



FEBRUARY 2023

# LOVE ALL, SERVE ALL

## TN Minister inaugurates Sevalaya's 20<sup>th</sup> Centre, at Thillaiyadi Honouring the legacy of Valliammai

Sevalaya's Thillaiyadi Valliammai Medical Centre and Mobile Medical services were inaugurated at Thillaiyadi village by Ma Subramanian, Honourable Minister for Health and Family Welfare, Government of Tamil Nadu on 27<sup>th</sup> January 2023.

The Medical Centre with a full-time doctor and a nurse will provide medical services to villagers numbering

over 5,000. The Mobile Medical Van sponsored by DTCC will be visiting the nearby villages, taking health care to the doorsteps of the needy.

The Honorable Minister appreciated Sevalaya's decision to open the Medical Centre in Thillaiyadi and expressed the hope that it would grow into a multi-specialty hospital. He also assured support for Sevalaya's future initiatives.

Sevalaya Murali, Founder & Managing Trustee of Sevalaya, recounted the sacrifices made by Thillaiyadi Valliammai in her short life for 16 years, during the Satyagraha in South Africa under the leadership of Gandhiji.

"This health initiative is a way for us to honour her memory and continue her work of fighting for the rights and well-being of women and young girls," he said.



Honourable Health and Family Welfare Minister Ma Subramanian flagging off the Mobile Medical Van

Praveen Manivannan, Executive Director and Gobinath Jayaram, Associate Director from DTCC, M Nivedha Murugan, Member of Legislative Assembly-Poombhukar, R Lalitha, IAS, District Collector, Rapiya Narghis Abdul Malik, District Union councillor, Jayanthi Karthikeyan, Union Member, and A Rangaraj, Panchayat President, Thillaiyadi, participated in the function.

### Centres of Sevalaya

1. Alwarpet
2. Ambattur
3. Ambattur Estate
4. Dharmapuri
5. Eraharam
6. Gudalur
7. Kasuva
8. Kiloy
9. Mambakkam
10. Pattinapakkam
11. Ravanasa mudram
12. Sunguvarchatram
13. Thanjavur
14. Thillaiyadi
15. Thirubhuvanai
16. Thirumalaivaiyavoor
17. Urapakkam
18. Uthiramerur
19. Vadanallur
20. Zamin Endathur

## Menstrual Hygiene Awareness



Earlier that morning, Sevalaya conducted an awareness programme on Menstrual Hygiene, sponsored by Amrutanjan Healthcare Limited. Over 300+ girls of Std X to XII in Thillaiyadi Valliammai Government Higher Secondary School, and Thirukadaiyur Government Higher Secondary School,

Mayiladuthurai district participated.

In Kanchipuram, Thiruvallur and Thanjavur districts also similar programmes were conducted. 2000+ Kits worth ₹10 lakhs were distributed to the students.

Each kit has 4 packs of sanitary napkins, a pack of wetwipes, two soaps, a soapbox and a healthpack containing almonds, dates, cashews, walnuts, and dry grapes.

Sevalaya is carrying out such programmes for adolescent girls, to celebrate the memory of Thillaiyadi Valliammai.

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## Thillaiyadi Valliammai: A Freedom Fighter and a Symbol of Empowerment



Thillaiyadi Valliammai was a prominent figure in the Satyagraha movement in South Africa, spearheaded by Gandhiji. She is known for her contributions

to the empowerment of the Indian community there. Her parents are from Thillaiyadi, a small village in the present Mayilauthurai District in TamilNadu. They migrated to South Africa. Valliammai was born in South Africa and had never been to India, in her short span of life but is popularly known as Thillaiyadi Valliammai. Inspired by Mahatma Gandhi, she

actively participated in the Satyagraha Movement in South Africa under his leadership, fighting for the empowerment of Indian Community there. She was imprisoned several times during the freedom struggle. Due to the harsh treatment in prison, her health deteriorated and she died at the age of 16.

An excerpt from Gandhiji's book 'Satyagraha in South Africa' about Valliammai.

"Valliamma R. Munuswami Mudaliar was a young girl of Johannesburg only sixteen 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 your having gone 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 after this conversation Valliamma was no more with us in the flesh, but she left us the heritage of an immortal name.... And the name of Valliamma will live in the history of South African Satyagraha as long as India lives".

## Awareness programme on Menstrual Hygiene



Dr Radhika Michael handing over the sanitary kit. From L to R: P Chitra, Priya Thanikachalam, Sevalaya Murali and Dr J Gokulakrishnan

Sevalaya conducted an Awareness programme on Menstrual Hygiene at Aranmanai Government Girls Higher Secondary School, Thanjavur on 10<sup>th</sup> January 2023.

The programme is sponsored by Amrutanjan Healthcare Limited. Priya

Thanikachalam, Brand Manager, Comfy Amrutanjan and, Dr Radhika Michael, DGO, M R Hospital, Thanjavur and President of the Clean Thanjavur Movement were the Chief Guests. Priya Thanikachalam spoke about the importance of menstrual hygiene and

the various products available to support them. She also thanked towards Sevalaya for identifying the cause and supporting them in their efforts to promote menstrual hygiene. Dr Radhika Michael spoke about the menstrual health cycle and how to maintain hygiene during the period.

