4 Ringing In The Future
A look into two educational institutions run by AIM for Seva

28 Report Card
Online education on the banks of river Kaveri
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Namaste.

Today, we are battling a pandemic and AIM for Seva has been at the forefront in terms of offering relief and assistance to the needy. Around 16 years back, another calamity hit the shores of Tamil Nadu. The 2004 tsunami caused irreparable damage across many coastal regions in the state. Kadalur, a tiny fishing hamlet was one such area that faced nature’s fury in full force.

Almost immediately, AIM for Seva volunteers stepped up relief measures in this village and as part of a larger rehabilitation effort in the region, a K-12 school was set up with the Rotary Club of Madras Chenna Patna being one of the early sponsors to the project. This issue’s cover story that chronicles the journey of two educational institutions in Tamil Nadu is also a testimony to that power of service rendered in true spirit during the toughest of times.

We are beseiged by problems from all sides like never before, and the solution to this is beautifully expressed by Pujya Swamiji himself—“the world that is a threat to me has to fall in place in terms of the reality it has and I have to fall in my place in terms of the reality I am. When this happens, I find there is only solution; there is no problem at all.” The Words of Wisdom segment in this issue focuses just on that—Problems and Solutions.

At a more practical level, I am happy to state that all our field coordinators and supporters, students and academic staff have adopted a solution based approach to the problems thrown in by the virus. The constant rescheduling of the Class 10 and 12 exams did not deter the spirit of students from rural India. Many of them stayed back at the Chatralayam, got themselves educated on the preventive measures and continued to doggedly prepare for their exams. The results are for everyone to see in the section, Academic Spotlight: Corona Crushers.

Similarly, our staff and students have adapted well to online teaching and learning as evident from our schools and college in Manjakkudi and Sembangudi, Tamil Nadu.

Lastly, the pandemic challenge also offers us an opportunity to do more Seva.

Warm regards,

SHEELA BALAJI
Chairperson and Managing Trustee | AIM for Seva
COVER STORY

As part of a larger rehabilitation effort in the region, a need for an English medium school was felt and the Swami Dayananda Rotary Matriculation Higher Secondary School took wings in 2005. One of the early sponsors of the institution was the Rotary Club of Madras Chenna Patna.

Today, the institution provides education to over 650 students and some of them are sports champions in zonal level tournaments.

School Snapshot—2019–2020

<table>
<thead>
<tr>
<th>Classes</th>
<th>KG to 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students</td>
<td>688</td>
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<tr>
<td>Girls</td>
<td>347</td>
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<tr>
<td>Boys</td>
<td>341</td>
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<tr>
<td>No of Villages They Come From</td>
<td>55</td>
</tr>
<tr>
<td>School Director</td>
<td>Swamini Gurupriyananda Saraswati ji</td>
</tr>
</tbody>
</table>

As part of a larger rehabilitation effort in the region, a need for an English medium school was felt and the Swami Dayananda Rotary Matriculation Higher Secondary School took wings in 2005. One of the early sponsors of the institution was the Rotary Club of Madras Chenna Patna.

Today, the institution provides education to over 650 students and some of them are sports champions in zonal level tournaments.

Picking up the Pieces

26th December 2004, 7:58 am. The day and time is still vivid in the mind of Perumal Rajamanikkam, a deep sea fisherman from Angamanikuppam, Kanchipuram district, Tamil Nadu. “My house is right behind the beach and when the tsunami struck, we lost everything, our homes and livelihood,” recollects Rajamanikkam.

Rajamanikkam’s sentiments are echoed by a student. “Right after the tsunami, we suffered a lot. We could not even go to the school to study,” says R. Subhashini, a high school student from the Swami Dayananda Rotary Matriculation Higher Secondary School, Kadalur, Tamil Nadu.

Soon after the waves receded the shore, AIM for Seva volunteers stepped into Kadalur, a small village hamlet that bore the brunt of the tsunami. The volunteers worked round the clock to provide the poor and needy with food and temporary shelter, fishing boats, nets and engines.
At every class and every level, students are taught to respect the culture and traditions that they were born into. Pujya Swami Dayananda Saraswati, the Founder of AIM for Seva always stressed the importance of imbibing cultural values in children from a tender age. That's because only a student who knows his or her roots would grow up to be a confident individual and contribute to the nation building progress.

We continue to keep this message of Pujya Swamiji alive and the school project at Kadalur is a testimony to that. During the Covid-19 lockdown, teachers from the Swami Dayananda Rotary Matriculation Higher Secondary School, Kadalur, Tamil Nadu, underwent training in chanting and sloka recitation. “We had embarked on cultural classes for students in a small way during the last academic year (2019-2020) itself. Buoyed by the response, we are looking to make this more mainstream and we plan to hold a class on culture and values every Saturday for two hours for all the 700 school students,” Swamini Gurupriyananda Saraswati ji, Director, Swami Dayananda Rotary Matriculation Higher Secondary School said.

