



JULY 2022

LOVE ALL, SERVE ALL



A dream realised
**Chellamma
Bharathi
Learning Centre
inaugurated**



A dream realised

TN Speaker opens Chellamma Bharathi Learning Centre



M Appavu, Hon'ble Speaker of the Tamil Nadu Assembly unveiling the statue of Bharathi - Chellamma

It was historical, marking the 125th wedding anniversary of Bharathi and Chellamma at Kadayam. It was correcting a historical wrong done to the poet, when he was outcasted and exiled for practicing gender equality.

It was historic. A childhood dream of the founder, to honour Bharathi, one of the three inspirations behind the founding and subsequent operations of Sevalaya was fulfilled. A golden statue of the couple, readied four years ago, was finally installed and unveiled. At the very place that once rejected the revolutionary poet.

The event marks the culmination of a Ratha yathra (chariot trip) of the couple's statue from Sevalaya's Kasuva centre outside Chennai, to Kadayam, covering 3,200 kms in 45 days, with en route functions at multiple locations in 22 districts, including schools and colleges where over 40,000 students took part in various competitions. There were also countless stop overs forced by fans, in all touching the hearts of over one lac admirers.

The pre-dawn "Giruhapravesam" (housewarming) of Chellamma Bharathi Learning Centre was followed by gaupooja and homam. The stage was set. Appropriately, the opening of the Centre was at the hands of Tamil Nadu speaker M Appavu, whose support and intervention had cut the red tape and felicitated the hastening of this project that suffered stalling initially. The dignitaries included District Collector of Tenkasi P Akash, IAS, Director of Public Libraries K Elam Bhagavath IAS, former leader of TN Congress Committee Kumari Anandhan, other local leaders including P Sivapadmanabhan and several board members of Sevalaya. P Akash IAS opened the branch library Kadayam, which is housed in the same building.

As part of Sevalaya's 34th anniversary day, the Honourable speaker released Sevalaya's 34th Annual report. He appreciated the continuous service which is being rendered by Sevalaya to under privileged people. He complimented Sevalaya Murali for his perseverance and said, "Sevalaya can make impossible thing possible at any cost. Sevalaya Murali seeks happiness by educating 2000 students". Chellamma had been the biggest supporter to Mahakavi, much like now



*Releasing the 34th Annual Report of Sevalaya
From L to R: E L Narayanan, Trustee, Sevalaya, P Sivapadmanabhan, District Secretary, Thomas T Abraham, Executive Committee Member, Sevalaya, K Elam Bhagavath IAS, Director of Public Libraries, M Appavu, Hon'ble Speaker of TN Assembly, P Akash IAS, District Collector, Tenkasi, Sevalaya Murali, S Palani Nadar, Hon'ble MLA, Tenkasi and Prof Dr S V Mani, Executive Committee Member, Sevalaya*



*Hon'ble Speaker presenting Bharathi Ratna Award to Sevalaya Murali
From L to R: Dr S Thangapandian MS, Bhuvaneshwari Muralidharan, Hony. Correspondent, Kumari Ananthan, K Elam Bhagavath IAS, Director of Public Libraries P Aksah, IAS, District Collector, Tenkasi, P Sivapadmanabhan, District Secretary, S Palani Nadar, Hon'ble MLA, Tenkasi and K S Kalyani Sivagaminathan, President, Kadayam Welfare Association*

Bhuvaneswari is extending her support to Muralidharan. He quoted Bharathiyar on how no other language in the world is sweeter than Tamil. He conveyed the greetings from the Tamil Nadu Chief Minister who couldn't be present despite his desire to do so. As per Sevalaya Murali's request Appavu promised to extend support to the following new initiatives of Sevalaya at Kadayam.

- Adorning the walls of the *Keezhkadayam* railway station with paintings of incidents from Bharathi's life, and the poet's verses, with a board announcing "Alight here to go to Chellamma Bharathi Learning Centre"
- To run a Community college for women in the name of Chellamma, offering training in vocational courses.
- A memorial for the Mahakavi at Vattaparai, near Kadayam where Mahakavi Bharathi spent most of his time when he was excommunicated by the village.

Each and every one at the event praised Sevalaya's services to society and for creating a deserving monument for the great poet, despite many odds. Sevalaya Murali was awarded the "*Bharathi Ratna*" Award by *Pothigai Thamizh Sangam*. The special guest at the event was Kumari Anandan, Former President of the TN Congress Committee, who was present at the celebration of Bharathi and Chellamma's 90th wedding anniversary in 1987, organised by L M Narayanan of Kadayam, a Bharathi enthusiast. The 89-year-old paid an eloquent and fervent tribute to Mahakavi.