1000 Kits were distributed to all the students. Each kits consists of 4 packs of sanitary napkins, a pack of wetwipes, two soaps, a soapbox and a healthpack containing almonds, dates, cashews, walnuts, and dry grapes.

Ramesh, Regional Branch Manager, Prabhu Area Branch Manager, Anbu, Distributor of Amrutanjan Healthcare Limited and P Chitra, Headmistress, Aranmanai Government Girls Higher Secondary School participated in the awareness programme.

## New ₹2 crore primary school building inaugurated



Donor Aravind Srinivasan unveiling the plaque

On 1<sup>st</sup> January 2023, a new primary school block worth ₹2 crores was inaugurated at Sevalaya's Kasuva centre in Thiruvallur District. The building was inaugurated by Aravind Srinivasan, the Group Chief Financial Officer of TVS Automobile Solutions. Aravind sponsored this building in memory of his wife Late Radhika Srinivasan, who was a teacher.

Constructed in a total area of 9304 Sq. ft, the block has nine classrooms of 600 Sq.ft each. The classrooms are very

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spacious and well-ventilated. With the addition of this new primary school block, Sevalaya will be able to offer quality education free of cost to additional 500 children from the underprivileged section.

Aravind Srinivasan, the Chief Guest at the event, spoke about his late wife Radhika Srinivasan, a teacher, and how proud he was to have the school built in her memory.

He also expressed his hope that the

school will produce many talented teachers, doctors, and collectors.

Aravind Srinivasan has been associated with Sevalaya for many years now. He has been a regular contributor to the relief and rehabilitation work of Sevalaya during natural calamities and the pandemic. He is also sponsoring the education of 2 children.

New dresses were presented by the Chief Guest to the construction workers.



## Haworth funds two CSR projects at Kiloy village



*N Devanandh and Vasudeva Rao Anand from Haworth inaugurating the community college and physiotherapy unit.*

A Community College and a physiotherapy unit were added to the comprehensive village development project funded by Haworth India Pvt Ltd

at Kiloy village at Sriperumbudur block, Kanchipuram district. The two additions are worth around ₹19 lakhs, and will benefit 3,000 underprivileged people in and around Kiloy village. Vasudeva Rao Anand, Finance Director, Haworth India, inaugurated both the projects on 11<sup>th</sup> January 2023.

In his speech, Anand emphasized that by providing education and healthcare services as the implementation partner, Sevalaya is bringing hope to a population that has limited access to these resources. He spoke to the students about the importance of acquiring knowledge and skills to progress in life.

Haworth India has sponsored 8 computers, 10 tailoring machines and other infrastructure materials for the Community college. The Community college will offer basic Computer and tailoring courses to 34 trainees in the 6-months long batch starting from

12<sup>th</sup> January 2023. The skilling is expected to benefit underprivileged women and youth in and around five villages: Kiloy village, Kiloy colony, Ayakulathoor village, Ayakulathoor colony, and A N Kandigai.

Haworth's project features a community college that offers computer and tailoring courses, as well as a medical centre with a part-time doctor and nurse. The physiotherapy unit, which has recently become operational, includes a part-time physiotherapist and therapy equipment such as a traction machine, interferential therapy (IFT), infra-red radiation (IRR), shoulder wheel, and quadriceps exercise chair. The project is expected to benefit 3567 villagers from the period, of April 2022 to March 2023.

N Devanandh, Operations Director, Mahendran Balan, Senior Finance Manager and other managers in Haworth India Pvt Ltd also participated.

## Kone Elevator launches model village project



*C V S Krishna Kumar inaugurating the model village project*

A comprehensive village development project has been launched by Kone Elevator India on 18<sup>th</sup> January 2023, in Vengadu village in Sriperambudur, Kanchipuram District. Implemented by

Sevalaya, the new infrastructure includes a Medical centre, a Tuition Centre, a Community Toilet block, and installation of RO plant. Collectively worth around 70 lakhs, this project is a part of Kone Elevators' CSR programme. Over 1800 villagers stand to benefit.

C V S Krishna Kumar, Director - Corporate Affairs, Kone Elevator, expressed that his company would be happy to work with Sevalaya to implement many CSR projects. He advised the villagers to make use of the facilities offered to them.

The medical centre will function from 4 to 7 pm on weekdays, providing free consultation and free medicines to the villagers. The teachers at the tuition centre will help the government school students studying in Std I to VIII in their

studies. Snacks will be provided to the students. This centre will function from Monday to Saturday, 5 to 7pm. Nearly 150 students in and around Vengadu village are expected to benefit.

An RO plant has also been installed, to provide clean water to villagers. 10 Community toilets, 5 each for men and women have been constructed in the adjoining village of Karunakaracheri.

