



# BorgWarner's ₹1 crore support for pond restoration & solar lighting

BorgWarner Cooling Systems India Private Limited, in collaboration with Sevalaya, undertook a pond restoration project, worth over ₹1 crore under their CSR programme. This project is aimed at revitalizing Vadamangalam village in the Sriperumbudur Block of Kanchipuram district.

Shailesh Jha, Plant Head, and D P Praveen, Head of HR at BorgWarner Cooling Systems India, emphasized the importance of such initiatives in community development. They were speaking at a function held on 25<sup>th</sup> March 2024, to dedicate the restored pond and the newly installed solar street lights to the village.

The restored pond, sprawling across 6.5 acres, is expected to serve approximately 10,000 villagers, as the region braces for the approaching summer season.

The compound wall, previously standing at 15 feet is now taller, at 18 feet height, with sturdy stone pitching. This improvement was planned since the area experienced severe flooding in 2023, resulting in water inundating the locality and submerging the vehicles parked in the vicinity.

Ingenious engineering solutions have been implemented to regulate the water flow effectively. Two inlet pipes have been strategically positioned - one drawing water from local ground sources and connected via a bridge to the pond, while the other draws from a nearby pond.



*Shaliesh Jha, Plant Head at BorgWarner, inaugurates the restored pond and solar streetlights in Vadamangalam Village alongside officials of BorgWarner and Sevalaya, as also local residents*

This system ensures that water flow is managed efficiently, reducing the risk of overflow during rainy seasons.

To further mitigate the risk of village flooding, excess water from the Vadamangalam pond is now drained into a barren land. The compound's rampart has been reinforced with Ge-grid materials and stone patching, supported by beams, ensuring its longevity and resilience against environmental forces.

However, the most notable improvement lies in the significant increase in water capacity, which has surged from 1.2 million litres to an impressive 3.2 million litres.

This surplus freshwater has sparked economic opportunities within the community, particularly among local fishermen on fish breeding ventures,

promising a livelihood.

Earlier, Sevalaya Murali, Founder and Managing Trustee of Sevalaya, underscored the importance of restoring water bodies in preventing flooding and maintaining a healthy water table.

The event was graced by the presence of several dignitaries, including D Nithya Michael Raj, President of Vadamangalam Village, Sundara Bharathi C, Finance Controller, Edison X, Head of Supply Chain, Rajkumar N, Head of Manufacturing Operations, Abbas R, Deputy Manager of EHS, and Sathish Kumar L, Deputy Manager of HR from BorgWarner Cooling Systems India. Also in attendance were A A Kingston, VP of Operations, and P Prasanna, VP of Donor Relations, representing Sevalaya.

**Before**



**After**



# Wolters Kluwer illuminate Kasuva village with Solar Street Lights



*Martin O'Malley, CEO of the Legal & Regulatory Division of Wolters Kluwer, inaugurates the solar street lights at Kasuva village, accompanied by senior leadership team from Wolters Kluwer, Sevalaya Murali, and local residents*

Wolters Kluwer, a renowned global information services company as part of its Corporate Social Responsibility (CSR) sponsored 22 solar street lights in the path leading up to the new staff quarters at Kasuva Village and beyond. Sevalaya acted as the implementation partner.

On 3<sup>rd</sup> April 2024, Martin O'Malley, CEO of

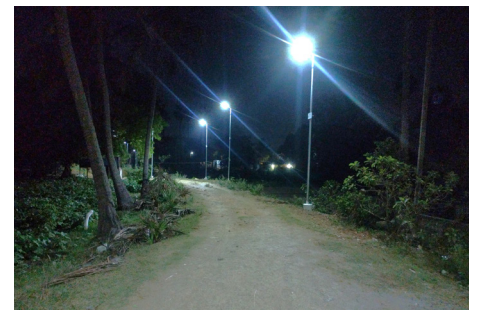
the Legal & Regulatory Division of Wolters Kluwer, along with Raja Sengupta, EVP & Managing Director, LR ELM, and Raju Vaidyanathan, Managing Director, LR ELM, Chennai, inaugurated the solar street lights.

