



MARCH 2022

LOVE ALL, SERVE ALL

New Health centre opened at Kiloy village in Kanchipuram



Sevalaya's Mahatma Gandhi Medical Centre at Kiloy village sponsored by Haworth India Pvt Ltd was inaugurated on 16th February 2022.

The project aims to promote preventive healthcare and provide medical help to the local population of 3000 members who at present need to travel over 5kms to avail healthcare services. The evening

health clinic will work 5 days a week.

Sevalaya Murali Founder & Managing Trustee of Sevalaya, welcomed the gathering.

Vasudeva Rao Anand (Finance Director, Haworth India Pvt Ltd) addressed the villagers. Dr J Gokulakrishnan, Head of Health proposed the vote of thanks.

The function was conducted in the presence of Senior staff members from Haworth India Pvt Ltd Mahendran Balan (Sr. Finance Manager), Joseph Anthony (HR Manager), Devanandh (Operations Director) and Ward members S Anandha Babu (Vice President, Kiloy village panchayat), R Veerammal Ramu (President, Kiloy village panchayat), N Gopal M.A., (South Union Secretary Sriperumbudur), S D Karunanithi, (Chairman Sriperumbudur Block).

Haworth Pvt Ltd will sponsor ₹16 lakhs for one year for the Medical Centre.



Komatsu sponsors infra projects in Kanchipuram district



Sevalaya has partnered with Komatsu India Pvt Ltd a multinational corporation to implement its CSR initiatives in Oragadam, Sriperumbudur Block, Kanchipuram district.

As a part of this initiative, 2 classrooms with all infrastructure facilities, furniture etc costing ₹44.96 lakhs will be

constructed at the Government School in Maganiyam village.

On 4th February 2022, Bhoomi pooja was performed. S Srikrishna, Director and Senior Vice President, Itsuo Kimoto, Manager HR & GA, S Dillibabu, Accounts Manager and M Sethupathi HR & GA from Komatsu and the Sevalaya team

participated in the event.

An RO plant worth ₹10 lakhs will also be installed for the benefit of needy people in Echoor Panchayat, Kanchipuram dist. Kumudha Dominique, Panchayat President, Ranganathan, Vice President, Panchayat union and Sevalaya team attended the *Bhoomi pooja* performed on 7th February 2022 for this project.



Inauguration of Road Safety initiatives at Oragadam Junction



A village development project costing ₹50 lakhs with the support of 9 corporates and individual donors was inaugurated on 3rd February 2022 at Oragadam junction in the presence of Dr M Sudhakar IPS, Supt. of Police, Kanchipuram District, Rajasekara Bhat, General Manager, Renault

Nissan Automotive India Pvt Ltd, S Sunil, Deputy Supt. of Police, Sriperumbudur and Surendra Kumar, Inspector of Police, Oragadam. 110 CCTV cameras were installed to reduce crime rates, track down criminals, improve the safety of the public and bring convenience for all in daily life.

The corporates supporting this venture are Renault Nissan Automotive India Pvt Ltd, Komatsu India Pvt Ltd, Sundaram Clayton Ltd & Sundaram Auto Components Pvt Ltd, Stahl India Pvt Ltd, Chennai Radha Engineering Works Pvt Ltd, Steels Strips Wheels Ltd, Super Gas (SVH Energy India Pvt Ltd), Nichias Industrial Products Pvt Ltd, MS Metals and Steels Pvt Ltd and Individual donors - Vadamalai Pandian, Proprietor, Suryadevi Mansions, Oragadam, Panapakkam Ravi and Jeyaraman, Proprietor, R S Enterprises, Oragadam.

Speaking on the occasion, Dr Sudhakar IPS, mentioned that the CCTVs act as the third eye in tracking RAM (Robbery, Accident and Murder) thus helping the Police to maintain law and order, making roads safer and instilling confidence in the minds of the public.

Back to school

Sevalaya's Kasuva campus wore a festive look on 16th February 2022 as the tiny tots of the Nursery school were all set to come back after a gap of 2 years.

