

LOVE ALL, SERVE ALL

"Education and Health - two eyes for Sevalaya"

Health Minister Ma Subramanian - at awareness program sponsored by Amrutanjan

Honourable Minister for Health, Tamil Nadu, Ma Subramanian inaugurated the Menstrual Hygiene Awareness Project for adolescent girls and distributed health kits to 2000 adolescent girls from Kanchipuram and Thiruvallur districts at Sevalaya's Kasuva centre on 27th February 2022. The Minister also inaugurated the Pulse Polio camp.

The project was sponsored by Amrutanjan and implemented by Sevalaya.

Speaking at the function, the Minister was all praise for Sevalaya, serving the cause of the underprivileged in various areas for the past 34 years, bringing about a silent positive transformation.

He also stressed that NGOs like Sevalaya play a major part in ensuring that the welfare schemes of the Government reach out to and benefit the entire State. The Minister inaugurated the programme by handing over the sanitary kits to 5 adolescent girls. Each kit consisted of a pack of sanitary napkins, wipes, soap, almonds, cashews, dates, dry grapes, walnuts and a pamphlet on menstrual hygiene.

Honourable Minister for Milk and Dairy Development Avadi S M Nasar was the



Health Minister Ma Subramanian handing over sanitary kit to a beneficiary. In picture: Minister for Milk and dairy development Avadi S M Nasser and Honourable Member of the Legislative Assembly A Krishnaswamy.

special Guest and A Krishnaswamy, Honourable Member of the Legislative Assembly presided over the function.

Dr P Kuganatham, Former City Health Officer, Dr Arasi Srivatsan, Dean, Govt. General Hospital, Thiruvallur, Ramesh, RDO, S Suresh Kumar, General Manager, Marketing Services and Priya Thanikachalam, Marketing Coordinator from Amrutanjan Ltd, participated in the function.

MLA A Krishnaswamy appreciated the initiative of Amrutanjan, popular for its balm for headaches, for the welfare of

adolescent girls. He offered felicitations to Sevalaya for its services to the needy.

Priya Thanikachalam stressed the importance of creating awareness about menstrual hygiene among adolescent girls. She said that Amrutanjan is happy to partner with Sevalaya in this initiative.

Rotarians from the Rotary Club of Tharamani donated tree saplings to Sevalaya on the occasion.

Many officials from the Health Department, people's representatives, and members of the public participated in the event.

At the camp, a lady doctor and a team of nurses interacted with the girls. A one-hour session on the science behind Menstruation, and breaking the superstitious beliefs and inhibitions about addressing this issue was conducted.

An awareness of general hygiene and preventive steps to protect oneself from the COVID pandemic was also discussed.

Sevalaya is ready to extend this project to other districts in Tamilnadu with the support of sponsors.



Health Minister Ma Subramanian administering poliodrops as Minister Avadi Nasser and MLA A Krishnaswamy looks on.

Menstrual Hygiene awareness sponsored by PPG Asian Paints



Sevalaya launched a menstrual health awareness programme for 1500 adolescent girls in Molachur Government Higher Secondary School, Kanchipuram on 18th March 2022. The programme sponsored by PPG Asian

Paints was inaugurated by Dr M Aarthi IAS, District Collector, Kanchipuram. P Parthasarathy, Plant Head, PPG Asian Paints, Sriperumbudur, Dr Priya Raj, Dy Director of Health Services, Kanchipuram, R Premalatha, District Educational

Officer, Kanchipuram, Dr P Kuganantham, Former City Health Officer, U Jothiraj, Headmaster, Govt. Higher Secondary School, Molachur, students and parents participated in the programme.

A health kit consisting of a pack of sanitary pads, wipes, soap, cashew, almonds, dry grapes and dates and a pamphlet on maintaining personal hygiene during menstruation was distributed to the 1500 adolescent girls.

Regular awareness programmes for the girls will be conducted in batches in which a lady doctor and nurses will talk to the students about the science behind menstruation, the need to break the superstitions and stigma around the topic and advise them about maintaining hygiene.

PPG Asian Paints sponsors grocery Kits for the pandemic victims



PPG Asian Paints sponsored 4100 dry ration kits to the needy in Kancheepuram district and Puducherry.

Though COVID-19 Pandemic is under control now, it has affected the livelihoods of many families.

