



JK Tyre sponsors village development programme 2500 plus villagers to benefit in Kanchipuram district

Under its CSR programme, JK Tyre and Industries Ltd, has sponsored "Smart and Sustainable Village development Programme".

The ₹15 lakh funding will potentially benefit over 2,500 inhabitants of 7 villages in Kolathur Panchayat in Kanchipuram District.

The projects include running Child Learning Centres and Medical camps, as also installation of RO plants. Sevalaya is the implementation partner.

BS Dagar, Head - IR & CSR, JK Tyre and Industries Ltd was the Chief Guest at the inaugural function on 25th August 2023. He expressed his anticipation to work with Sevalaya to implement more projects in future.

2500+ beneficiaries in and around the Kolathur villages including Vellarai, Kolathur, Mettu Kolathur, Malaipattu, Manganiyam, Navalur, Chethupattu, will be benefitted by these initiatives.

Six RO Plants, each with a 500-litre capacity, will ensure safe drinking water to the households in Vellarai, Kolathur, Mettu Kolathur, Malaipattu, Manganiyam, and Navalur villages.

To boost education, Child Learning Centres have been established in



B S Dagar from JK Tyre inaugurates the Child Learning Centre under the Smart and Sustainable Village Programme at Kolathur Village. From L to R: Sevalaya Murali, Hari Krishnan.

Kolathur, Chettupattu, Malaipattu, and Manganiyam, catering to the educational needs of around 25-30 rural students per centre.

Additionally, Medical Camps in Vellarai, Kolathur, Mettu Kolathur, Manganiyam, and Navalur will offer basic healthcare services.

Among those present were Anupam Bajpai, General Manager, CSR, Rajendran, Head, HR & IR, David, Head - Projects and Sahayaraj, DGM, Admin and CSR, as

also Hari Krishnan, President, Kolathur Panchayat and Shankar, Ward Member.

Earlier, V Muralidharan, Founder and Managing Trustee of Sevalaya welcomed the gathering.



Annual Exhibition - Wonder World of Millets



The Annual exhibition on the theme "Wonder World of Millets" was held at Sevalaya's Mahakavi Bharathiyar Hr. Sec School, Kasuva centre, showcasing the fascinating realm of millets as explored by the students. The event, inaugurated on 19th August 2023, by D Narasimha Rao, the Inspector of Physical Education for Thiruvallur District, coincided with the United Nations' declaration of 2023 as the International Year of Millets.

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D Narasimha Rao discovers Sevalaya students' millet exhibits, gaining insights into the health benefits of millet consumption

The exhibition portrayed the rich diversity of millets, encompassing varieties such as Rye, Sorghum, Jowar, displayed across 12 rooms, all unified under the theme of millets.

The Chief Guest thoroughly explored each exhibit, delving into the historical significance of millets, their pivotal role in various civilizations, global distribution,

and the nuances of different millet strains. The displays shed light on their nutritional value, health benefits, and concluded by highlighting government initiatives to promote millet cultivation.

Furthermore, the exhibition accentuated the contribution of millets to the national economy and the Prime Minister's vision of establishing India as a global

millet hub.

Parents lauded the diverse millet-based dishes showcased, recognizing their potential to enhance the nutritional quality of their children's meals.

The exhibition fostered a newfound appreciation for the nutritional significance of millets.

A parent commented, "This exhibition has enlightened us about the health advantages and the array of dishes that can be prepared using millets. Incorporating small grains into your diet can lead to a healthier life."

Sevalaya consistently organizes exhibitions based on pertinent themes. This year, nearly 400 students and 90 teachers collaborated for three days to cover various aspects of the millet theme.

Besides Sevalaya students, students of government schools in Velliyur, Pakkam, Avadi, Nemilicherry, Thiruninnavur, and Karalapakkam put up stalls at the exhibition.

Students pledge not to drink alcohol



Sevalaya students take an oath holding their mother's hand, promising them that they will never consume alcohol in future

Every year Sevalaya celebrates 5th August as Putlibai day, in commemoration of Mahatma Gandhi's promise to his mother before leaving for higher studies to England, on the same day in 1888. One of the promises Gandhiji made to his mother was that he would never drink alcohol.