All the staff on the campus chipped in to do their bit for the day. Students from the High school came running to blow the colourful balloons for the kids. The Montessori kits which had been dusted several times and packed carefully, saw the light of the day as they were arranged neatly in the cleaned and disinfected rooms. The kitchen team also got ready to cook nearly 300 more lunches with special payasam and vada.

On the 16th morning as the children came in with their parents, they were welcomed by well-dressed Primary children with colourful 'Jeera sweets' and sugarcandy, flowers, sandal paste and sprinklers with rose water. They were asked to pick a colourful balloon of their choice and escorted to their classrooms. Children were happy seeing the brightly



coloured rooms and once seated the smart boards were switched on for children to see the cartoon show. Parents were pleasantly surprised by to see this set up in this school. They were delighted that their children would be enjoying the same privileges as the children in the expensive private schools.

One of the first exercises given to the tiny ones is walking on a yellow circle drawn in the classroom while listening to some good music. The children were able to master the task easily.

Soon it was lunch time and many of the parents who tasted the special lunch were happy that their wards would be getting this healthy food daily. The climax was the play time in the colourful play area. The children were shouting with glee as they climbed up and down the various slides and swings. Soon it was time to leave and the children went back quite reluctantly. After being locked up in their homes for nearly 2 years, they were happy to meet others, play happily and have fun.



Sevalaya's school buses: safety, comfort plus fun



N Malliga, from Katharvedu, a village nearly 10 kms from Tamaraipakkam, rushed to the junction to pick up her granddaughter S Yageswari who studies in std II of Sevalaya's Primary school. She was late today and the thought of the little one standing all alone at the busy junction was scary. She chided herself for being late but when she reached the junction a surprise awaited her. The school van, with all the children, was waiting to hand over little Yageswari to her grandma. With a big smile Malliga apologized to the driver and others in the bus and thanked them profusely for taking care of her beloved grandchild.

Numerous such incidents are a part of the lives of the drivers involved in Sevalaya's free transport facilities for the little ones of the school. Children from 30 villages, many of them with no Government bus facilities, come to school by these buses.

Way back in 1998 the school strength was less than 400 and many came from nearby villages on foot. The bus started going to interior villages like Thottikalai, Sivanvoyal, Killampakkam and the number of students availing this free service rapidly increased. Children from all classes and staff members would travel by these buses to and fro.

The good track record of 100% results saw more and more children from far off villages joining the school. The bus fleet grew to four. Presently, 2 trips each are made in each direction and the tiny tots residing in an eight km radius around Kasuva now come to school in these buses. Nearly 65 children come in each trip. With increasing strength, the bus services were made available for classes till Std VII, then Std V and now students from LKG to Std III. Primary teachers accompany each trip along with the

driver and cleaner, when the van goes to pick up the children to ensure their safety.

Supplementing this, elder children residing in interior villages are given cycles to reach the main road and catch the Government buses. Free bus passes are arranged by the school.

Children appearing for board exams are taken to the exam centre and brought back, in these buses. Children are taken on educational tours, sports events, various inter school competitions and other functions like music festivals and dance programmes. For many rural children it is usually their life's first long trip away from their villages. The buses also ferry Senior citizens to temples and hostelites for trips, competitions etc.

The school buses and the maintenance team play an important role during calamities, transporting essential items,

Malini Bharath, mother of Mithra, Std I and Danish Std II, says "

This service is a great boon for families like mine. We are able to save a little money and buy essentials to meet the needs of our growing children".

School bus log:

1. Kilometers covered –80kms (up & down) per day
2. Bus students strength – 300
3. Maximum distance covered – Sivanvoyal -14km, Killampakkam – 12km
4. Time savings – 45mins to 1 hour
5. Number of cycles distributed – 30 cycles (Supported by donors)



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provisions and food to affected people.

The employees and the buses were busy during the Covid period and earlier during the Chennai floods. The team maintain the vehicles themselves, carrying out most of the repairs. Vehicles are sent to workshop only for major repairs.

The team of drivers and cleaners are an indispensable part of Sevalaya as they lend a helping hand whenever necessary at the other centres too.

