The silver lining in every child’s cloud
"Bharata Desha Hitaya Kuru Sevaam Tvam" (For the welfare of the country, do service). The essence of the anthem of AIM for Seva could as well encapsulate the life of the great saint himself. Swami Dayananda Saraswati’s physical presence will no longer be available to guide us. At AIM for Seva his life and teaching will continue to reverberate in our hearts and minds.

It is our mission to ensure that every child in our country has access of food, shelter, education and affection. But the facts on the ground are depressing; there are over 17.7 million children who are out of school in our country.

AIM for Seva began in the year 2000 to provide quality education to the Tribal and under privileged children in the rural country side. Our vision since inception is: every child is precious and every child must be provided all the facilities to excel.

There are so many facets to Swami Dayananda Saraswati we are proud to embrace and cherish.

"Swami Dayananda as teacher, writer and propagator of Vedanta: Swamiji set up Vedanta schools in India and USA for the next generation to pursue this ancient wisdom. For spiritual aspirants he introduced "Gita-Home Study Program" besides authoring hundreds of books on subjects ranging from Upanishads to Public Talks and Fundamental Problems of each human being.

Swami Dayananda as a visionary and organization builder: The transformation of a simple village in Manjakudi into a centre of educational excellence is a pioneering work in rural development and community welfare. The College, Schools, Veda Patashalas, Goshalas, Organic farming, AIM for Seva, Vocational training centres which he founded stand testimony to his vision and organization building.

We at AIM for Seva were amazed by his tireless enthusiasm in forming our organization from drawing up gigantic blueprints, charting its goals, getting people together, to minute planning from daily activities for each of the FSHs. We have imbibed from Swamiji, the values of service and charity and it is the core strength of the organization.

We at AIM for Seva pledge to carry his vision and ideals further. And we pray for your patronage and support of this programme of valued-based quality education to the rural poor.
“There is no failure in life. There are only varieties of experiences. We learn from experiences, and not from failure, which does not exist.”

Swami Dayananda Saraswati
MESSAGE FROM CHAIRPERSON & MANAGING TRUSTEE

Dear Friends,

Namaste

We at AIM for Seva are deeply saddened we are entering a New Year without the physical presence of our revered founder Pujya Swami Dayananda Saraswati to guide us. Personally he has left me with wonderful memories; my association began as a student of Vedanta in the nineties which transformed my life. Being in close contact with Swamiji was an inspiration for he taught both by his actions and teachings. Now 15 years later, thanks to Pujya Swamiji’s blessings, we have grown to over hundred Free Student Hostels (FSHs) spread across 16 states of India and over 3,300 students and Swamiji’s disciples guiding and mentoring these hostels in the role of “Coordinators” and in charge of day-to-day functioning.

In 2016 emphasis would be on three thrust areas across all our FSHs as we focus more on quality than basic infrastructure. First, Digital Connectivity at every FSH for distance learning and learning modules so that the learning becomes fun and engaging and in line with 21st century educational aids. Second, introducing Arts & Music education at our FSHs for all-around development of our boys and girls. It would introduce creativity as most of our students are burdened with academic expectations. Third and finally, there is no gainsaying the importance of spoken and written English for that is the primary skill for entrance to social groups and employability.

Chennai and surrounding districts witnessed unusual floods this year so much so that it was a deluge that almost drowned the city. AIM for Seva got into relief operations at Cuddalore by distributing food packets when the town came to a standstill from electric blackouts and no milk supplies.

AIM for Seva is also pleased to announce setting up of a FSH at Dimapur, our first foray to the North-East.
We have a lot of plans. We are proud that over 14,000 families were beneficiaries of this unique social experiment. Fifteen years and so many success stories; we are amazed at the tenacity of these boys and girls to face life with such heavy odds and yet come out smiling and winning. Nothing would have been possible without your contributions and thanks to destiny we managed to build an organization whose heart beats for the rural poor. One person, a visionary, held it all together and it is a legacy we carry forward.

With Warm Regards,

Sheela Balaji
Chairperson & Managing Trustee

AIM for SEVA

The purity of our dreams shape the world around us
HOW DOES THE FSH CONCEPT WORK?

Swami Dayananda Saraswati fervently believed in the transformative power of education to uplift these children from poverty and rise to a higher standard of living. AIM for Seva does it through Free Student Hostels.

Free Student Hostels (FSH) is a residential facility for school-going boys and girls.

Each FSH provides free food, clothing, accommodation, and a caring environment for poor students from rural India. These children are from families in dire poverty or single parent homes.

