



KONE funds ₹70 lacs Thathanur Model Village project



Ragu Gunabooshanam inaugurating the model village project. From L to R: Sevalaya Murali, Purushotaman, B Paramasivam, a representative from Finance team

Thathanur village in Sriperambudur, Kanchipuram District is the scene of some vital transformation, kicked in by a Model Village project nearing completion. Sponsored at a cost of around ₹70 lacs, is funded by KONE Elevators & Escalators India Private Limited, with Sevalaya as the implementation partner.

These facilities were inaugurated at a function at Thathanur village on 12th April 2023. Ragu Gunabooshanam,

Director-Finance, KONE Elevators was the Chief Guest. He promised his company's support for more such worthy CSR projects.

Among the facilities added are a Medical Centre, a Tuition Centre, a Community Toilet block and an RO plant.

The Medical centre will function from 2 to 5pm on weekdays providing free consultations and medicines to the

villagers. That will save considerable time compared to the alternative of visiting Sriperambudur.

The Tuition Centre will provide free support to the government students studying from Std I to VIII. Snacks will be provided to the students. This centre will function from Monday to Saturday, 5 to 7pm. Nearly 150+ students in and around Thathanur village are expected to be benefitted.

10 Community toilets each for men and women have been constructed in the village of Kalmedu nagar, Thathanur. 300+ villagers and 56 School students can access the toilet.

An RO plant has also been installed, promising clean water to 1,200+ villagers.

In all, over 1,500 villagers in and around Thathanur village, stand to benefit from these facilities.

Rufus Davidson, CSR Lead, and Finance Team members from KONE Elevators & Escalators India Private Limited, Sevalaya Murali, Founder and Managing Trustee of Sevalaya, M Chandra, President of the village, B Paramasivam, Union Panchayat Counsellor, S Dhanabhakkiyam, Pachayat Secretary, ward members and 80 residents in and around the Thathanur village also participated in the function.



KONE Elevators distribute certificates to students

The certificate distribution function was held at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur on 31st March 2023.

Hanna Rutanen, Head - Communication and Gia Forsman – Harkonen, Senior Communications Manager, Media Relations and Crisis Communications from KONE Elevators & Escalators India Private Limited were the Chief Guests at the event.

72 students who were trained in tally, E-publishing and the basics of computer science received certificates from the hands of the Chief Guests.

KONE Elevators & Escalators India Private Limited, sponsored the skill development programme at Mahakavi Bharathiyar Community College as part of their CSR activity.

171 students are benefitted by this project from the period of April 2022 to March 2023.



*Hanna Rutanen honoring the students by giving course completion certificates
From L to R: Rufus Davidson, Gia Forsman, Sevalaya Murali*

KONE Elevators & Escalators provided funds for the training cost, rental cost of the building, and other operational expenses.

The college also ensures that the students are placed after they completed

the course.

Rufus Davidson, CSR lead, KONE Elevator India, Sevalaya Murali, Founder and Managing Trustee, staff and students from community college, Ambattur participated in the event.

EXL service cleans out Kuzhupilly Beach at Kochi



As a part of its CSR programme, EXL Service in Kochi partnered with Ernakulam District Tourism and Department of Social Work at Sree Narayana Guru College of Arts & Science, and conducted a cleanup drive in Kuzhupilly Beach, Kochi, on 2nd April 2023.

Sevalaya was the coordinator and ensured the effective implementation of the project.

The event started by grouping the employees and students into 5 teams of 20 each. They were given a pair of gloves,

masks, garbage covers etc to pick up trash. Each team was allocated a place and told to pick up plastics, paper and bottles etc.

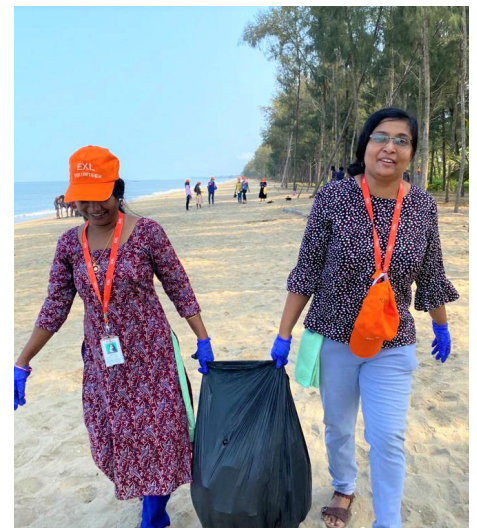
Finally, all the collected trash was gathered at a point and picked up by 3 staff from Haritha Karma Sena, Waste management team collected and segregated the waste. At the end of the event refreshments were distributed.