Men behind the mission

The head of the team M Subramani has been with Sevalaya for the past 12 years. He says that the first trip leaves the school at 7 am and the last trip returns by 6.30 pm.

The roads are often rough and uneven. Driving is difficult especially during the rains, but “we do it willingly and happily as we are able to travel through villages which do not even have a government bus coming there. We see children boarding the bus happily and their excited chatter makes our day. They address us lovingly as driver Sir /Anna

and greet us wherever/whenever they see us. The respect they show is really heartwarming”.

Van cleaner T Sekar says that he enjoys seeing their radiant smiles in the morning. “We work with dedication and carefully aware that we are responsible for the safety of these children”

In the COVID-19 period the number of children in each trip has been reduced to meet the COVID-19 protocols and the number of trips increased to compensate.

These bus trips have forged strong bonds of friendships and children now studying in high school recollect how their friendship blossomed in those early years, travelling together in the school bus. They are still the best of friends and they often talk about those days. It would be like a small excursion daily as the bus made its way through different villages and they would see the beautiful green fields, shady paths and trees on their way to school.

In the evening, snacks would be shared along with all the interesting stories of

the day. Many a times they would get up, to offer their seats to a teacher, who would then seat them on their laps and lovingly enquire about their welfare and progress. The small KG students were the petted darlings of the elder children and staff in the bus and they would mesmerize everyone with their innocent prattle in baby language.

Every evening saw a guessing game as to which bus would start first and it would be a mini race time.

V Nagarajan used to bring his son Davanesh to school earlier but the child wanted to travel by the school bus as he saw his friends happily chatting and enjoying themselves in the bus.

“Now, with the soaring petrol prices and financial constraints due to COVID-19, the free bus has proved to be a saving grace for the family. Earlier I had to rush to reach my work place on time but now I can drive a little slowly and carefully”.

C Bhuvaneswari Primary school teachers says:

“ I am able to start the day without tension, enjoying the laughter and chatter of the children, knowing that they will reach school on time.

It sets a nice mood to the day, talking with colleagues discussing the day’s activities”.

S Vijay, father of two daughters, V Cindrella and V Ziphora, is at peace as he knows that a lady teacher is always there in the school bus.

“In these troubling times, I am really grateful to Sevalaya for all the safety measures they take. I fully trust Sevalaya and know my children are in safe hands”.



Republic day celebrations across the locations



S Yogeshwaran, MD, Matex Net Pvt. Ltd released the book "Catching Them Young" written by the Chief Guest G Ram Mohan, Railway Safety Commissioner (Retd.,) Indian Railways. The first copy was received by S Nataraj, Director, Natraj Institute of TNPSC, Anna Nagar.

Special guests were our Alumni R Pradeep, TamilNadu Special Police and R Vaishnavi, HCL Technologies. Other guests include K Sridhar and Ranjith Kumar Sethy from MatexNet, our donor E R Gunasekar from Thiruninravur and K G R Mohan, Proprietor, KGR Apparels, Ambattur.

The alumni insisted that all students should utilize the opportunity provided by Sevalaya like them and come up with shining colors.

The guests spoke on patriotism, honesty, courage and pollution. "Say No to Alcohol" was the message conveyed by the Chief Guest.

Blood donation camp was also conducted as part of the celebrations. Close to 100 people came forward to donate blood and around 50 units of blood were collected.



Rtn Dr Elango AL, Structural Steel Buildings manufacturing and Erection presided the Ambattur centre at Republic day celebrations.



M Baskaran, PG assistant, Darasuram Chief Guest at Eraharam centre, explained the rights and duties of citizens.



The Chief Guest at Gudalur centre, D Uma, Revenue Officer, Devar Solai cited the need for the Republic celebrations, is to recall all the people, who have sacrificed their life for the Nation.



Chief Guest S Boominath, Panchayat President, Keela Kadayam hoisted the National flag.

Surya Narayanan, Arthi Scans, Purchase Manager, Tirunelveli and Thirumalai Kumar, Lab technician also participated in the celebrations at Ravanasamudram.



