding Service to Humanity	Nehru Sidhant Kender Trust, Punjab	2016
Women's achievers	NGO category from FICCI FLO	2016
National Award – Spirit of Humanity – Education Category	AmeriCares Foundation, Mumbai	2015
National Award - Lakshmi Menon Memorial Award for Girl Child Education	All India women's conference	2014
Best project of the year	Project Management Institute (PMI)	2012
Outstanding Service Organization	Lucas TVS National Institute of Quality and Reliability	2009
Innovative value based Education in Primary Education	TCS Education World Awards Committee 2006	2006
Life Time Achievement Award - Mr. V Muralidharan	Indian Medical Association	2019
Service over Self Award - Mrs. M Bhuvaneshwari	Inner Wheel District 323	2021

# Projects completed

	No. of Corporates	Project Value (₹ in lacs)	No. of Projects	Beneficiaries
Education	31	₹ 1003 lacs	4	20588
Livelihood	9	₹ 399 lacs	6	3272
Environment	11	₹ 311 lacs	11	5000
Rural Development	12	₹ 401 lacs	23	25000
Sports	3	₹ 52 lacs	8	4000
Health Care	8	₹ 266 lacs	7	75000
Covid & Cyclone Relief	25	₹ 424 lacs	12	100000
Animal Welfare	1	₹ 67.5 lacs	1	70 dry cows
Homes	10	₹ 81 lacs	16	11438
Others (Infra projects)	10	₹ 240 lacs	9	5000

## Activities and impact, as per CSR Law Schedules

Sl.No	Areas of Service and Impact	Relevant clause under CSR Law Schedule 7
1	<b>Food for children and senior citizens</b> 3,40,625 meals were cooked and served everyday last year for 1,115 children and senior citizens. Their economic background makes food the first priority. 50 lacs meals were served to children and senior citizens since 1988.	(i) Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation, safe drinking water.
2	<b>Community kitchen</b> Natural calamities like flood and the pandemic brought hunger to the doorsteps of a large population including daily wage earners. Community kitchen was set up to provide food packets to 16,600+ people this year in all locations of Sevalaya and Sirkazhi in Tamilnadu and Puducherry. So far, 87,600 food packets have been distributed to people affected by natural calamities and pandemic.	
3	<b>Grocery kits during natural calamities</b> 2,000 grocery kits were distributed during the year to villagers affected by the pandemic in the districts of Chengelpet, Thiruvallur, Tenkasi, Thanjavur, and Nilgiris. 13,000+ grocery kits were distributed to victims of natural calamities such as Tsunami, floods, cyclones and the pandemic so far.	
4	<b>Medical centres</b> Dedicated medical centres at 5 locations provide free generic medical support for the villagers. Certified doctors and nurses have provided medical support to 2,65,510+ individuals since 1994.	(i) Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation, safe drinking water.
5	<b>Mobile Medical Vans Clinics</b> 1,00,500+ villagers living in 80+ villages in 3 districts with limited access to quality healthcare services have been benefitted by Mobile Medical Vans from 2017. Periodic medical check-up, generic medicines and health awareness sessions are offered, besides specialised medical camps.	(x) rural development projects
6	<b>General health camps and awareness sessions</b> 100+ awareness programmes benefitting 5,125 teens were conducted during the year. Subjects cover safety of self, social behaviour and how to manage the outside world. Volunteers from many corporates are involved in this. COVID-19 awareness programmes were conducted for villagers and they were advised on the precautions to be taken and how to improve immunity. Multi Vitamins tablets were provided to villagers and Vitamin A drops to children below 5 years. 300+ awareness programmes have been conducted since 1994, benefitting 17,125+ teens.	