Tom Matthew, Senior AVP facilities, Mridhula, Senior Manager, HR, Reghu, Manager, HR, and Tess, Manager HR,

and 50+ employees from EXL Service participated in the event.

45 volunteers from the Department of Social Work at Sree Narayana Guru College of Arts & Science, Kothamangalam, and Nibin, Panchayat President, Chandran, Ward member, and Vipina Aneesh, Ward Member from the Kuzhupilly Panchayat also participated in the cleaning drive.

Syam Krishnan PG, Secretary, District Tourism Promotion Council, Ernakulam helped in getting approval for the Cleanup drive in Kuzhupilly Beach, Kochi.



Volunteers add value



We live in a global village. By this, what we mean is, that the whole world is at our fingertips, literally. But, on second thoughts, is this statement true for “everybody”? Are there people who get left behind? People who are not privileged enough to have the world at their fingertips?

Quite often for no fault of theirs.

Among us humans, fortunately, some see this. To them, it is quite obvious. Such people step out and make a difference. Sevalaya’s founder V Muralidharan and all his early accomplices, as do many other good samaritans fall in this category. But there are others, who are full of love but fail to see that there are people who can do better with some help. A little sharing of money or time or resources can enrich another life immensely and undeniably. When such people get to know of opportunities to do their bit, they jump in and do contribute.

Sevalaya has been attracting such volunteers, right from its inception. While many have shared their wealth, there are just as many who have shared another valuable resource. Their time and their knowledge.

The volunteers are spread all across the world. They come from the USA, UK,



Japan, China, and Singapore. They are of different age groups, different countries, and different skill sets, but one thing that is common is their love for volunteering.

They get involved in a range of activities. Student volunteers spend their gap year working in the school run by Sevalaya, assisting both teachers and students with the daily routines and challenges.

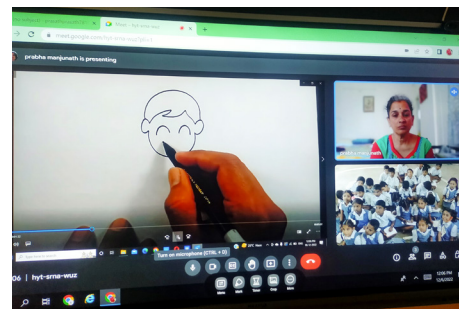
Early on, some volunteers would teach through online classes. Subjects taught included Math, Physics, and Chemistry.

Some trained teachers too, in adopting various teaching methodologies. With the pandemic, came the challenge of handling classes online. The staff at Sevalaya got trained in transacting lessons online. A volunteer (Prabha Manjunath) tells stories online to children of classes II and III.

Other volunteers (Shanthi Gurumurthy, Prabha Gopalakrishnan, Amaravathy, Thirupurasundari) helped our children in commerce, Physics, and Chemistry.

Yet another volunteer (Padmavathy) teaches Math. One volunteer (Uma Chandrasekar) helps with designing lesson plans and did much to enhance academics in school.

It is heart-warming when volunteers overseas, step in despite being in different time zones. Volunteers chipped in from different parts of the USA, Dubai, Australia, and Singapore. A volunteer (Arjun Vijayakumar) from Utah guided students to make the right choices in higher education. Spoken English classes started by a volunteer (Srikanth Nagarajan) with his team, continue with the efforts of another young



volunteer (Anish Kumar) Education Tutorist is a team of tutors from Texas who have been mentoring a group of 40 children, supporting their education.

A volunteer from Abu Dhabi (Pranath Prakash) teaches Science. Teachers get new ideas and methods in teaching science from a volunteer (Vidhya Badri) Another source of encouragement for young people working in corporates adding to the efforts of Sevalaya.

Various corporate volunteers from BNY, PwC, BOA, have stepped in to guide the students and staff in subject teaching and Spoken English.

The student community of Chennai has supported too. Students from MOP Vaishnav, DG Vaishnav, MCC, XIME have assisted in the assessment and mentoring of the children.

