4

INDUSTRY READY RECRUITS
Our college students in Manjakkudi are set for a bright future

18 ŠANANDA
A wrap up on the first of our series of fundraisers

28 SDET 14TH ANNUAL CONVENTION
Knowledge sharing by cultural doyens
CONTENTS

3 .................................................. Chairperson’s Message

4 .................................................. Industry Ready Recruits At Manjakkudi

7 .................................................. Aspire – Academics

8 .................................................. Aspire – All Rounders

11 .................................................. Aspire – Sports

13 .................................................. Words Of Wisdom

14 .................................................. Straight From The Heart

19 .................................................. Ānanda

23 .................................................. Break Free

27 .................................................. SDET Updates

32 .................................................. New And High

34 .................................................. Highlights

38 .................................................. Spirit Of The Earth

40 .................................................. Celebrations
DEAR FRIENDS

Namaste.

In our culture, music and the performing arts were vehicles adeptly used by our composers and musicians to convey the essence of bhakti.

Swamiji used to say, “When one is exposed to music, one is in harmony with Isvara. There is joy, there is love. I see music and dance as a blessing of Isvara.”

So when arts forms like music, theatre and dance combine with Seva in mind, the result is ananda or joy. We are happy to share that the first of our fundraiser series, Ananda held from March 7 to 9 in Chennai was very well received.

Our students continue to do us proud. K. Ramesh from Andhra Pradesh and Kedar Dodwe from Madhya Pradesh have bagged jobs after completing their education. Our students from the Swami Dayananda College of Arts & Science, Manjakkudi, have also brought back laurels.

We continue our endeavour with sustainable living. Whether it’s in the way our Chatralayams have evolved, a beautiful blend of the old and the new—CCTVs (closed-circuited television cameras) and goshalas, all under one roof, or our initiatives centred on organic heritage rice—at every step, our efforts have focused on giving, sharing and caring.

With best wishes,

SHEELA BALAJI
Chairperson and Managing Trustee
AIM for Seva
Industry ready recruits at Manjakkudi
‘Academics to Business’ is a bridge course that equips graduates with professional competencies to enable them to be more effective from day one in a new organisation.

Industry ready recruits and industry-academic alliances are the buzz words of the day. At the Swami Dayananda College of Arts & Science, Manjakkudi, we have embarked on one such initiative recently.

Geetha Anantharaman who played an important role in setting up the BPO (business process outsourcing) unit of Wipro at the Swami Dayananda College campus in 2011 is now spearheading a Version 2.0 initiative along with Sri. S.V. Vijayaraghavan in the same premises.

The new programme ‘Academics to Business’ was recently unveiled at a function at the Swami Dayananda College of Arts & Science, Manjakkudi.

Conceived as a bridge course, the focus is ‘industry readiness’ and course components include understanding the corporate sector, interview process (that includes tips on interview preparation and group discussions). The programme also focuses on harnessing professional competencies and computer skills to enable new recruits to be more effective and productive from day one in the organisation. “We have just rolled out the course and the focus is on English language and communication skills and overall personality development,” says Anantharaman.

The programme is designed with a practical orientation with tips on likely interview questions and topics for group discussions. “We tell students how it is important to research a company fully before going in for an interview and so on.” The programme is targeted at final-year students and it will eventually cover second year students too, as they get two full years to become ‘industry ready.’

A physical technology enabled backward integration is possible in villages. Migration to cities can be stalled if youth from rural India bag decent jobs in their own hometowns. The Wipro BPO centre located at Manjakkudi is testimony to that. It is the first rural business process service unit set up by Wipro Technologies. The company employs 130 people in day and night shifts and 90% of the employees are graduates from the Swami Dayananda College of Arts & Science, Manjakkudi.

The origins of the BPO go back to 2007, when college authorities found it difficult to lure companies to come to a village for campus placement. The SDET (Swami Dayananda Educational Trust) management, under the guidance of Sri. V.A. Raghu, advisor to the TVS group, decided to start a BPO (business process outsourcing) company in the region.

Several IT companies were approached and Wipro decided to do a feasibility study. The ground work for the report fell on the shoulders of Geetha Anantharaman, who was employed with the company at that point of time. Recalling the events that led to Wipro moving into the hinterlands of southern Tamil Nadu, Anantharaman says they started with focus group discussions where they had detailed interactions with students on their aspirations. Based on the interviews and other statistics, the feasibility report looked promising.

Delivery and human resource heads and officials from Wipro decided to visit the village. The college authorities were equally receptive and provided a building for Wipro to move its staff out there. “We decided that we
would shift the work of an international client (a US-based retailer) to the proposed BPO. We then sounded out our client in the US who seemed very positive to the whole idea. And when a senior official from that company came down to India, we made it a point to take him to Manjakkudi and show our office,” recalls Anantharaman.

When the Wipro BPO commenced operations in Manjakkudi in 2011, 50 roles (finance-related work of a US-based retail client) were shifted to Manjakkudi from Chennai. “The layout of the Manjakkudi office, like security and compliance, were all done to Wipro BPO standards,” says Anantharaman. This was followed by walk-in interviews and 70 college graduates from Manjakkudi and neighbouring regions were issued offer letters.

In phase II, another 50 roles were moved to Manjakkudi with the training, HR and leadership support provided out of the Wipro Chennai office.

It is a proven fact that technology has been a great leveler in societies like India and we have enabled a brick-and-mortar technology presence in the rural hinterlands.

Student Testimonials

I see a difference in my voice modulation. I have learnt to speak boldly and without fear.

R. Karthika, B.Sc. Physics

I can face interview questions boldly now.

A. Madhuri, B.Sc. Physics

This programme is amazing and very useful to students like us.

S. Vaishnavi, B.B.A. Business Administration

I gained lot of general knowledge after attending these classes.

D. Murugan, B.Com Banking

If you would like to support our community development initiatives, please email us at aimallindiamovement@gmail.com
Our march from education to employment continues. Kedar Dodwe, an alumnus of our Chatralayam in Madhya Pradesh, has bagged a job in the state government. Kedar is starting his professional journey as a Grade 3 assistant executive in the Directorate of Higher Education, Bhopal, Madhya Pradesh.

Kedar epitomises what we propagate – a 360-degree approach to education through our hostel and educational network. He runs a YouTube channel on which he has uploaded 11 songs sung by him. And one of the 11 is Bharata Desa Hitaya, composed by our founder, Pujya Swami Dayananda Saraswati.

Similarly, K. Ramesh, a student of the Swami Dayananda AIM for Seva Chatralayam for Boys, Bobbili, Vizianagaram, Andhra Pradesh, who is currently pursuing his third year B.Sc Chemistry at the Rajah RSRK Rangarao College, Bobbili, has bagged a job during campus placement. Very soon, Ramesh will be joining Hetero Drugs Limited, Hyderabad, as a trainee in the production department. He would be drawing a salary of Rs. 15,000 per month.