J Sakthivel M A, B. Ed, M.Phil, the Chief Guest at Zamin Endathur, advised all the students of community college to use the opportunity provided by Sevalaya to come up in life.

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Staunch supporter of Sevalaya

Sevalaya has been serving the underprivileged for the past 34 years thanks to the support of well-wishers, donors, corporates and philanthropists.

One such staunch supporter of Sevalaya is Shankari Suthager, an associate of Tata Consultancy Services in the Banking risk management team. She came to know about this organisation from a colleague who is a friend of G Ilayaraja, one of the trustees of Sevalaya and an alumnus of this organisation.

"Our 7-year association with Sevalaya has been an enriching experience," says Shankari, recollecting her visit to Kasuva centre in 2014 with her family members. She is all praise for Rajesh, Donor Relations Executive at Sevalaya who coordinated the trip and made it so memorable. The wide range of services



offered, meeting the beneficiaries and interacting with the responsive staff made the visit truly worthwhile. She started supporting the organisation in numerous ways sponsoring various causes. When her father passed away in 2013, she started sponsoring an Old Age home *thatha* and it gave her immense joy/ peace. Her positive messages about Sevalaya has seen a lot of friends and relatives becoming sponsors of Sevalaya.

Recently she donated a large amount to sponsor blankets for the tribals at

Gudalur and after the recent demise of her mother, she is thinking of sponsoring a *patti* at the senior citizens home.

Hailing from Trichy, she talks about her mother's role in kindling this service spirit in her. As far back as she can remember, she was taught from childhood to be hospitable towards all who came to their house and to be always on the lookout to serve the have nots.

Earlier while working with multinational banks in Mumbai, along with a group of all like-minded friends, she would lookout for opportunities to serve. They would take up small projects and help wherever possible.

When she came to Sevalaya, she felt that she had come to the right place. This was exactly what she had wanted to do.

Her husband, a stockbroker with a Singapore based company, is highly supportive. "Coming from a corporate background, one of the things that strikes me at Sevalaya, is the way this NGO is managed. It is a pleasure to see an organisation managed in such a professional manner. I feel so fulfilled" she says happily and looks forward to serving the underprivileged through this organisation.

The magic of multi-skilling

Life is not kind to the poor. M Subramani, a driver in Sevalaya, overcame the challenges of poverty and deprivation to steadily build a long, loyal career at Sevalaya and multiskill himself in the process. HR professionals and the government constantly talk about the challenges of upskilling, reskilling and multiskilling to keep up with the times.

It is a tribute to Subramani who, with an almost total lack of education, has shown the initiative and drive to skill himself as a driver and then as a skilled hand in maintenance. He thus serves the institution he loves so much by giving more of himself to the organization.

Subramani comes from a desperately poor family. He lost his father when he



was only in the seventh standard. Studies were a constant struggle for him and the sifting sands of misfortune did not help him any. Finally he dropped out of school and he came upon Sevalaya through the knowledge, prodding and encouragement of a close relative. He soon expressed to

Sevalaya his desire to be associated with them and Sevalaya was willing to give him a chance. He soon picked up driving and quickly became one of the more popular figures on campus.

After a few years of driving he upskilled himself as a person who could also do maintenance.

"The work I do under maintenance involves electrical, plumbing etc. I am also familiar with 5S and have integrated it with my work. 5S is a very strong discipline here. I also contribute to continuous improvement or Kaizen by coming up with ideas on how to conserve space, how to make the dining area cleaner etc" he says happily.

His tenure at Sevalaya has so far been for fourteen years. He smiles and says "Sevalaya is a steady stable institution. They pay on time, they reward for good work by giving a bonus and the cause is a noble one." He is married, with two children and both of them study at Sevalaya.

"I value the discipline that is expected at work and I am proud to be associated with Sevalaya for so long" he says.

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Bhim Rao, Zone 13 Head, Chennai Corporation, Kalpana and Hapipha were the Chief Guests at the Republic day celebrations at Pattinampakkam centre.



Dr K R Silambarasan, Yazhini Dental Care, Gorimedu, Puducherry was the Chief Guest at Thirubuvanai Centre.