7	<p><b>Value Education</b>  Online sessions on the lives of Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda were conducted during the year, covering 10,868 students from 38 districts. Moral education based on life lessons of Bharathi, Gandhi and Swami Vivekananda is provided by Sevalaya to 60,868 students from 38 districts of Tamilnadu since 1988. Moral education classes were also conducted for prisoners in all Central Jails in Tamil Nadu.</p>	(ii) promoting education, employment enhancing vocation skills.
8	<p><b>Free School (Pre Primary to Std XII)</b>  From 1991, Sevalaya has been running a free school following state board syllabus for 1st generation learners from 40 villages in Thiruvallur District, Tamil Nadu. 4,300 children have received education since then. 50%v of the students are girls.</p>	(ii) promoting education, employment enhancing vocation skills.
9	<p><b>Higher Education support</b>  After completing Std XII, deserving students are given financial support for higher studies, through corporate and individual funding. Nearly 1,050+ students have benefitted for the past 25 years.</p>	(iii) promoting gender equality, empowering women, setting up homes for orphans; setting up old age homes.
10	<p><b>Community colleges</b>  Since 2011, Sevalaya has been providing free skill-based education to unemployed youth in 10+ locations. Courses include: Electrician, AC mechanic, E-Publishing, Tally, Tailoring, Lab Asst, and beautician are women-only courses designed to improve the living of the rural families and also to improve gender equality. Over 3,272 rural youth have benefitted.</p>	
11	<p><b>Homes for children and senior citizens</b>  Sevalaya has nurtured the two most vulnerable populations through the construction of homes for orphans and destitute elders.   Sevalaya has housed and shaped the lives of 550 orphans and given shelter and dignity to 250 destitute elders who live secure, comfortable, active and fulfilled lives.   3,28,500 meals were cooked and served every day last year for children and senior citizens as we have for 33 years now.</p>	(iii) promoting gender equality, empowering women, setting up homes for orphans; setting up old age homes.
12	<p><b>RO plants &amp; Clean toilets</b>  1,000+ people will be benefitted by the 2 Eco bloc Rainwater harvesting wells installed during the year at Sevalaya's Kasuva centre and Gunduperumbedu village in Sriperumbudur. So far, 10,000+ villagers are assured safe drinking water every day via Reverse Osmosis plants, Rain Water Harvesting wells and 1,500 people benefitted by the construction of Community toilets in 3 villages which have improved the hygiene and sanitation conditions there, making them open defecation free and have also brought dignity to the lives of the villagers.</p>	(iv) ensuring environmental sustainability, animal welfare, maintaining quality of soil, air and water.
13	<p><b>Alternative energy</b>  <b>Solar energy</b>  Sevalaya's Kasuva centre is equipped with 87.75KW of solar energy which is providing nearly 65% of the power requirement. 20+ Solar street lights have been set up in Thirukandalam village where there were no streetlights at all.  Sevalaya's Thanjavur centre is equipped with 5KW of solar energy which is providing nearly 80% of the power requirement.  <b>Gobar gas</b>  Everyday 50% of cooking fuel requirements is met by gobar gas in Kasuva centre.</p>	
14	<p><b>Organic farming</b>  The vegetables and fruits grown at the organic farms of Sevalaya are used for consumption by the resident destitute children and senior citizens at its Kasuva centre.</p>	
15	<p><b>Training in Sports</b>  Sevalaya places emphasis on sports for physical and psychological development. Sevalaya has a comprehensive sports talent search scheme that evaluates each student. The promising ones are identified, selected and given scientific training.  Sevalaya focusses on training in athletics, basketball, volleyball, handball, netball and badminton as also indoor games including Chess.  Sevalaya athlete has won Gold Medal at State Level. Another represented Tamilnadu in Basketball at the National Level Meet conducted by the School Games Federation of India. (SGFI)  14 students have played at National Level meets representing Tamilnadu in handball. And in netball, three students represented Tamilnadu at the National Level. Many students have got free admission, in colleges for higher education, under sports quota.</p>	(vii) training to promote rural sports, nationally recognised sports.

# Partners





# Projects needing support

## 1. Quality Education

Sevalaya's Mahakavi Bharathiyar Higher Secondary School is a free school with classes from primary up to 12th Std for underprivileged children from the 40 neighboring villages. The children are provided with quality education completely free of cost.

Sponsorship : Educate a child  
Budget : ₹2.52 Crores per year (₹12,000 per student per year)  
Beneficiaries : 2,100 students

## 2. Livelihood

Sevalaya's Skill Development programme through its community colleges at various locations aims at creating well-trained youth (age 18-30) by providing them with quality vocational training, preparing them for the job market. Courses offered: Computer Skills, Tailoring, E-Publishing, AC Mechanic, Nursing Assistant, Beautician, Lab technician Assistant, Electrician, Bakery unit, and Tally.