M Surendranath, the sculptor, Premkumar Vinayagam, the building architect and S Danasekar of Kaviya Enterprises, who readied the required part of the building in time, meeting a stiff deadline. He also presented awards to students who excelled in the contests held all over the state as part of the *Ratha yatra*. The building crew as also Sevalaya team leaders who made a success of the series of events were also honoured.

In true wedding style, practically the entire village participated in the meals hosted from 26th to 29th June 2022. Over 3,000 guests participated in this function.

The second day saw the honouring of the family of Kamu Reddiyar in the presence of Kavingnar Uma Bharathi, great granddaughter of Bharathi's sister. Kamu Reddiyar's family was the one who helped Chellamma and family after Bharathi's demise in 1921, for 33 years by



Hon'ble Speaker of TN Assembly honouring the mother of the sculptor. From L to R Sculptor M A Surendranath, Artiste Mari Anand, P Akash IAS, S Palani Nadar, Hon'ble MLA, P Sivapadmanabhan, District Secretary



Architect Prem Vinayagam receiving memento at the hands of Hon'ble Speaker M Appavu and P Akash IAS. Also in pic From L to R: P Sivapadmanabhan, K Elam Bhagavad IAS, Sevalaya Murali, S Palani Nadar, Hon'ble MLA



S Danasekar of Kaviya Enterprises receiving memento at the hands of Hon'ble Speaker M Appavu and P Akash IAS. Also in pic From L to R: P Sivapadmanabhan, K Elam Bhagavad IAS, Sevalaya Murali, S Palani Nadar, Hon'ble MLA, Tenkasi





Padmasree Awardee S Ramakrishnan of Amar Seva Sangam, Ayakudi, blessing the children who presented cultural programme. Also in the pic from L to R: Sevalaya Murali, K S Kalyani Sivagaminathan, R S Nallperumal, Bhuvaneswari Muralidharan



Kadayam and Ravanasamudram people honouring Sevalaya Murali. From L to R: K S Kalyani Sivagaminathan, P Murugan, T Arunachalam, R Neelakantan, S Raman, K Saroja, Bhuvaneswari Muralidharan, Sevalaya Murali, Dr S Paramasivan, K M Shanmugam, L Thiagarajan, C Somasundaram



Honouring the family of the Bharathi enthusiast L M Narayanan



The wedding feast

sending monthly provisions and firewood.

On the occasion, a cultural programme was presented by the winners of the various competitions conducted on the route of the *Ratha Yatra* in the presence of K V Radhakrishnan, President, Vivekananda Group of Institutions, Sirkazhi, S Arivudainambi, Head Master and S Muralidharan, Physical Education Director of Sabapathi Mudaliar Matriculation Higher Secondary School, and K S Narayanan, Head Master of Sethupathy High School at Madurai, where Bharathi had worked as Tamil Teacher for a brief period during his lifetime.

A symposium on the topic "*kaadhala seiyum manaviyae sakthi kandeer*"- a verse of the Mahakavi, was conducted. It was presided over by Udhayam Ram, Editor of *Nam Urutha Sinthanai*, a Tamil magazine. In the evening 6 poets from Puducherry rendered poems on the topic Bharathi's life in Puducherry, headed by Dr Kala Visu, Writer and founder of the organisation "*Kavidhai vaanil kavi manram*" at Puducherry.

The third and final day was in honour of L M Narayanan, a Bharathi enthusiast who was instrumental in celebrating Bharathi's 90th wedding Anniversary in 1987 at Kadayam, and who, throughout his life was engaged in activities propagating the poet's works. The family members of L M Narayanan were honoured on the occasion in the presence of Kavignar P Rajendran and R S Nallaperumal, the educationist who donated his ancestral home at Ravanasamudram to Sevalaya for running a community college.

A dance programme "*Bharatham Bharathi*" was presented by Sivalaya dance school, Tirunelveli. Padmasree Awardee S Ramakrishnan, Founder of Amar Seva Sangam, Ayakudi graced the occasion with his presence.

The final event of the 4 day programme "*Kadayathil Bharathi*" was in the presence of K Kalyani, President of Kadayam Welfare Association. Admirers of the poet spoke about the Bharathi's life in Kadayam.

In a touching gesture, the people of Kadayam presented gold rings as a token of love for both Sevalaya Muralidharan and Bhuvaneswari Muralidharan for taking the initiative to place Kadayam in Bharathi map and creating a lasting monument for the illustrious daughter and son-in-law of Kadayam.