Similarly, the school management conducted a mass prayer for board examinations (2019-2020) for the benefit of

**Board Examination Results—2019-2020**

**Class 10**
- 100%. School Topper—98%

**Class 12**
- 100%. (First Batch). School Topper - 90%

**School Toppers**

- S. Sanjay (Class 12) scored 90% and secured the 1st position at the Madurandhagam Educational District level (home to 56 higher secondary schools).
- K. Praveena (Class 12) scored 99% in Tamil; she secured the 1st rank at the state level.

**News from the Classroom: Culture Validation at Every Step**

The single biggest differentiator that sets the Swami Dayananda Rotary Matriculation Higher Secondary School apart from other institutions in the region is the focus on both hardware (school infrastructure) as well as software (value-education).
Hayagreeva Prithi Homam was conducted successfully at the school premises. As per the Sanatana Dharma tradition, Lord Hayagreeva is an avatar of Lord Vishnu who is worshipped as the God of knowledge and wisdom.

At the first farewell for Class 10 and 12 students held early this year, the outgoing students took a pledge to lead a harmonious and a socially productive life and serve the interests of family and society after the lamp lighting ceremony. In addition to propogating value-based education, AIM for Seva has been pushing the frontiers with respect to sustainable living and an organic way of life. We are happy to share that our organic movement is also growing at the ‘grassroots’ level. The Kadalur school has an annual tradition of holding a KG (Kindergarten food festival) “Many people have forgotten about traditional, organic and healthy food. Our children have been introduced to fast food. So we have started to conduct this organic food festival to create awareness about the benefits of traditional food among the parents,” state school authorities.

School Educational Facilities

Pedagogy: The Swami Dayananda Rotary Matriculation Higher Secondary School, Kadalur, Tamil Nadu, follows the pattern of education of the Board of Matriculation Schools, Tamil Nadu.

Educational Plus Initiatives: These include programmes such as Art for Development and Theatre for Development. Such initiatives help our students gain insights into societal issues through the medium of art and theatre.

Sports: Our students are regular participants in handball, kabaddi and athletics at the zonal and district levels. In 2018, the boys as well girls in the junior (U 14) category were placed first in the zonal level handball games.

Clubs: The school had several clubs to enable students to hone their skills. These include the math club, science club and Tamil club to name a few. By being part of such clubs, our students develop critical life skills such as public speaking through projects and experiments. They also get a richer understanding of the world of numbers and the behaviour of the physical and natural world via observation.

School Infrastructure

- Well stocked library
- Smart board enabled classrooms
- Spacious playground
- Values of community service imparted through Junior Red Cross
- Well equipped laboratories

Parting Shot

The final word comes from a stakeholder who has been associated with the school for a long time now. “This school has come a long way from the time I joined it. Be it the school strength, extracurricular activities and external competitions, there has been a growth in all directions. Most of the students...
studying in this institution are children of fishermen. The students practice yoga once a week. There is a lot of focus on reading based activities to remove stage fear that maybe experienced by such students,” Ms. Suguna Bhaskar, a teacher said.

For an ordinary man, Kadalur appears to be a dot on the Indian map, located 83 km from Chennai, capital of Tamil Nadu. But to the parents and guardians of the students, Kadalur is their heart and the school, a hope for a better future.

**Swami Dayananda Vidyasramam Nursery & Primary School, Dharmapuri, Tamil Nadu**

Located 236 km away from Kadalur is another primary school run by AIM for Seva. Started in 2015, the Swami Dayananda Vidyasramam Nursery & Primary School, Dharmapuri, Tamil Nadu, provides quality education to students living in the region.

The school is sought after in the region as it differs in its pedagogy. The institution advocates value-based education that fosters all-round development.

**School Snapshot—2019-2020**

<table>
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<th>Classes</th>
<th>KG to 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Students</td>
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<tr>
<td>Girls</td>
<td>98</td>
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<tr>
<td>Boys</td>
<td>145</td>
</tr>
<tr>
<td>No of Villages they come from</td>
<td>40</td>
</tr>
<tr>
<td>School Correspondent</td>
<td>Swamini Visvapiyananda Saraswati ji</td>
</tr>
</tbody>
</table>
School Infrastructure

Our educational intervention in the region has caught the eye of India Inc. Around three years back, the foundation arm of information technology bellwether, Cognizant Technologies came forward and gave financial assistance worth Rs. 10 lakh for setting up of a computer laboratory at the Dharmapuri school. In addition, Cognizant Foundation also donated classroom furniture with Dr. S. Ramamurthy, Founder Director, Cognizant Foundation spearheading the entire project. Dr. S. Ramamurthy who died recently was an economist of repute and was also known to support various social causes.