During the inauguration, the Chief Guest highlighted the significance of self-

sufficiency through solar energy, aligning with the principles of Mahatma Gandhi, and expressed joy at bringing light to the village.

The installation of these solar street lights addressed a longstanding demand for electric lighting along the path to the village graveyard. Valued at ₹10 lacs, these lights ensure uninterrupted operation, even during power outages, benefiting approximately 1000 villagers.

This initiative builds upon Wolters Kluwer's previous support, which included providing solar panels for uninterrupted electricity and hot water facilities at the Sevalaya-run old age home.



## 100% placement of all trainees at Kiloy CC



*Franco Bianchi, CEO of Haworth, distributes certificates to community college students. From L to R: Mathew Haworth, Chairman of Haworth and Henning Figge, President of Haworth*

50 students of Sevalaya's Mahakavi Bharathiyar Community College, Kiloy graduated on 21<sup>st</sup> March 2024, skilled in tailoring and computer science courses.

Mathew Haworth, Chairman of Haworth, Franco Bianchi, CEO of Haworth and Henning Figge, President of Haworth were the Chief Guests for the graduation ceremony.

All the students are placed in various organisations like Samsung, Panimalar Hospital, Sunshine Old Age Home, Flex India Pvt Ltd and Precision Equipment Pvt Ltd.

The Chief Guests handed over the offer letters and the course completion certificates to the students.



## CEO of DTCC awards prizes



On 20<sup>th</sup> March 2024, 20 students from Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva centre showcased their talents in a poster competition held at DTCC, Chennai.

The themes revolved around environmental conservation, technology usage, and responsible citizenship.

Frank La Salla, CEO of DTCC - The Depository Trust & Clearing Corporation selected the top three teams based on their outstanding performance and rewarded them with prizes, recognizing their creativity and dedication.

# MCX Supports Education and Infrastructure Development



R Rajeesh, Senior Manager, flags off the new school bus at Kasuva centre. From L to R: A Sankarapandian, Arun, R Rajeeesh, P Prasanna A A Kingston, Sevalaya Murali

MCX, a financial organisation, has shown its dedication to social responsibility by sponsoring various projects at Sevalaya.

Among these initiatives, MCX has provided significant financial assistance aimed at uplifting underprivileged students and enhancing educational

infrastructure. Notable contributions include sponsoring education for 200 underprivileged students and donating ₹12 lakhs towards the construction of a new classroom in Sevalaya's primary school building in Kasuva centre, Thiruvallur District.

MCX also donated a school bus valued at ₹20 lakhs to facilitate the commute of primary school students. R Rajeeesh, Senior Manager at MCX, the Chief Guest, inaugurated the new classroom and flagged off the school's new bus.

Arun, Senior Officer at MCX, also participated, Officials from MCX distributed Std X admit cards to the students as a gesture of encouragement and extended their best wishes for success in their upcoming Board exams.

In his address, Rajeeesh advised students to limit their usage of mobile phones for a balanced lifestyle.



## Amazon supports education of 114



Thanks to Amazon Employee Grants, 114 Sevalaya students in Stds IV and V receive support for uniforms, stationery, and

more, all through Give.do, a fund raising agency.

## Volunteer from Germany



Leuci Phil, a dedicated volunteer from Germany with a long history of support for Sevalaya, visited Sevalaya's Kasuva centre on 12<sup>th</sup> April 2024, accompanied

by his father.

Leuci felt happy and nostalgic as he enjoyed the tasty meals cooked by the Sevalaya staff, especially the Tamarind rice. He spent eight months volunteering in Kasuva in the year 2019-2020.

During his time there, he taught different subjects and coached the kids in football.

He brought the new jerseys for the football students, and the children had a great time playing by wearing them, which was a happy moment for him during the visit.

## Bhoomi Poojas at Kasuva



Bhoomi pooja ceremony for the construction of a girls' toilet block at Sevalaya's Mahakavi Bharathiyar Primary School, Kasuva centre, sponsored by INDO-MIM. The 625 sq.ft. toilet will greatly benefit over 600 girl students from Stds LKG to V.