Each FSH is managed by a warden, cook, and a watchman. A coordinator who manages several FSHs plays a mentor role in personality development, and character building.

Each FSH has certain built-in features:

- **After-school support:**
  Being first-generation learners, our FSHs engage tutors for Science, Mathematics, and languages.

- **Values and cultural education:**
  The children follow a rigorous schedule from 5:00 am to 9:00 pm in the FSH that includes prayers, bhajans, storytelling, comics, etc.

We are all one big family – Driven by hope.
Yoga:
As part of their daily routine our children practice yoga with expert trainers to guide them.

Sports:
Children participate in games like cricket, football and athletics in their relaxation hours. Carrom and Chess are popular indoor games of our students.

Computer literacy, English language training, Creativity:
These are initiatives at different stages of implementation across 97 operating FSHs in 16 states in the period 2014-15.

FSH is a home away from home for these boys and girls. They participate in the regular chores: keep their dormitories clean, help in the kitchen work, enjoy a game of chess or carrom after school, take to the field for a game of cricket, mentor those younger in their studies and more.

united by dreams, and blessed by Swamiji
TRANSPARENCY SYSTEMS AT AIM FOR SEVA

At AIM for Seva, the trust and faith of our donors is paramount. We ensure transparency at every stage so that our donors have access to information and feel convinced that the donation has reached the right target and utilized appropriately.

▶ Registered as a trust:
AIM for Seva is registered as a public charitable trust under the Indian Trusts Act, 1882. AIM for Seva files IT & FCRA returns every year.

▶ Have a verifiable and up-to-date record of beneficiaries:
Beneficiary data is ‘current’ and any donor has access to this information.

▶ A statutory governing body:
AIM for Seva has a statutory governing body to ensure compliance with applicable laws and regulations.

▶ Regular updation of website; social media presence:
AIM for Seva has all its operating FSHs uploaded on its website; http://www.aimforseva.org/. Events and happenings at our FSHs are regularly posted on our Facebook and Twitter pages.

▶ Yearly auditing of Annual accounts:
Annual Financials are audited internally as well as by an External Auditor to ensure there is a third party monitoring over the financials of the organization.

▶ Monthly newsletters to donors
AIM for Seva has a regular communication policy through monthly e-newsletters uploaded on http://www.aimforseva.org/ and quarterly corporate newsletters.

▶ Individual feedback to patrons on their sponsored project:
For Corporate donors who sponsor AIM for Seva’s projects, we furnish detailed reports from operating expenses, beneficiaries, and events at the FSH.

All our FSHs are open to the donors; there are no restrictions to their visits and interact with the students. AIM for Seva has a robust child protection policy that complies with Juvenile Justice Act.
### For the financial year 2014 - 15

#### date of filing return

<table>
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<th>Date</th>
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</thead>
<tbody>
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<tr>
<td>FCRA Return</td>
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<tr>
<td>Trust / Society / Company Annual Return</td>
<td>30 / 09 / 15</td>
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#### Board meeting held on

(between 01/04/2014 and 31/03/2015)

<table>
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<tr>
<th>Date</th>
</tr>
</thead>
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<td>30 / 07 / 14</td>
</tr>
<tr>
<td>21 / 09 / 14</td>
</tr>
<tr>
<td>24 / 01 / 15</td>
</tr>
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</table>

### Main Bankers

**Indian Overseas Bank**

Sri Ram Nagar Branch (0479),
123/1, TTK Rd., Sri Ram Nagar,
Chennai - 600 018

### Statutory Auditors

Sarathy and Vasu Chartered Accountants

1st Floor, No.3, Sri Ram Srinivasan Road, Alwarpet,
Chennai - 600 018 Ph: +91-44-2490756 / 4210 4388
mail.sarathyasuca@gmail.com

### Registration and Statutory Details

<table>
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<td>New Delhi</td>
</tr>
<tr>
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<td>New Delhi</td>
</tr>
<tr>
<td>35AC</td>
<td>10/22/2014</td>
<td>F.No.V. 27011/25/2014-50(NAT.com)</td>
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<td>New Delhi</td>
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<td>Perpetual</td>
<td>New Delhi</td>
</tr>
</tbody>
</table>

### Total Cost of National Travel for The Financial Year

₹ 13,41,532

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Every moment a new celebration. Everyday a new journey.
WHERE HAPPINESS IS A WAY OF LIFE

EVENTS AND HAPPENINGS

Annual Day Celebrations at Alwal Home

Diwali Commemoration at the Dharmapuri FSH where students were presented with new clothes, sweets, and crackers

Diwali Celebrations Uchimedu FSH
SELFLESSNESS.
SACRIFICE. SUCCESS

SCRIPTING DESTINY,
OUR WAY...