Cultural Day Celebrations

The fourth cultural day and prize distribution programme of the Swami Dayananda Vidyasramam Nursery & Primary School, Dharmapuri, Tamil Nadu, was celebrated on 8 April 2019. The celebrations commenced with the school correspondent, Swamini Visvapriyananda Saraswati ji, lighting the lamp and paying floral tributes to Pujya Swami Dayananda Saraswati. A series of cultural programmes followed.

At the end of the programme, the Chief Guest for the function, Dr. K. Ravichandren, principal, Bharat Ratna Puratchi Thalaivar Dr. M.G.R Govt. Arts and Science College, Palacode, Tamil Nadu, addressed the students and parents.

The Chief Guest and school academic counselor, Sri. M. Pandurangan ji, advised our students to participate in all cultural activities and improve their life skills, and requested the parents to encourage their children. He appealed to the parents and public to support the school’s activities.

Republic Day and Sports Day

Republic Day was celebrated in the school campus by hoisting of the national tricolour.

The students participated in Sports Day celebrations held in the school premises.
Swami Pratyagbodhananda Saraswati ji attained Mahasamadhi on 20th September 2020 at USA at the age of 70. He had a massive heart attack.

Swamiji was born on 20th October 1950 at Gujarat. His purvasrama name was Nitin. He did the second long term course at Sandeepany Sadanalaya, Chinmaya Mission, Mumbai during 1976-1978. His Brahmachari diksha name was Nityabodha Chaitanya. He was given Sannyasa diksha on 2nd March 1992 by Pujya Swami Dayananda Saraswati.

Swamiji was teaching Vedanta for the past 30 years at Surat, Gujarat under the auspices of Viswa-Mangalam Trust. He was also Vice President of Arsha Vidya Gurukulam in Saylorsburg, USA. Swamiji had given lectures in many places in North America.

Swamiji taught in English, Gujarati and Hindi. He taught Bhagavad Gita, Upanishads, Panchadasi and other vedantic texts. He also gave lectures on Tulsi Ramayana and Bhagavata Purana, which were soaked in devotion. Swamiji had extensive satsangh with Swami Akhandananda Saraswati of Brindavan, which made his Bhagavata lectures reflect great Krishna bakthi.

Swamiji was very simple and easy to approach. He was loved by everyone who had come into contact with him. Swamiji was affectionate to everybody. He was so generous in his kindness.

Arsha Vidya Research and Publication Trust offers shraddanjali to this great Vedanta Acarya. Swamiji had come to Manjakkudi in December 2019 to conduct a Vedanta camp at Jnana Pravaha, a week-long retreat for a group of 47 devotees from Surat. Swamiji also visited all seva activities in the village and recalled his memories with Pujya Swamiji and blessed us all.

The classes took place at Jnana Pravaha lecture hall. The unique structure of the retreat was that the classes were embedded in a schedule wherein the day began with Pancaayatan Puja conducted by priests from Patashala for the shrine which the Swamiji’s purvasrama sister Swamini Vibhavananda ji brought along. Before the puja, individual members had their own meditation at Pujya Swamiji’s shrine attached to Jnana Pravaha meditation hall.

Just hours before his Samadhi, Swamiji received the latest book on Pujya Swamiji’s talks on Sri Dakshinamurti Stotram at the Arsha Vidya Gurukulam’s 34th anniversary function at Saylorsburg, USA. We feel blessed that he has carried our pranams to Pujya Swamiji with him.

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CORONA CRUSHERS

Over 90% students studying across AIM for Seva’s 104 Chatralayams are first generation learners. During 2019-2020, 4001 students from 16 states and 2,700 villages benefited from AIM for Seva’s holistic educational intervention i.e. Chatralayam. This in turn, has positively impacted the lives of 11,50,000 families every year.

In this section, we share short snapshots of some of our students’ achievements.

RESULTS ROUND-UP 2019-2020
Chatralayam

Class 10
343 students appeared for the examinations

- Pass rate: 92%
- Outstanding: 9%
- Distinction: 19%
- 1st Class: 38%

Class 12
97 students appeared for the examinations

- Pass rate: 97%
- Outstanding: 2%
- Distinction: 10%
- 1st Class: 47%
Educational Institutions

**Class 10**

- **Semmangudi High. Sec. School**
  Sembangudi, Tamil Nadu
  - Pass Percentage: 100%
  - School 1st Mark: 95%

- **Swami Dayananda Mat. High. Sec. School**
  Manjakkudi, Tamil Nadu
  - Pass Percentage: 100%
  - School 1st Mark: 97%

- **Swami Dayananda Rotary Mat. High. Sec. School**
  Kadalur, Tamil Nadu
  - Pass Percentage: 100%
  - School 1st Mark: 98%

- **Inder & Prabha Sharma Girls High. Sec. School**
  Khategaon, Madhya Pradesh
  - Pass Percentage: 100%
  - School 1st Mark: 98.5%