A total of 150 students appeared for the written exam conducted by the company. Of this, 21 students were selected for the final personal interview round and Ramesh is one of the 17 who got the offer letter.

Ramesh joined the Swami Dayananda AIM for Seva Chatralayam for Boys, Bobbili, Vizianagaram, Andhra Pradesh in 2007. There are currently 61 boys in that hostel. Ramesh aspires to be a police officer in the Andhra Pradesh police department. We do need an education!
Our Karnataka girl hostlers from the Swami Dayananda AIM for Seva Chatralayam for Girls, Yelahanka, Karnataka, continue to do us proud. M. Usha from Class 8, A. Neha from Class 7 and N.S. Tejashwini from Class 6 participated in a district-level singing competition and won second prize in the group category. They competed with students from nine schools. There are 41 girls residing in this boarding residence.

The girls from the Yelahanka Chatralayam came back with prizes from ‘Chiguru’, the annual flagship event of Youth For Seva. In the fireless cooking category competition, Kavya G. (Class 8) and Shireesha S. (Class 6) bagged the third prize. Similarly, Shakunthala S Honalli (Class 5) and S. Hanumavva (Class 7) won the third prize in yoga in the junior category.

Designed as a cultural extravaganza, Chiguru is a platform for underprivileged students from government schools to exhibit their talents in more than 16 competitions. Around 3,000 students participated in this annual event held on December 16. Youth For Seva aims to create positive change agents in society through the culture of volunteering.
Children’s Day competition winners

Our students from the Swami Dayananda AIM for Seva Chatralayam for Girls, Belgaum, Karnataka, took part in various competitions and won prizes on the occasion of Children’s Day. The competitions were organised by KLE Ayurveda Hospital, Belgaum, Karnataka. There are 31 girls currently residing in this Chatralayam.

Thirukkural winners

Our Chatralayams are centres of cultural learning. And it is heartwarming when our students validate that by participating in relevant competitions and coming back with prizes. Our students from the Swami Dayananda AIM for Seva Chatralayam for Boys, Uchimedu, Cuddalore, Tamil Nadu, won prizes in the Tirukkural verses recitation competition held in their school, Panchayat Union Middle School, Cuddalore, Tamil Nadu. B. Balraj (Class 5) and K. Dharanidharan (Class 7) won the second prize and while K. Gokulakrishnan (Class 8) won the third prize.

Adding to the winning streak, D. Praveen Kumar (Class 5) won the first prize in a painting competition held in his school, Panchayat Union Primary School, Cuddalore, Tamil Nadu. There are 26 students studying in the Uchimedu hostel.
K. Rajaji (Class 7) from the Dayasagar AIM for Seva Chatralayam for Boys, Dindigul, Palani, Tamil Nadu and studying in the Municipal Middle School, Palani, Tamil Nadu won the 1st prize and a cash award of Rs. 1,200 in a zonal level elocution competition. The topics given to him were ‘Importance and greatness of agriculture’ and ‘Agriculture: Yesterday, today and tomorrow’. The event saw participation of 14 students from five schools in the region.

Our students from the Swami Dayananda AIM for Seva Tribal Boys Chatralayam and the Swami Dayananda AIM for Seva Tribal Girls Chatralayam, Anaikatti, Coimbatore, Tamil Nadu, studying in Government Tribal Residential Primary School and Government Tribal High School won the best students award (all rounder). The winners include: K. Janani (Class 4), K. Ishwariya (Class X), S. Thamaraiselvan (Class X), A. Devyani (Class 7) and S. Nithyabharathi (Class 8).

Our students from the Dayasagar AIM for Seva Chatralayam for Boys, Kalahandi, Odisha, participated in various competitions and won a whole lot of prizes. This is the first time that our boys got a record number of prizes in essays, debate, drawing and sports.
Our students from the Swami Dayananda AIM for Seva Chatralayam for Boys, Nagpur, Maharashtra, studying in Classes 5, 6 and 7, won first and second places in running and relay race held in their school. In the running race category, Yuvraj Dhurve, Class 5, won the first prize, while Shivadas Shavalkar from Class 7 won the second prize. Jyoshan Bhargav from Class 6 and Dashrath Uike from Class 8 won the first prize in racing.

In the relay race segment, Moras Syrmang, Paleilang Bhuphang and Dising Suchiang, all from Class 10 won the first prize in relay race.

Our students from the Swami Dayananda AIM for Seva Chatralayam for Boys, Uchimedu, Cuddalore, Tamil Nadu, participated in various Gram Panchayat-level competitions conducted by the Sports Development Authority of Tamil Nadu Village Sports and Games.

At the athletic meet held in the Panchayat Union Middle School, Periyakanganakuppam, Tamil Nadu, V. Balaji from Class 6 stood first in long jump, while K. Gokulakrishnan from Class 8 stood first in the 400m race.

At the games held in Panchayat Union Primary School, Uchimedu, D. Praveen Kumar (Class 5) and T. Pasupathi (Class 4) emerged winners in shotput, while D. Praveen Kumar, T. Pasupathi and D. Diwakar were the victors in volleyball.

Similarly, P. Murugavel, a student of Class 10, residing at the Dayasagar AIM for Seva Chatralayam for Boys, Dindigul, Palani, Tamil Nadu, won top honours in many athletic competitions on the occasion of Sports Day in his school (I.T.O.Higher Secondary School).
Marathon all the way

Students from the Bapu-Buddh AIM for Seva Chatralayam for Boys, Indore, Madhya Pradesh participated in the fifth edition of Indore Marathon held on February 3.

The event was conducted by the Academy of Indore Marathoners (AIM)—a non-profit organisation that was formed to conduct marathons in Indore every year. Indore Marathon aims to contribute to the health and well being of people. There are 60 boys living in this hostel.

Volleyball champs

Nine of our students from Class 9 won the 1st place in a zonal level volleyball match held in their school, Sree Saraswathi Sishu Mandir High School, Ut'noor, Adilabad. They belong to the Swami Dayananda AIM for Seva Chatralayam for Boys, Ut'noor, Adilabad district, Telangana. They competed with three teams from Narnoor, Ut'noor, Adilabad.

Kangaroo kid

P. Saravanan (Class 9) from the Venkat Shanker AIM for Seva Chatralayam for Boys, Vellore, Mulvoy, Tamil Nadu, won the second prize in a Kangaroo race at a sports meet conducted by Vanga Palliku Pogalam (Old Student Welfare Trust), Tiruvalangadu, Tamil Nadu.
In this section, we share excerpts from our founder, Pujya Swami Dayananda Saraswati’s public talks, writings and lectures.