Yuvaraj and R Venkatesh from Finance Team, Rufus Davidson, CSR Lead, from Kone Elevator India, Annakili Ulaganathan, President of the ward, Tamilselvi Ravichandran, Vice President, ward members and 50 residents in and around the Vengadu village participated in the inaugural function of the Model Village.

# 1,000+ students at awareness rally for a Smokeless Bhogi



Aravindan Annamalai from Software AG and T Sadasivam, Assistant Commissioner of Police, flagging off the rally

Every year during Bhogi, the people in the name of discarding old things, burn waste materials including plastic and rubber tyres. To create an awareness among people to stop burning of plastics and tyres during Bhogi, Sevalaya has been organizing an awareness rally for more than 15 years.

On 11<sup>th</sup> January 2023, awareness rally

on Smokeless Bhogi was flagged off by T Sadasivam, Assistant Commissioner, Pattabiram Police station and Aravindan Annamalai, Engineering Manager, Software AG Chapter Coordinator. 500 Students from Mahakhavi Bharathiyar school and Community college participated in the rally conducted in Thiruninravur.

T Sadasivam addressing the students said, "Students are making a positive impact by raising awareness directly through social media and by reaching out to other schools and the public for smokeless bhogi. These efforts are commendable and should be continued." Aravindan Annamalai in his speech stated, "It's not just about getting rid of old possessions, it's about shedding old negative habits and cultivating new positive ones in Bhogi. Let's keep the environment neat

and tidy". The students carried placards displaying attractive slogans highlighting the need for a clean environment and the dangers of burning plastics and tyres.

Students from Dasar High School, Amuda Matriculation School, Bagam Government High School and Government High School in Thiruninravur also participated in the rally.

Refreshments were given to the students who participated in the rally and prizes were given to the students who raised the best slogans.



## Rajaji Day celebrations at Kasuva

On 6<sup>th</sup> January 2023, Sevalaya celebrated the Birth Anniversary of Rajagopalachari (Rajaji- the First Indian Governor General of Independent India), at Kasuva Centre. K V Balasubramanian, Meteorologist (Retd), Writer, Translator was the Chief Guest.

In his speech he pointed out that Rajaji has written many Science books for easy understanding. He also provided valuable insights on meteorology, including weather, climate, and natural disasters. Finally there was an interactive session where he responded to queries of the participants.

Earlier, competitions on the life of Rajaji were conducted all over Tamil Nadu. 564



children from 13 districts participated in various competitions such as oratorical, quiz, and essay writing. 21 students from Sevalaya received prizes at the hands of the Chief Guest. He also honoured the winners of the zonal-level tournament in basketball, athletics and volleyball

conducted by the Department of Social Welfare in Chennai. On 29<sup>th</sup> December 2022, 1750 students from 7 districts participated. 10 boys and 5 girls from Sevalaya were selected for state-level tournament.

## HC Intellect Team Visit



Bradley Jones, Vice President, HC Intellect from USA, Raj Ganesh, Director and team members from HC Intellect visited Sevalaya's Kasuva Centre on 3<sup>rd</sup> December 2022. Sevalaya students performed a special cultural programme which

included bharatanatyam, storytelling, and a banana song. The Chief Guest and the team enjoyed the programme.

Team HC Intellect also mentioned that they are willing to support education sponsorship for 12 students and to explore other projects in Sevalaya. They donated stationery items to 150 Sevalaya students.

## Career guidance programme

144 students of Std XI from Sevalaya participated in the career guidance programme conducted by staff of Dell corporate on 2<sup>nd</sup> December 2022 at

Sevalaya's Kasuva centre. Mohammed Ghouse Mohideen, Senior Solutions Architect, and Karan Ashok Kumar, Accounts Executive, Dell, explained how to go for higher education using the SMART technique.





# Festival of Harvest season celebrated across locations

## Kasuva



Sevalaya celebrated the Pongal festival at Kasuva centre on 10<sup>th</sup> January 2023.

Valli Kumar, Phonics Trainer and Founder of InnoBrain Academy, was the Chief Guest for the event. Students, staff and senior citizens from Sevalaya's school, Medical centre, community college and old age home participated in the celebrations.

All wore traditional dresses which were

## Ambattur



Madhavan Vasudevan, Software Development Manager, Amazon India, was the Chief Guest at the Pongal Celebration conducted on 11<sup>th</sup> January 2023 at Ambattur Community College.

## Volleyball Tournament - an alternative to Jallikattu

As an alternative to *Jallikattu*, a volleyball tournament was conducted by Sevalaya at its Kasuva centre on 14<sup>th</sup> January 2023. 41 teams from 15 villages around Kasuva participate in the tournament.

R Vengateasalu, Special Sub-inspector, C5 Vengal police station, the Chief Guest, flagged off the tournament. The Priya Select Ekadu team won first place, the Avc Vadamadurai team won second place, and the Veliyur Volleyball Club and Saga Friends Karikalavakkam teams tied for third place.