Many people have lost their jobs. There have been salary cuts and many rural families are still reeling under the aftermath of the pandemic.

Sevalaya in partnership with corporates have been supplying provisions for 1 month to the affected families.

Recently with support from PPG Asian Paints, under their CSR project Sevalaya distributed 4100 grocery kits to the affected people in 12 villages in Kancheepuram District and 5 villages in Puducherry as listed in the table.

Villages	No of kits
Puducherry, Thiruvandarkovil, Kothapurinatham, Mathakadipet, Pallineliyanr, Thirubuvanai	200
Kanchipuram, Ponthur	260
Thirumangalam	150
Echoor	212
Kananthangal	252
kaduvancherry	220
Santhvelur	270
Pappakuzhi	113
Molachur	300
Mathuramangalam	250
Mambakkam	700
Pannur	350
Kandhur	23
Total	4100



A proud moment for Sevalaya



Vasant and his younger brother Kesavan, Alumni of Sevalaya Home, were inducted into the police department by the Honourable Chief Minister of Tamil Nadu, M K Stalin on 7th March 2022.

Go Green Hatley sponsors tree plantation drive



Various efforts are being made to curb global warming by corporate and organisations to create a greener world with increased afforestation efforts.

Hatley garden at Sevalaya's Kasuva centre is one such initiative sponsored by Hatley, a Canadian based gift and apparel company.

The company had contributed ₹7.1 lacs as CSR funding for planting 1000 fruit bearing and shade giving trees in an area of about 6.5 acres of land in Sevalaya, Kasuva centre and maintaining them for two years.

Jeremy Oldland, Owner of Hatley inaugurated the Hatley garden at

Sevalaya on 17th March 2022. And planted a few trees.

Expressing his appreciation for the services of Sevalaya Jeremy said, "It is a great pleasure to work with Sevalaya. I have been coming to India for 20 years. This is the first time I have seen such a reception. It gives us great pleasure. We will continue to do what we can to help."

Svetlana Vucetic, Global Vice President, Hatley, and K G R Mohan of KGR Apparel Exports participated in the event.



Science day celebrations



On the occasion of Science Day, Sevalaya organized competitions for school children from 10 schools including Sevalaya school and government schools. 270 children participated in the competitions held on 28th February 2022, at Sevalaya's Mahakavi Bharathiyar Senior Secondary School at Kasuva center.

Appreciating Sevalaya's wide range of services for the underprivileged, the Chief Guest Neela Saravana Kumar, Managing Director, Scigenics Biotech Pvt Ltd., expressed her happiness to be part of the Science Day celebrations 2022. She explained the theme "Integrated

Approach of Science and Technology for a Sustainable future" advising the students to use science and technology for human development, and to work towards earning a good name for our country.

Vidiyal, a monthly manuscript magazine prepared by the students was released by the Chief Guest.

Dr Kumaran, HOD of NGO Management, Dept., University of Florida, Gandhian scholar G Ram Mohan (Railway Safety Commissioner (Retd.), Indian Railways and Kishore Rajaram, President, Sivananda Saraswathi Sevashram were

the special Guests on the occasion.

Ram Mohan reiterated the role of mothers on Putlibai Day - a day celebrated in Sevalaya for the past 7 years where all the adolescent boys make a promise that they will never drink alcohol, holding their mother's hands. This event is a brainchild of the Gandhian scholar Ram Mohan. He also initiated a survey on the impact of this event among the alumni of Sevalaya, who had participated in the programme during their school years. Ram Mohan honoured the 25 teachers who conducted the survey.

Kishore Rajaram appreciated Sevalaya Founder Muralidharan and the team working with him for the past 34 years in the field of social service.

Dr Kumaran, in his speech, mentioned that "It's not only a Sevalaya (a Temple of Service), it is "Kalvialayam" (a Temple of Education). He reiterated the importance of Science Day and Putlibai day. He distributed gifts to Sevalaya Staff who were celebrating their birthdays in the month of February.

Meera, a volunteer and regular donor of Sevalaya, sponsored ₹10,000 for the competition and prizes for the winners.

Self discovery through art

Art plays an important part of Sevalaya's curriculum. The many forms of art help in developing motor skills, thinking and creative skills and concentration. Right from KG till Std X a lot of importance is given to develop this skill in students by allocating a period for drawing and having a dedicated teacher to coach the students. Students in KG start with finger printing, hand printing, vegetable printing and slowly graduate to drawing.