The support from the volunteers has been invaluable in Sevalaya’s long journey until now. Sevalaya seeks more support from volunteers in the various activities that the organisation undertakes.

Volunteers and Sevalaya have had a very long connection for years. Imagine how happy you would be when you put a smile on someone’s face with just little effort. Share that love that glows in you.

Come! Volunteer your time and efforts & join Sevalaya in lighting up a life

Are You Ready To Be A Volunteer?



Credit: **L N Anupriya**

Students visit book fair at Avadi HVF



50 students of Stds IV to VIII from Sevalaya Mahakavi Bharathiyar Higher Secondary School, Kasuva centre,

Thiruvallur visited the book fair at Avadi HVF ground on 25th March 2023.

The students were very excited to see the wide collections of books at various book stalls. They also bought books about great leaders, comic books, and drawing books.

There was also an exhibition at the book fair on themes like pollution control, government schemes for school children, and the veterinary -prevention and cure department for creating awareness among school students.

Sevalaya children took part in competitions held at the book fair.

Dheya career literacy programme at Kasuva centre



K Prabhuram, Regional Manager in career Mentoring conducted the Dheya Career Literacy Programme at Sevalaya's Mahakavi Bharathiyar Higher Secondary School on 17th April 2023.

115 students of Std IX participated.

He began the session by explaining the career opportunities and the problems faced by the students. He showed videos to help students on how to overcome the challenges and achieved their goals.

Body Development session by Psychologist



Prof Dr S Sri Vidhya, Clinical Psychologist, S V Rithambari, Psychologist, Sevalaya and other two volunteers S Bhuvana and T Kaviya sai conducted a session about the topic "Body Development" at Sevalaya's Mahakavi Bharathiyar Higher Secondary School at Kasuva centre, Thiruvallur on 1st April 2023.

S Sri Vidhya explained the changes our body goes through during puberty. She taught the students how to take care of their body during this time and showed

them some exercises to do. She advised them not to take any pills during their period.

On the same day she also conducted the "Goal setting" session.

She interacted with the students and engaged them in discussions on how to set goals, what are the steps in it and how to achieve it smartly.

130 students studying in std IX attended.

Medicos visit Old Age Home



30 students from Indira medical college and hospital, Thiruvallur pursuing Bachelor of Medicine and Bachelor of Surgery (MBBS) visited Sevalaya's Sri Ramakrishna Paramahansa old age home, Kasuva centre on 1st April 2023. They interacted with elders and distributed fruits to them.

Easter celebrations

Kasuva



Easter celebration was held at Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuava centre, Thiruninravur on 10th April 2023.

Rev Fr Kaspar Raja, Parish Priest, Good Shepherd church, Thiruninravur was the Chief Guest of the event. The Chief Guest explained the significance of Easter. He reminded the students about the importance of showing love and compassion, to all regardless of religious differences. The students presented a cultural programme.

Sunguvarchatram



F R Merlin, Parish Priest, Molachur was the Chief Guest for the Easter celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Sunguvarchatram on 12th April 2023.

Sri Rama Navami celebrations across the locations

Zamin Endathur



D V Sridharan, philanthropist and a long term donor of Sevalaya was the Chief Guest at the Sri Rama Navami celebrations at Sevalaya's Gayathri Narayanan Memorial Community College and Janaki Ammal Vijayaraghavachariar Memorial Senior Citizens home at Zamin Endathur, Chengalpet District on 30th March 2023.

Ambattur



K Chandra Sekhar, HR & Learning Consultant, was the Chief Guest for the Sri Rama Navami celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur on 30th March 2023.

Kasuva

Sri Rama Navami was celebrated at Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva centre, Thiruvallur on 30th March 2023.

Dr Yamini Srikrishnan - Social worker & Sole Proprietrix - Mayur Travel Corporation – India was the Chief Guest.

In her speech, she emphasized the importance of positive thinking. She highlighted the significance of preserving and sharing Rama's story. She distributed pamphlets with slogans about Rama Navami to the students in the auditorium and led everyone to repeat them.



Pattinapakkam

V Kasthuri Rangan, Founder, Antaryami Yoga Shaala Trust and Sri Annai Baba Temple, Saligramam, was the Chief Guest for the Sri Rama Navami celebrations at Sevalaya's Gayathri Memorial Vocational Training Centre, Pattinapakkam on 30th March 2023.