All of us seek inner transformation and a higher life condition. In this issue, we share some beautiful quotes by the Founder of our movement. We hope this will help you in that quest.

• You can never change any person in the creation unless the other person wants to change. You can only provide situations when the other person has an opportunity to change.
• Without your involvement, you can’t succeed. With your involvement, you can’t fail.
• Give the world the best you have, the best will come back to you.
• You live one day at a time. The “one day” is always a today. You reach the age of 16 or 61 living one day at a time.
• Value is a value only when the value of the value is valuable to you.
• To the extent that you give freedom to others to be what they are, to that extent you are free.
• Compassion is our nature, as is sympathy, and empathy is the key that unlocks these emotions.
• Expecting results from action is natural. What is important is the right attitude – Prasada Buddhi towards the result of action, to accept all the results pleasant and the opposite, gracefully as Prasada from Iswara.
• The inner maturity of a human being is not in knowing what is right or wrong, but in knowing what one loses when one does the wrong thing.

To get to know more on our Founder’s vision, please check out www.avrpt.com, the website of Arsha Vidya Research and Publication Trust. This is a registered non-profitable charitable organisation, and is the single source centre for editing and publishing Swamiji’s teachings.
**Brakes India Private Limited**

The largest brake system manufacturer and supplier in India has been consistently supporting the Bhavani Arun AIM for Seva Chatralayam for Girls, Chinnasalem, Villupuram, Tamil Nadu. Brakes India has given Rs. 15.6 lakh towards student sponsorships for all our 52 girls residing in the hostel.

**New India Assurance Company Ltd.**

The nationalised insurer contributed a sum of Rs. 4.7 lakh as the third instalment for 2 of our Chatralayams in Odisha.

**Zen Linen International Private Limited**

Another regular contributor, Zen Linen donated a sum of Rs. 6 lakh towards 20 student sponsorships.

**SBI Life Insurance Company Ltd. (Hyderabad region)**

Leading life insurance provider, SBI Life Insurance continues to support our endeavours. During this quarter, SBI Life Insurance donated a sum of Rs. 9 lakh towards 20 student sponsorships (Swami Dayananda AIM for Seva Tribal Boys Chatralayam, Medchal – Malkajgiri, Alwal, Telangana) and AIM for Seva, Shanmuga Society, Hyderabad, Telangana.

**SBI Life Insurance (Jaipur region)**

The Jaipur branch office of SBI Life Insurance donated a sum of Rs. 14.10 lakh as student sponsorships for 47 pupils residing at the Swami Dayananda AIM for Seva Chatralayam for Boys, Udaipur, Rajasthan.

**Mangalore Refinery and Petrochemicals Ltd.**

A central public sector enterprise, MRPL donated a sum of Rs. 18 lakh towards sponsorships for 60 students of the Jaya Smrithi Dhama AIM for Seva Chatralayam for Boys, Udupi, Karnataka.

**Mudhra Fine Blanc Private Ltd.**

Auto component manufacturer Mudhra donated Rs. 1 lakh towards student sponsorships this quarter.

**Computer Age Management Services Private Ltd.**

Computer Age Management Services (CAMS) gave a sum of Rs. 4 lakh as the final instalment (total sanctioned amount was Rs. 12 lakh) towards student sponsorships for the 40 students living in the S. Viswanathan Memorial AIM for Seva Chatralayam for Boys, Sriperumbudur, Tamil Nadu.

**Evolv Clothing Company Private Ltd.**

A special manufacturer of value-added apparel, Evolv has been a committed donor to our cause. During the quarter, the company gave a sum of Rs. 2 lakh towards student sponsorships.
IFCI Social Foundation

IFCI Social Foundation is functioning as an arm of IFCI Ltd for its corporate social responsibility initiatives. The company gave Rs. 5.85 lakh this quarter (total sanctioned amount is Rs. 20.85 lakh), towards construction of a girls’ toilet block at the Swami Dayananda Rotary Matriculation Higher Secondary School, Kadalur, Tamil Nadu.

Titan

The world’s fifth largest integrated watch maker, which has been supporting our Art for Development programmes across 2 hostels in Karnataka and Tamil Nadu, donated a sum of Rs. 16.5 lakh towards 35 student sponsorships, Art for Development programme at the Emirates AIM for Seva Chatralayam for Girls, Dharmapuri, Tamil Nadu and for hostel upgradation work.

Avanse Financial Services Ltd., Mumbai

Avanse, a financial service conglomerate, contributed Rs. 6 lakh towards 20 student sponsorships for our Rajgurunagar Chatralayams in Pune, Maharashtra.

Futura Surgicare Pvt Ltd.

Futura Surgicare donated a sum of Rs. 2 lakh towards student sponsorships.

Wadhawan Global Capital Services Ltd.

Wadhawan Global Capital donated a sum of Rs. 2 lakh (Rs. 1.8 lakh towards student sponsorships and Rs. 20,000 towards setting up of a library) at the Swami Dayananda AIM for Seva Chatralayam for Boys, Maval taluk, Pune, Maharashtra.

Imagine Technologies and Services Pvt. Ltd., Bengaluru

Imagine Technologies and Services donated Rs. 1.07 lakh towards student sponsorships.

Page Industries

Page Industries, which has been a regular supporter to the Swami Dayananda AIM for Seva Chatralayam for Girls, Yelahanka, Karnataka, contributed a sum of Rs. 12.3 lakh this quarter.

Radisys

Radisys continued its support towards the Jaya Smrithi Dhama AIM for Seva Chatralayam for Boys, Udupi, Karnataka. The company donated a sum of Rs. 14.57 lakh as sponsorship for our students.
Sree Sarita Jain Foundation

A regular contributor to our cause, Sarita Jain Foundation donated a sum of Rs. 3 lakh during the quarter.

Visalakshi Neelakantan Charitable Trust, Chennai

Visalakshi Neelakantan Charitable Trust contributed a sum of Rs. 2.1 lakh towards student sponsorships.

Lakshmi Bai Dwarakadas Charitable Trust, Mumbai

The Mumbai based Lakshmi Bai Dwarakadas Charitable Trust donated a sum of Rs. 1 lakh towards student sponsorships.

Dr. Iliana Cariappa

A regular donor to AIM for Seva, Dr. Iliana Cariappa contributed Rs. 3 lakh towards student sponsorships this quarter.

Sri. Ashwani Gupta (Galway Foundation)

A sum of Rs. 5 lakh was donated by Sri. Ashwani Gupta through the Galway Foundation, New Delhi towards construction of a compound wall for the Madhu & Rajkumar Nigam AIM for Seva Chatralayam for Girls, Unnao, Uttar Pradesh.

