



LatentView Analytics awards ₹48 lakh for higher education *Annual Science exhibition inaugurated*



LatentView Analytics officials presenting the higher education cheque to Sevalaya students.

Sevalaya's Annual Science Exhibition took place at its Kasuva centre on 13 Aug 2025, featuring a wide array of student-created models centered on the United Nations' theme for 2025, 'International Year of Peace and Trust.'

Rajan Bala Venkatesan, CFO of LatentView Analytics, graced the occasion as the Chief Guest and formally inaugurated the exhibition. During the ceremony, he also presented a cheque for ₹47.52 lakhs to provide higher education scholarships for 42 deserving Sevalaya students.

In addition to Sevalaya students, participants from Government School, Vengal, St. Claret Matriculation Higher Secondary School, Tiruninravur, and Angel

Matriculation Higher Secondary School, Tiruninravur, showcased their inventive models as part of the exhibition.

Venkatesan expressed his appreciation for the event, commending Sevalaya's diverse efforts in education, healthcare, and old age care, and praised the

students for their dedication in designing and presenting their projects. Poornima Shankar, HR Manager, spoke about the students' increasing clarity regarding their academic goals, motivating them to aim high and consider studying abroad to broaden their opportunities. P Srinivasan, Secretary, stressed that, Sevalaya and LatentView Analytics would continue to support meritorious students in pursuing the courses of their choice, and encouraging both boys and girls to make the best use of the opportunities provided to them.

V Muralidharan, Founder and Managing Trustee of Sevalaya, highlighted the organisation's initiatives and spoke about the training provided to students for competitive exams such as JEE and NEET.



600 students say no to alcohol on Putli Ba day

Sevalaya celebrated Putli Ba Day on 5 Aug 2025 at its Kasuva centre, commemorating the day Mahatma Gandhi promised his mother to stay away from alcohol while going to England to study law. For 11 years, the event has involved students and youth recreating Gandhi's pledge.

This year, 600 students of Sevalaya's Mahakavi Bharathiyar Higher Secondary School from Std VI to Std XII and Community College wore T-shirts with the



G Ram Mohan, administering the oath as students, holding their mothers' hands, promising them that they will never consume alcohol in future.

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slogan, "Say No To Alcohol," took an oath to abstain from alcohol, holding their mothers' hands.

The pledge was administered by G Ram Mohan, Railway Safety Commissioner (Retd.) and a staunch Gandhian. Chief Guests Sowmya Shankar Raman, Chief operating officer, TTK Hospital, Mahesh Therapist, TTK Hospital, and senior officials from Haworth, Ganesh, Dev Anand, and Mahendra Balan were present. Sowmya Shankar Raman highlighted the dangers of alcoholism, while Dev Anand praised the students' discipline and performances.

Ram Mohan also donated snacks and T-shirts for the event. Mothers shared their emotional hopes that their children would uphold their promises. Sevalaya Murali explained the day's significance and noted that a survey among the students who took oath over the past ten years showed that 75% of the students kept their promise.

The event included cultural performances by the students. Refreshments were provided for parents and students. The celebration aimed to create an awareness among students how alcoholism harms individuals, families, society, and the

nation, and sow the seeds for an alcohol-free society.



Sowmya Shankar Raman, Chief Operating Officer, TTK Hospital addressing the gathering.

World Tribal day celebrated at Sevalaya Nilgiris



Sevalaya Nilgiris celebrated the International Day of the World's Indigenous Peoples, on 9 Aug 2025, at Bennai, Bitherkadu in The Nilgiris district. The celebration brought together members of the tribal community, government officials, and well-wishers to honour and promote indigenous culture and traditions.

Sudheer Kumar G, Forester, Bitherkadu Range, Gudalur, and Maathan, Head of the Adivasi Association, were the Chief Guests at the event. Rangers and staff from the Forest Department, along with tribal community leaders, also participated. Sevalaya Nilgiris, a registered non-profit society, coordinated the arrangements for the event with support from Rajendran, a volunteer from Seva Bharathi, Bitherkadu.