Bhoomi Pooja marks the beginning of a significant project at Sevalaya's Mahakavi Bharathiyar Primary School, Kasuva centre. Sponsored by Easun MR Tapchangers Private Limited as part of their CSR initiative, the boys' toilet block will enhance sanitation facilities for over 600 students in Stds LKG to V.

# The resurrection of Jesus celebrated

Zamin Endathur



P John Richard, Managing Director and J Shinola Jenifer, Director, Pure Gases Oxygen Manufacturing Private Limited were the Chief Guests for the Easter Celebrations on 31<sup>st</sup> March 2024 at Sevalaya's Gayathri Narayanan Memorial Community College and Sevalaya's Janaki Ammal Vijayaraghavachariar Memorial Senior Citizens Home, Zamin Endathur.

The Chief Guests wished a happy and prosperous life to all the residents. They also sponsored meals for the whole day on the special occasion.

Uthiramerur



J Jebamani Daniel Selvarai, Southern Area Manager, Rising Star Outreach of India was the Chief Guest for the Easter Celebrations on 30<sup>th</sup> March 2024 at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur. In his address, the Chief Guest stressed upon the need to live a value-based life.

Pattinapakkam



Rev N R John Kannan, Joint Coordinator, SPC East Chennai Diocese, was the Chief Guest for the Easter Celebrations on

30<sup>th</sup> March 2024 at Sevalaya's Gayathri Memorial Vocational Training centre, Pattinapakkam.

Ambattur



Bishop Rt Rev Dr J Premkumar was the Chief Guest for the Easter Celebrations on 30<sup>th</sup> March 2024 at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur.

The Chief Guest spoke about the life of Jesus Christ and the significance of Easter celebrations.

# Easun MR Education Pact



Easun MR Tapchangers Private Limited sponsors educational expenses for 890 underprivileged children in Sevalaya school and Skill Development courses run by Sevalaya for rural women and youth.

R Ravikumar, Wholetime Director, Easun-MR Tapchangers and Sevalaya Murali, Founder & Managing Trustee of Sevalaya signed an MoU on 25<sup>th</sup> March 2024.

# Mahavir Janma Kalyanak celebrated

Kasuva



Mahavir Janma Kalyanak (the birth anniversary of Bhagwan Mahavir) was celebrated at Sevalaya's Kasuva centre on 26<sup>th</sup> April 2024.

Ratan Chand Sharma, Proprietor, Venkateswara Jewellers, Avadi, G Arvind Ranga, Pawnbroker, Avadi and Hariram Prajapathi, Pawnbroker, Avadi were the Chief Guests of the event.

The students presented a colourful cultural programme.

L Ratan Chand Sharma urged students to embrace Mahavira's teachings and progress. Kushal Mehta emphasized the importance of non-violence and assured his continuous support for Sevalaya.

The Chief Guest distributed sweets to all the students.

Ambattur



M Askaran Jain, Chennai West District President, Tamil Nadu Rajasthan

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Association EC Member and CV Laxmi, Past President, Inner Wheel Club of Madras North were the Chief Guests at the Mahavir Jayanthi celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur on 22<sup>nd</sup> April 2024.

**Uthiramerur**



Mahavir Jayanthi was celebrated at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 24<sup>th</sup> April 2024.

B Anand Kumar Jain, Proprietor, Ashok Electricals, M Sunil Kumar Jain and S Sangeetha Sunil Kumar Jain, Proprietors, Ashok Jewellery Shop, D Smitha Deepak Kumar Jain, Proprietor, Sri Balaji Jewellery shop and R Gowtham, Proprietor, Asha Jewellery Shop were the Chief Guests of the celebrations.

## BNY Mellon sponsors trip to Dakshina Chitra



On 17<sup>th</sup> April 2024, 40 students of Sevalaya from Stds VI, including the 7 students who had participated in Robotex Asia Championship competition in Shanghai, China, in Jan 2024, were taken on a tour to Dakshina Chitra Heritage Museum, Chennai.