Sevalaya has a fun day on Saturdays when such skills are practised. An early success story is that of Abhirami, an orphan who grew up in the hostel and is now the art teacher at Sevalaya.

Her talent was spotted by her teachers who encouraged her to participate in competitions and after completing XII, she did her graduation in arts supported by Sevalaya. Now she happily passes on this passion to the youngsters at school.

Her colleague is Devaraj, a qualified Secondary grade teacher who has been with Sevalaya since 2013. Passionate about drawing, he found an outlet for his talents in various school events and projects in various Sevalaya locations.

Coming out of their shell

Students at Sevalaya are first generation learners and while some of them are orphans, many come from broken families or face other problems at home. Some children face learning difficulties and are shy and timid.

Many such children are found to be interested in drawing and they slowly come out of their shell in these classes. When they win prizes in competitions, they suddenly find themselves in the limelight and are praised in front of the assembly.

Slowly their confidence improves and they start showing improvement in academics too. Their drawing skills help them draw good diagrams in science and they clear their exams with decent marks.

Many such children have gone on to do ITI and diploma courses and settle down in life.

S Sharath, an orphan and a hostelite from 2009 is one such example. He has won more than 30 prizes in different competitions and he recollects how each prize would boost his confidence



level. He had not shown much interest in academics in his primary classes but slowly started improving. He has recently completed the GP Rating course (a pre sea training course) and is waiting to get his appointment orders soon.

Avinesh and S Dhanush Raj have joined Caterpillar India P Ltd as trainees, after completing Std XII. The pictures they drew, of Caterpillar machines impressed the officials who had come to the campus.

They are now experts mechanics rivalling some of the experienced staff. These youngsters have also developed excellent decoration skills and along with another classmate Arvind earn a little extra money doing decorations at events like birthday parties and marriages.

Helping hands

Many corporates and volunteers also chip in to share their talents and skills with the children.

Children's art village of USA, a regular donor and well wisher of Sevalaya, organised 15 days art camps in summer for 3 years since 2010. They brought many experts from different parts of the world to coach the children. They also brought a whole lot of art materials and taught new techniques to the children.

Several corporates at different times have conducted drawing competitions on various themes.

BNY Mellon have organised several training sessions in painting for children. All children who attended these training sessions say that they are good in science drawings. One of the students to be trained, Subhash, of Std X, excels in fabric painting.

Vijaya Kumar from Thiruninravur conducted a training camp where groups of children were given different themes to draw and the best drawings were awarded.





Standard Chartered has conducted many art sessions for the children. Raghunath Krishna, a wild life enthusiast conducted many sessions on endangered animals and creating awareness through arts. He has told them about Rhinos and elephants and taught techniques to draw pictures of these animals.

Rajagopalan and Sadhana from USA have been conducting online classes for hostel children. The children say that these classes help them to draw pictures of leaders and science drawings neatly and correctly.

Annual exhibition, the art fest

Children find an outlet for their skills during the annual school exhibition which is a big event at Sevalaya. More than 20 rooms are filled with models, charts and other exhibits on a chosen theme.

This gives children an opportunity to think creatively and explore their talents not only in drawing and painting but

also in making models using clay, paper mache and other materials. Academic concepts are also understood easily in this process. Clay models of Ganesha are made by students at the school and hostel along with their teachers during Ganesh Chaturthi festival. Many children also do this at home. Greetings which are sent to donors for festivals and daily sheet calendars given by Sevalaya to donors also have drawings of children with their names on them.

Many donors bring such greetings when they come to the campus and meet the child in person to thank him/her personally.

Drawing classes at Sevalaya thus help children find their hidden talents, build confidence and shape their lives.

Expectedly, the art teachers are highly respected and valued for their support and encouragement.



Art teacher Devaraj was surprised to meet an old student Mridula during the alumni meet.

She was all smiles while talking about the fashion designing course she had joined. She recalled how her drawing sir, while encouraging her skills would ask her to give more time for academics also.

During school days she could only think about different pictures. Drawings of Devaraj had always inspired her and her talent in drawing had slowly improved her self- confidence. She said that she was now able to help her family by designing dresses and blouses for neighbours, relatives and friends.

She showed off the dress she was wearing saying proudly that she had designed it. One of her school teachers had asked her to learn computers which had helped her to further improve her designing skills.