On 5th August 2023, Sevalaya's Mahakavi Bharathiyar Higher Secondary School and Community College students came together and took an oath holding their mother's hands, promising them that they will never consume alcohol.

200 students from Std VII to XII from

Sevalaya, 70 volunteers from Sriram College and 10 volunteers from Hindu College participated in the event at Kasuva centre. 250 students from various community colleges, and 200 students from 5 government schools in various districts of Tamil Nadu also participated online.

G Ram Mohan, a dedicated Gandhian and Former Safety Commissioner of Indian Railways, the brain behind the event, administered the oath to the students.

The release of the book "*Catching them Young!*", highlighted the 8-year impact of the programme.

The survey's focus was on whether participants kept their promise of not drinking.

Among them, 75% fully kept their promise to their mothers. About 16% admitted to occasionally having light drinks or planning to do so in the future.

Regrettably, 9% completely disregarded their promise to their mothers.

Dr S Srividhya, a psychologist, made a presentation on the effect of alcoholism on families.

G Ram Mohan sponsored the specially designed T-shirts to the students, gifts for the mothers who shared their experiences and refreshments for all the participants.



G Ram Mohan, lighting the lamp on the occasion of Putlibai day

Planetarium and zoo visit with BNY volunteers



50 BNY Mellon volunteers arranged a trip for, 70 Std XII students from Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva centre, to Birla Planetarium on 5th August 2023.

Rockets, solar systems, and celestial wonders held the students captivated, while the 360-degree sky theatre with a virtual earth projection heightened their experience.

30 BNY Mellon volunteers escorted 35 students of Std II from the Sevalaya school to Vandalur zoo on 3rd August 2023.

The students thoroughly enjoyed themselves and were captivated by the sight of various animals.

BNY Mellon provided transportation and snacks, reaffirming their dedication

to nurturing young minds and creating memorable moments.



Grasim supports underprivileged students' education



Grasim (Aditya Birla) is making a significant impact through its Corporate Social Responsibility (CSR) initiatives, providing coaching for 100 students

at the Government Primary School in Mahajanabakkam Village, Cheyyar, Thiruvannamalai District. This educational endeavor is carried out in collaboration

with Sevalaya, the implementation partner.

As part of the Kamarajar Day celebrations, Sevalaya organized a range of engaging competitions, including oratorical, poetry, and drawing contests.

45 students from Std III to VIII enthusiastically participated, with 21 students excelling and winning prizes.

A special function held on 19th July 2023, marked the culmination of these efforts.

Prabhakaran, HR - CSR Activities from Aditya Birla's Paints Division, had the honor of awarding prizes to the deserving winners.

15 Students placed at KUN Automotive



KUN Automotive Pvt Ltd. conducted a campus interview at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur, on 21st August 2023.

15 students, specializing in basic computer applications, tally trades, got placed in various domains such as sales and customer support executives.

Motivational session by LatentView Analytics



On 4th August 2023, a team of senior officials from LatentView Analytics conducted a motivational talk session for 458 students from Stds X to XII at the Kasuva centre.

The speakers highlighted the remarkable accomplishments of celebrities such as Steve Jobs, Elon Musk, and Usain Bolt, emphasizing the qualities and skills that underpin their success.

Gowthaman Jothilingam, Director of Information Technology, along with Nivetha Subramanian and Swetha Sriperumbudur, Senior Executives of Talent Management, as well as P Prabhakaran and Meetaly Khaira, Analysts, and Mariam Alex, CSR Executive, conducted the session.



Career guidance session - Transcend



On 17th June 2023, a highly beneficial "Career Path and Guidance Workshop" took place at Sevalaya's Mahakavi Bharathiyar Higher Secondary School in Kasuva. The workshop conducted by M Megala, the Chief Operating Officer, and a Psychologist from the Transcend Centre for Personal Excellence, delved into the intricate process of career selection.

Megala emphasized the significance of various educational fields and their subjects, addressing challenges like gender biases, economic backgrounds, limited education exposure, and academic performance concerns.