### A. Madurathangam, Chengalpattu District

Course : Tailoring and Computer skills  
Budget for Operating expenses : ₹10 lacs per year  
Beneficiaries : 150 students

### B. Uthiramerur, Kancheepuram District

Course : Tailoring and Computer skills  
Budget for Operating expenses : ₹10 lacs per year  
Beneficiaries : 150 students

### C. Ambattur, Chennai District

Course : E-Publishing and Tally  
Budget for Operating expenses : ₹10 lacs per year  
Beneficiaries : 150 students

### D. Ravanasmudram, Tirunelveli District

Course : Tailoring and Computer skills  
Budget for Operating expenses : ₹10 lacs per year  
Beneficiaries : 150 students

The estimated cost for opening community colleges in new locations offering Computer and tailoring courses for 150 students per annum will be:

Fixed cost : ₹10 lacs  
Operating Cost : ₹10 Lacs

## 3. Homes for children and seniors

Sevalaya runs Swami Vivekananda Boys home, Mother Teresa Girls Home, Sri Ramakrishna Paramahansa old age home at Sevalaya's Kasuva centre at Thiruvallur District. There are two more Old Age Homes: Gandhi Ashram Krishnan memorial old age home at Thanjavur and V T Shanthi Senior citizens home at Dharmapuri. We provide education for the children and for all residents, food, clothing, shelter and sanitation..

### A. CHILD CARE

Location : Kasuva, Thiruvallur District  
Project : Living expenses for destitute children  
Budget for Operating expenses : ₹24 lacs per year (₹12,000 per student per year)  
Beneficiaries : 200 destitute children



## B. ELDER CARE

Location	: Thiruvallur, Thanjavur and Dharmapuri Districts
Project	: Living expenses for senior citizens
Budget for Operating expenses	: ₹12 per year (₹12,000 per elder per year)
Beneficiaries	: 100 destitute elders

## 4. Environment

In line with its green initiative, Sevalaya plans to install solar panels at its Zamin Endathur centre to reduce carbon foot print.

Project	: Solar Panels
Budget for Operating expenses	: ₹15 lacs
Beneficiaries	: Reduce carbon foot print

## 5. Animal Care

Vinobhaji Gaushala is a haven for cows that have out-lived their period of “utility” and will otherwise be destined for the slaughter-house. The Gaushala also shelters milk yielding cows. The milk is consumed by the resident children and elders.

Project	: MS roof truss shed for Gaushala (36’X94’X11’)
Budget	: ₹16 lakhs
Beneficiaries	: 75 cows

## 6. Health Care

Sevalaya has been offering various health services to the villagers as part of its rural development initiatives. Sevalaya runs hospitals and mobile medical units in Kancheepuram, Thiruvallur and Nilgiris Districts covering 80+ rural villages and tribal villages, offering medical care at their door steps. Free medicines are provided to the villagers. Need-based special camps are also conducted.

A. Sevalaya’s Samaritan Hospital, is a 30 bedded medical facility in Gudalur, Nilgiris District, serving the local and tribal villagers. The hospital is equipped with a full-fledged Operation Theatre, Ultra Sound Scan, ECG, X- ray unit, Laboratory and Pharmacy. The health services are provided free of cost.

Project	: Hospital Operational Expenses
Budget for Operating expenses	: ₹1.2 Crores
Beneficiaries	: Local and tribal villagers at 15 villages

B. Reaching 15 tribal villages, creating awareness on health, sanitation and hygiene related issues and also delivering free and quality medical services to the villagers at their doorsteps.

Location	: Gudalur, Nilgiris District
Project	: Operating cost of Ambulance cum Mobile Medical Van
Budget for Operating expenses	: ₹10 lacs
Beneficiaries	: Local villagers and tribals at 15 tribal villages

C. Operating cost of Ambulance cum Mobile Medical Van at Sevalaya’s Gandhi Ashram Krishnan memorial old age home in Thanjavur.

Project	: Operating expenses for for medical van cum
Budget for Operating expenses	: ₹10 lacs
Beneficiaries	: 20 Villages

## 7. Infrastructure

Sevalaya proposes to construct an 'Old Age Home' with residential facilities, to accommodate 30 male and female elders in Zamin Endathur at Madurathangam in an overall area of 5044 Sq. ft. The estimated construction cost is Rs.1.2 Crores. To start with, Sevalaya proposes to construct the male wing to accommodate a minimum of 15 elders with dormitory facility, toilet & bathroom and pantry within an area of 2,768 Sq.ft. (without court yard area).

Project : Construction of male wing (2768 Sq.ft)  
Budget : ₹74 lacs  
Beneficiaries : 15 Elders

## CSR Eligibility

Sevalaya is registered under

- Registered Sec 12A of IT Act
- Registered under 80G IT Act
- FCRA Regn No 075900640
- CSR Registration No CSR00000863
- FCRA Bank account with SBI New Delhi Branch as mandated by the Government of India

Mr. Prasanna P

Vice President - Donor Relations

Sevalaya

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Chengalpet | Chennai | Dharmapuri | Kancheepuram | Nilgiris | Tenkasi | Thanjavur |  
Tirunelveli | Thiruvallur | Tiruchirappalli and Puducherry



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30+ years of service to community