Saipem's ₹80 lac infra support for ten govt. schools



Saipem India funded over ₹80 lacs under their CSR initiatives to construct rest rooms and add nearly 380 benches and desks in 10 government schools in Kanchipuram and Chengalpet districts. Sevalaya is the implementation partner for this project.

On 9th June 2022, Santo Scaffidi, MD, Saipem, inaugurated the newly constructed rest room for girls, 70 desks and benches and a white projection wall at the Govt High School Nallur and separate restrooms for girls and boys, and 100 desks and benches at the Govt Model Higher Secondary School Somamangalam.

Sevalaya Murali welcomed the guests Santo Scaffidi, MD, Saipem India Projects, Sujith Olachery, Senior General Manager, Human Resources and Organisation and Chidambaram Ramanathan Head of Function - QHSE (Quality, Health, Safety and Environment) from Saipem India.

It was a busy day for the Sevalaya team led by Sevalaya Murali, doing a marathon inauguration of facilities at Govt Hr Sec School, Choonambedu, Mcsm Govt Hr Sec School, Padalam, Govt High School, Karumbakkam, Govt High School, Ilalur, Govt High School, Otteri Extension, Chengalpattu and Govt High School, Nallur, Govt Model Hr Sec School,

Somangalam, Panchayat Union Middle School, Dhamal Panchayat Union Primary School, Santhavellore and Govt High School, Kunnam, Kanchipuram.



Children's outing



It was indeed a refreshing change for the hostel children from Sevalaya homes to visit the beach at Marina.

Thank you Ashish Kataria for sponsoring this enjoyable trip for 120 hostel children to the beach including a meal. The pictures show the super fun time the children had at the beach just before the school regimen that begins next week!!

I felt very happy to go to beach and had visited beach long back. This time we were allowed to play in the water, build mud house, play with

all the children in the sand. It was a memorable experience.

G Rajeshwari, XI Std

Remembering SPB



SPB Fans Charitable Foundation donated groceries worth ₹25,000 to Sevalaya on the birth anniversary of the legendary singer S P Balasubramaniam who has attained eternity through his songs.

M T Anandan, Homes - Incharge Sevalaya

received the donation at the hands of the singer's wife Savitri Balasubrahmanyam and son S P B Charan at their farmhouse at Thamarapakkam on 4th June 2022.

Festive lunch to celebrate star wedding



Popular film artiste Nayantara and film director Vignesh Sivan sponsored a festive lunch for the children and elders at Sevalaya's homes on the occasion of their wedding on 9th June 2022.

Once a teacher....

M Pankayarchelvi, Retd Professor of Mathematics is the daughter of Tamil Scholar and Sahitya Academy Award winner A S Gnanasambandan, known as Aa Saa Gna in Tamil literary circles.

With more than 35 years of teaching experience in 3 Govt. Colleges, - Bharathi Womens College, Queen Mary's College and Quaid E Millath Arts College for women, Pankayarchelvi is passionate about teaching. "Seeing new young faces and moving with them every year was exciting." She observes.

Even during her days as Professor and later Controller of examinations in college, Pankayarchelvi and her



colleagues have helped out many students. "In government colleges students were from middle class and poor families. We used to find out from them what they need and all staff would collect money and buy dress, footwear, note books and books for them. For a long time I used to help people with small

things which I can afford." She says.

Having come to know about Sevalaya through another Tamil Scholar and founder of "Ilakkiya Chinthanai", a Tamil literary organisation, Pa. Lakshmanan, Pankayarchelvi visited Sevalaya's Kasuva centre about 15 years ago.

"I was very impressed with the services, the commitment and dedication of the management and the staff in serving the underprivileged and educating the poor. I used to give small donations to many charities. Assured that the money I donate is put to good use and for the purpose for which it was donated, I started contributing to Sevalaya regularly. I also encourage my family members and friends to donate to Sevalaya."

Her sister Dr Anbuchelvi is also a regular donor of Sevalaya.

"My donations are like a drop in the ocean. I get the satisfaction that I am able to participate in the great service done by Sevalaya. I wish that this culture of "giving to the needy" however small the amount might be must be inculcated in the younger generation" concludes the retired Professor.

Sevalaya - An opportunity to serve while on job

Cricket was everything for Dinesh. He dreamt of playing for the country. But his father was running a small bakery shop in Old Washermanpet. He could not support young Dinesh's ambition to make a career out of cricket, leave aside paying for the cricket equipment. But Dinesh couldn't do without cricket. So he did odd jobs right from Std 6, on weekends and all holidays, to earn some small money. So that he could buy his cricket equipment and continue to play. When in Std 8, he started working in a mechanic's shop.