The workshop introduced students to a comprehensive four-step career planning approach: Understanding oneself, Exploring various career alternatives, Making well-informed decisions, and Taking proactive actions towards their chosen path.

Furthermore, the students were exposed to a diverse range of career options, including law, agriculture, teaching, engineering, diploma programs, medical sciences, and more.

With an impressive participation of 143 Std XII students, the workshop proved a resounding success, equipping them with invaluable insights to confidently shape their future paths.

Attending the session proved beneficial in shaping our future career choices. I gained valuable insights into government-held exams and their corresponding age requirements. The abundance of information provided during the session encompassed diverse areas of study and opened up numerous job possibilities. The session has instilled in me a sense of clarity and confidence as I chart my path towards a successful and fulfilling career.

Rajesh, XII D

Day of Joy



On 2nd July 2023, a group of 25 students and 4 staff members from Sevalaya's Mahakavi Bharathiyar Higher Secondary School visited Sri Arunodayam Home for Mentally Challenged Children in Ambattur.

The students spent a heartwarming day engaging with the children, dancing together, and providing assistance to those with physical challenges by helping with feeding and everyday tasks.



75th Independence day celebrations across locations

Kasuva



Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva centre located in Thiruninravur, Thiruvallur district, celebrated the 77th Independence Day.

N Anantha Padmanaban, Chairman and MD of NAC Jewellers, was the esteemed Chief Guest who raised the national flag.

Sevalaya alumni V Gopi, MA and MPE.d and S Sarathkumar, Lab Technician employed in the Department of Food Safety were the special guests.

Sevalaya Murali, Founder and Managing Trustee extended a warm welcome to all. Vibrant cultural performances by Sevalaya students, including patriotic songs, stirred a profound sense of national pride.

Independence Day reverberated across all 28 Sevalaya branches.

The Chief Guest N Anantha Padmanabhan emphasized, "Students should study well and parents should encourage their children. Students should not get disheartened by failure and they should work hard in order to attain success."

V Gopi, an alumnus of Sevalaya, shared his experiences about Sevalaya school and encouraged the students to pursue their passions along with education.

S Sarathkumar also emphasized the importance of making the best use of



opportunities provided by the school. He also said that because of Sevalaya he has grown to a good position in life.

Annual blood donation drive at Sevalaya on Independence Day was also inaugurated. Over 100 people, including alumni, parents, and villagers, donated blood.

Birthday celebrations saw staff receiving books as gifts, while M Subramani was lauded for the best Kaizen of July 2023.

The function's arrangements, sound equipment, flags, and sweets were sponsored by alumni. Trustee E Lakshmi Narayanan presented mementos, and N Annapurna delivered a heartfelt vote of thanks.



Gudalur

P Karuppiah, Assistant Conservator of Forests, was the Chief Guest at the Independence day celebrations held at Sevalaya's Samaritan Gramodharan Samithy, Gudalur on 15th August 2023.

Sunguvarchatram

L Keerthi, VAO, Thiruvallur and Alumna of Sevalaya was the Chief Guest at the Independence Day celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Sunguvarchatram on 15th August 2023.

Ambattur



S Suresh, CEO, KUN Automotive Group graced as the Chief Guest at Sevalaya's Mahakavi Bharathiyar Community College's Independence Day celebration in Ambattur on 15th August 2023.

Alwarpet



77th Independence Day was celebrated at Sevalaya's Head Office in Alwarpet P Rajagopal (Babu), MD of Sangeetha Veg Restaurant, graced as Chief Guest and hoisted the National flag.

Sweets were distributed to the attendees. The programme ended with the singing of the National Anthem.

Uthiramerur

Dr B Gobinath, Director, Kancheepuram VaraMahalakshmi Silks, Kancheepuram was the Chief Guest of the Independence Day celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 15th August 2023.

Thanjavur

Independence day was celebrated at the Sevalaya's Gandhi Ashram Krishnan Memorial Free Old Age Home, Thanjavur. R Thangarajan, Retired Chief Engineer, TNEB was the Chief Guest of the event, hoisted the National flag with the senior citizens.

