



Building
Hope

3 New Free
Student Hostels

Shop for a Cause
Exhibition raises money

Great Minds, Great Scores

Dear Friends of AIM for Seva,

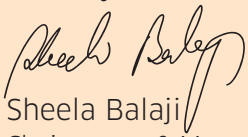
AIM for Seva has been educating and empowering children since its inception in 2000. Growth can be measured in varied ways; At AIM for Seva, we measure it through the impact we create in the lives of thousands of less privileged children. Working at grassroots level, we create a fundamental DNA change in every child spending over 8000 hours a year guiding, coaching and nurturing each child thereby transforming them into confident individuals.

Facilitating innovative thinking and an exclusive learning ambience, we have a 95% pass rate across our 97 hostels accommodating 3600 students. This year 15% of our students went onto pursue higher studies and have found jobs in corporate houses like Sundaram Finance Limited, Wipro, and Tata Consultancy Services.

Many corporate organizations are choosing us for their employee engagement programmes and partnering with us to unlock the potential of rural India. We have been able to make a strong national presence with projects spanning across 16 states; each project is directly administered by AIM for Seva.

India is home to over 285 million young people and we have much work ahead of us. With your continued support, we can extend our reach; we can educate and empower every child in rural India.

Thank you



Sheela Balaji
Chairperson & Managing Trustee
AIM for Seva

On our cover page: Students from our Kumari Deepa Devi Singh AIM for Seva Free Student Hostel for Girls in Sawantwadi, Maharashtra.

Happy to be on board

ZEN LINEN

Zen Linen International Pvt. Ltd. contributed Rs. 3 lakhs towards Student Sponsorship of 10 boys living in our AIM for Seva Free Student Hostel for Boys in Uchimedu, Tamil Nadu.



United India Insurance Company Ltd. donated Rs. 6 lakhs towards construction of a new bathroom block at AIM for Seva Free Student Hostel for Boys in Vikrampur, Madhya Pradesh.

VELJAN

Veljan Denison Ltd. donated Rs. 3 lakhs to support 10 students at AIM for Seva Tribal Boys Free Student Hostel in Alwal, Telangana.



Forum of Indian Bank Retired Executives (FIBRE) donated Rs. 45,000 to buy 25 new beds for AIM for Seva Krupa Home residents in Sriperumbudur, Tamil Nadu.

Accreditations



Bridge Number:
1505669533

CAF Charities Aid
Foundation
INDIA | AMERICA



National Institution
for Transforming India

No: TN/2009/0007789



Smt. Sheela Balaji & culinary expert Shri. Rakesh Raghunathan present an array of dishes made from Spirit of the Earth's organic rice varieties.

Embarking On a New Journey Spirit of the Earth

The Vedas teach us that the planet's resources are not merely a source for our consumption and personal gratification. Like earth, we need to learn to share (vibhakthi), to give in abundance (vridhhi), provide nutrition (vrihi) and be compassionate (daya). This will bring harmony in society.

Simple changes in our lifestyle can make a strong impact. At 'Spirit of the Earth' we want to give back to earth; our carefully crafted products leave a positive impact and create a sustainable future. Our immersion centre, provides you an opportunity to experience the spirit of the earth - through our products, workshops and discussions.

Organic Heritage Rice

In our 40-acre organic farm in Manjakkudi, Kumbakonam, we cultivate organic, heritage, non-hybrid rice. Rich in nutrients, these grains are pesticide-free, hence protects our soil. At our fields, located in heart of the janma-bhoomi of Pujya Swami Dayananda Saraswati, we hand-select only the best quality seeds. We harvest only twice a year during the traditional harvesting season in the rain-fed, sun-kissed paddy fields to ensure the highest quality.

Knowledge through Books

Pujya Swami Dayananda Sarawati's talks and lectures reveal the most profound truth that is Vedanta, and the richness of our tradition. The wisdom he shares is essential to experience fulfillment in life.

Made with the Hand & Heart

As part of their occupational therapy programme, AIM for Seva Krupa Home's differently-abled adults weave fabric on traditional looms. The fabric is then tailored into contemporary lifestyle products. Similarly, tribal women in Anaikatti have created a line of environment-conscious products that allow us to waste-not the rich offerings of Earth.



A view of Spirit of the Earth's immersion centre in Chennai, Tamil Nadu.



The Earth is an undiluted upsurge,
always ready to create and purge,
time and again, she is patient, fertile, nurturing, stable, steady and secure.
In subtle forms, she instils these characteristics in all living beings;
It is easy for us to connect with her, and learn from her; yet we seldom do so.

Calendar of Events

July - Conversation between celebrity chef and curator Shri. Rakesh Raghunathan and historian Dr. Chitra Madhavan on heritage rice - the past, the present and the future.

August - Cookery demonstration by culinary expert Shri. Rakesh Raghunathan.

September - A visual-storytelling by architect and historian Madhusudhanan Kalaichelvan interspersed with parsurams sung by vocalist Shri. Sunil Gargyan on 4 temple settlements of Madras (Tiruvorriyur, Thiruvallikeni, Thirumylai and Thiruvanmiyur) as seen by the prominent 7th & 8th century poets of the Bhakti Movement.