A rangoli competition was also conducted for the people in 40 villages near Kasuva village, Thiruvallur on 14<sup>th</sup> January 2023. The village streets were decorated with colourful rangolis. Around 15 women in each village participated in the

so beautiful. The pots were well colored and places were decorated with kolams. The Chief Guest started the pongal celebration by lighting up the pot.

Pots filled with pongal were distributed to all. Sevalaya students performed traditional dances. Shylaja Satish, Advocate, Punitha Venkatesan (Well-wisher of Sevalaya) and Dr Geethika Nagalakshmi, Ayurvedic Consultant also participated.

## Uthiramerur

M Sathiyas HR, SNJ Breweries Pvt Ltd, was the Chief Guest at the Pongal Celebrations held on 13<sup>th</sup> January 2023 at Uthiramerur Community College.

## Thanjavur

Mythili Rethinasundaram, Panchayat President, was the Chief Guest at the Pongal celebrations at Sevalaya's Gandhi Ashram Krishnan Memorial Old Age Home Thanjavur on 13<sup>th</sup> January 2023.

## Pattinapakkam

Kalaimamani Kovai Anuradha, Writer, Director, Actor, was the Chief Guest at the Pongal celebrations at Sevalaya's Gayathri Memorial Vocational Training centre.

## Gudalur

P Mahesh Kumar, Deputy Superintendent of Police, Gudalur, was the Chief Guest at the Pongal celebrations at Deivamalai village, Gudalur, organised by Sevalaya.

## Dharmapuri



S P Venkateswaran, MLA, Dharmapuri Constituency, P Mageshwari Periyaswamy, Chair, P Venkatesan, Panchayat Union, O K Krishnamurthy, Union Chairman, was the Chief Guest at the Pongal celebrations at Sevalaya's V T Shanthi Memorial Old Age Home at Dharmapuri.

## Sunguvarchatram

Lion T Gurunathan, VAO (Retd), Molachur village was the Chief Guest at the Pongal celebrations at Sunguvarchatram community College on 13<sup>th</sup> January 2023.

## Zamin Endathur

K Geetha Karthickeyan, Union Committee President, Madhuranthagam Panchayat Union, was the Chief Guest at the Pongal celebrations conducted on 14<sup>th</sup> January 2023 at Sevalaya's Gayathri Narayanan Memorial Community College at Zamin Endathur, Chengalpattu.

## Mattu Pongal celebrated



Sevalaya celebrated Mattu Pongal at Kasuva centre on 16<sup>th</sup> January 2023. G Dinesh Agarwal, Managing Director of G D Agencies and Deivasigamani, President Cultural Association, Thiruvallur were the Chief Guests. Children performed a colourful cultural programme. Earlier on 14<sup>th</sup> January 2023, Rangoli competitions and a Volleyball tournament as an alternative to Jallikattu were conducted for the people in 40 villages near Kasuva village, Thiruvallur. Winners of Volleyball tournament and Rangoli competitions received prizes at the hands of the Chief Guest. The Chief Guests and their families performed Gau Pooja to the cows at Sevalaya's Gaushala.





It was always a struggle for Madhavan's father Vasudevan to give him and his elder brother Govindarajan a good education. Madhavan was a serious student, a front bencher and a class topper. An education loan saw him through a dual degree in MSc Chemistry and BE Hons. in Electricals and Electronics, at BITS Pilani. The week before the exams his classmates used to assemble in Madhavan's room where he will coach them. He always had a bit of a teacher in him right from the school days and he wanted to do his PhD to become a professor. He did get admission in the New York University but the funds required were beyond his means.

Madhavan started his career with Infosys, Chennai and then moved to Samsung, Bangalore where he worked long enough to wipe out his education loan. In 2008, more loans, to supplement his entire savings, took him to University of Minnesota where he did his MS in Electrical Engineering. He opted to return to India which, in retrospect, proved a blessing: Madhavan lost his father in 2011 and mother in 2013. Both were only around 60 years. "I am so happy I could be with them in the last days", he recalls.

Madhavan has been working in Amazon since 2016. "I have a global job living here in Mylapore where my roots are, where

## "Offering the best, not as a favour"



I know every nook", says Madhavan, exuding contentment. With his wife Vidya and their son Siddharth, he lives on PS Sivaswami Salai, close to where Sevalaya's office used to be. Since 2016 he has been making regular donations - at least 3 times a year to commemorate the birthdays of his father, mother and son Siddharth.

"My recent visit to Sevalaya's Ambattur centre and the Sevalaya film has given me a clear picture. Sevalaya's motivation to help the needy is so remarkable.

Sevalaya has kept the bar so high even when offering everything free. What you offer is nothing but the best, given not as a favour, but given to an equal citizen. I am also impressed by the cultural ethos symbolized by the trio". Madhavan was greatly influenced by Gandhiji whose autobiography he had read as a teenager. He got his spiritual leanings from his grandmother.

Madhavan plans to create an endowment in the memory of his parents, "Not A-day passes without my remembering them. I also want to do some service, not as a donor but as a human. I will also be happy to mentor students in soft skills and for starting a software career. And yes, our Kasuva visit is due", and he signs off.