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Pattinapakkam



Sevalaya's Gayathri Memorial Vocational Training, Pattinapakkam marked the 77th Independence Day on 15th August 2023.

M Ganesan, MD of Sai TV, hoisted the flag, urging students to excel in studies and careers. Sweets were shared among staff and students, and ended with the singing of National Anthem.

ShopeeSeva

The 77th Independence Day was celebrated at ShopeeSeva, Mylapore, on 15th August 2023. K Chandrasekar, MD of Rapra, a global E-Commerce provider, graced as Chief Guest, hoisting the flag. He praised ShopeeSeva for donating profits to Sevalaya charity, pledging ongoing support. Sweets were distributed, and the National Anthem sung in conclusion.



Zamin Endathur

G Devi Varalakshmi, Advocate and Municipality Councillor, Madhuranthakam was the Chief Guest of the Independence day celebrated at Sevalaya's Gayathri Narayanan Memorial Community College and Sevalaya's Janaki Ammal Vijayaraghavachariar Memorial Senior Citizens Home, Zamin Endathur on 15th August 2023.

Ravanasamudram

G Vaidyanathan, Engineer (Retd), G V Electrical and Equipment Solution, was the Chief Guest of the Independence day celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Ravanasamudram, Tenkasi district on 15th August 2023.

152 students participates in Zonal competitions



Sevalaya organized Zonal Level Competitions on behalf of the Department of School Education, titled "Bharathiyar Day Games" and "Republic Day Games" on 10th August 2023.

These competitions were inaugurated by D Narasimha Rao, the District Inspector of Physical Education in Thiruvallur. The competitions took place at Sevalaya's Kasuva centre. 80 students from Std VI to

XII participated in basketball. 72 students from Std VI to XII participated in handball. 550 students from 4 schools in Thiruvallur District, participated in the competitions.

Prizes won by Sevalaya students

Games	Category	Position
Basket Ball	U14 Boys & Girls, U17 Boys, U19 Boys and Girls	Winners
Basket Ball	U17 Girls	Runners up
Hand ball	U19 Boys & Girls	Winners
Hand ball	U14 and U17 - Boys & Girls	Runners up

Rotary Club of Chennai Bharathi and WCCG jointly donate 4 cycles



Rotary Club of Chennai Bharathi and We are Chennai Cyclist Group (WCCG) jointly

donated 4 bicycles to Sevalaya's staff on 20th August 2023.

The cycles were distributed by Rtn Dr Jayashree Kadambi, President, Rotary Club of Chennai Bharathi.

Rtn S Sujatha, Secretary, Rtn Santhi Rajkumar (Chairman), Rtn Rajeswari Durai pandian, Director of Youth Service, from Rotary Club of Chennai Bharathi, and Rtn. Rajasekaran, Chairman of Community Service Development, RI DISTRICT 3232 along with Deepa representing We are Chennai Cyclist Group (WCCG) were present at the occasion.

N Navin Kumar, AVP of Donor Relations at Sevalaya, participated in the event.

Suresh and Prabhavathi: Inspired to do more

BE (Mech) from Regional Engineering College, Allahabad in 1985. MBA from IIM, Bangalore in 1990. Starting with Tata Motors after his Engineering, Suresh has been going places literally and figuratively, working and growing with Indian automotive industry leaders. He set up Tata Motor's cars sales network called Concord, and helmed it during 2002 – 2004. He has also worked in Kia, Malaysia and later with Suhail Bahwan Group in Oman. Came back to India in 2015 as he fancied a sabbatical break from demanding career. For a while, he taught at LIBA, Chennai. In 2019, he joined Kun Auto Group.

Prabhavathi completed her B.Com in 1987. Thereafter, joined CA course and completed articleship training in 1990. She married Suresh in 1991 and was content to be a home maker. She



qualified as a Chartered Accountant in 2020 and became an Associate member of ICAI in 2021 at the age of 55 with support of her family. Currently she's working for Velayutham Chinnaiah & Associates, Chartered Accountants and enjoying touching base with her subjects. Around the year 2000, Suresh was introduced to Sevalaya by his father Sethurathnam who had retired from LIC.