Shodashi
SHODASHI to Pujya Swamiji Dayananda Saraswati by AIM for Seva Free Student Hostel for girls at Karnaprayag

Library Inauguration
at Belgaum FSH

Solar Panels installed in
18 FSHs in Tamil Nadu

The students taking a march to honour soldiers' sacrifices in the LOC sector
THE GREAT INDIAN DREAM
BELIEVE. EXPLORE. DISCOVER

PROJECT AKASH

The objective of the Akash programme is two-fold: to unleash the creativity of our students through some formal training in art, and secondly help the students to explore current themes.

The workshops will introduce the children to drawing, sketching, painting, sculpture, and handicrafts. The themes for 2015 were:

- Environmental Conservation
- Marine Ecology / Sustainable Tribal Art

More than 350 students have benefited from the Art for Development Programme, held across FSHs.
DIGITAL LEARNING
AIM for Seva seeks to give our children the best that technology can offer both in terms of hardware and software. This includes a desktop and the accessories required to enrich the learning experience. Children at the FSH learn lessons through CDs/DVDs/recorded programmes on the television and live tutoring through Skype.

LEARNING ENGLISH
Proficiency in English language - spoken as well as written fluency - is often the deciding factor for employability and success in society. The British Council has a course material including a DVD for a classroom feel catering to ages 5 - 15. The “Learning English” project is now being implemented at the FSH’s in Karnataka, Andhra Pradesh, Maharashtra & Tamil Nadu. The wardens of these FSHs encourage the students to converse in English for at least one hour a day.
L. Divya from AIM for Seva, Udumalpet FSH, Tamil Nadu recently participated in a 5 kilometre marathon and bagged the 1st prize, beating even college students among 2500 participants.

Nileendra Bhuriya, from AIM for Seva, Kankanpur FSH, Gujarat, resident in our FSH for three years, completed his ITI training and is now an apprentice with Tata Motors.

Wandur Syrti of Class 10, a student at the AIM for Seva FSH, Chikkamagalur, Karnataka won the third place in the state in the 800m. He had earlier topped the event at the taluk-level competition. He also bagged the third place in the 400m.

K. Sakthivel of Class 8, from AIM for Seva Sathyamangalam FSH, Tamilnadu came first in the drawing competition held in school. In chess, he again came first and was the runner-up at the zonal level.

M. Ranganathan from AIM for Seva Sathyamangalam FSH studying at Government College has topped the 12th standard with 1042 marks out of 1200.

Dev Goswami, a Class 11 student from the AIM for Seva FSH in Ghaziabad, has been selected to National Kabbadi championship to represent Uttar Pradesh.

Master Vaman Rane has scored 94.4% topping the AIM for Seva Sawantwadi boys FSH, Maharashtra. A diligent worker, he is also a good singer.

Dinesh Kumar, Seva Niketan AIM for Seva Boys FSH (Solan, HP) has secured a seat in BDS at IGIMS, Shimla securing 356th rank in the AIPMT examination.

Vishal Sharma and Gautam from Late Baldevraj Papneja AIM for Seva Boys FSH (Jabalpur, MP) has joined the Indian Army and posting in J & K.
ENDORSEMENTS OF COORDINATORS

“AIM for Seva has helped these students to be more organized in the day-to-day activities. They are more hygiene conscious and have a career ambition. These children are from very poor families; they dream of becoming a doctor and engineer in their lives. The FSH has bestowed them a belief that they can achieve anything in life.”

Mr. Somnath,
Coordinator of Belgaum FSH since 2010.

“The benefits of daily practice of yoga and prayers on young minds are apparent. These children grow up more disciplined and respectful of elders. Such a value-based education prepares responsible citizens for the nation.”

Mr. Arney Kulkarni,
Sawantwadi coordinator since 2011.

AN INSIDER VIEW:

“We come together for prayer after snack time in the evening. It helps us before we start studying,” explains Geethika, another student from the school.

Revathi’s mother says, “It’s a huge shame each time a girl is born in our community. But I am proud of both my daughters. Revathi is so bright that it won’t surprise me if she becomes a doctor. My dream is to see her practice in our village.”