The trip was sponsored by BNY Mellon India Pvt Ltd. 22 volunteers from the corporate accompanied the students. The students had fun visiting old-style houses and craft workshops.

The participants of the Robotex competition presented a demonstration of their exhibits in the concepts of waste sorting machine, drainage cleaning, and a River Cleaning Boat (RCB).



## Eid celebrations across locations

**Kasuva**



Dr P A Abdullah Mahaboob, Vice Principal (Administration), HoD and Associate Professor, Department of Physics, The New College was the Chief Guest in the event marking the holy month of Ramzan at Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva on 2<sup>nd</sup> April 2024.

The Chief Guest commended Sevalaya's services and spoke about the importance of devotion to God and service to the poor. The guests broke their fast with a traditional meal of fruits and sweets.

Sevalaya Murali, Founder and Managing Trustee and Adham Basha, former staff of Sevalaya participated.



**Gudalur**



M Shajahan, Principal and Correspondent, Taj College of Paramedical and Teachers Training was the Chief Guest at the Ramzan celebrations held at Sevalaya Samaritan's Mahakavi Bharathiyar Community College, Gudalur on 13<sup>th</sup> April 2024.

**Uthiramerur**



Ramzan was celebrated at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 13<sup>th</sup> April 2024. A Jenith, Requirement Manager, CIEL, HR Service Private Limited was the Chief Guest at the event.

# Of God and harmony, and Pranic healing

"I am very much a Mylapore guy", says G Arun Madhavan, Software Development Manager at Amazon. Arun's childhood moulded him. Accompanying his spiritually minded grandma to *Karaneeswarar Koil* (temple), where a group of elders chanted mantras, Schooling at Vidhya Mandir, spirited participation and subsequent volunteering in Kasturibai Club that held annual competitions in multiple categories such as Drawing, Sports, Oratorical, Bhagawat Gita etc. all of it told him about the importance of society and of giving back.

With a Bachelor's degree in Electrical and Electronics Engineering from Prince Shri Venkateshwara Padmavathy Engineering College, Arun began his professional career at Satyam Computers. During 2008 -2009, he understood loneliness



in the scarcely populated Smyrna village in Tennessee state in the US, where he was working for his client. Back in India post the upheaval in Sathyam, he held positions at various companies which includes a startup, before joining Amazon in September 2022.

In 2012, he married Shreenithi, and they are blessed with a daughter, Akasharaasri, who attends the same school where his wife works as a teacher.

Among his childhood exposures, the time he spent at the house of a neighboring Gujarathi Bhat family gave him a spiritual outlook, Arun credits the Institute

of Sri Ramachandra Consciousness for significant personal growth and connection with the world and the universe.

"God is everywhere", he avers. Harmony follows. Even at work, when the dictates of business have to be accepted, with empathy for those affected. He has a guide and a brother in Veeraragavan, who has constantly guided him in professional, personal and moral aspects of life. For a year, Arun has been making progress in Pranic healing.

Arun's first experience of Sevalaya was when he visited the Sevalaya head office to buy Seed Vinayagar. Divinity with ecology struck him as "a cool idea". "The next year, volunteers brought this item to our society. I am impressed by the breadth and depth of sustainability at Sevalaya. The school gives holistic education. The lunch, the prayer... everything is well thought through."

For Akshara's birthday last year, the family gifted lunch to the residents. The couple wanted her to be with and feel comfortable with other people. On his initiation to Sevalaya, he says: "I wish this had happened earlier".

## Sri Rama Navami celebrations



Rama Navami, a festival celebrating the birth of Lord Rama, was celebrated at Sevalaya's Kasuva centre on 20<sup>th</sup> April 2024.

The event was graced by Raghunath Ravikumar, Director of Analytics at E&Y, as the Chief Guest.

In his address, the Chief Guest drew parallels between the challenges faced by Lord Rama in the Ramayana and the hurdles encountered in everyday life. He encouraged students to emulate Lord Rama's resilience and determination in overcoming obstacles, urging them

to seize opportunities and strive for progress.

"Study diligently, set ambitious goals, and actively contribute to the betterment of society," he exhorted the audience, emphasizing the importance of education and social responsibility.