**Class 12**

- **Semmangudi High. Sec. School**
  Sembangudi, Tamil Nadu
  - Pass Percentage: 93%
  - School 1st Mark: 88%

- **Swami Dayananda Mat. High. Sec. School**
  Manjakkudi, Tamil Nadu
  - Pass Percentage: 100%
  - School 1st Mark: 90%

- **Swami Dayananda Rotary Mat. High. Sec. School**
  Kadalur, Tamil Nadu
  - Pass Percentage: 100%
  - School 1st Mark: 90%

- **Inder & Prabha Sharma Girls High. Sec. School**
  Khategaon, Madhya Pradesh
  - Pass Percentage: 100%
  - School 1st Mark: 88%
CLASS 12
CHATRALAYAM TOPPERS AND ACHIEVERS

KARNATAKA

Name of Student: Vijayakumar G. Biradar

Name of Chatralayam: Jaya Smrithi Dhama AIM for Seva Chatralayam for Boys, Udupi

Achievement: School Topper (Science Stream)

“AIM for Seva has given me a good foundation and I was constantly encouraged to study. Apart from getting an opportunity to study in an English medium school in close vicinity to the hostel, I was also taught chanting, slokas and meanings of verses from the Bhagavad Gita while living out there. Our hostel coordinator also told many moral stories and we were exposed to outdoor activities and games.”

TAMIL NADU

Name of Student: L. Divya

Name of Chatralayam: Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls, Udumalpet

Achievement: School Topper

“I did not show that much sincerity towards studies initially. But then Mataji (the coordinator of the Udumalpet Chatralayam, Swamini Gurupriyananda Saraswati ji) reminded me that if I had to reach to the top, then it was important to do sacrifices. At the beginning of the academic year, I took a pledge that I wanted to come first and to achieve that target, I stopped watching movies as three hours of your precious time got wasted every time you watched one. Watching movies was time pass and you did not learn anything from it. I was able to answer all the tough questions during the school half yearly in comparison to other students because Mataji ensured we got sample question papers from Palacode. This helped me immensely during my daily revision.”
“I am from the Irular community (an ethnic group inhabiting areas in Tamil Nadu and Kerala) and no one from my village has studied till Class 12. There are a few people who have studied till Class 10. My teachers taught me well so I passed the board examination.”
CLASS 10
CHATRALAYAM TOPPERS AND ACHIEVERS

TAMIL NADU

Name of Chatralayam:
Swami Dayananda AIM for Seva Chatralayam for Girls (Junior), Sembangudi

Name of Student:
P. Duvaraga

Achievement:
School Topper

“I always wanted to study but back home; finances were a constraint as was food. To fulfill my academic pursuits, I shifted to the Sembangudi Chatralayam. In the recently concluded Class 10 board examination, I scored 474. There was encouragement from all sides. My teacher told me that I was a bright student and if I continued with my studies, I would surely come first. Similarly, Mataji (Swamini Swaminathapriya ji, my hostel coordinator), also encouraged me to do my best. Also, the hostel environment was conducive and I got three nutritious meals every day. All this enabled me to concentrate on my studies. My ambition is to become an IAS officer. I will continue to study and score high in the Class 11 and 12 examinations and keep my school and Chatralayam’s flag flying high. I am thankful to all my teachers, hostel coordinators and others for believing in me and inculcating an interest in academics.”

Name of Chatralayam:
Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls, Udumalpet

Name of Student:
S. Logeshwari

Achievement: School 2nd

“The reason for my success is the home where I am living (Udumalpet Chatralayam) and our coordinator Maaji (Swamini Gurupriyananda Saraswati ji). During the half yearly preparatory leave, my hostel coordinator ensured that I had access to model question papers and also ensured that I had adequate writing practice. I would have a tendency to leave one mark questions. But the model exam practice ensured that I attempted all questions. Some of the questions in the model papers appeared in the first revision. This enabled me to get 5% more in the revision exams. I am happy that students like me have got access to education and other facilities after coming to the Chatralayam.”

RAJASTHAN

Name of Student:
C. Tulsiram Bhil

Name of Chatralayam:
Arsha Vidya Tirtha AIM for Seva Chatralayam for Boys, Jaipur

Achievement: School Topper

“My name is Tulsiram. I study in Class 11 and I recently passed my Class 10 board examination. I am living and studying at the AIM for Seva Chatralaya in Jaipur since the last 10 years. My dream is to become an Income Tax officer after completing my studies.”
Name of Student: Ajay Mourya

Name of Chatralayam: Smt. Jamunabai Chanchlani AIM for Seva Chatralayam for Boys, Hoshangabad

Achievement: Ranked 2nd at the Hoshangabad District Level (Science Stream)

“AIM for Seva enables you to complete schooling. Not only that, one is also exposed to cultural education from an early age.”