Sri. Subramaniam Sundaresan

Sri. Subramaniam Sundaresan from Chennai donated a sum of Rs. 4 lakh towards student sponsorships.

Sri. L. Lakshman

A regular donor, Sri. L. Lakshman, Chairman, Rane Foundation, from Chennai donated a sum of Rs. 6 lakh towards student sponsorships and AIM for Seva Krupa Home.

Sri. T.G.G. Raman

Sri. T.G.G. Raman from Chennai contributed a sum of Rs. 3 lakh towards student sponsorships.

Smt. V.H. Janaki

Smt. V.H. Janaki from Chennai contributed a sum of Rs. 1 lakh towards student sponsorships during the quarter.

Smt. Rukmani R.

Smt. Rukmani R. from Chennai donated a sum of Rs. 1 lakh during the last quarter of the fiscal year.

Sri. R. Ganesan

Sri. R. Ganesan from Mumbai continues to extend his support towards our organisation by donating Rs. 1 lakh towards student sponsorships.

Sri. M.S. Ramachandran

Sri. M.S. Ramachandran from New Delhi continued to contribute to the cause of educating rural India by donating a sum of Rs. 1.20 lakh towards student sponsorships.

Sri. Shankar Subramani

Sri. Shankar Subramani from Mumbai donated a sum of Rs. 1 lakh towards student sponsorships during the quarter ended March 31, 2019.

Professor Balakrishnan Nair

Professor Balakrishnan Nair from Trivandrum donated a sum of Rs. 1 lakh towards student sponsorships.

Sri. C.S. Narasimhan

Sri. C.S. Narasimhan from Mumbai donated a sum of Rs. 1 lakh towards student sponsorships.
We would like to place on record our heartfelt gratitude and thanks to our sponsors and advertisers who ensured that Ānanda, the first of our annual fundraiser series, was a resounding success.

We thank our promotional partners

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Ananda, the first of our fundraiser series, was held from March 7 to 9, 2019, at the Music Academy, Chennai. The proceeds from this fundraiser are being utilised towards AIM for Seva Krupa Home, Chatralayams and our integrated community development initiatives at Manjakkudi, the birthplace of our founder, Pujya Swami Dayananda Saraswati.

MARCH 7

Ananda got off to a flying start on March 7. The programme began with the playing of Bharata Desa Hitaya, AIM for Seva’s national anthem, composed by Swamiji.

A quick video tour of AIM for Seva Krupa Home followed the anthem, and our audience got to know the daily life of our Krupa Home residents. The august gathering included 25 of our Swaminis and Sadhu coordinators from across India. Our Chairperson and Managing Trustee, Smt. Sheela Balaji, gave the welcome address. Other dignitaries on the dais included Sri. N. Ravi, Director, Kasturi and Sons, who was the Chief Guest for the programme, Sri. P.S. Govindachari, Chairperson and Managing Director, Rajsriya Group, who was the Guest of Honour, and Sri. Ravee Malhotra, Trustee, AIM for Seva.

Smt. Sheela Balaji then honoured Sri. N. Ravi, the Chief Guest, with a shawl and books while Sri. Ravee Malhotra did the honours for Sri. Govindachari, the Guest of Honour.
The Chief Guest, Sri. N. Ravi, then released *Kuru Sevam Tvam*, a souvenir specially created for Ananda. This book is a pictorial depiction of AIM for Seva's journey over the last 18 years and is a tribute to our founder Pujya Swami Dayananda Saraswati's vision, which has inspired our efforts everyday. Sri. N. Ravi then addressed the gathering, after which Sri. Ravee Malhotra delivered the vote of thanks.

For the next 80 minutes, the audience at the Music Academy was transported to a novel music realm. Smt. Bombay Jayashri Ramnath presented, ‘Chintaye Guruvaram,’ a tribute by the acclaimed artiste to her Gurus, who have led her on the journey of life and gone ahead to pave the path for her to walk on. The concert was a freshly woven production with narratives. Highlights included songs from the *Thiruppugazh*.

At the end of the concert, Smt. Bombay Jayashri Ramnath, was felicitated by Sri. N. Ravi, and Smt. Sheela Balaji. The accompanying artists were felicitated by Sri. Ravee Malhotra.

**MARCH 8**

On March 8, day 2 of the Ananda series, the audience witnessed a powerful play, *Kurukshetra: When Things Fall Apart* that was directed by Dr. Gowri Ramnarayan. The evening at Music Academy began with the playing of AIM for Seva's national anthem, *Bharata Desa Hitaya*, composed by Swamiji.

The audience was then taken on a virtual Chatralayam tour via the LED screen that was placed on the stage. Chatralayam or free student hostel is the flagship programme of AIM for Seva and we have 97 such Chatralayams or free student hostels across 16 states in India. After the video was played, the Chairperson and Managing Trustee of AIM for Seva, Smt. Sheela Balaji, addressed the august gathering that included our Swamini and Sadhu coordinators from across India. Other guests on the dais included Sri. Sandeep Raheja of Raheja Realty Today, Chief Guest for the evening, and Sri. Ravee Malhotra, Trustee, AIM for Seva. Smt. Sheela Balaji then honoured Sri. Sandeep Raheja, Chief
them went on to pursue a graduate degree at the Swami Dayananda College of Arts & Science, Manjakkudi, with 16 of them bagging campus placements last year. Some students also started making regular contributions to their AIM for Seva ‘home’ from their salary.

After Swamiji’s speech, it was time for the play, *Kurukshetra: When Things Fall Apart*. It was based on three characters from the *Mahabharata*: Drona, his wife Kripi and son Ashwatthama. There was pin-drop silence in the auditorium with the actors taking centre stage. The hallmark of this play was its powerful dialogues and wonderful acting.

At the end of the play, our Chairperson and Managing Trustee, Smt. Sheela Balaji, and Sri. Ravee Malhotra, Trustee, felicitated Dr. Gowri Ramnarayan, the director of the play, and the other main artistes.

**MARCH 9**

Our annual fundraiser series Ananda 2019 ended on a grand note with Dr. Anita Ratnam’s *A Million Sitas* at the Music Academy on March 9.

The programme began with the playing of AIM for Seva’s anthem, *Bharata Desa Hitaya*, composed by Swamiji. The audience was then given a walkthrough of the Swami Dayananda College of Arts & Science, Manjakkudi via the video screen placed in the main stage of the auditorium. Proceeds from *A Million Sitas* are being directed towards 5 new classrooms in this college which is located in the birthplace of our founder, Pujya Swami Dayananda Saraswati.

After this, the Chairperson and Managing Trustee of AIM for Seva, Smt. Sheela Balaji, and Smt. Revathi Ramachandran, Director of Kalakshetra and Chief Guest for the evening, came to the dais.