### Uthiramerur

Rama Navami was celebrated at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 20<sup>th</sup> April 2024.

A Abarna Anand, Director Ananda Jyothi

Hospital, Arokiyam Agamum Puramum was the Chief Guest of the celebrations.



### Ambattur



Raksha Sankaranarayanan, Finance Manager, Aspire Systems was the Chief Guest at the Rama Navami celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur on 20<sup>th</sup> April 2024.

# Tamil New Year celebrated across the locations

## Kasuva



Tamil New Year was celebrated at Sevalaya's Kasuva centre located in Kasuva village near Thiruninravur in Thiruvallur district on 14<sup>th</sup> April 2024. The students of Sevalaya School and Hostel, along with the residents of the old age home, welcomed and celebrated the Tamil New Year with joy.

Padma Shri awardee, Dr Nalli Kuppuswami Chetti, Partner at Nalli Chinnaswami Chetty Silks Cloth and Piece Goods Merchants, was the Chief Guest.

The festival began on a grand note with children's cultural performances. The Chief Guest garlanded the photos of Mahakavi Bharathiyar, Mahatma Gandhi and Swami Vivekanandar and paid floral tributes to them.

The Chief Guest in his address, stressed the importance of education. He advised students to make the best use of opportunities provided by Sevalaya. He further iterated that the only way of showing their gratitude to Sevalaya is by studying well and becoming successful in life.

During the programme, the April 2024 issue of *Vidiyal* a monthly manuscript magazine prepared by the students of Sevalaya with the guidance of the teachers, was released by the Chief Guest.

## Ambattur



N Balasubramanian, Vice-President & Chairman Women's Selection Committee,

Thiruvallur District Cricket Association, Boshya Gayathri, CEO Bluezone with BG Healer's and V Ramakrishnan were the Chief Guest of the Tamil New Year celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Ambattur on 13<sup>th</sup> April 2024.

## Zamin Endathur

Tamil New year was celebrated at Sevalaya's Gayathri Narayanan Memorial Community College and Sevalaya's Janaki Ammal Vijayaraghavachariar Memorial Senior Citizens Home, Zamin Endathur, on 13<sup>th</sup> April 2024.

M J F Ln V Thanigai arasu, Zone chairperson Ancient city lions club Mathuranthakam and M J F Ln Er Mathiyazhagan, 324-I District Governor,

## Free HPV Vaccination on Childhood Cancer day



International Childhood Cancer Day was recently commemorated with a special event at Sevalaya.

Dr M Banupriya, a Senior Consultant and Radiation Oncologist from Privaram Cancer and Research Institute, Chennai, along with Kalpavriksham Trust, conducted an awareness session on HPV vaccination to prevent Cervical Cancer, at Sevalaya's Kasuva centre on 12<sup>th</sup> February 2024.

Ancient City Lions Club, Mathuranthakam were the Chief Guests of the celebrations.

## Uthiramerur



G Kalidoss, Correspondent, Sri Thirusulikaliyamman Matriculation school was the Chief Guest at the Tamil New Year Celebrations held at Sevalaya's Mahakavi Bharathiyar Community College, Uthiramerur on 12<sup>th</sup> April 2024. The Chief Guest was impressed by the activities done by Sevalaya. He has granted 200 uniform stitching orders for his school students to ShoppeSeva, a retail outlet in Mylapore where the profits go to Sevalaya.

## Ravanasamudram

Tamil New Year was celebrated at Sevalaya's Mahakavi Bharathiyar Community College, Ravanasamudram, on 13<sup>th</sup> April 2024. M Ravi, (Retd.), Track Maintenance Department, Southern Railway was the Chief Guest of the event.

Cervical cancer is a prevalent concern among women worldwide, ranking as the fourth most common type of cancer. To protect girl children from this dreaded disease, free HPV vaccines were administered to over 50 students of Sevalaya during the event.

A follow-up camp was organized on International Childhood Cancer Day, 15<sup>th</sup> February 2024.