One day his boss faulted him and threw at him a steel rod. It hit him on his head. He still carries that injury mark, but did not give up that job. It was fetching him ₹5 every day. Looking back, Dinesh can



count over 50 such part time jobs he has done, including office boy and pantry boy in corporates.

The door to cricket closed, Dinesh did his BBA and then, from Madras University, MBA Finance. He landed a job with Apollo Hospital in 2012. On the job, he did his MBA HR.

Then he joined Sevalaya in 2017, referred by his former colleague at Apollo Hospitals, a relative of his called Rekha, who had shifted to Sevalaya. When Dinesh joined Sevalaya, there has not been a full-fledged HR department or incumbent in Sevalaya then, with the Accounts and Admn Department handling

many HR processes.

Dinesh's first challenge was to understand the NGO ecosystem and recruit service-minded people. He learnt where to look for employees who look beyond money and the size of the cabin, and not influenced by what visual media shows of corporate workplaces. One task was to educate employees on the concept of Cost to Company (CTC) rather than net take-home package. Today his focus is on filling all vacancies with the right candidates and quickly. Especially fundraisers attached to all centres.

Dinesh finds one unique perk that comes with a Sevalaya job. Normally people do their job and look for blessings of the Gods by serving society or by visiting temples. A Sevalaya job gives an opportunity to serve the needy and get divine blessings, while on the job.

Meanwhile, colleagues slowly found out that Rekha and Dinesh were relatives and the two families had blessed their marriage in advance. Dinesh, Head of HR, and Rekha, Head of Systems and Communication have one child, a chirpy two-year-old boy called Rishi. "He is my world! Every decision is for his future" signs off the proud father!

163 Sevalaya students attend summer sports camp



S Yokeshwaran (MD Matexnet Pvt Ltd) emphasized the importance of sports for mental and physical well-being. Speaking as the Chief Guest at the valedictory session of Summer coaching camps, he wanted students to practice sports and also initiate their parents and neighbours into this healthy habit.

V Vasu and V M Ravi vengatesh, both Table Tennis coaches as also representatives of Matexnet, the sponsor for external coaches, were also present. They had valuable advice backed by their rich experience, for the students.

The event was enlivened by an Aerobics dance and Pyramid by girls and a vigorous

pyramid by boys.

163 students participated in the 2-week-long summer coaching camp at Kasuva Centre. The training camp was from 18th May 2022 to 31st May 2022, from 6.00 am to 10.00 am. Training was given in Basketball, Handball, Volleyball and athletics.

The students eagerly took part in the camp with their parents support, to be dropped early morning and picked up later. Nutrition supplements and breakfast were provided to the students. The session started with motivational videos. Besides Physical Director A Sankarapandiyan, the other

trainers were V Nithiyandham (Athletics), D Manikandan(Volley ball), A Shamsheer Basha(Basket ball) and Karthick (Hand ball).

Summer camps are part of Sevalaya's efforts to improve performance of its wards in sports and athletics. At the annual sports meet, all the 2,100 plus students participate, offering a talent spotting opportunity. Sports training for top athletes is conducted daily, round the year. Coaches for various games are engaged, with sponsor support. Results are the improving achievements of the students.

Achievements

4 in Tamilnadu netball team 2022.
2 in Tamilnadu handball team 2019.
16 in District handball team in 2017/19.
1 in Tamilnadu basketball team 2019
9 district basketball team 2019/22
1 Gold medal in state level ball throw 2020
1 Bronze medal in state level 1500 mts 2021
14 medals (7 gold, 4 silver 2 bronze) at District level meets 2022

Mentoring session by BNY volunteers



Around 70 volunteers from BNY Mellon took sessions for Sevalaya's hostel children from 16th May to 10th June 2022. The mentoring sessions for primary and secondary school children included drawing and painting, word scrabble, dance, virtual tour, general knowledge, yoga, music, play acting. The children actively participated and enjoyed the sessions very much.

"The classes were very interesting and useful. I feel i have utilised time effectively in this Summer holiday,

because of these sessions. All the volunteers made the sessions very interesting.

C Maheswari, Std V

Hostel children go out on a picnic



35 volunteers from BNY Mellon took hostel children at Sevalaya's Home for a day's outing.

120 children who reside in the hostel, and who did not go back to their homes during summer vacation were taken.