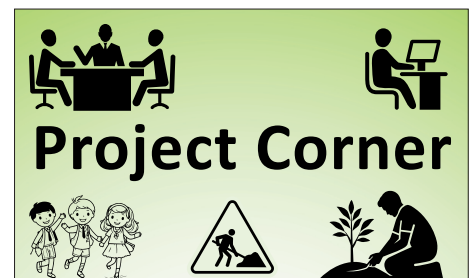
The programme featured traditional music and a dance performance by the tribals. A special cake was cut to commemorate the day, and school bags were distributed to tribal children by the Chief Guests. Attendees also enjoyed traditional games, followed by a free

medical camp sponsored by DTCC for the tribal community.

In his address, Sudheer Kumar conveyed his greetings to the tribal community on World Tribal Day. He thanked Sevalaya Nilgiris for organising the event and highlighted the significance of tribal communities and forests as the backbone of the country. He noted that the clean air and water people enjoy are preserved thanks to the harmonious coexistence of tribal communities in forests. He also mentioned that many past and present staff in his department have come from the tribal community.

Maathan emphasised the importance of coming together to celebrate such occasions and expressed gratitude to the authorities for supporting the tribal community.

As part of the celebrations, Sevalaya provided festive lunch for the participants. A total of 63 tribal community members benefited from the general medical and eye camp conducted during the event.



Guru Krupa Foundation USA, has been making an impact for over 15 years, sponsoring a school building, donating a school bus, and supporting more than 2,000 children each year with uniforms and notebooks.

The foundation also trains over 500 rural youth in tailoring, computer basics, and beautician courses, and runs after-school centres that teach practical life skills, creating a lasting difference in the community.

Watch the full story:
https://youtu.be/KgiWTdYh-n8?si=Yj-sJ1f_FzLRiVBj

Quality healthcare for villagers



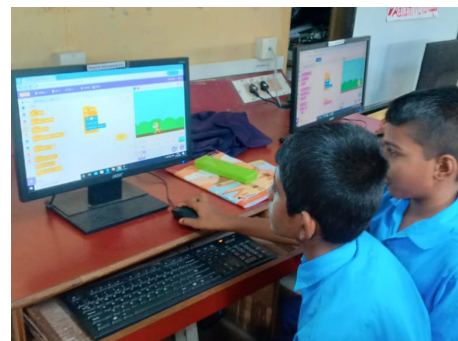
On 23 Jul 2025, Haworth, in collaboration with Sevalaya, organised a free medical camp in Ayyakolathur village, Kancheepuram District.

A team of doctors from Saveetha Medical College and Hospital provided general medicine, orthopaedic, and eye care services to the local community. Around 90 villagers received free consultations,

diagnoses, and treatments. The general medicine team addressed joint pain, maternal health issues, and respiratory infections. The orthopaedic team treated bone and joint problems among elders and farm workers, while eye specialists screened senior citizens for vision issues and infections, ensuring early care and guidance.



Scratch coding session



On 18 Aug 2025, Padma Ramani, a volunteer from California, conducted an online Scratch coding session for 50 students from Stds VII to XII at Sevalaya's Kasuva Centre. Students learned to create digital stories, games, and animations using Scratch, a fun and interactive programming platform for children.

Skill-based volunteers from Aditya Birla group



Four professionals from the Aditya Birla Group across Pan India spent a week volunteering at Sevalaya, sharing their expertise in Human Resources, Donor Relations, Systems & Communications, and School operations.

Nihal Ojha worked on social media and website development, R Bhageerathi advised on donor relations, HR, and communications,

V Sreerag guided chemistry teaching and process documentation, and Mira Kumar supported donor relations and data analysis. Their contributions added significant value to Sevalaya's ongoing work.

Sevalaya welcomes corporate teams to volunteer and share their skills. For details, call 96777 13448.