Our Chairperson and Managing Trustee gave the welcome address. This was followed by Smt. Sheela Balaji honouring the Chief Guest, Smt. Revathi Ramachandran, with a shawl. In her speech, Smt. Revathi Ramachandran warmly recalled her association with the founder of our movement, Pujya Swami Dayananda Saraswati.

Swamini Gurupriyananda Saraswati ji, who heads the Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls in Udumalpet, Tamil Nadu, then came to the podium and shared her experiences of running an AIM for Seva hostel. For the next 85 minutes, the audience was transported to another realm where they experienced
the Ramayana in a uniquely beautiful manner. Through her dance presentation, Dr. Anita Ratnam retold the familiar epic from a woman’s lens.

Drawing on four of the story’s iconic women, the performance used sets and prop elements sourced from South Africa, South America, Malaysia, Japan and Europe. Through Sita’s eyes and through the characters of Mandodari, Manthara, Ahalya and Surpanakha, the tale has been reconfigured and re-positioned to modern times. Dr. Anita Ratnam has been inspired by various folk and regional flavours of the Ramayana that include Himachal, Bengal, Maharashtra, Kerala, Telangana, Kannada including Jain and Manganiyar oral traditions. At the end of the show, Dr. Anita Ratnam and her team were felicitated for their brilliant performance by Smt. Sheela Balaji and Smt. Revathi Ramachandran.

If you would like to support the cause of educating rural India, email us at aimallindiamovement@gmail.com

AIM for Seva’s annual coordinator meet was held in Chennai on March 7 and 9, 2019. The conclave saw the participation of 25 of our coordinators from across India and key members from AIM for Seva’s central office.
Across our Chatralayams, we organise outdoor trips that help break the monotony of everyday hostel life. Such excursions help our students unwind and enjoy each other’s company in an informal environment.

Recently, 40 boys from the Chunchunakatte Chatralayam, Mysore, went on a day trip to the Chunchunakatte waterfalls.

Chunchanakatte waterfall, on the Kaveri River, is located near the village of Chunchanakatte in Mysore district. It is located about 15 km from the town of KR Nagar. A natural waterfall surrounded by greenery makes this place an ideal picnic spot.

Here, the river Kaveri cascades from a height of about 20 meters. The uniqueness of this place is that the sound of the waterfalls can be heard all over except inside the sanctum sanctorum of the centuries old temple. The temple dedicated to Lord Kodanda Rama temple is situated just beside the waterfall.
Our students were taken on a one day trip to Tiruvannamalai temple and Sathanur Dam.

Tiruvannamalai is an important hub of Saivism and Lord Shiva is manifested in the form of Annamalaiannal. Sathanur Dam is formed by Sathanur Reservoir, one of the major dams in Tamil Nadu. There is also a large crocodile farm and a fish grotto. Parks are maintained inside the dam for tourists to visit.
Our 41 students from the Yelahanka Chatralayam were taken on a one day trip to Nandi hills, Yoga Nandeeshwara Temple, Palar River, Uttara Pinakini, Dakshina Pinakini, Tipu’s Drop, Nellikai Basavanna, Gandhi House, Bhoga Nandeeshwara Temple, and the Sri Kanive Basaveshwara Swamy Temple in the region.

Our 70 girls were taken for a one day trip to Omkareswara Swamy temple by the Chatralayam donors, Dr. Veerabrahmam Prathikanti, Dr. Sudha Prathikanti and Ms. Vani Mohan, an IAS officer and supporter of AIM for Seva. This temple is dedicated to Lord Shiva.
Students from our hostels were taken to Vengurla Malvan Beach. Located in Sindhudurga, Maharashtra, this beach is adored by nature lovers for the lush green foliage on the hills of mango, cashew and coconut plants on one side with the green sea on the other end.
The Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu, has been awarded the Swachh Vidyalaya Puraskar. The award is an initiative of the Ministry of Human Resources, Government of India. It comprises of a certificate and a cash prize of Rs. 5,000.

The Union Ministry of Human Resource Development had launched the ‘Swachh Bharat Swachh Vidyalaya’ (SBSV) initiative in 2014 to ensure that all schools in India have access to separate functional toilets for boys and girls. The main elements of a Swachh Bharat Vidyalaya package include access to drinking water, toilets (separate for boys and girls) and handwash stations.

To further this goal of cleanliness, the Swachh Vidyalaya Puraskar was instituted by the Ministry of Human Resource Development, Government of India in 2016 to recognise, inspire and celebrate excellence in sanitation and hygiene practice in schools.

Both AIM for Seva and SDET (Swami Dayananda Educational Trust) have been at the forefront on matters relating to health, hygiene and sanitation with respect to educational institutions that are under their purview. Many surveys in the past have indicated that one of the most important reasons for high dropout rates and non-enrolment of girls in rural India is lack of adequate sanitation facilities. In line with Swachh Bharat Abhiyan, we recently built new toilet blocks in Semmangudi Higher Secondary School, Sembangudi, Tamil Nadu with the help of our well-wishers. We are in the process of expanding sanitation facilities at the Swami Dayananda Rotary Matriculation Higher Secondary School, Kadalur, Tamil Nadu.
SDET UPDATES

Marghaizi at Chennai, Thai at Manjakkudi

The 14th annual convention of the Swami Dayananda Educational Trust (SDET) was held in Manjakkudi from January 27 to February 2 2019. There was an interesting line-up of programmes on all seven days with discourses ranging from Agamas to Vedanta. In addition, there were cookery demonstrations, Carnatic kutcheris and dance dramas by prominent artists and troupes. In this section, we present a roundup of the main programmes.

On January 28, there was a heritage walk to the Nageswaraswamy temple in Kumbakonam in the afternoon. Sri. Pradeep Chakravarthy who led the walking trail to the temple explained in detail the Brahmi writings and how the whole story of the temple was inscribed meticulously in its pillars. He also explained the uniqueness in simplicity of dressing styles as reflected in the sculptures.

The next morning, historian Dr. Chitra Madhavan gave a talk on the Madurai Meenakshi temple. She elaborated on the historicity of the temple in great detail and the Pandia kings’ long rule and contribution of each of the rulers to the development of the temple. The Vijayanagara Empire (1336-1646 CE) and the Nayaks’ contribution are reflected in the various inscriptions found in the temple. The session was highly educative for the student community as they got a sense of India’s history through the stories of its temples.

In her presentation on Agamas on January 30, Smt. Suganthy Krishnamachari explained how these practices evolved in temples. In her lecture demonstration on February 1, Smt. Radhika Srinivasan did a comparative study of Buddhist sculptures spanning vast areas of India,
Southeast Asia, Japan and China. She tried to explain how all Buddhist practices had their origin in *Sanatana Dharma* and how the differences came into vogue. On February 2, Smt. Gowri Ramnarayan gave a graphical account of the dancing Nataraja in various places and museums and how each of them has a story to tell. In all these sessions, we saw good participation of students of AIM for Seva Chatralayams and SDET run institutions in Manjakkudi. Their questions reflected their keenness to know the history of our temples and the practices that prevailed in such places of worship.