“We wake up at 4:30 a.m. in the morning. We study for a while, get ready and leave for school. Some of us study in other schools so we take the school bus,” explains Revathi, a 6th Grader. Revathi lost her dad when she was a kid. Her mother does tailoring for a living and she has a younger sister. Her mother got to know about AIM for Seva through relatives and enrolled Revathi. She has been living here for 3 years now. “The organization did a background check before admitting me. They visited our house and spoke with my mother. I get food, a safe place to live, and free education. It feels like home. We are one big family here,” explains Revathi.
97
OPERATING FREE
STUDENT HOSTELS

WHERE AIMING IN ITSELF IS AN ACT OF DELIVERANCE...
FOOTPRINTS 2014 - 2015
Lives of great men all remind us
We can make our lives sublime,
And, departing, leave behind us
Footprints on the sands of time;

34
FSH having
Renewable Energy

90%
and above pass rate
in board exams

10
new FSH

1.4
tonnes nutritional
salt to FSH

2100
students
scheduled castes
scheduled tribes

13
tonnes of rice (or
equivalent) served to
students in a month

25281
kms/day saved in
commute to school
SOME SUCCESS STORIES

Y. Nagajyothi, AIM for Seva Free Student Hostel (FSH), Bapatla, Andhra Pradesh has scored 93% in her Class 10 exams. She hails from a village in Mahanandi Mandal, where her mother works as an agricultural labourer. Nagajyothi is the eldest of four children. Her father passed away when the children were kids and infants.

Even though the pressure to join the workforce is huge in her family, Nagajyothi is determined to study further. She aspires to become an engineer, and now pursuing her Class 11. Nagajyothi joined AIM for Seva in 2007 and has been with us ever since.

Ms. Sampat Kumari is a proud alumnus of AIM for Seva FSH at Anaikatti. Her parents brought her to us when she was in the sixth standard. Over the next seven years she stayed in the FSH, she passed the standard 12 exams with honours.

She secured admission into B. Sc (Computer Science) at the Swami Dayananda Arts and Science College, Manjakkudi. She is the first graduate in her family; in fact she is the first person to be lettered in her entire village.

Ms. Sampat Kumari is now employed as a software engineer in Chennai with a reputed software company. She says with gushing emotion and gratitude, “Thanks to AIM for Seva that I am able to follow my dreams. They provided me food, clothes, shelter, and education. It is a home I will never forget.”

NEWS

➤ In the period April 2014 - March 2015 the students intake in the FSHs increased by 19% to 3,424 students from the last year.

➤ AIM for Seva has added ten new FSHs in the period April 2014 - March 2015: Thippanampettai, Sriperumbudur, and Chinna Salem in Tamil Nadu, Bagepalli and Bidar in Karnataka, Udaipur in Rajasthan, Moviya in Gujarat, Nemawar and Katni in Madhya Pradesh, and Chilamuthur in Andhra Pradesh.

➤ Two FSHs moved to more spacious facility: Chipanar Harda shifted to Nemawar in MP and Godhra to Bodidra in Gujarat.

➤ Solar Energy Panels was installed in 34 FSHs across India.
The S Vishwanathan Memorial Aim for Seva Free Student Hostel, Sriperumbudur has been in operation since 2014.

Sayeed Moideen is a Plus One student at the Government Higher Secondary School. He hails from a poor family; his mother supports a large family after his father’s premature death. What sets Sayeed apart from the other boys is his expertise in wielding the cane. Silambam is an Indian martial art practiced predominately in Tamilnadu. Sayeed Moideen is ranked second in the Tamil Nadu State at the junior’s level.

Sayeed future goals are clear: winning a national title in this sport.

Anant Zore is a very enterprising, tenacious and a soft-spoken kid who walked into our Sawantwadi Chattralya in 2009. He was in 7th std then and over the next six years has passed the XII board exams with flying colours.

Anant hails from a very poor family, Kar, a village in Sindhudurga Dist. His father is a farmer, mother a homemake,r and two younger sisters. He scored 64% in SSC and 73% in HSC. Besides attending college, he works part-time at the local Zilla Parishad. Not only sound in academics and sports, Anant has successfully cleared the Indian army NDA test.

---

A BIG THANK YOU FOR MAKING IT HAPPEN

- Project Akash, creativity & arts workshop, was implemented across 52 FSHs in Tamil Nadu, Karnataka, Andhra Pradesh, Uttar Pradesh, Gujarat and Madhya Pradesh.