Devaraj, the art teacher recalls how a child had drawn a bus with a flower on its walls, when he had asked all the

children in the class to draw a flower. He had then called the child aside and taught him how to draw the inner parts of the bus accurately and perfectly.

Many children have learnt from Abhirami and Devaraj how to write in stylish fonts and now use this to design decorative name boards for different events. This provides additional income to support their higher studies/families.

Teachers - A role model for children

"Mix rice and dal, in their raw state and you will get a mixture. Cook them in a pressure cooker and you will get a compound"

This is just one of the practical examples that Uma Chandrasekaran used to give her students which stayed with them for the rest of their lives.

With a Post Graduate in Physics, Uma has been Principal of the Army School in Nandambakkam in Chennai for the last 13 years. She had heard about Sevalaya and knew Muralidharan quite well. On her retirement after 35 years of service in teaching, she offered her services to Sevalaya and they were



instantly accepted.

"I love teaching, I love anything to do with education," she says with quiet passion and dedication.

Sevalaya Murali asked her to address the students and mentor them to help make a difference in their lives. She told him that the people to intervene with first were the teachers, not the students.

There was joy in her voice when she said

this. "We have a session every week," she said and "we have a lot of plans for teachers". "We try to analyze what each teacher needs to make the classroom an enhanced experience. 98 percent of children are first-generation learners. The responsibility of teachers is very high. They must look at the individuals in every class as individual human beings".

Teachers must also look at subject matter content and move from the known to the unknown when explaining concepts, she opined. The principles of teaching are the same she expressed.

"I have taught classes from Class 1 to Class 12 and have worked in different schools from matriculation to CBSE. It is critical to stay connected with children. I still have my children, I still call them my children whether they are thirty years old or forty years old, calling me up to tell me where they are in life and this gives me a lot of satisfaction.

The biggest challenge is you have to be a role model in everything. As a teacher, you can mould the children and that will give you so much satisfaction" concludes Uma.

Stitching a new life - chitra

Alumni of Sevalaya's Uthiramerur Community College, B Chitra, is one of the first to turn up for events conducted at the centre to lend a helping hand and participate in the same. 10 years back she had got married into a family residing at AP chathiram near Vadanallur.

Her husband worked with a firm at Ekattuthangal and Chitra soon settled down to a happy life with her husband, in laws, husband's brother and his family. Soon she had her first daughter and then a second daughter when a tragedy turned her world upside down.

Her husband and elder daughter were tragically killed on the spot when a lorry collided with her husband's bike. The family rallied together to support her but Chitra started becoming more and more depressed with each passing day. A distant relative told about this to Sabira,



Centre head, Vadanallur, Sevalaya. When colleges opened after lockdown. Sabira and other staff visited her home and persuaded her in laws to send her to the community college to learn tailoring. At first Chitra would remain in a shell, not mingling much with others but soon her classmates were able to lift up her spirits.

She started talking more freely and quickly learnt the nuances of her trade. On Saturdays it is customary in all centres of Sevalaya to have book review sessions and share ideas. Chitra recollects how these sessions taught her many things about life. It increased her confidence and resolve to lead a purposeful life.

Now armed with a skill, she knows, she can stand on her own legs.

Her brother got a sewing machine for her and she has started stitching clothes for herself and her daughter. She made many new friends at the centre and they keep in constant touch, messaging or calling each other. They are there to cheer her up whenever she feels a little low. She came forward to donate ₹4,000 to Sevalaya on the 1st memory day of her husband and daughter.

Sevalaya has helped her to face the tragedy boldly and continue with life.

Shoppeseva celebrates 2nd Anniversary



Shoppeseva, a well-known charity shop, endeavours to bring the underprivileged village artisans and producers to the discerning consumers at its store in Mylapore. The stores stock a wide range of products including unique handicrafts, handmade products and traditional snacks, organic fruits and vegetables,

delicious bakery products, dry fruits, and much more, at reasonable prices. The extremely courteous staff help make the shopping experience a delight at Shoppeseva.

The proceeds from the sale of products go to the Sevalaya for its services for the cause of the underprivileged children and destitute elders.

On the occasion of its second anniversary, Shoppeseva offered discounts on its products.

Chairperson, directors and staff of Shoppeseva participated in the anniversary celebrations.