Thanjavur



K Saravanan, Process Associate, Municipal Corporation, Thanjavur was the Chief Guest for the Sri Rama Navami celebrations at Sevalaya's Gandhi Ashram Krishnan Memorial at Thalavaipalayam, Thanjavur on 30th March 2023.

Uthiramerur

Sri Rama Navami was celebrated at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 30th March 2023. Dr N Krishna Priya, Principal, Indira Gandhi College of Education, Chengalpet was the Chief Guest. In her speech to the students, she spoke about the communication skills of Anjeneyar and Sita's quality of adapting to any circumstances.

Ravanasamudram

Tamil Semmal M Narayanan, Author was the Chief Guest at the Sri Rama Navami celebrations at Sevalaya's Mahakavi Bharathiyar Community College at Ravanasamudram, Tenkasi District on 27th March 2023.

2622nd Bhagwan Mahaveer Jayanthi day celebrations



Mahaveer Jayanthi was celebrated in Sevalaya's Mahakavi Bharathiyar Higher Secondary school, Kasuva centre on 7th April 2023.

S Dilip Kumar, Jai Guru Jewellers, Thiruvallur and Tiruttani was the Chief Guest of the event.

The Chief Guest spoke about the life history of Mahaveer. He advised children to adhere to the principles of

non-violence, and truth as taught by Mahaveer. Shri Amarchand Jain, Advisor, Sevalaya spoke about the teachings of Mahaveer.

Sweets were distributed to the children.

Uthiramerur



The 2622nd Bhagwan Mahaveer Jayanthi day was celebrated at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 3rd April 2023.

R Gowtham Chand Jain, Sri Balaji Jewellery Proprietor, P Anand Jain, Krishna Jewellery Proprietor, M Pavan Kumar Jain, Vardhaman Jewellery Proprietor, P Anand Jain Ashok and A Nisha Kumari Jain Proprietor from Ashok Electricals were the Chief Guests of the event.

The Chief Guests appreciated the services rendered by Sevalaya to the underprivileged.

Ambattur

Kushal Mehta, Entrepreneur, Sachins Mobile Store, Avadi was the Chief Guest for the Mahaveer Jayanthi at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur on 4th April 2023.

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“Participating, contributing, interacting, enjoying...”

- Viswanathan and Padma



It started in 1988, under the influence of T S Venkataramani, Honorary Coordinator at Sevalaya, who was then a Branch Manager in LIC. K Padma, who had joined LIC, then after her M.Sc Physics, would contribute ₹10 a month, to Sevalaya, along with other like minded colleagues.

As an early and regular visitor to Sevalaya's Kasuva campus, she vividly remembers the three rooms that accommodated the children, a classroom and a caretaker. And a lone cow.

When she got married to Seharan Viswanathan in 1989, he, joined Padma in supporting Sevalaya. A Mechanical Engineer of 1981 batch, working on the shop floors of Enfield and Lucas, and armed with the hands-on experience in SAP in Production Engineering, he had stints with HCL and Cognizant.

Recently retired, Seharan Viswanathan's current preoccupation are his two pet dogs. He describes his association with Sevalaya as “participating, contributing,

interacting, enjoying...” He has influenced some of his colleagues in Cognizant to become Sevalaya supporters. Much like Padma, whose Mom, along with their friends, are now a support group for Sevalaya.

The couple has a daughter – Vidyabharathi, pursuing PG in Performing Arts at Dr MGR Janaki College of Arts and Science for Women. From the beginning, the family celebrates wedding anniversaries and birthdays with the Kasuva residents of Sevalaya.

Currently a Divisional Manager, Padma recalls "Insurance Week", an annual event at LIC till Covid set in. Sevalaya students used to participate in various cultural competitions. There she met Jagan, a Sevalaya resident crazy about Rubics cubes. “On our next visit to Kasuva, I bought a different type of Rubics cube for him. He was so thrilled!. The children... their unconditional love is precious”. Some of the children are now like old acquaintances. The moment she cherished the maximum is captured in a photograph she treasures.

It shows a resident feeding her ever so affectionately!