D Anbu, Panchayat President, Thirumangalam hoisted the National flag at the Republic Day celebrations at Sunguvarchatram.



The function was presided over by E Vedathiri S/o V Murali Vedathiri, Founder, Mother's coffee shop, Madhuranthagam at Uthiramerur centre.



P Raghav Magesh presided over the Republic day celebrations and hoisted the flag at Thanjavur centre.

Donation from Bhumi



Bhumi is one of India's largest independent youth volunteer non-profit organisations.

The volunteers from Bhumi are taking sessions for our hostel children from May 2020.

Now they are taking class on Life skills and English. They have donated us a projector with screen and two laptops to help us to conduct our online sessions more easily and effectively

Donation from Ambattur Clothing Pvt Ltd



Employees from Ambattur Clothing Pvt. Ltd visited Kasuva Campus on 6th January 2022 and donated led lamps, water taps, tree saplings, and dustbins.

Jisha, Environmental Engineer, Kavila, Manager HR, Ramesh, Assistant Manager HR participated from Ambattur Clothing Private Ltd., handed over the items.

Vaccination drive



Sevalaya has been lending a helping hand to the Tamilnadu government's mass vaccination camps for COVID-19, conducted by Puliur Primary Health Centre, Thiruvallur District.

Sevalaya actively supported the government by plying its medical van to transport the staff and the vaccines to the camp areas for 13 days.

1500+ people were benefitted from Sevalaya's services.

Champaran, Gandhiji and Rajendra Prasad-(4)

(Source: "At the Feet of Mahatma Gandhi" by Dr. Rajendra Prasad)

The two lawyers were blunt and replied Gandhiji that they were brought as interpreters and after his arrest they would not be required for the job and therefore they would return to their respective places.

To the specific question put by Gandhiji whether they would abandon the ryots to their fate, they thought for a while and agreed that they would continue the investigation, but if they were ordered to leave the district, they would quietly obey and send other friends to carry the work. Partly pleased, Gandhiji advised them to carry on the work as long as they could.

Even though they had been categorical in their reply to Gandhiji, they were themselves not happy about their stand.

They thought to themselves, "We are residents of this place and claim to have helped the poor ryots, yet we shall leave for our respective homes in a few days, shall get back to our profession, earn money and live in comfort, while this

utter stranger, this unknown man who has no connection with this province or any acquaintance with these ryots, will be rotting in jail for their sake. On the other hand, if we are convicted, and after conviction we are debarred, what will happen to us? They were thinking so on and so forth.

Gandhiji's method of work was new not only for Bihar, but for the whole country. His capacity for work, no less than his method of doing it, took everyone by surprise.

Keeping awake the whole night, writing so much and keeping everything ready for the next morning's proceedings—these were examples the like of which no one had come across before.

On receiving information from Gandhiji to proceed to Champaran, Prasad and a few other friends were thinking that they would be required to provide legal assistance and were poring over law books, but on arrival at Champaran, they learnt that Gandhiji would not require

legal assistance, but he would like to use them in some other way in which he wanted the work to be done.

In the meantime, in Motihari itself, the trial had begun. In the early morning, Gandhiji left for the court with the two lawyers, viz. Babu Dharnidhar and Ramanavami Prasad, who were still going over the question which had occupied their minds the night before. They could no longer restrain themselves. They told Gandhiji of their determination to carry on the investigation even if that would mean their going to jail.

The court itself presented a strange scene. News had already spread in the surrounding villages about Gandhiji's trial, following which a large crowd of ryots had assembled in the court. They had come there from many villages to look at their deliverer. They were the same ryots who, out of fear, would not even dare to approach the court with their complaints.

To be continued....



*The world will prosper in knowledge and intellect,
if both men and women are deemed equal.*
- Subramanya Bharathiyar

Chellamma Bharathi Learning Centre, Kadayam

Implemented by - Sevalaya

A celebration of revolutionary poet Bharathi and his tenets of gender and social equality as also religious harmony:

Chellamma Bharathi Learning Centre, Kadayam being built by Sevalaya, with Tamilnadu State Government approval.

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