Again on 1<sup>st</sup> March 2024, HPV vaccine was administered to 76 students.



# Mahadev Desai - (8)

(Source: The Fire and the Rose by Narayan Desai)

## A Righteous Struggle

Mahadev Desai's first major function, on joining Gandhiji, was to present to the country and the world the part played by Gandhiji in the dispute between the textile workers and mill owners of Ahmedabad. The reports he wrote with full of vitality and reality provided the material for the book "A Righteous Struggle" authored by him.

Mahadev relates the history of the problem. From August 1917, the weavers were paid quite satisfactory 'plague bonuses.' The bonuses continued even after the cessation of the plague as the prices of necessities had risen multi-fold. The workers were agitated on learning that the mill owners contemplated stopping the bonus abruptly. At the request of the labour leaders, Gandhiji intervened in the matter, and it was agreed by both the parties to leave the matter to arbitration.

But unfortunately, there was strike in some mills. The mill owners withdrew the offer of arbitration and planned a lock-out. The managements took a stand that they would dismiss all employees who did not accept a rise of 20%. Gandhiji's intervention again

was warranted. He agreed that what the labour did was wrong and apologised to the mill owners. The labour leaders' offer to rectify the mistake did not cut ice with the mill owners.

Explaining the significance of the struggle, Mahadev says that Gandhiji tried to channel the bubbling enthusiasm of the workers along useful lines. Arrangements were made that workers were free to go for advice at any time during the day. A public meeting was held daily at a fixed place and the issues and, principles involved were explained through the meeting and through leaflets. However as days passed, labourers started wavering and a remark was heard, "What is it to Anusuya Ben and Gandhiji? They come and go in their car; they eat sumptuous food; but we are suffering death -agonies; attending meetings does not prevent starvation."

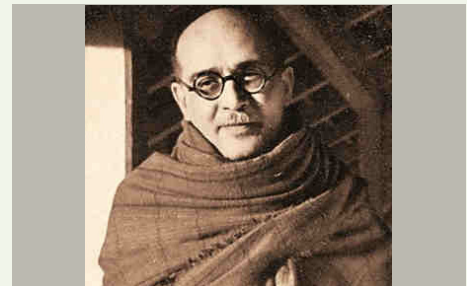
The workers had earlier taken a pledge not to give up the struggle till a favourable solution was reached. Now, their breaking the pledge was what Gandhiji could not digest.

Of course the lock-out was an unexpected turn of events. He could also understand the plight of the workers. He announced,

"I cannot tolerate for a moment that you break your pledge. I shall not take any food nor use a car till you get 35% increase or all of you die in the fight for it."

Tears flowed from the eyes of everyone in the meeting. They felt that some serious mistake had been committed, that Gandhiji had been shocked by their weakness, and he had decided to lay down his life for it. Every one of them rose and said, "we shall never fail in our pledge, come what may. Kindly give up this resolve." They were offered construction work at the Ashram for their wherewithal. Many took up work and offered to support those could not work. Anusuya Ben also joined in the work there. Women and even children in the Ashram participated in the work.

To be continued...



## Together We Can!



**Sevalaya is looking for fulltime volunteers 5 - 8 hours a day**



*\*\* Preferably women with corporate experience and expertise in the areas of*

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**Alwarpet | Mylapore**

**+91 90802 65930**

**head.volunteers@sevalaya.org**

Send your comments to:

Head Office:

Sevalaya, F2 Pushkarani Apartments, #12, Ananda Road, Alwarpet, Chennai - 600 018. Tamil Nadu, India.

m: 99414 50444 e: vpdr@sevalaya.org | vpoperations@sevalaya.org

/sevalaya /sevalaya.ngo /sevalayacharity

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**Correspondents:** Anandan M T, Annapurna N, Anupriya L N, Dr Gokulakrishnan J, Kanchana S, Kingston A A, Mariyammal S, Prasanna P, Priyadharshini S R, Vijaya R

**Copy Desk:** Raghu S

**Layout:** Arunkumar G

**Project coordination:** Rekha Perumal

**Editorial & Design Consultant:** Thomas T Abraham