For offers: www.shoppeseva.com/shop
Contact: 72995 64401

Infra project at School



Image Public Trust is running a school for the mentally challenged boys and girls at Theni, sheltering 90 children in its Home. The pathway from the Hostels and the toilet block were uneven and it was difficult for the children to move about and manoeuvre the wheelchairs.

Damodharan from the USA and his friends sponsored the construction of pathway with paver blocks and Sevalaya implemented the Project.

A total area of 5134 sq. ft was covered with Paver blocks making life easier for the mentally challenged children.

Sevalaya's Alumni bags prize at the SPCM 2022 Marathon



R Dinesh, alumni of Sevalaya, stood 3rd in the 10 km open category in the Sketchers Performance Chennai Marathon (SPCM) 2022, organised by Chennai Runners on 6th March 2022, at Madras Motor Race track, Irungattukotai. Over 1500 runners participated in the 10km Marathon.

A cash prize of ₹5000/- was awarded to Dinesh.

"I owe this to PT Master Nithyanandam who gave me rigorous training,"

R Dinesh, Alumni, Sevalaya

Grant from USA

Sevalaya USA was one among the 30 recipients of the 2022 Grant-in-Aid award for services to humanity by the Hindu Cultural and Community Center, Livermore. Anandi Lakshmikanthan, Sevalaya USA, accepted the grant award at a ceremony held at Livermore Shiva Vishnu Temple on 12th March 2022.



Women's Day



Bhuvaneswari Muralidharan, Honorary Correspondent, Sevalaya, was the special guest at the Woman's day celebrations at Dhanalakshmi College of Engineering, Tambaram. Her address was well received by the gathering including the co-founder of the College V R Dhanalakshmi, Principal, Staff and over 150 students.

Little drops make an ocean



Reneesh, a student of Std IV in Sevalaya is inspired by Bharathiyar. On knowing about Chellamma Bharathi learning centre Project from his class teacher, he decided to do his bit by contributing his savings at his piggy bank for the Project. He was even more excited to directly hand over his heartfelt contribution to Sevalaya Founder Muralidharan. Little drops indeed make the Ocean !

Champaran, Gandhiji and Rajendra Prasad-(5)

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

The Government Prosecutor had believed that distinguished lawyers and barristers would come to defend Gandhiji and Gandhiji himself a barrister, would turn over the pages of the law books and come prepared to defend himself. The case involved a difficult legal point. Rajendra Prasad personally held the view that the order passed by the magistrate was not legally valid and hence he could not be tried for disobedience of the order. The Government Pleader himself had felt that this point would be raised and had come prepared to meet the point.

He led the evidence and conducted the examination of the witnesses which was designed to prove that the order had been validly served on him. It was a surprise when Gandhiji told the Magistrate, "This evidence is unnecessary. Why should your time and mine be taken up to prove this? I admit that I received the order and that I refused to obey it. "With the permission of the Court he read out a

statement he had already prepared. In the statement, he mentioned that he had come to the District with a view to rendering humanitarian and national service. He had come in response to a pressing invitation to render help to those ryots, who it has been alleged, were not treated fairly by the indigo planters. However, he could not be of any help, without properly studying the problem. He had come to study it with the assistance, if possible, of the administration and of the planters. He did not believe that his coming could not in any way disturb public peace and loss of life. As a law abiding citizen, his instinctive reaction was to obey the order served on him. But he could not do so without violence to the sense of duty to those for whom he had come. In the conflict between two duties he had decided to throw on the administration the responsibility of removing him from the midst of kisans. He expressed his decision to submit without protest to the penalty of disobedience. He reiterated

that his decision was in obedience to the Higher Law of his being, the voice of Conscience.

The court was dumbfounded. The Magistrate put the specific question whether he was pleading guilty. Gandhiji's cryptic reply was, "I have said what I wanted to say." The Magistrate pointed out that if he was not pleading guilty, the proceedings would take a long time. Gandhiji was not a person to leave things hanging. He promptly replied, "I plead guilty." He refused to apply for bail for the time the judgment was delivered.

The Magistrate then asked him to come back at 3'o clock when the judgment would be delivered.

When Gandhiji was about to go, he received a message that the District Superintendent would like to meet him.

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

Sevalaya is building a monument to the great poet, at Kadayam, where he exemplified gender and social equality through action.

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

Contact: 99414 50444
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