## Volunteer Spotlight : Prabha Manjunathan

Prabha Manjunathan came to know about Sevalaya through one of Sevalaya's donor Sowmiya Srinivasan. She has been volunteering with Sevalaya since January 2022.

A resident of Bangalore, Prabha is a member of the Bangalore Storytelling Society. Prabha's schooling was in Kendriya Vidyalaya. She holds an MA in Psychology from IGNOU and a Diploma in ECCE from the same institution, as well as a PG in Industrial Relations and Personal Management. With 13 years of teaching

experience in Airforce schools in Nagpur, Bangalore, and Gandhinagar, she is now an online storyteller. Her husband Group Captain S Manjunath, is retired from the Airforce. The couple have two daughters who are currently studying.

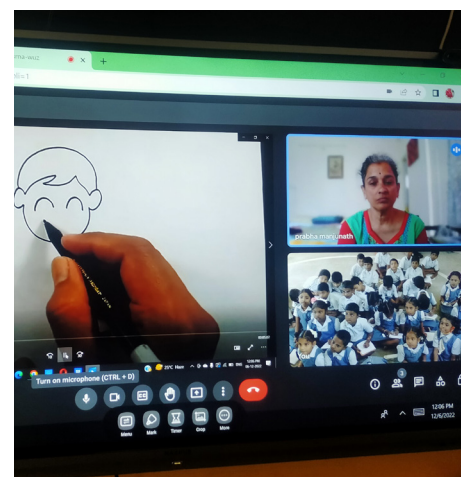
Prabha believes that through stories, any concept or values can be easily taught to children. She wishes to take more sessions for pre-primary teachers and is willing to support in any other ways that her services can be utilized. At present, she has also offered to support in project report writing to be submitted to corporates.

Prabha conducts story telling sessions for

students of Std II and III on Tuesdays and Thursdays through online. Says Abhinash of Std II: "the story telling sessions are very much interesting and we are eagerly waiting for this sessions every week.

Prabha Madam narrates interesting stories giving moral values and based on any object, through which we can learn so many things".

Credit: **L N Anupriya**





# New Year celebrations across locations

## Kasuva



Sevalaya's Kasuva Centre welcomed the New year-2023 with a grand celebration on 3<sup>rd</sup> January 2023.

S Venkataraman, Global Supply Chain Manager at MOGAS Industries Inc and President of Akila Heights Flat Owners Association, Sembakam was the Chief Guest. Sevalaya students presented a cultural programme. Venkataraman in his speech shared his wisdom with the students, emphasizing the importance of hard work and determination in achieving one's goals. He also encouraged the students to make the most of the opportunities provided by Sevalaya and told them to believe in God.

V Devi Venkataraman, Representative from Akila Heights Flat Owners Association, Sembakam and Dr Geethika Nagalakshmi, Ayurvedic Consultant also participated in the event.

## Ambattur



Gayathri Chandrasekar, General Manager, Infrastructure Operations, Ford Motor Private Ltd was the Chief Guest for the New Year celebrations at Ambattur Community college on 30<sup>th</sup> December 2022.

## Uthiramerur

Dr A Vishnuvardhan, Medical Director, General Practitioner in Diabetes and Child Health Consultant and Dr V G Sowmya, Managing Director, General Practitioner, Consultant Women and Child Health, Dhanvantari Health Care, Chengalpet, were the Chief Guest for the New Year celebrations at Uthiramerur Community college on 2nd January 2023.

## Eraharam

V Anjammal, Proprietor, Anju Tailors, Kumbakonam was the Chief Guest for the New Year celebrations at Eraharam Tuition Centre, Kumbakonam on 5<sup>th</sup> January 2023.

## Zamin Endathur



T Dhatshayani Thiyagarajan, Business Correspondent, State Bank of India, was the Chief Guest for the New Year celebrations at Zamin Endathur centre on 31<sup>st</sup> December 2022.

## Thanjavur

G Murugesan, Proprietor, Ramana's Isaiyal Inaivom Music group, was the Chief Guest for the New Year celebrations at Sevalaya's Gandhi Ashram Krishnan Memorial Old Age home on 1<sup>st</sup> January 2023.

## Sunguvarchatram

Lion S Srinivasan, Proprietor of Super Cool drinks, Sunguvarchatram was the Chief Guest for the New Year celebrations at Sunguvarchatram Community college on 2<sup>nd</sup> January 2023.

# Vivekananda day celebrations

## Kasuva



Vivekananda day was celebrated at Sevalaya's Kasuva centre on 11<sup>th</sup> January 2023. C Radhakrishnan - District Education Officer (Private Schools), Thiruvallur was the Chief Guest. Sevalaya students presented a cultural programme.

Earlier, various competitions like oratorical, quiz, and recitation of quotes based on the life and works Swami Vivekananda were conducted for school students across Tamilnadu. 838 students from 28 districts participated in these state level competitions. Out of the 45 winners from across the state, 11 were

students of Sevalaya school. The winners received prizes at the hands of the Chief Guest.