Name of Student: Anjali Gurjar

Name of School: Inder & Prabha Sharma Girls Higher Secondary School, Khategaon

Achievement: School Topper; Secured 10th position in the Madhya Pradesh Merit List

“My academic success is due to my teachers. Apart from regular school curriculum, my institution also focuses on cultural education and I consider myself blessed to study in such an institution that is in close vicinity to my village and this has enabled me to complete Class 10. After coming back home from school, I used to make it a point to study at least three to four hours every day. A lot of girls have benefited from this institution. While some girls like me come from the nearby villages, we also have girl students coming in, enrolling and studying from far off regions like Tripura and Mizoram (north east India).”
Thank You to Our Partners in Progress

Our journey to educate rural India has been possible due to the support of countless individuals in addition to corporates, foundations and trusts who believe in our vision and mission.

At our end, we have put systems and processes in place to ensure that our administrative overheads are kept remarkably low, below 10% of operating costs. This has led to a deeper and wider impact with 90% or more of all donations received being channeled directly to our projects at the grassroots level.

This listing below of individual donors is by no means exhaustive and we take this opportunity to express our gratitude to all our well wishers, donors, volunteers and other coordinators and field staff without whose support we would not have been able to reach thus far.

* Sri. Ramesh Sankaran, Chennai
* Dr. Bagyam Raghavan, Chennai
* Sri. Gopal Srinivasan and family, Chennai
* Sri. Subramanian Sundaresan, Chennai
* Ms. Vidya Nagarajan, Chennai
* Ms. Meera Chari, Chennai
* Smt. and Sri. T. Ananthachari, Chennai
* Sri. S.M. Chickermane, Bangalore
* Sri. N. Sridharan, Bangalore
* Sri. N. Veeraraghavan, Chennai
* Sri. Vinod Vetri Iyer, Chennai
* Sri. R.K. Shankar, Chennai
* Sri. Sridhar Ramanathan, Bangalore
* Dr. T.K. Jayaraman, Chennai
* Smt. Gayathre Rajam, Chennai
* Ms. Alarmel Valli, Chennai
* Sri. N. Jayakumar Ganapathi, Singapore
* Sri. N. Girish Kumar, Singapore
* Sri. Gagan Gupta, Hyderabad

* Computer Age Management Services (CAMS)

Computer Age Management Services (CAMS), Chennai, has sanctioned a sum of Rs. 18 lakhs during 2020-2021 towards sponsorship for 50 students. During the second quarter ended, 30th September 2020, the company released the first instalment of Rs. 9 lakhs.

* Indraprastha Gas Limited

Indraprastha Gas Limited, a joint venture between GAIL and Bharat Petroleum continues to support our students at the Swami Dayananda AIM for Seva Chatralayam for Boys, Ghaziabad, Uttar Pradesh. The company which had committed a sum of Rs. 8.4 lakhs last fiscal disbursed the final amount totaling Rs. 1.68 lakhs during the quarter ended 30th September 2020.

* Sundaram Finance Limited

A regular donor to AIM for Seva, Chennai headquartered NBFC (non banking finance company), Sundaram Finance, has donated a sum of Rs. 5 lakhs towards student sponsorships.

* Turbo Energy Private Limited

A leading name in the manufacturing of turbochargers, Turbo Energy Private Limited, has donated a sum of Rs. 50,000 towards student sponsorships.

* ABI-Showatech India Private Limited

A leading manufacturer of automotive and aerospace parts components, ABI-Showatech, has donated a sum of Rs. 50,000 towards student sponsorships.
Dipak & Rupa Sood Education Trust, New Delhi
Based out of the national capital, Dipak & Rupa Sood Education Trust has come forward to donate a sum of Rs. 3 lakhs towards student sponsorships.

Kodamurti Krishna Rajagopal Trust, Chennai
The Chennai based Kodamurti Krishna Rajagopal Trust has come forward and donated a sum of Rs. 1,22,462 towards student sponsorships for the students living and studying at the Bragathsundara Kujambal AIM for Seva Chatralayam for Boys, Thiruvidaimarudur, Tamil Nadu, during the second quarter of the current fiscal. Kodamurti Krishna Rajagopal Trust has been a long time supporter of AIM for Seva.

Ms. Jayashree Suresh Parekh, Chennai
Ms. Jayashree Suresh Parekh from Chennai has come forward and donated a sum of Rs. 1 lakh towards student sponsorships.

Dr. D.R. Saini, Pune
Pune based Dr. D.R. Saini has donated a sum of Rs. 1 lakh as educational expenses for students during the July-September 2020 quarter.

G. Harish Narayanan, Singapore
Singapore based Sri. G. Harish Narayanan has transferred a sum of Rs. 50,000 towards Annadanam for our students residing at the Madhu & Rajkumar Nigam AIM for Seva Chatralayam for Girls, Unnao, Uttar Pradesh, and Bhavani Arun AIM for Seva Chatralayam for Girls, Chinnasalem, Tamil Nadu, in remembrance of his father and wife.