The fourteenth annual convention at Manjakkudi came to a close with the fifteenth Graduation Day of the Swami Dayananda College of Arts & Science, Manjakkudi on February 3. The Graduation Day speakers were like icing on the cake on the last day after a week of festivities. Swami Paramatmananda Saraswati ji, the convenor of the Hindu Dharma Acharya Sabha was the Chief Guest. He explained how true ecology involves in maintaining the cultural ecology of the people respecting their roots in culture and religion and how harmony among humans, animals, plants and environment has to be maintained. He called upon the students to maintain the balance in society by becoming contributors, a vision propounded by the founder of AIM for Seva and SDET, Pujya Swami Dayananda Saraswati. Swami Paramatmananda Saraswati ji also released the book, *Manjakkudi A Report on Education and Employment 2017-2018*.

The guest of honour Dr. L. Megala, Principal, ADM College for Women (Autonomous), Nagapattinam congratulated the 405 graduands, 91% of whom got a first class.

The Guest Speaker, Dr. Sridhar Vembu, Founder–CEO of Zoho Corporation who had his roots in a place close to Manjakkudi elaborated his plan, how by being inspired by what is happening at Manjakkudi and in the SDET group of institutions, he dreams of opening up job opportunities for the vast majority of students who graduate from rural areas by opening industries in such places. This would help in bigger cities getting decongested. He compared the sucking of soil of its nutrients by wrong forms of agriculture rendering it infertile in the long run with taking away a large part of educated people from rural areas to cities and abroad for employment leaving the rural areas impoverished and depriving them of being alive for future generations. The week-long convention saw good deliberations by speakers who are all cultural doyens. The fourteenth annual convention at Manjakkudi was designed as a knowledge sharing platform. In addition, there were cultural appreciation programmes by renowned masters in music and dance.
On January 22, Bharathidasan University hosted the university level research convention, ‘Anveshan 2019’. Of the 61 teams that participated in the event, five teams were selected that included the Swami Dayananda College of Arts & Science team comprising B. Gayathri, (second year B.Sc. Chemistry), E. Ajitha (first year B.Sc. Chemistry) and S. Gnana Jaisrie (second year B.Sc., Physics) for the zonal level research convention. This took place a month later at Vignan’s Foundation for Science, Technology and Research, Guntur, Andhra Pradesh. Our students’ project titled ‘Application of Molecular Modeling in Clinical Trials’ under the category of basic sciences was selected as one of the final projects, out of the 95 projects that were proposed. The 15 final projects from the south zone then participated in the ‘National Anveshan – 2019’, which was held at Ganpath University, Mehsana, Gujarat on March 12, 13 and 14, 2019. This convention saw participation of 75 teams, and 25 teams were selected for sponsorship. Our project was placed as seventeenth in the sponsorship list and won participation in the overall category.

The Youth Empowerment, State NSS (National Service Scheme) Cell and Government First Grade College, Shimoga, Karnataka, jointly organised the National Integration Camp from March 6 to 12. More than 200 volunteers and a number of programme officers from different parts of the country participated in the camp. Our college student, P. Pravesh, third year, B.Com (bank management) was selected as one of the representatives from among 10 colleges connected with Bharathidasan University, Tiruchirappalli.
Many important events were held in the college during the last quarter of the year. The department of Sanskrit at the Swami Dayananda College of Arts & Science, Manjakkudi hosted ‘Samskruthothsavam 2019’.

The event saw the participation of undergraduate students who are pursuing Sanskrit in the college. The function was presided over by Sri. M.G. Srinivasan, Correspondent while the chief guest was Dr. S. Swaminathan of Sri Jayendra Saraswati Ayurveda College, Poonamalle. In his speech, the chief guest spoke about Ayurveda in everyday life. Our students enthusiastically participated in this seminar with speeches, songs and power point presentations being the major highlights. A major attraction was a mime show on Ramayana performed by the first- and second-year students.

International Women’s Day was celebrated on March 11 in the college premises. The programme began with an invocation followed by lighting of the lamp. Sri. M.G. Srinivasan, Correspondent presided over the function. Dr. S. Makila, Head – Department of Computer Science, Thiru. Vi. Ka. Govt. Arts College, Tiruvarur was the guest of honour.

Our college students participated in cultural competitions held at Annai College, Kumbakonam, on February 5 and won the first prize in the mime competition segment. The cultural competitions saw participation of 110 colleges.
We are happy to announce that our school in Padali Khurd village, Badwah, Khargone, Madhya Pradesh was formally inaugurated in February this year.

The Swami Dayanand Saraswati Vidyalaya has been built by AIM for Seva with financial help from Sri. Jugal Kishor and Smt. Bimla, residents of California, USA. Sri. Jugal Kishor has made this donation in memory of his parents, Late Sri. Dharam Kirti Dogra and Late Smt. Shanti Dogra.

This educational institution has been built in Padali Khurd village, Badwah district, Khargone, Madhya Pradesh. The school will be English medium where the poor and underprivileged children from the neighbouring 25 to 30 villages will benefit from this intervention.

For the current year, children from Class 1 to Class 5 will be given admission and in subsequent years, one class will be added every 12 months. The Swami Dayanand Saraswati Vidyalaya will finally become a higher secondary school.

Sri. Jugal Kishor says that our founder, Pujya Swami Dayananda Saraswati had expressed his vision and resolution (Sankalpa) for a school along with hostels for students in Madhya Pradesh. Keeping this in mind, his wife and he firmed up their desire to fund the Madhya Pradesh school and hostel project in 2017.
Madhu & Rajkumar Nigam AIM for Seva
Chatralayam for Girls
Unnao, Uttar Pradesh

Located in Unnao district, this Chatralayam is home to 25 girls. Our students here have done well. Our girl students study hard and participate in all extracurricular activities with enthusiasm.

Sustainable and green

We aim to equip our Chatralayams to incorporate a balance of sustainable practices that enable them to be in harmony with nature, as well as practical and modern, with all security features. Here, we have provided a snapshot of the key elements implemented: The number on each bar show how far we have come in instituting these features, such as solar energy panels, gardens, libraries, and so on, across our 97 Chatralayams and 2 schools.

The holy pontiff came to know about AIM for Seva’s work and hostel in the region. He paid a visit to our Chatralayam and took a keen interest to know more about the functioning of our girls hostel. He was happy to see a spotless hostel and delighted faces.

Sri. Sri. Sri. Shatakopa Ramanuja Jeeyar said such hostels were an asset to our nation and deserved all encouragement.