## Uthiramerur



Swamiji Satyavidananda Secretary, Sri Ramakrishna Mission, Maliyankaranai, Uthiramerur was the Chief Guest of the Vivekananda day celebrations held on 12<sup>th</sup> January 2023 at Uthiramerur Community College.

## Gudalur

Rajeesh, Proprietor, Star Driving School, Gudalur was the Chief Guest of the Vivekananda day celebrations held on 11<sup>th</sup> January 2023 at Gudalur Community College.

## Ambattur



Lakshmi Sheela Sundar, Founder and Proprietor, Write Ideas4u E- Learning Solutions was the Chief Guest of the Vivekananda day celebrations held on 11<sup>th</sup> January 2023 at Ambattur Community College.

## Zamin Endathur

Dr Saranya Devi, Block Medical Officer, Maduranthagam, Zamin Endathur - PHC was the Chief Guest of the Vivekananda day celebrations held on 12<sup>th</sup> January 2023 at the Zamin Endathur.



# 74<sup>th</sup> Republic day celebrated across locations

## Kasuva



74<sup>th</sup> Republic Day was celebrated at Sevalaya's Mahakavi Bharatiyar Higher Secondary School, Kasuva centre in Thiruvallur district on 26<sup>th</sup> January 2023.

A Ramesh Aditya, Head of Strategy at Shankar IAS Academy, S Govindaraj, Senior Functional Consultant at Yellow Stone Sof2tech PVT Ltd, an Alumnus of Sevalaya and S Naveen Kumar Pricing & Commercial Officer at Emirates Shipping Line India PVT Ltd, an Alumnus of Sevalaya were the Chief Guests. 1980+ students and 70+ senior citizens participated.

The Chief Guests started off the celebrations off by hoisting the National Flag. The Chief Guests started off the celebrations by hoisting the National Flag, followed by the singing of the Flag song. The students presented a cultural programme including a gymnastics event.

The special guests shared their experiences and advice with the students. S Naveen Kumar encouraged them to study well.

S Govindaraj advised students to respect their teachers as they are the ones who truly care for their best interests. He also emphasized the importance of developing language and communication skills while studying.

A Ramesh Aditya said that studying should not be focused on getting good marks and suggested that students can take any kind of exams and join government jobs right after completing 10th standard. He encouraged them to use all opportunities and progress in life.

As in the previous years, Sevalaya Alumni Association organized blood donation camp. Red Cross, Egmore conducted the camp this year. Alumni, villagers from Kasuva, and parents came forward to donate blood. 56 units of blood were collected.

The farewell party for the outgoing students of Std XII (144 students) was conducted on the same day. Many alumni shared the experiences with the batch and the function ended with the lighting of candles.



## Pattinapakkam



V Kalyanasundaram, Director of Nokia, India was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023, at Sevalaya's Gayathri Memorial Vocational Training centre, Pattinapakkam.

## Ravanasamudram



Irulappan, Army Subedar Corps of Signals, Indian Army was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023, at Ravanasamudram Community College.

## Ambattur



Sridhar Ranganathan, Member, Steering Committee, Dept. of Biotechnology was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023, at Ambattur Community College.

## Education Resources Centre, Nilgiris



A Sanjeevi, Forest Ranger Officer, Panthalur was the Chief Guest at the Republic day celebrations at Sevalaya's Dr Agarwal Education Resource Centre, Kuvamoola, Nilgiris district.

## Gudalur

A George, EX-Army, Madras Regiment Unit was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023 at Samaritan Gramodharan Samithy, Gudalur.

## Thanjavur

Dr Radhika Michael, DGO, M R Hospital, Thanjavur and President of the Clean Thanjavur Movement was the Chief Guest at the Republic day celebrations at Gandhi Ashram Krishnan Memorial Old Age home, Thanjavur.

## Thirubuvanai

R Prakash, Proprietor of Joss Foods, Thirubuvanai, Puducherry, was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023 at Thirubuvanai Community College, Puducherry.

## Eraharam

Lion S R Ramesh, President and Lion P Prasath from Lions club, Kudanthai Green Town, Kumbakonam were the Chief Guests at the Republic Day celebrations at Sevalaya's Evening Tuition centre at Eraharam, Kumbakonam.

## Sunguvarchatram

C Rajendran, Head of Merchants Association, Kanchipuram was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023, at Sunguvarchatram Community College, Kanchipuram.

## Uthiramerur

G Sumathy, HR & Manager, Royal Welding Wires Pvt Ltd was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023, at Uthiramerur Community College, Kanchipuram.

## Zamin Endathur

A G Sairam Sharvesh, Deputy Branch Manager, ICICI Bank, Thirukazhndram, was the Chief Guest at the Republic day celebrations on 26<sup>th</sup> January 2023 at Zamin Endathur Centre.