5th Aradhana Samarpanam
The following individuals have donated to AIM for Seva’s cause of educating rural India during the observance of Pujya Swamiji’s 5th Aradhana—

<table>
<thead>
<tr>
<th>Donor</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Ms. Susanna, Germany</td>
<td>5000 Euros</td>
</tr>
<tr>
<td>Smt Shanthi Krubai, Chennai</td>
<td>Rs. 72,000</td>
</tr>
<tr>
<td>Sri. Swaminathan, Chennai</td>
<td>Rs. 18,000</td>
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Virtual Walkathon: All for a Cause
With the pandemic refusing to fade way, virtual and digital is the new way of life. Be it zoom calls, online classrooms or virtual concerts, e-meeting your colleagues, classmates and audience is the new normal. And when people get together for a fitness initiative to support a cause like educating rural India, such fund raisers leave a deeper impact in the minds of all stakeholders.

AIM for Seva USA team completed a Good Karma 5k (run/walk,) a couple of months back. This virtual walkathon saw participation of 1,357 people from across the country. (See Box: AIM for Seva USA Chapter wise Participation).

Participants registered online for a small fee ($25) and then ran/walked/jogged in their own treadmills and neighbouring parks. Some of the participants made donations to AIM for Seva while some others (small companies) sponsored the event. The new entrants got an opportunity to witness the good work done by AIM for Seva on ground.

What’s heartening is that some of the new members have expressed an interest in our existing projects.
“All our Chapter Sevaks had been working very hard for the past six weeks to turn this event into a success. We could clearly see Pujya Swamiji’s smile and grace flowing through all of us, especially in his 90th Jayanthi and 20th year of Seva movement,” Sri Raman, Chief Operating Officer, AIM for Seva, USA said.

AIM for Seva was able to raise $25,000 through this event.

“We met our goal of branding, awareness and fundraising and more importantly, continued with the Seva movement work,” Sri Raman said. He added that it was encouraging to see people wanting to do good and feel good amidst the pandemic situation and other disturbing events taking place in USA currently.

**USA Chapter Wise Participation**

<table>
<thead>
<tr>
<th>Name of Chapter</th>
<th>No of Participants</th>
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<tbody>
<tr>
<td>New Jersey</td>
<td>328</td>
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<tr>
<td>Detroit MI</td>
<td>229</td>
</tr>
<tr>
<td>Albany NY</td>
<td>216</td>
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<tr>
<td>San Diego CA</td>
<td>152</td>
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<td>Hartford CT</td>
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<td>Austin TX</td>
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Another north American chapter, AIM for Seva Canada, too raised $20,000 through a virtual walkathon fundraiser on 31st May 2020.

Walk to Educate, AIM for Seva Canada’s annual walkathon went virtual this year. Each of the participating families were asked to raise $100 in pledges. “We made this decision to pivot from our annual Walk-To-Educate to a new virtual platform in order to bring our AIM for Seva supporters and the global community together while being sensitive to the current pandemic environment,” stated the organisers.

On Sunday, 31st May, over 125 cameras and 400 people took to this new idea and experienced the joy of giving while participating in a BollyCORE! Session followed by an engaging game of Bingo.

Amazon gift cards sponsored by Sapna Mehta were awarded to the top three fundraisers of the day. The highest amount of $2,290 was raised by 5 and 7-year-old sisters, Simran and Anisha Subramanian! Sonali Mehta raised the second highest amount of $1,125, and in third place was Neetee Papneja with $1010. Attendees then had the opportunity to participate in online Bingo and many walked away with Amazon gift card prizes!

The funds raised by the Movathon 2020 initiative will go towards educating children from rural and tribal parts of India.
Presentation of citation to Delphi-TVSTechnologies Limited

Since 2010, Delphi-TVSTechnologies Limited has been a generous supporter to Swami Dayananda Krupa Care.

To express our gratitude for their ever-ready willingness to give and gestures of care towards the residents of Krupa Care, senior officials from AIM for Seva presented Delphi-TVSTechnologies Limited with a special citation. The citation bore an apt saying by Pujya Swami Dayananda Saraswati: “Danam, giving, is the means for growth.” The citation was presented on 17th August 2020 to Sri. Kannan Babu, deputy manager of Delphi-TVSTechnologies Limited, at the plant in Srperumbudur, Tamil Nadu.

In addition to the citation, senior officials from AIM for Seva also presented two books (part of a series) titled Talks and Essays by Pujya Swami Dayananda Saraswati which will be stocked in the library at the factory premises. The AIM for Seva team also extended special thanks to Sri. A. Viswanathan, President – Delphi-TVSTechnologies Limited, for the support extended by the company over the last decade. On behalf of Delphi-TVSTechnologies Limited, Sri. Kannan Babu expressed deep appreciation of the gesture and said that they were blessed to have been given this opportunity to serve.