A creative day with volunteers from the USA

On 5 Aug 2025, Brijesh and his family from the USA spent the day at Sevalaya's Kasuva Centre, volunteering with 144 students of Std V. They guided the children in making their own kaleidoscopes using craft materials.

The classroom was filled with smiles, colours, and excitement as the kids explored the combination of creativity and science.



Fun trip to Guindy park



On 23 Jul 2025, 40 students of Std V from Sevalaya's Kasuva Centre enjoyed an outing to Guindy National Park with 40 BNY volunteers.

The children explored the play area, mini zoo, reptile house, and bird aviary.

BNY sponsored the food and transportation, making it a fun and memorable day for the kids.

Book release function



On 15 Aug 2025, a book titled "விவேகானந்தர் வேண்டிய 100 இளைஞர்களுள் நீங்களும் ஒருவரா?" (Are you one of the 100 youth called for by Swami Vivekananda?) written by Swami Vimurthananda was released at Bharatiya Vidya Bhavan, Mylapore.

Sevalaya Murali who has written a foreword for the Book, delivered a felicitation address

Sevalaya Murali thanked the author and Vanathi Publications for the honour and encouraged everyone to read the book for inspiration.

79th Independence Day celebration at Sevalaya centres

Kasuva, Tiruvallur



Sevalaya celebrated the 79th Independence Day on 15 August 2025 at its Kasuva Centre.

K B Bhuvaneswari, alumna of Sevalaya and Radiographer at Artemis Curepipe Hospital, Mauritius, was the Chief Guest.

The Chief Guest hoisted the flag, and everyone paid their respects, followed by the distribution of sweets. In her speech, Bhuvaneswari encouraged students by saying, "Many successful people have faced failures, so do not be discouraged. Keep moving forward. By Std X, decide the field you want to pursue, study well, score good marks, and seek guidance from experts to succeed. Give sports the same importance as education." She concluded by wishing the students well for their future.

Many alumni arrived a day before the event to help with preparations at Kasuva. Students, trained by alumni Icepriya and Surrender, performed a colourful dance. Surrender, a dance teacher, also performed, and the BEAT Orchestra from Chennai sang patriotic songs.

At the blood donation camp, organised by alumna Dr Narmatha, on the day, 68 units of blood were collected from alumni, parents, teachers, and villagers. In her speech, Narmatha said, "Soldiers work tirelessly at our country's borders to keep us safe. We can show our gratitude by living disciplined lives, succeeding, and



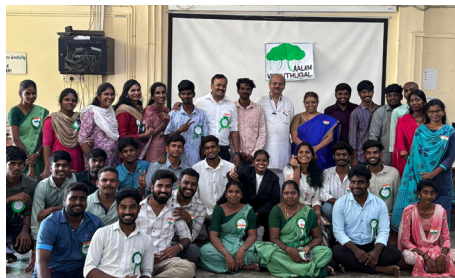
maintaining harmony."

Alumnus A Abhiraj, working in the Tamil Nadu Government School Education Department, stated, "The department aims for a 100% pass rate, a goal Sevalaya has been achieving for years. Students have also excelled in sports. Everyone should have a dream, work hard to achieve it, and return to Sevalaya to help others."

Alumnus Ilayaraja congratulated the newly elected members of the Alumni Association 'Alam Vizhuthugal'. The Association donated ₹70,000 to Sevalaya during the event. Additionally, a BEAT Orchestra member, impressed by Sevalaya's Old Age Home, pledged ₹10,000. Sevalaya Murali presented a cheque to S Joshitha, a Std XII student, for her higher studies at PSG College, Coimbatore, sponsored by LatentView Analytics.

Alumni Vaishnavi and Abinesh hosted the programme, and all arrangements were managed successfully by the alumni themselves.

The function came to a close with the singing of the National Anthem.



Ambattur, Chennai



Hariharan Sampathkumar, International NLP Master Practitioner was the Chief Guest at Sevalaya's Mahakavi Bharathiyar Community College.