Ramzan celebrations in Various locations

Kasuva



Ramzan was celebrated at Sevalaya's Mahakavi Bharathiyar Higher Secondary school, Kasuva centre on 19th April 2023.

K Jalaludeen, Secretary, Jamaat e Islami Hind Tamilnadu and Puducherry and A Fathima Jalal, Vice President Women's wing Jamaat e Islami Hind, Tamilnadu and Puducherry were the Chief Guests of the event.

A Fathima Jalal spoke about the

significance of islam and the importance of fasting during the month of Ramzan. She also advised children to read the Qur'an.

K Jalaludeen said that during the month of Ramzan, we should remember that God is watching over us and we should try to help others. The students presented a colorful cultural Programme.

Ambattur

A Mohamed Hidayathullah, Asst. Professor, Department of Physics, Aalim Muhammed Salegh College of Engineering, Muthapudupet, Avadi IAF was the Chief Guest at the Sevalaya's Mahakavi Bharathiyar Community College on 26th April 2023.

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Gudalur



N Suseela, Inspector, Women's Police Station, Gudalur was the Chief Guest for the Mahaveer Jayanthi at Sevalaya's Mahakavi Bharathiyar Community College, Gudalur on 5th April 2023.

Pattinapakkam

Chithra Balasubramanian, Educationist, was the Chief Guest for the Mahaveer Jayanthi at Sevalaya's Gayathri Memorial Vocational Training Centre, Pattinapakkam on 4th April 2023.

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Pattinapakkam



Dr K V S Habib Muhammad, Vice President, Islamic Foundation Trust, was the Chief Guest for the Ramzan Celebrations at Sevalaya's Gayathri Memorial Vocational Training Centre, Pattinapakkam on 26th April 2023.

Ravanasamudram

Janab K Jalaudeen, Secretary, Hilal Primary School, Maliknagar was the Chief Guest for the Ramzan Celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Ravanasamudram, Tenkasi district on 24th April 2023.

Uthiramerur

R Fatheah Mohammad Ghouse, Data Scientist, COMCAST India Engineering Centre, Chennai was the Chief Guest for the Ramzan Celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 18th April 2023.

Gudalur



M Abdul Sakeer, Revenue Inspector, Gudalur was the Chief Guest for the Ramzan Celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Gudalur on 19th April 2023.

Mahakavi Bharathiyar Community College, Gudalur on 19th April 2023.

Zamin Endathur

Ramzan was celebrated at Sevalaya's Janaki Ammal Vijayaraghavachariar Memorial Senior Citizens Home, Zamin Endathur on 19th April 2023.

N Abdul Samad, Proprietor, Ansar Groups, State Vice President, Tamil Nadu Vanigar Sangam and Secretary, Madhuranthakam All Trader's Association and G J Prabhakaran President, Tamil Nadu Vanigar Sangam, Chengalpet were the Chief Guests of the event.

25 people including students and destitute elders participated in the event.

They donated traditional dresses like sarees, shirts and lungis for the elders.

A New Beginning: Tamil New Year celebrated

Kasuva



Tamil new year was celebrated at Sevalaya's Mahakavi Bharathi Higher Secondary school, Kasuva centre on 13th April 2023.

R Govinda Rajan – Assistant General Manager – ER, India Japan Lighting Ltd, Puduchatham was the Chief Guest.

The Chief Guest said that Sevalaya stands out from other NGOs as they focus on education which is the key for the underprivileged students to come up in life.

He advised students to use the opportunity provided by the organisation.

Ambattur

N Ravishankar, Managing Director, Naraiuran Controls India Pvt Ltd was the Chief Guest for the Tamil New Year Celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur on 13th April 2023.

Urapakkam



Tamil New year was celebrated at Sevalaya's Thirumurthi Memorial Centre Free Tuition Centre, Urapakkam on 15th April 2023.

M Chandrasekar, Assistant Vice President - Sales, GREYCAPS, Bangalore was the Chief Guest of the event.

The Chief Guest said that the biggest lessons in life are the one's that are learnt outside the classroom.

He motivated the children with few stories that had inspired him. Students presented a cultural performance.

Thanjavur

Wing Commander M Jeyakumar, CMD, nRoot Group of Companies and Deepa JeyaKumar, Managing Partner, nRoot Group of Companies were the Chief Guests for the Sevalaya's Gandhi Ashram Krishnan Memorial Free Senior citizen Home, Thanjavur on 13th April 2023.