Independence Day Celebrations

Independence Day at the Swami Dayananda Krupa Care was celebrated by hoisting of the tricolour.
Pujya Swami Dayananda Saraswati attained Mahasamadhi on 23rd September 2015 on the banks of the Ganges at the Swami Dayananda Ashram, Rishikesh, Uttarakhand. A world renowned authority on Advaita Vedanta, Swamiji’s empathy extended to all civilisations and all cultural forms.

As homage to our Founder, AIM for Seva was privileged to organise the 5th Aradhana function for five days, from 19th September to 23rd September 2020. As part of the tribute, AIM for Seva streamed one of Swamiji’s best talks ever—Living Versus Getting On—on YouTube. In addition, viewers also got a glimpse into the world of Seva—the many projects initiated by Pujya Swamiji.

At the time of writing this article, the cumulative viewership for the five day 5th Aradhana programme stood at 10,076 and counting.

5th Aradhana

AIM for Seva broadcasted one of Pujya Swami Dayananda Saraswati’s best talks ever—Living Versus Getting On—on YouTube on the occasion of Pujya Swamiji’s 5th Aradhana. In addition, viewers also got a glimpse into the world of Seva—the many projects initiated by Pujya Swamiji.

Day One

From Being a Survivor to Becoming a Contributor

The 5th Aradhana began with a three-minute video on Chatralayams, AIM for Seva’s flagship project. The viewers got a peek into the Chatralayam eco-system and during last year (2019-2020), over 4,000 students from 16 states and 2,700 villages have been beneficiaries of the Chatralayam intervention.

This was followed by Pujya Swamiji explaining what Bharata Desa Hitaya meant. The rendering of the AIM for Seva’s anthem (Bharata Desa Hitaya) followed. After this, part one of the five part series—Living Versus Getting On—began with Pujya Swamiji starting the session with a small prayer to Lord Ganesha, the remover of obstacles.

In his talk, Pujya Swamiji got to the point without much ado. He said that a human being is not just a survivor. “Even a mushroom wants to survive but this plant only has a life of two
to four days. It comes quickly and dies quickly!” Pujya Swamiji said that survival meant a few things: air, water, food and shelter and everything beyond this was a plus, even clothing, unless it is necessary for protection from the elements. “But we cannot just live as survivors, to live beyond a survivor is to go beyond the survivor psyche, I need to become a contributor. When I contribute something, I move beyond the level of a survivor.”

The Founder of AIM for Seva said that there are varieties of contribution. “Contribution is not in terms of money alone. Contribution is to convert another person from the level of a survivor to that of a contributor and Vedanta does exactly that.”

Pujya Swamiji then went on to say that among the many danams or contributions, Vidya Danam, the gift of knowledge is considered to be the greatest. “Whether you directly offer vidya to another person by teaching a language, a discipline of science, or a skill, or indirectly provide a situation for such transference of knowledge to take place, it is a contribution.” By educating and caring for children, one ensures they also end up becoming contributors.

Pujya Swamiji concluded the Day One talk by saying that to live is to be a positive contributor. “All lifetime, one is a consumer. But then, if I have to live my life positively then I have to cross the line of a survivor, I need to act from a deeper level, a level which includes not just significant others, but that every other person becomes significant. I need to enjoy a depth within myself from where I respond to the world.”

The highlight of the five-day talk was that it was peppered with humour and interesting anecdotes and references in daily living that people could easily relate to.

Day Two
A Contributor is Compassionate

The programme commenced with the viewers being given a virtual tour of Swami Dayananda Krupa Care, a residential facility for differently-abled men situated in the outskirts of Chennai, Tamil Nadu. Started in 2010, Swami Dayananda Krupa Care, seeks to provide an answer to the critical question—“Who after me?” for parents of special children.

After offering prayers to Lord Ganesha, Pujya Swamiji got back to the topic at hand, contribution. “One has to have a settled level of self reckoning that I am not just a survivor. A contributor is always a contributor because it is more a recognition about oneself than any given action. It implies a certain degree of compassion.”

Compassion is a dynamic word and in Sanskrit, it is referred as daya. “This word is generally glossed over but no other word is as important as this one as it marks the inner growth of a person,” stressed Pujya Swamiji. He went on to add that compassion is human and religion should invoke human compassion and not disturb it.

An individual is required to have some amount of compassion as only compassionate people can contribute. “A compassionate person has a certain inner space that is not crowded, pressurised,” stressed Swamiji.

Among values, abhima is most exalted, Abhima Paramo Dharmah (non-injury is the foremost value). The hallmark of sannyasa is taking the vow of not causing hurt to any being (na hime). Pujya Swamiji then beautifully illustrated with examples how in competitive societies the goal is to hurt one another, but in non-competitive Vaidika society, the goal is only inner growth.