Nallampalli, Dharmapuri

S Kamaraj, Director, Molikule Green Care Pvt. Ltd., was the Chief Guest at Sevalaya's VT Shanthi Memorial Senior Citizens' Home.

Head Office, Alwarpet



Ramesh Balaji, Technopreneur, Tata Consultancy Services, (Research & Innovation) was the Chief Guest at Head Office, Alwarpet.

Melseithalai, Thoothukudi

K Bavanantheeswaran, Block Educational Officer, Tiruchuli and V Thangavelsamy, Professor (Retd.), Raja Doraisingham Government Arts College, Sivaganga were the Chief Guests at Sevalaya's VRAP Memorial Mahakavi Bharathiyar Community College.

Ravanasamudram, Tenkasi

R Prabhakaran, Proprietor, Aromatic Chemicals was the Chief Guest at Sevalaya's Mahakavi Bharathiyar Community College.

Thalavaipalayam, Thanjavur

Lion Gayathiri Manoj, President, Thanjavur AMC Lions Club was the Chief Guest at Sevalaya's Gandhi Ashram Krishnan Memorial Free Old Age Home.

Pattinapakkam, Chennai

Dr M Nishanthi, Assistant Professor, Madha Medical College and Research Institute was the Chief Guest at Sevalaya's Gayathri Memorial Vocational Training Centre.

Gudalur, The Nilgiris

Kempi, a tribal staff member at Sevalaya Nilgiris, hoisted the national flag along with the doctors and nurses at Sevalaya's Mahatma Gandhi Medical Centre.

Zamin Endathur, Chengalpattu

T Prabhu, Branch Manager ICICI Bank, Melmaruvathur and Dr P Priyanka Logu, Dental Doctor, Melmaruvathur were the Chief Guests at Sevalaya's Gayathri Narayanan Memorial Community College and Sevalaya's Janaki Ammal Vijayaraghavachariar Memorial Senior Citizens' Home.

Krishna Jayanthi celebrations with ISKCON

Kasuva, Tiruvallur



Sevalaya celebrated Krishna Jayanthi on 18 Aug 2025 at its Kasuva Centre. JayaGopinatha Das, General Manager of ISKCON North Chennai, was the Chief Guest for the occasion.

The programme began with devotional bhajans by the ISKCON team.

A puja was performed, and prasadam was distributed to the students. During the event, weekly Bhagavad Gita classes were inaugurated for nearly 300 children of Std III and IV at Sevalaya. The ISKCON team also visited Sevalaya's gaushala, where around 120 dry cows are cared for.

In his address, the Chief Guest spoke

about Lord Krishna's promise to protect devotees and destroy adharma when it arises. He highlighted that following Krishna's teachings is the best form of devotion and explained how the Bhagavad Gita can guide people through life's challenges. He cited the poetess Avvaiyar, emphasising the rarity and value of being born human, and noted that the Gita provides answers for life's questions.

He also mentioned that T G Malini from ISKCON will conduct the upcoming Bhagavad Gita classes, making the verses easy for students to understand. He encouraged the children to sing Krishna's praises for at least ten minutes daily to bring positivity into their lives.



Krishna Jayanthi costume contest at ShoppeSeva



Krishna Jayanthi celebrations at ShoppeSeva, the retail outlet on East Mada Street, Mylapore, Chennai, hosted a costume contest for children.

The prize distribution ceremony was held on 23 Aug 2025, with Gayathri, Head HR, Hewlett Packard Enterprise (HPE) India, as the Chief Guest.

A total of 32 children, accompanied by their parents and Sevalaya staff, participated enthusiastically in the contest. Prizes were awarded to three winners in each category, Krishna and Radha, along with an overall winner.