Similarly, up north, Sri Vasudevacharya, a direct disciple of our founder, Pujya Swami Dayananda Saraswati visited the Swami Dayananda AIM for Seva Chatralayam for Girls, Dehradun, Uttarakhand along with his students and interacted with our hostelers out there.

Six MBA students from Jain College, Belgaum visited the AIM for Seva Chatralayam for Girls, Belgaum, Karnataka and taught our girls how to make paper bags and the importance of eco-friendly bags.

The workshop lasted two hours. As part of a project on environment awareness, the students from Jain College taught our students from the Belgaum Chatralayam the importance of recycling and environmental protection. The hostel is home to 31 girls.

The Rotary Club Sainikpuri, Medchal – Malkajgiri, Telangana, organised a dental and health awareness camp for our children residing at the Swami Dayananda AIM for Seva Tribal Boys Chatralayam, Alwal Medchal – Malkajgiri, Telangana. There are 79 boys currently residing in this hostel.

As part of the screening, a thorough examination of teeth, gums and mouth of all our students were done. The event organisers also shared the importance of oral cancer to our students on this occasion.
Jain Heritage School, Belgaum, Karnataka, donated one month’s worth of groceries, sweaters and other stationery items to our 31 girls residing at the Swami Dayananda AIM for Seva Chatralayam for Girls, Belgaum, Karnataka, at their school function.

Our girl hostlers went to the Jain Heritage School campus premises to receive the items and interact with the students.

Smt. Radhika Ranganathan chose to celebrate her son Shiva’s birthday in a memorable way. Radhika and Shiva Ranganathan (residing in the USA) visited the Swami Dayananda AIM for Seva Chatralayam for Girls, Yelahanka, Karnataka, and gave Rs. 25,000 worth of material to the students in the hostel. There are currently 41 girls residing in this hostel.

Smt. Kavita Shanbagh from Belgaum gifted new sports attire to students residing at the AIM for Seva Chatralayam for Girls, Belgaum, Karnataka.

Our girls from the Belgaum hostel are sport stars. Recently, four of our Class X standard girls studying in Sant Meera English Medium School emerged as winners in an inter school football competition. There are currently 31 girls residing at the Belgaum Chatralayam.

A rabbit made from cotton by Janaki Sapkal, a first year pre university student with guidance from her teacher Sri. R. Pawar.
A two-day programme had been orgainsed to teach Tevaram to the students of our Dharmapuri Chatralayam by Oduvar Mr. K. Rajkumar. Our students from the Anugraha Swami Dayananda AIM for Seva Chatralayam for Boys, Dharmapuri and Emirates AIM for Seva Chatralayam for Girls, Dharmapuri, Tamil Nadu showed great interest in this programme.

The Tevaram is a compilation of 4,150 verses of three prominent Saivite savants; (Appar, Sundarar and Thirugnanasambandhar). Oduvaram is a recitation of songs composed by various Saivite saints in a certain format. This recitation is done by members from the Desikar community who go through a formal training process before they can start singing the verses at temples. The Oduvaram have to be extremely fluent in Tamil, both spoken as well as written. The recitation of Oduvaram signifies the importance of community worship at the temple. Sadly, it is a dying tradition today in Tamil Nadu with past masters citing low salaries given by smaller temples in the state.

Up north, 6 of our boys from the Swami Dayananda AIM for Seva 100th Chatralayam for Boys, Lucknow, Uttar Pradesh participated in a Bhagavad Gita chanting programme on the ocasion of Gita Jayanti.
Nationalised insurer Oriental Insurance Company has donated 30 desks to the Swami Dayananda Rotary Matriculation Higher Secondary School. Sri. Ramamoorthy, deputy general manager and Sri. R. Ravikumar had visited our school to do the contribution. The total value the contribution was Rs. 2 lakh, and 90 students can now use this new school furniture.

Similarly, Ms. Sathyavathy Mani from USA contributed a smart board for the institution. She too paid a visit to the school and made a presentation on the benefits of yoga to the school students.

A medical camp was also organised in the school premises which was sponsored by our long time supporter, Rotary Club of Madras Chenna Patna. Our 700 students, parents and the public benefited from the health check-up.

This camp saw participation of 5 Rotarians, 5 technicians and 15 doctors.

Class XII students from the AIM for Seva Balika, Khategaon, Madhya Pradesh visited the State Bank of India branch in the region. It was an informative excursion as our girl students came to know more on ATM, funds transfer, cash deposit and withdrawal process. Knowledge on personal finance and money management becomes critical after one gets a job and monthly salary. So, a prior understanding on the subject is extremely valuable.

Dr. Harish C. Verma from the Department of Physics at IIT Kanpur along with his colleague, Dr. Naren Naik from the Department of Electrical Engineering and two other research scholars taught concepts of repulsion and attraction to our students residing at the Swami Dayananda AIM for Seva’s 100th Chatralayam for Boys, Lucknow, Uttar Pradesh and Madhu & Rajkumar Nigam AIM for Seva Chatralayam for Girls, Unnao, Uttar Pradesh. The workshop lasted well over four hours and the course was designed as ‘Science in a Practical Setting’. The idea was for students to be more aware about everyday science with respect to their surroundings. This was for the first time that students from the Unnao and Lucknow Chatralayam participated in this workshop.

Similarly, Dr. S.N. Sushil – Principal Scientist at the Indian Institute of Sugarcane Research (IISR) and his wife, Mrs. Sumita Sushil conducted an interactive session for students of the Lucknow Chatralayam.

Dr. Sushil concluded the session by narrating his own personal experience of how he studied in a government school in a village and went on to achieve a gold medal from the United Nations Organisation (UNO) for his contribution in the field of agriculture. The couple brought with them two sets of cricket bats, stumps and balls to play with our boys. It was a fun-filled workshop.
To organise a ‘Coffee & Conversation’ meet for your friends or for your employees, write to us. We will tell you why it’s necessary to eat rice daily to manage weight and stay healthy!

Myths about heritage rice

Rice has been one of the most consumed staples across the world and it has immense nutritional-value. Dr. Dharini Krishnan, consultant dietitian shared many reasons to include heritage rice in your meal plan, at Spirit of the Earth’s second ‘Coffee & Conversation’ Meet.

3 Popular Myths about Rice

1. Rice contains gluten
2. Eating rice for dinner makes one fat
3. Rice is bad for diabetics
Rice is a staple for us in south India. But the white rice we are eating today has very little nutritional value. It is very important to have high-quality nutrients because nutrients are the spare parts for healing.