To know more about our events, write to us at spiritoftheearth2017@gmail.com or follow our facebook page [SpiritOfTheEarth2017](https://www.facebook.com/SpiritOfTheEarth2017).

Corporate Gifting Options

You will find the perfect gift for all occasions, from events and client gifting to staff rewards and recognition at Spirit of the Earth. Handcrafted with care, your purchase will help people live with dignity. For enquiries please write to spiritoftheearth2017@gmail.com.

Flavours From the Past

A bag of 'Thooyamalli', a traditional rice variety is all that is takes to strengthen the nerves in the body. Loaded with medicinal benefits, this grain delays the ageing of internal organs, keeps the mind active and the skin healthy. It gets its name from its striking resemblance of jasmine buds.

1 kg - Rs. 120



String Pouch

A combination of jute, banana fibre and cotton makes this eco-sensitive string pouch a valuable purchase. It's an ideal packaging for gifts - be it Navarathri, Diwali or Christmas.

Rs. 150



The Fragrance of Goodness

As part of their occupational therapy, differently-abled residents make incense stick packs. They count and roll these sticks in traditionally prepared pure essential oils. Completely 100% natural.

Rs. 20 per pack



Unlocking The Potential of Rural India



Yadavaram, Telangana

A new Free Student Hostel for Boys in Yadavaram, Telangana was inaugurated recently. The land was donated by Shri T. V. Raghunandan Rao and the building construction was supported by AIM for Seva USA -New Jersey chapter. 52 students have enrolled in this new hostel and there are several reputed schools and colleges in Domakonda which children in this hostel attend.

Chunchunakatte, Karnataka

A new building has been constructed for our students in Chunchunakatte, Karnataka. The new building named AIM for Seva Sri Kaveri Free Student Hostel for Boys was sponsored by Smt. Kaveri Rengaraj. Launched in 2007, this hostel is today home to 40 children, a majority of them being first generation learners.



Kadalur, Tamil Nadu

AIM for Seva Free Student Hostel for Boys in Kadalur village was inaugurated last month. 17 boys, mostly from the fishermen community have enrolled in this hostel.

Nemavar, Madhya Pradesh

An additional building, named 'Ramesh Bhavan' has been constructed within the premise of AIM For Seva Pushpeshwar Free Student Hostel For Boys. Donated generously by Smt. Rani Ramesh Gupta in memory of her husband Late Shri. Ramesh Gupta, it will have an auditorium in the ground floor, two guest rooms, a library and a computer room in the first floor. Shri Ansuman Singh Superintendent Police of Dewas District, Swami

Ramswarupji Maharaj (Shastriji), Shri Abhay Dave and Alok Dave (Brothers of Late Union Environment Minister Anil Madhav Dave) attended the inauguration.

Standing Out in the Crowd

AIM for Seva participated at the 7th edition of the NGO Expo and CSR Show organised by Liveweek in Mumbai. The exhibition is a one of a kind platform for leading corporations, organizations, foundations, social entrepreneurs, philanthropists and NGO's - to exhibit the initiatives adopted and supported by them. We were privileged to have been selected to make a 10 minute presentation on AIM for Seva. Every year, only two NGOs from across India are selected for this opportunity. AIM for Seva's Trustee Shri. R Ganesan presented our journey and focused on:

- Current status and roadmap for the future
- Building scalable, sustainable skill through modern and new age thinking
- Skill development interventions through rural empowerment
- Refocusing on employment



Encouraging Employee Engagement



Dewan Housing Finance Corporation Ltd. organised 'Gyan Utsav' - an employee engagement initiative to support a cause. AIM for Seva was their chosen NGO and Mr. Deepak Karnatak - Zonal Business Head (South-2), DHFL visited AIM for Seva Tribal Boys

Free Student Hostel in Alwal, Telangana and shared our wish list with his team. Over 500 employees, from their corporate offices in Delhi, Hyderabad and Chennai participated in this event. In one day, the employees raised Rs. 50,000 for AIM for Seva. Clearly evident was the employees' true spirit of giving back to the community they live in.

CAMS Continue to Support AIM For Seva



Computer Age Management Systems has been consistently supporting AIM For Seva in our mission to educate and empower rural India. Their journey with us began in 2013 and impressed with our work, proven results and transparency, they continued to

extend support year after year. For 2017 - 18, they have donated Rs. 12 lakhs to support 40 students living in our Free Student Hostels in Mulvoy and Sriperumbudur, Tamil Nadu.

News from the Hostels

New Admissions



1750 new admissions
this academic year

Alumni Meet



The alumni meet at Seshachariar AIM for Seva Free Student Hostel for Boys in Cumbum, Tamil Nadu was a memorable event. 15 boys attended the meet and they cherished on their old memories at this hostel. They shared stories of their experience in the outside world and how they have been adapting to their new roles. While many of them are pursuing higher education at college, a fair number of them have opted for jobs in India and abroad in corporate house like Ashok Leyland.