The event commenced with a welcome address by Selvan Suthakar, AVP, Donor Relations, Sevalaya, who spoke about

how ShoppeSeva supports Sevalaya's beneficiaries. Products made by rural women and underprivileged artisans are sold at the ShoppeSeva's outlets and at stalls put up in corporates during any special events, with the proceeds funding Sevalaya's charitable initiatives.

The celebration also witnessed the participation of Sevalaya Murali and E Ramesh, AVP, ShoppeSeva.

ShoppeSeva's popular product range includes, handmade handbags, snacks and baked goods, clothing, handicrafts, silk thread jewellery, and terracotta jewellery.

For bulk orders, contact 7299544401 or visit shoppe seva.com.



Uthiramerur, Kancheepuram



S Madhan Raj, Branch Manager, Equitas Small Finance Bank, was the Chief Guest at Sevalaya's Mahakavi Community College, Uthiramerur.

Zamin Endathur, Chengalpattu



M Sathish Kumar, Product Operational Head, GBM Engineering Industries Ltd., and S Senthamil Selvi, Senior Accounts Manager, MCN Telecom were the Chief Guests at Sevalaya's Gayathri Narayanan Memorial Community College and Sevalaya's Janaki Ammal Vijayaraghavachariar Memorial Senior Citizens' Home.

Students pledge to refrain from Drugs



On 13 Aug 2025, 80 students from Std II to XII at Sevalaya's Kasuva Centre pledged, following the District Child Protection Office directive, to keep Tamil Nadu drug-free. They vowed never to use or engage with harmful substances in their lifetime.

A Different Kind of Auditor

“A very average student, but exceptionally creative”, by his own description, Balaji M Athreya was a high energy kid and multi-talented. A student of Chinmaya Vidyalaya School, Kilpauk, he was into painting, arts and sports winning in many interschool contests. He was the school cricket captain and by a whisker, missed attending the Republic Day parade in Delhi, after going through five rigorous camps on his way to becoming a Company Sergeant Major (CSM) representing the Tamil Nadu, Puducherry, Andaman & Nicobar contingent.

Hailing from a humble Tamil family, Athreya — as he’s more popularly called, was born in Tirupati on March 2, 1982, to Muralidharan and Uma, and raised in Chennai. He has an elder brother Rajesh. His hero from childhood to this day is Lord Shri Hanuman and he is inspired by the works of Shri Yogananda, and his favourite sportsmen are Rahul Dravid (cricket) and Rafael Nadal (tennis).

Following conventional advice, he joined the Chartered Accountancy course in India while pursuing a B.Com at D G Vaishnav College. Soon, he realised his



aspirations were more global. Wriggling out of a ₹485 monthly articleship stipend, he shifted focus to public accounting and identified the US Certified Public Accountant (CPA) qualification as a better match.

In 2010, Deloitte sponsored his initial US CPA exam trip, but his final attempt in 2011 required about USD 3,000 — far beyond his minimal savings while raising a young family in Hyderabad. Taking a personal loan, despite his wife’s concerns, he saw it as an investment in long-term benefits. In May 2013, he proudly earned the CPA designation, leading to a role with Grant Thornton in Chicago, USA. In 2020, he added Canadian CPA to his credentials.

Career milestones include two years at Ernst & Young in Bangalore, setting up

KPMG’s Audit Quality practice in Bahrain, and joining KPMG Global in 2022. His journey has taken him through Chennai, Hyderabad, Bengaluru, Chicago, Bahrain, and now Toronto, Canada.

Entrepreneurial at heart, Athreya founded Audimatiq Consulting, Inc., helping CPA/CA firms design effective quality management systems with innovative technology. He partners with CPA Ontario to develop Canadian CPA learning content and with Simandhar Education as CPA audit faculty, while authoring thought leadership.

Married to Preetha, they have two sons — Vishvareth, a passionate tennis player, and Trayaksh, an exceptional Lego builder. Chess is a family favourite, often sparking playful debates over the best player.