Dr. Nandita Shah of SHARAN presented an introductory talk on why whole and plant based foods help us to heal and why eating the right rice makes all the difference in the world. SHARAN specialises in preventing and reversing diseases through correct nutrition. After the talk, we had a tasting session of food made from whole traditional rice varieties like the Val Sivappu, Mapillai Champa, Chak Hao Poiretton and Kalajeera. It was an interactive knowledge sharing session, where participants were able to appreciate that nutrition and taste go hand in hand.

Spirit of the Earth presents furoshiki-inspired heritage rice gift packs. Furoshiki is the traditional Japanese cloth-folding technique that allows us to wrap objects of various shapes and sizes in a single piece of cloth. Through these heritage rice gift hampers, we hope to reduce dependency on plastic bags, and encourage people to be reflect on the 3 R’s of Reduce, Reuse, Recycle. Spirit of the Earth's Furoshiki-inspired heritage rice packs are environment-friendly, reusable, simple and beautiful.

Write to us at spiritoftheearth2017@gmail.com to learn more about our corporate gifting options.
CELEBRATIONS

Sumitra Surma AIM for Seva Chatralayam for Boys, Sheikhpura, Bihar

Swami Vivekananda Jayanti was celebrated by students of the Sumitra Surma AIM for Seva Chatralayam for Boys, Sheikhpura, Bihar. There are 45 boys living in this hostel.

We had a visitor who dropped by the AIM for Seva Chatralayam for Girls, Sembangudi, Tamil Nadu. Sister Medha Michika and her students visited the Sembangudi Girls Chatralayam and they attended the evening prayer in the hostel campus. Our girls did a beautiful rendition of the evening prayer.

Sister Michika and her student interacted with our Chatralayam girls.

Swami Dayananda Rotary Matric. Hr. Sec. School, Kadalur, Tamil Nadu

The Swami Dayananda Rotary Matriculation Higher Secondary School, Kadalur, Tamil Nadu recently received an award for securing 100% result in the Class 10 board examinations (2018). The 5th Annual Award Ceremony was organised by the Kanchipuram District Self Financing Schools’ Association at Montfort Matriculation Higher Secondary School, St. Thomas Mount, Chennai.

It has been a momentous year at the school. The school was recently upgraded to higher secondary status. The educational institution also had the privilege of hosting a zonal sports meet in July last year.

Pongal was celebrated in true spirit in the school campus. This was followed by Republic Day celebrations and flag hoisting. Kindergarten Day and school annual day was also celebrated in the school campus on February 22.
The Swami Dayananda Vidyasramam Nursery and Primary School, Dharmapuri, Tamil Nadu

The Swami Dayananda Vidyasramam Nursery and Primary School, Dharmapuri recently celebrated Republic Day and also conducted a sports meet in the school campus.

The programme began with flag hoisting by the principal Sri. T. Vinoth Kumar. The choir group presented the patriotic Tamil flag song which was followed by the school prayer. The chief guest for the function was Sri. Panduranganji (Retired Headmaster), also our academic advisor. Students from class 5 presented a patriotic song, ‘Love letter to India: Priyam Bhāratam.’ After this, it was time for a graceful yoga dance that was set to melodic tunes. The performances was truly spell binding.
Across our Chatralayams, culture validation is an important component of our educational curriculum. This gets reinforced through programmes such as Annual Day. Recently, 120 hostlers from our Chatralayams in Rajgurunagar, Chikhali and Shivane Maval, Maharashtra got together to do an annual programme.

The function was held at our Rajgurunagar Chatralayam. On this occasion, a homam was conducted and our Chikhali students and Acharya chanted prayers during the ceremonial ritual. This was followed by a cultural programme. After prayers, dance and music, it was speech time. Our students talked about their parents and AIM for Seva’s role in their lives.

The function was graced by Swami Brahmaparananda Saraswati ji from Jaipur, Swami Vishnuswaroopananda Saraswati ji from Nagpur and Sri. Abhinav Venkatesh Maharaj ji from Karnataka. Sri. Ganapat Patule, village Sarpanch, hotelier and AIM for Seva’s supporter was the guest of honour. Some of the parents of our students were also present on this occasion.

The Swami Dayananda AIM for Seva Chatralayam for Girls, Belgaum, Karnataka, recently organised an annual day programme which saw participation of other Chatralayams. These included students from the Swami Dayananda AIM for Seva Chatralayam for Boys, Sindhudurga, Maharashtra, Swami Dayananda AIM for Seva Chatralayam for Boys, Belgaum, Karnataka and the Swami Dayananda AIM for Seva Chatralayam for Boys, Bagalkot, Karnataka. The programme was presided over by Swami Brahmaparananda Saraswati ji from Jaipur and Sri. Abhinav Venkatesh Maharaj ji from Karnataka. The guests of honour were: Dr. M.D. Satyagiri, Sri. P. Hegde, Chairman of Sant Meera English Medium School, Belgaum, Sri. A. Deshpande, President of senior citizens group, Smt. Bimba Nadkarni, Chairperson, Rani Parvati Devi College of Arts & Commerce, Belgaum, Karnataka and Smt. Manisha Bhandarkar, a social worker from the region and Sri. S. Jothi from AIM for Seva’s Karnataka office. Other local supporters and parents of children also graced the function.

On this occasion, our children performed a drama on clean and digital environment of India. This was followed by a dance programme. The function concluded with speeches by children on their experience of living in an AIM for Seva Chatralayam.

The Venkat Shanker AIM for Seva Chatralayam for Boys, Mulvoy village, Vellore district, Tamil Nadu celebrated its annual day recently with lot of fanfare. Guests included local villagers, donors and parents of boys. On this occasion, various activities were conducted for the children and prizes were distributed. Tree planting was also done in the premises.
As part of the sixth anniversary celebrations at the Daya Prar thena Mandapam at the Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls, Udumalpet, Tamil Nadu, the hostel coordinator and the girls got together and organised a welfare function for the poor and aged over 65 residing in the nearby Ramegoundan Pudur Colony.

The senior citizens partook in a special aarthi and the event was followed by dinner. Transportation facilities were provided by Atmalaya Chatralayam.

We are very happy to share that the 67 girls residing in the Atmalaya hostel are leaders in the making showing care, compassion and humility. Apart from studying and pursuing extracurricular activities, all of them eagerly take a role and participate in all hostel related activities – 67 cheers to them!

During Pongal, our girl hostlers got together and celebrated Mattu Pongal in full traditional style.
Join Our Movement In Educating Rural India

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<th>Support Our Project</th>
<th>Duration</th>
<th>Support Amount</th>
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<td>Sponsor the complete care of one resident at Krupa Home</td>
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- Cheques/DD to be drawn in favour of ‘AIM for Seva’
- Donate online at www.aimforseva.org/donate-aimforseva/
- Contributions to AIM for Seva are exempt from Income Tax under section 80G of the Indian Income Tax Act, 1961

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