- 611 students across 69 FSHs appeared for Std X Board Examinations and 91% pass percentage. 290 students across 47 FSHs appeared for standard XII Board Examination with a pass percentage at 79%.

- AIM for Seva’s fundraiser, Meghadootam, an operatic ballet with music composed and directed by Smt. Bombay Jayashri Ramnath, was performed in Chennai at Music Academy on 20th July, 2014. The Meghadootam ballet travelled to the United States for shows across 14 cities in August and September.

- The last week of December, 2014 saw a US delegation of 17 students visit AIM for Seva FSHs in Sriperumbudur, Bengaluru, Mysuru, Hubballi and Manjakkudi as part of Global Youth Leadership Programme. This cultural exchange benefits both sides as the American children get an exposure to Indian culture while the Indian children get trained on social etiquette, English speaking, and more.
State Bank of India has adopted four AIM for Seva FSHs across the country. Mr. Sanjeev Nautiyal, Chief General Manager, visited Dungri FSH on 14th September, 2015 and had this to say:

AIM for Seva is doing path breaking yeoman service aimed at providing shelter and lodging to needy tribal students. I am sure AIM for Seva will transform the lives of needy and underprivileged students. It will make them better citizens, and most importantly develop self-confidence and make them self-reliant to stand on their own feet.

Mr. K. Chandrasekhar
Field General Manager, Union Bank of India, Bangalore, observes:

Education is the only means for empowering girls. I wish AIM for Seva should start such a facility at my native village in Gulbarga District in the near future."
## CONSOLIDATED BALANCE SHEET AS AT 31ST MARCH 2015

### CAPITAL FUND & LIABILITIES

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<th>2013 - 14</th>
<th>2014 - 15</th>
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<tbody>
<tr>
<td>₹</td>
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<td><strong>PARTICULARS</strong></td>
<td><strong>NOTES</strong></td>
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<td>Opening Balance</td>
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<td>Add: Excess of income over expenditure</td>
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<tr>
<td>2,06,50,813</td>
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<td>47,01,86,915</td>
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<td>34,46,782</td>
<td>Current liabilities &amp; provisions</td>
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<tr>
<td><strong>48,17,89,997</strong></td>
<td><strong>TOTAL</strong></td>
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### PROPERTIES & ASSETS

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<tr>
<td>₹</td>
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<tr>
<td><strong>PARTICULARS</strong></td>
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<td>CURRENT ASSETS, LOANS &amp; ADVANCES</td>
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<td>(A) Current assets</td>
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<tr>
<td>34,04,819</td>
<td>(B) Advances &amp; deposits</td>
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MANAGEMENT BOARD

- **Smt. Sheela Balaji**  
  F  
  Entrepreneur in Textile Industry  
  Chairperson & Managing Trustee

- **Shri R Kannan**  
  M  
  Director in Shriram group  
  Treasurer

- **Shri V. R Gowri Shankar**  
  M  
  CEO of Sri Shringeri Math  
  Trustee

- **Shri Sudhir Bajaj**  
  M  
  CEO of Planetsoft  
  Trustee

- **Shri Hari Kiran Vadlamani**  
  M  
  Co-founder of KVK Energy & Infrastructure CEO & Founder of Advaita Energy Partners Pvt. Ltd  
  Trustee

- **Mr. Ram Kini**  
  M  
  Industrialist  
  Trustee

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**Working for running expenses per student**

- Food Expenses: 35%
- Educational Expenses: 8%
- Hostel Maintenance: 57%

**FC vs INR**

- Donation Domestic: 56%
- Donation 35 AC: 33%
- Donation Foreign: 11%
10\textsuperscript{th} AND 12\textsuperscript{th} STD. STUDENTS MARKS

No. of Students attended: 83 | Absent: 1

No. of Students attended: 357 | Absent: 3

Newly Opened Homes

Students Growth

Donate! Save a rural child’s future. Save tax!

| Sponsor the complete care of one child for one year (Food, Clothing & Academics) | ₹ 30,000 | $450 |
| Sponsors the complete care of one child for one month | ₹ 2,500 | $40 |
| Sponsors the academics & clothing of one child for one year | ₹ 12,500 | $250 |
| Special meals for the children in a home on a donor designated day (Food, Clothing & Academics) | ₹ 5,000 | $80 |

AIM for Seva One-Time Endowment

AIM for Seva ACE Fund – sponsor a child in perpetuity
(Boarding, Lodging, after-school support, Value Education expenses of one child)

Donations to AIM for Seva are 100% exempt from tax under 80G of the Income Tax Act, 1961