Athreya first connected with Murali via LinkedIn and was inspired by his bold decision to leave a successful corporate career for social entrepreneurship, fully dedicated to Sevalaya’s vision. Calling it “a leap of faith” and “an act of God,” Athreya admired the selflessness behind Murali’s work. Determined to lead by example for his sons, he began contributing to Sevalaya monthly, believing that generosity should become a habit before success brings ego or complacency.

Guided by his favourite Sanskrit quotes - “As you think, so you become” and “Let noble thoughts come to us from everywhere” - the Athreya family plans to visit Sevalaya’s Chennai campus in August 2025.

From Rural Roots to Police

K Prabhakaran was born in Ambattur and later moved to Ramanathapuram village in Tiruvallur district. His father, D Kannan, is a daily wage labourer, and his mother, Vasanthi, is a homemaker. Prabhakaran joined Sevalaya’s Mahakavi Bharathiyar Higher Secondary School in VII Std where he continued his education till Std XII.

He fondly recalls his school life as the best



phase of his journey, receiving constant encouragement and support from his teachers. He scored an impressive 433/500 in Std X and 1050/1200 in Std XII. During his time in Std XI, he explored innovations, one such idea was the concept of a double-tube mechanism for bicycles, where a backup tube ensures a smooth ride in case of a puncture. This innovation earned him recognition in Veetukku Oru Vignani, a feature by Puthiya Thalaimurai magazine.

Passionate about Science, he pursued a B.Tech degree in Chemical Engineering, inspired by his early interest in experiments. He proudly mentions that his classmates often approached him with doubts, which he was able to clarify with ease in the laboratory. His college

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education was made possible through sponsorship by PPG Asian Paints through Sevalaya.

After completing his degree, he worked as an Engineer Trainee at Nuray Chemicals for one year. Simultaneously, he prepared for the Armed Forces exam,

driven by his long-standing dream of serving the nation. Although he could not join the Army, he kept his dream alive and successfully cleared the Police recruitment exam.

In March 2022, he was appointed as a Grade II Constable in the Tamil Nadu

Special Police, posted in Veerapuram, Avadi. His primary responsibilities include managing traffic duties.

He is married to Gomathi and enjoys watching movies and spending time with friends in his leisure hours.

Visitors from Japan share kindness

On 26 Jul 2025, Masumi Narita, senior care specialist, and Mitsuko Arihara, Japanese consultant, visited Sevalaya's Kasuva Centre along with Karunanidhi Kasinathan, Founder of K-KCCS Pvt. Ltd.

They spent time at the old age home, interacting warmly with the senior citizens.



Honouring unsung heroes



On 19 Aug 25, Anupriya L N, Head of Quality and Volunteering at Sevalaya, was the Chief Guest at "Aran Ivargale," organised by Saveetha School of Management under its NSS initiative.

She felicitated the housekeeping and maintenance staff for their dedicated service. The event was attended by 150 students and 15 faculty members.

Students win big at *Thamizh Valarchi* 2025



On 26 Jul 2025, 96 students from Sevalaya's Kasuva Centre took part in the 15th *Thamizh Valarchi*

Competition organised by Sri Niketan Higher Secondary School, Tiruvallur. Competitions included *Thirukkural* recitation, debates, quizzes, dance, drawing, poster making, and poetry. Sevalaya students excelled, with N Pavithran and T Reshwanth (Std X) winning I prize in Tamil Debate, P Kiruthika (Std X) in Tamil Poetry, and S Devanathan (Std I) and S Kanishka (Std V) in *Thirukkural* Recitation.

A total of 3,700 students from 71 schools participated.

Student wins State quiz



V Anu, a Std XI student at Sevalaya's Mahakavi Bharathiyar Higher Secondary School, Kasuva Centre, won II prize in a state-level online quiz on Science and Standards held by the Bureau of Indian Standards on 26 Jul 2025.

She received ₹1,500 for her achievement. Over 2,500 students from Tamil Nadu participated.

Temple Visits for Sevalaya's Senior Citizens



Sevalaya arranged temple visits for residents of its senior citizens' homes in Dharmapuri and Thanjavur.