The couple recounted reading about the struggles faced by Sevalaya in their news letters. One article that left a lasting impact had mentioned that when there's economic slowdown and domestic budgets of donors are squeezed, charity outgo becomes the first casualty. During such times, it becomes increasingly difficult to rustle up enough money to get sweets and new clothes for hostellers, said the article.

What started as a sporadic support on yearly basis become a budgeted activity for the couple.

"God has been so kind and we never had to stop donations", explains Prabha. "we are so grateful to the almighty for being able to help the needy in small way".

The couple fondly remember the hand drawn greeting cards from Sevalaya Children. "It is so heartening to receive them" says Prabha. Contentment marks the couple. Both are hugely appreciative of the spirit with which Sevalaya is run by the team that puts Sevalaya ahead of their personal interests. Seeing that inspires the couple to do even more.

The couple have a son, Shravan, who is 27 and into animation. Daughter Prarthana completed BA Liberal Arts at Flame University recently.

A Generous donation by Rotary Club

On 25th June 2023, Rtn Hema Mani, the incoming President of the Rotary Club of Madras Vadapalani presented a cheque to Raghavan Santhanam, the Associate Vice President of Sevalaya, for the sponsorship of education of six students at Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva.

Prof Dr S V Mani, member of Sevalaya's Executive Committee was present on the occasion.



Datamark BPO Volunteers Engage Destitute Elders



On 30th June 2023, five volunteers from Datamark BPO services visited the Kasuva centre as part of their employee engagement initiative. They organized engaging games for the destitute elders,

They also sponsored small kits containing vegetables and biscuits for all the residents of the old Age home.

Thillaiyadi Valliammai - (14)

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

Meantime, Gandhi met Gl.Smuts and impressed on him the unreasonableness of holding girl of fifteen years in jail.

The girl was in urgent need of medical attention and the prison could not provide it. Gl.Smuts pleaded that he was not that insensitive. He had instructed his Secretary to attend to the matter.

But, Valliamma had refused to accept pardon on medical grounds. Gandhi replied that she did not want amnesty because she did not think she was guilty of any crime. Gandhi reminded that was within General's power to release her unconditionally. The General agreed to do so, but it was upto Gandhi to convey the decision to her.

An appreciably large crowd was waiting at the prison gate to receive Valliamma.

A number of dignitaries stood and raised their fists in salutation as the Satyagrahis emerged at various stages of disarray.

Some of the detainees were being assisted by their co-prisoners as they tumbled on to the street, barely able to walk. Finally, Valliamma, almost bent doubled and almost in obvious pain, helped by an elderly warden, stumbled through the gates and lited her face, her eyes closed in agony. Valliamma opened

her eyes, grimaced in pain and to the surprise of every onlooker, called out, her voice strong, "Shatam Prati Satyam." She repeated the mantra before her legs gave away.

Her glorious story has been immortalized by Gandhi in his "Satyagraha in South Africa."

"Valliamma returned from jail with a fatal fever to which she succumbed within a few days of her release. (February 22, 1914) How can I forget her?

Valliamma R Munuswami Mudaliar was a young girl of Johannesburg only 16 years of age. She was confined to bed when I saw her. As she was a tall girl, her emaciated body was a terrible thing to behold.

"Valliamma, you do not repent of having to go to jail?" "I asked.

"Repent? I am even now ready to go to jail again if I am arrested." said Valliamma.

But, what if it results in your death?" I pursued.

"I do not mind it. Who would not love to die for one's motherland?" was the reply.

Within a few days of the conversation,

Valliamma was no more with us in the flesh but she left us the heritage of an immortal name. Valliamma's service is imperishable. She built her temple of service with her own hands. Her glorious image has made a niche even now reserved for her in many a heart. And the name of Valliamma will live in the history of South Africa as long as India lives."

It was a long standing desire of Sevalaya to honour Thillaiyadi Valliammai. In her memory, Sevalaya has opened a clinic at Thillaiyadi. This has proved a boon to the remote village.

Concluded.



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