All of these boys have taken a different path today. But what lies common to all of them is their unfathomed love for their hostel and its members where they spent a significant phase of their lives.

Gujarat

Bhatti Ketan and Bhatti Manish from Swami Dayananda AIM for Seva Free Student Hostel for Boys in Amreli, scored 94.63% and 90.55% respectively in their 12th standard examinations.

Maharashtra

Rasika Shelke from Kumari Deepa Devi Singh AIM for Seva Free Student Hostel for Girls in Sawantwadi scored 90.8% in her state board SSC examination. Rasika is a cheerful girl and loves to play and study. During her stay in the hostel, she has made many friends, and she believes she has learnt to share, give and care for others in this hostel.

Tamil Nadu

From Atmalayam Swami Dayananda AIM for Seva Free Student Hostel for Girls in Udumalpet, R. Gayathri scored 1119/1200 and G. Menaka scored 1105/1200 in their class 12 public examinations. Both girls are pursuing a Bachelors in Commerce degree. From the same hostel, P. Sangeetha scored 1103/1200 in her class 12 publication examinations. Hailing from the tribal landscape of Mavadduppu village, Sangeetha is the first girl in her tribe to complete school. She is pursuing a Bachelors in English Literature.

Andhra Pradesh

Naga Jyothi from AIM for Seva Tribal Girls Free Student Hostel in Nandyal became the school topper in her class 12 examinations. G. Mouli from AIM for Seva Free Student Hostels for Boys in Bobbili stood town first in the class 12 examinations.

Telangana

K. Sashidhar from AIM for Seva Free Student Hostel for Boys in Alwal came school first in the class 10 examinations.

Madhya Pradesh

To support Madhya Pradesh Chief Minister Shivraj Singh Chouhan's day-long tree planting campaign at Amarkantak, our boys at AIM for Seva Free Student Hostel in Dindori, Madhya Pradesh, pulled up their sleeves and planted saplings. Aimed at creating a new Guinness record, in total, 6.67 crore saplings were planted in 12-hours across 24 districts located in the Narmada basin. Our boys felt very proud to be a part of this initiative.



Sharing the Joy of Music

Award winning carnatic vocalist, composer and teacher, Smt. Bombay Jayashri Ramnath visited AIM for Seva Krupa Home, a residential facility for the differently-abled located in Maduvankarai in Sriperumbudur. During her visit, she spent an afternoon with the 35 adult differently-abled men who live there to expose them to carnatic music Krupa Home.



Reflecting upon her visit, Smt. Bombay Jayashri says, "When I heard about AIM for Seva's Krupa Home launched by Pujya Swami Dayananda Saraswatiji, I knew that I wanted to visit it. Through Hitham Trust, my students and I teach Carnatic music to children with autism; Our experience tells us that classical music has a role larger than just being a medium of creative expression for children with autism. Krupa home is spacious and beautifully maintained. I met residents as young as 18 years of age and the oldest in the group was 67 years old. All of them were eagerly waiting for us and sang with us. This is a yet another beautiful initiative of Swamiji and the AIM for Seva team is doing a fantastic job".



Exhibition Raises Rs 2 lakhs

Smt. Gayathre Rajam, an athlete, yoga expert, social activist and philanthropist based in Chennai, Tamil Nadu organized a sale in her house to sell the gently worn branded clothes and other accessories. The collection generously given to her for the cause by celebrities included brands like Mango, Zara, Forever 21, Priya Paul, Ralph Lauren and alike. The sale raised Rs. 2 lakhs for AIM for Seva.



A Way Beyond Job

Our journey with Chennai born Shri. Balasubramaniam, Managing Trustee of Aanandam Trust is not new. His philanthropic nature has helped to bring about positive change for many children. With a support exceeding Rs. 20 lakhs to AIM for Seva, Shri. Balasubramaniam founded the Aanandam Charitable Trust with his wife in 2010 to provide education to less privileged children. "Education is a man-making process which should arouse people to an awareness of their own worth, dignity and responsibility, making them the source of all the strength and sustenance of society." For the last 2-3 years his focus area has been rural regions especially in Cuddalore, Thiruvavur and Nagapattinam Districts in Tamil Nadu.



Shri. Balasubramaniam at the AIM for Seva Free Student Hostel for Boys in Salai village, Villupuram District, Tamil Nadu.

But why AIM for Seva? He replies, "AIM for Seva's vision of 'transforming society through a network of seva, of caring, to bridge the urban rural divide, empowering every person to contribute to the progress of the nation' aligns with our objective of providing quality education to the rural masses. Your network of Free Students Hostels is an innovative concept which has proved its merit."

Over the years Shri. Balasubramaniam has been taking time to visit AIM for Seva's Free Student Hostel at Salai Village, near Tindivanam and many others in Tamil Nadu. "What we have observed is the discipline and gentle behaviour of the students in these hostels. The hostels are very neatly maintained both inside and outside. The children are trained not only in secular education, but also on moral values, religion and culture," he reiterates. But what drives him towards the act of giving? He smiles and reiterates the words of Swami Vivekananda, "Life is short, the vanities of the world are transient, but they alone live who live for others, the rest are more dead than alive."



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