Senior citizens of Sevalaya's VT Shanthi Memorial Senior Citizens Home, Dharmapuri, enjoyed temple visits over two outings.

On 29 Jul 2025, 15 residents visited *Kailasanadhar Temple*, *Shree Muneeshwaran Temple*, *Muniyappan Temple*, *Hanuman Temple*, and *Kaala Bhairava Temple*. On 7 Aug 2025, 14 residents visited *Sri Prasanna Venkataramana Swamy Temple*, *Sri Ponmariyamman Temple*, and *Kaliyamman Temple*. Both trips, including meals, were sponsored by Ashish Kataria, who also supports the home's operations.

12 Aug 2025: 18 residents of Sevalaya's Gandhi Ashram Krishnan Memorial Free Senior Citizens Home, Thanjavur visited *Neelamega Perumal Temple* and *Kodiamman Temple*.

The trip and meals were sponsored by Nikhil Johri, Founder of Trivantage Capital Management India.



Mahadev Desai - 24

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

The role of Mahadev Desai in the Salt Satyagraha was significant, as an active participant, as a guide and motivator of the workers, and as an accurate chronicler.

In a meeting at Ahmedabad, Mahadev spoke:

"This is a battle between the Gods and the devils. The Government is positively devilish; but we have also to fight the demon within us. It was the police who irritated, excited the people and instigated them in Calcutta. But the people in Calcutta that started the riots, hurt other people, and burnt the trams, were our own people. And, since we have joined this sacred struggle, we are pledged not to harm Indians or Europeans, and so such incidents should make us feel ashamed.

We have seen that Mahadev was arrested on 23rd April 1930. He had described his arrest and his mind in a very effective style.

He wrote: There is no "supreme happiness" today in going to jail, because jail contains no longer the purifying flames. The purifying flames are burning outside. The people in jail

are the observers, enjoying themselves. Those people working outside the prison, preparing to burn themselves out in the purifying flames are really those 'inside' and now, I do not have the chance of that "supreme happiness" and I am hurt that I have only to see and suffer in jail.

When Mahadev was taken from the court to jail, the crowd of people wanted to garland Mahadev. The white sergeant dove off the prison van disregarding the people. Because of that, some impulsive person threw a stone which hurt the sergeant's chin. He started abusing. Mahadev expressed his regret in a sorrowful voice, but that man's abuses continued. So Mahadev said, "You hit me with that stone, or give it to me. I would hit me with it, if it quietsens you."

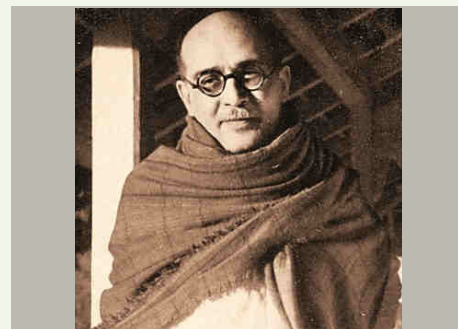
He understood Mahadev's satyagrahi's attitude and started talking about other things. When the prison van was passing the Ashram, Mahadev invited him to come to the Ashram and asked his name. The sergeant asked for a pen to write his name. Just then they reached the gates of the jail. The sergeant was returning the pen, when Mahadev insisted on his keeping it as a memento of the incident and asked for the stone, and throwing it

out said, "With this please throw away the bitter memories of the incident." The sergeant smiled and aid, "That has been already forgotten."

An incident that occurred before Mahadev was arrested is worth mentioning. A revolutionary organisation suspended its activities for five years, to observe the result of the non-violent movements.

In a letter to Mahadev, "The Awakened Revolutionary Association" stated that they had decided to suspend the movement for India's freedom for five years from 6th April 1930, to observe the result of the non-violent movements. They had specifically requested Mahadev to inform Gandhiji about it.

To be continued....



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