Pattinapakkam



R Srilekha, Corporate Trainer, Management Leadership and Soft Skills was the Chief Guest for the Tamil New Year Celebrations at Sevalaya's Gayathri Memorial Vocational Training Centre, Pattinapakkam on 13th April 2023.

Uthiramerur

D Loganathan, HR & Assistant Manager, IM Gears Pvt Ltd, Madhuranthakam was the Chief Guest for the Tamil New Year Celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 13th April 2023.

Kiloy

C GO Thiagaraj, Union Councillor, Sriperambudur was the Chief Guest for the Tamil New Year Celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Kiloy, Sriperambudur district on 17th April 2023.

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Thillaiyadi Valliammai - (10)

(Source: "Agony of Valliamma" by Aziz Hassim)

Dawood Mahomed cautioned her that they should be prepared to face the worst. The police might harass and even arrest them. At a point while they were talking and walking, the benefactor told them that they had reached their destination.

Valliamma and her companions were thrilled. They had not expected such a large crowd waiting for them. The merchants in new castle together with their wives and families, took the women to their homes and even had pitched some comfortable tents in their backyards. The crusaders were treated like heroes and were fed sumptuously.

The ladies warned the group to be cautious. They had heard that Fatima, the wife of Sheik Mehtab, a close friend of Gandhiji, together with her seven year old son was arrested in Volkrust. They were treated roughly and nobody knew where they were kept. There were other similar incidents. Valliamma's valiant response was summed by the author in the book "Agony of Valliamma"

"Our people are dying every day. On our journey, we lost several little children. One infant froze to death. Another just

fell out of his exhausted mother's arms when she was going across a river. A little girl, tired and freezing in the cold, with nothing to keep her warm, toppled on the wayside and we had to carry her on a rough stretcher to the nearest store. The merchant's wife took her into her own home, and we were forced to leave her there."

"And yet, no one thought of going back. We were single minded in continuing our mission. Death is just a short interlude. The struggle goes on till the victory is ours! And I assure you, we will win! The move is on and it is unstoppable! It is simply a matter of time."

Valliamma and her group were awe struck. They could not believe their eyes. More than a thousand workers, men and women, had turned out to hear the crusaders. Their anger was reflected in their faces as they stood stiffly in tight little knots and silently waited to be addressed.

Valliamma consolidated her thoughts. She and her comrades could only give them a message. They could not free them. The workers were the only ones who could fight to escape from their bondage. They

had to be made to understand that they had the power to break their bondage and free themselves. She mentally struggled. She had to ask them to demand their god given and legitimate entitlement and restore their dignity. They had been down trodden for long enough. It was time that they defied their task masters who far too long had been tyrannising them.

She straightened up, raised her right hand, as if taking an oath and shouted, her voice reverberating off the mine dumps, and the sound was echoed over the valley.

"Shatham Prathi Satyam"- Truth against aroge. A thousand voices echoed her cry, fists pointed at the sky, their faces reflecting their anger.

- To be continued..



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Gudalur

V Selvaraj, DSP, Gudalur was the Chief Guest for the Tamil New Year Celebrations at Sevalaya's Samaritan Mahakavi Bharathiyar Community College, Gudalur on 17th April 2023.

Sunguvarchatram



Tamil New Year was celebrated at Sevalaya's Mahakavi Bharathiyar

Community College, Sunguvarchatram on 17th April 2023.

S J Nicolas, Ex. Vice chairman, Panchayat Union, Sriperumbudur and C Anish Raj Kumar, Social Activist, & Coordinator, Uthavi Karam Neetuvoum were the Chief Guests.

The Chief Guest distributed certificates to 156 students who had completed Computer and Tailoring courses.

Ravanasamudram

P Asha Sunder, Organic Farmer, was the Chief Guest for the Tamil New Year Celebrations at Sevalaya's Mahakavi Bharathiyar Community College,

Ravanasamudram, Tenkasi District on 15th April 2023

Zamin Endathur



E Malathi, Block Development Officer, Madhuranthagam, was the Chief Guest for the Tamil New Year Celebrations at Sevalaya's Mahakavi Bharathiyar Community College, Zamin Endathur on 13th April 2023.

Send your comments to:

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