# ShopeeSeva – What money can't buy

ShopeeSeva is a retail store established in 2020 as a separate entity of the Sevalaya group of organizations, with an aim to uplift the Indian Cottage industry, traditional/underprivileged artisans and village artisans by providing them an outlet for their products. The profit generated out of sales in ShopeeSeva are ploughed back to Sevalaya as donation, to support the cause of the destitute children, senior citizens, youth and animals.

By buying products at ShopeeSeva, in addition to value for money, the buyer gets the satisfaction of supporting the small time producers / artisans making home made products and contributing towards the the empowerment and welfare of the underprivileged, as the proceeds go to support the activities of Sevalaya - A satisfaction which money can't buy.

ShopeeSeva uses a multi pronged approach to reach discerning consumers – a retail store in the heart of Mylapore,



stalls in various locations and an online store.

Stalls are a useful way to reach the customers who are unable to visit the store in person – gated communities and corporate offices have been generous in offering their premises to set up the stall by ShopeeSeva for selling products for a few hours. The visitors to the stalls are also given a brief introduction to the activities and areas of support of Sevalaya.



## Offers at ShopeeSeva stalls

- Mehendi at very reasonable rates
- Tasty snacks – homemade products from women entrepreneurs
- Return gifts

ShopeeSeva store has a wide variety of products on sale, ranging from delicious bakery products (biscuits), home-made snacks, pickles, appalams, soaps, to dry fruits and a variety of gift items, and tea, honey and chocolates from Ooty.

Products like Sarees from weavers of rural villages, readymade shirts from rural tailoring units, and wire baskets woven by underprivileged women in rural areas also available for sale. Organic products are also available based on season.

There is a facility for pre booking snacks for festivals / other occasions – the list of items are available based on the occasion and supplied as required by the customers.



## ShopeeSeva Stall in Thiruvaiyaru



Sevalaya's ShopeeSeva organized a stall at Thiruvaiyaru, from 6<sup>th</sup> to 11<sup>th</sup> January 2023, during the Thyagaraja Aradhana celebrations. The stall featured unique wirebags made by rural artisans, traditional snacks, medicinal items, and organic fruits and vegetables.

Sevalaya was happy to get a positive response from shoppers at Thiruvaiyaru.

Many people purchased wire bags and other products and promised to support Sevalaya on a larger scale in future.





## Zonal champions



Sevalaya bagged 4 gold, 2 silver, and a bronze in a zonal-level Sports tournament conducted by the Department of Social Welfare on 29<sup>th</sup> December 2022. 30 students (17 girls and 13 boys) from Sevalaya were among the 1750 students from 7 districts who participated in the tournaments.

Sevalaya team won first prize in volleyball and runner-up in throwball. Overall individual awards were won by Sevalaya students in different categories. 10 boys and 5 girls from Sevalaya were selected for state-level tournaments.



## Gift compassion



50 Students and a Staff from Sethu Baskara school, Ambattur visited Sevalaya's Kasuva centre on 3<sup>rd</sup> December 2022 as a part of gift compassion programme.

They donated household accessories like Bathing soap, Brush, Shampoo, Handwash, Washing powder, Sanitary pads etc. They also donated stationery items like Geometry boxes, pencils, erasers, sharpners, scales, unrulled

notebooks, etc. In addition, they also gave food items like biscuits, rice bags, toor dal, Wheat flour, Soya bean, gold winner, etc. Students from Sethu baskara school enjoyed the tour of Sevalaya campus, especially the Gaushala.

They enjoyed the rhymes being sung by KG students and were amazed to see the smart board used for teaching in the classes.

## Unwrap the Joy of Giving



Priyadharshini, Head Admin, Bajaj Finance Limited, and her team members visited Sevalaya's Kasuva Campus on 26<sup>th</sup> December 2022.

On behalf of the company, she donated gifts, including toys, stationery items, clothes, and bed sheets worth ₹10,000 to 80 students of Std XI and XII.



Sevalaya pays Homage to **Lalitha Bharathi**, who passed away on 26<sup>th</sup> December 2022.

Lalitha Bharathi is the daughter of Thangamma, Mahakavi

Bharathiyar's eldest daughter.

A music teacher and a composer, Lalitha Bharathi enthralled the admirers of the great poet by singing his compositions in tune set by the poet himself.

Sevalaya is fortunate to have been associated with her personally and received her blessings at the commencement of the statewide Chellamma Bharathi RathYatra in April 2022.



The passing away of **Sulochana Ramaseshan (89)**, former President of Exnora International and a staunch supporter of Sevalaya, on 19<sup>th</sup> December 2022, is a great loss for the organization. Sevalaya recalls with gratitude her interest in the initiatives for the welfare of the destitute children and elders and for spreading the word and garnering support. May the departed Soul Rest in Peace!



Sevalaya pays homage to **A Arjuna Pai**, Chartered Accountant, Partner, Menon & Pai Sevalaya's statutory auditors, who

breathed his last on 28<sup>th</sup> January 2023. Sevalaya places on record its heartfelt condolences and offers the departed soul to Rest in Peace.