The children were divided into two batches. The first batch of children were taken to Anna Library, Birla Planetarium, Snake park and Museum on 7th June 2022 and 8th June 2022.

On 8th June 2022, the second group of children visited Birla planetarium, Snake park and Children's park. Food and snacks were provided to all the children by the BNY team.

It was a delightful change for the the children as they were going out after a span of two years.



Muthamizh Marathon 2022



The Health Awareness Run - *Muthamizh* Marathon organised by Kalam Sports Academy on 5th June 2022 had over 1200 participants from Tamil Nadu.

40 children from Sevalaya participated and S Roopa of Std X won the Bronze medal and cash prize of ₹2000 in the 5km under-18 girls category.

V Vasanthi of Std VIII came in 5th position

in 3km under 15 girls category.

T R Balu, Hon'ble Member of the Parliament, Avadi S M Nassar, Hon'ble Minister for Milk and Dairy Development and Ma Subramanian, Hon'ble Minister for Health and Family Welfare were the Chief Guests at the prize distribution function.

Elders' outing



25 elders from Sevalaya's Sri Ramakrishna delighted to attend a drama on Bharathiyar at Bharatiya Vidya Bhavan on 31st May 2022.

The elders were also served food by the organizing team. This was the first outing for the elders after the restrictions due to the pandemic in the last two years.

Food Bank sponsors movie show



150 students from Sevalaya's Children's home watched the block buster movie *Beast* at Sathyam Cinemas on 24th April 2022. The programme was sponsored by the Food bank. The children

enjoyed watching the movie. This trip was really an enjoyable experience for the children since they did not go out anywhere in the last two years due to COVID-19.

Ford donation



Ford Motor Private Limited donated 25 laptops and 25 desktops to Sevalaya on 17th February 2022.

PPG Asian paint donation



Donation of 13 cots with mattresses, a 50 litre water dispenser and a water purifier by PPG Asian paints to Samaritan hospital at Gudalur.

100% pass results for the 11th consecutive year!



147 students Std XII at Sevalaya's Mahakavi Bharathiyar Higher Secondary School passed out with flying colours.

Champaran, Gandhiji and Rajendra Prasad-(9)

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

Gandhiji prepared a comprehensive summary of the report prepared by the lawyers, and stated that the complaints were substantiated by proofs in his possession. When the Revenue Member received the report from Gandhiji, he circulated it among the planters, Government and other officials requesting them to put up their remarks against the complaints listed.

At this juncture, it would be appropriate to put the grievances of the peasants in a nutshell. They were forced to grow indigo in 3/20 part of their total land. (*Tinkathiya* system) All expenses of the cultivation are to be borne by them. Each one was paid a certain amount per acre, but this was a meagre amount. This involved them in severe loss. If anyone refused to comply, or had the temerity to go by the wishes of the planters, he was harshly dealt with.

Many kinds of dyes were made out of indigo which was therefore a valuable product. The whole process involved a great deal of labour both in the field and factories. These efforts were scantily compensated.

All manner of ways were adopted to take forcible possession of lands belonging to the peasants. Forced labour was employed. People were forced to work in indigo plantations even if their own lands suffered on account of their absence. The peasants had the option to get released from the obligation by paying a substantial compensation, or by enhancement of rent. The enhanced rent levied was much above the legal obligation.

A Commission was constituted to study the report and the comments thereon with a view to resolve the issue. Gandhiji was made a member of the Commission. The other members of the Commission were Government officials and representatives of the planters and zamindars.

The Government officials in charge told Gandhiji that if the Commission presented a unanimous report, it would be easy for the government to act upon it, but if some of the members dissented, the Government would be in a quandary. Gandhiji was inclined to accept the suggestion for a unanimous

report, but in no way he could drop the complaints which were true and were backed by evidences and documents, but he was prepared for a compromise by not burdening the Government on past excesses. This decision was based on his principle of non-violence, which according to Dr Rajendra Prasad, motivated his actions on many other occasions. This had the advantage of paving the way for unanimity among the members of the Commission on many other points.

The decisions unanimously taken were:

The *tinkathiya* system was abolished.

What was extracted as enhancement which was much more than the legal obligation were to be refunded.

There would be no insistence on remedy for past excesses.

The result of the whole episode was the peasants were relieved of the oppression for which the *Tinkathiya* system was the basic cause, and The peasants started walking freely and fearlessly.

(Concluded.)



*"This 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 has built a monument for the great poet, at Kadayam, where he exemplified gender and social equality through action.

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

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You can donate via



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