## Agastya Foundation's Transformative Workshop



A two-day workshop was conducted by Agastya Foundation, for science teachers on 26<sup>th</sup> and 27<sup>th</sup> December 2022.

A Kaviyarasu, Master Trainer gave training on the concept of "Teaching Aids for the branches of Physical science and Chemistry". In this training they were

trained on how to use low cost materials in an economical way.

They gave a practical demonstration to the teachers on how to teach the concepts in an innovative way. Rajasekar and Durairaj were the instructors in this workshop.

## Awareness campaign



An awareness programme for the aspirants wishing to join marine courses was conducted by Sudarsan, Captain, Synergy Marine Group, on 26<sup>th</sup> November 2022 at Sevalaya's Kasuva centre.

120 Students of Sevalaya from Stds IX to XII attended the programme. Sudarsan explained the courses and scholarships available for Marine studies.

## A display of skill and strength in competitive glory!

### Neeta talent competition



16 students from Sevalaya participated in the Neeta Talent Competition organized by Rotary Club on 22<sup>nd</sup> November 2022.

A second prize for drawing and 4 special prizes were awarded to the Sevalaya students, for participating in painting, dance, and drama. The Chief Guest K Bhagyaraj, Film Director appreciated the students, encouraged them, and gave ideas for improvement.

Sevalaya also received the "Outstanding Institution Award". 1500 students from various NGOs participated.

### Bharathi Pasarai competition

On 26<sup>th</sup> November 2022, 8 Students from Sevalaya participated in the competitions organized by Bharathi Pasarai, Thiruvottriyur. Various competitions including elocution, painting, music, and poetry were conducted.

350 students from 35 schools participated

in these competition. Sevalaya Students participated in all the competitions. The Chief Guest Justice Jyotimani, High Court Judge (Retd), distributed prizes to the winners.



### Bhagavat Gita competition

40 students of Sevalaya from Stds I to IX participated in the Bhagavad Gita Chanting competition conducted by Chinmaya School, Thamarapakkam on 3<sup>rd</sup> December 2022. M Kiruthika of Std V got first prize, M Kaviya of Std IV got



second prize and the third prize was bagged by M Cindhiya Sree of Std IV. M Kiruthika and M Kaviya are now eligible to participate in district-level competitions.



### Thirumandhiram competition



Six students from Sevalaya, 2 from primary school, and 4 from high school recited 20 Thirumandhirams in the Thirumandhiram recitation competition on 25<sup>th</sup> December 2022 at Deiva Murasu aluvalagam, Ekkaduthangal. M Kiruthika of Std V won the 3<sup>rd</sup> prize.

# Thillaiyadi Valliammai - (7)

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

When Gandhi met Valliamma at her place, she was on to a plan for a bigger action- a greater march. Her protest was to be against the ACT of UNION. The proposal was for making a union of South Africa. She smelt danger in this proposal. It was totally racist and excluded all people of colour from calling themselves the citizens of the country. She was planning for a march to Pretoria, the very next day with her followers who were full of enthusiasm. She knew that she would be jailed, and told Gandhi that she would only be proud to be incarcerated. Gandhi could not resist appreciating her and telling her to her face that her's was the true spirit of Satyagraha.

Gandhi returned to his comrades and narrated the turn of events. They were discussing the indomitable spirit of the girl. Gandhi was telling them that she had never shown any tendency towards violence. Both her parents and she herself all along behaved with strict adherence to his teachings of Satyagraha. He was sure that she would be fighting a good fight—peacefully.

While they were so discussing,

Tshabalala arrived with the news that Valliamma had been arrested. Gandhi and comrades were expressing anxiety about the girl, Tshabalala responded with a chuckle and said that the "child" made his toughest fighters look like cowards. He narrated what happened when she was arrested. She was holding her hands to be cuffed, saying, "What took you so long?"

Gandhi approached Gl.Smuts and made a strong protest against throwing a child of 12 to jail for protesting peacefully. Gl.Smuts expressed his ignorance of the incident and assured to issue instruction to the concerned officials to release her immediately.

Meantime, Valliamma was ruminating in the jail. She had just then attended the funeral of Nagappan who was her associate in all the struggle. He was thrown to jail for questioning the authorities. He was tortured in the prison, and within six days of his release he had died of Pneumonia and heart failure.

"The jail was a filthy place with huge and fat rats biting people. If asking to be treated decently as citizen should be, is a crime for which people should be

punished, then the world was not a good place to live in. If rulers thought that if they do this to me, I will keep my mouth shut and will not tell the people to stand up to them, they are sadly mistaken."

At this juncture, the elderly warden, who was a kindly gentleman entered, opened the door and said smilingly that she had been released.

Gandhi and his comrades were waiting at the gate. To their anxious question whether she was hurt, she replied firmly and with certainty, "They can't hurt me. I don't submit to savagery. Now, I need to prepare for the next rally urgently. I have lost already three days in prison."

She also added to their amazement, "If in fighting for my people, I have to go to jail, I will do it again and again without regret."

-To be continued.



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Manoharam	200g



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