AIM for Seva is pleased to share a sample of feedback as received from the viewers.

Thanks very much for the programme AIM for Seva has put together for Swamiji’s 5th Aradhana. It is a blessing.

– Agamananda ji

Pranams again and again to Pujya Swamiji.

– Anantray Acharya

Hari Om Swamiji. Poorna Vidya Gurave Nama:

– Ishwara Nanda

Pranams to Pujya Swamiji. Thanks to all. Most inspiring.

– Nirmal Gupta

Namaskarams to Pujya Swamiji. Swamiji we are blessed because we heard your voice.

– Students from the Bhavani Arun AIM for Seva Chatralayam for Girls, Chinnasalem, Tamil Nadu

Super command over the language. Fantastic ability to explain complex topics in the most simple terms to ordinary folks.

– Krishna Kumar
Day Three
Compassion Evokes the Pleased Self

The third day's programme began with a glimpse into Manjakkudi, Pujya Swamiji's Jannabhoomi. Situated on the banks of River Kaveri, Manjakkudi, in Tamil Nadu, has transformed itself into a knowledge and educational hub over the last decade and half. This has been possible due to the efforts of our on ground implementation partner, SDET (Swami Dayananda Educational Trust).

Pujya Swamiji began by telling the audience that Lord Ganesha is not confined to any particular form; rather he is Omkara and is an inspiration for every artist.

Pujya Swamiji explained to the audience that normally you don't have compassion towards somebody when you perceive the person as a threat or a competitor to you, but then you cross those barriers and carry out an act of compassion. It is then that you become a contributor. "It is not what you do, but the level at which you operate that makes you a contributor."

Also, compassion starts with self-love and that one cannot be compassionate to the outside world unless one is compassionate to oneself. Here Pujya Swamiji highlighted the role of yoga and how compassion started with caring of one's own body. "Yoga consisting of asanas initially, is good because you begin to care for the body, you have self-love."

Pujya Swamiji urged the audience to begin with having self-love and self-compassion for the physical body. This self that is self-pleased, ananda svarupa, expresses itself as love when related to the world.

Day Four
Compassion is an Important Value to be Cultivated

On 22 September 2020 (Day Four of 5th Aradhana), the audience was first presented with a video on Arsha Vidya Research and Publication Trust, the single source of centre of Swamiji’s writings. Started on 21st February 2005, this non-profit charitable organisation is the single-source centre for teaching and publishing Pujya Swamiji’s teachings.

Beginning his Day Four talk, Pujya Swamiji highlighted the Four Human Ends—Dharma, Artha, Kama and Moksha, the four purusarthas. Here purusa means a ‘person’, implying both male and female. Pujya Swamiji stressed that these purusarthas need to be understood as the means to achieve various ends. Pujya Swamiji again dwelt upon the importance of the attribute, ahimsa paramo dharma. "When you follow ahimsa, daya is inevitable because you cannot follow ahimsa without being compassionate." He added that compassion is a dynamic form of ananda, and a compassionate person need not tell a lie, and does not need to prove himself or herself as a person.

The quality of compassion needs to be cultivated deliberately and consciously as it can evoke the bigness and wholeness in a person.

Day Five
Compassion Brings Caring

On the Day Five of the 5th Aradhana, 23rd September 2020, the day Pujya Swamiji attained Mahasamadhi, the viewers were first transported to the Swami Dayananda Ashram, Rishikesh, Uttarakhand. The virtual programme began with a homage (puja and Mahabhisheka) at Pujya Swamiji’s Adhistanam at the Ashram. The puja was performed by Swami Sakshatkrtananda Saraswati ji, Vice Chairman, Swami Dayananda Ashram, Rishikesh, Uttarakhand.

After the puja, there was a book release function with Swami Suddhananda Saraswati ji, Chairman, Swami Dayananda Ashram, Rishikesh, Uttarakhand, releasing Sri Dakshinamurti Stotram. “There cannot be a better place for the release of this book than Pujya Swamiji’s Adhistanam and there cannot be a better person to release the book than Swami Suddhananda ji who was associated with Pujya Swamiji for over 50 years. This book was a favourite of Pujya Swamiji. It has been printed very nicely and edited by Swami Sankarananda and we can see Pujya Swamiji all through the pages. The cover page has the stamp of Smt. Sheela Balaji (Chairperson and Managing Trustee, AVR and PT)” Swami Sakshatkrtananda Saraswati ji said. The picture gallery in the Satsang Hall was then inaugurated by Swami Suddhananda Saraswati ji.

On the concluding day of the five-day talk series—Living Versus Getting On—Pujya Swamiji dwelt on inner space. “If one has this space, one can accommodate people and their limitations. The intelligent way of relating is to discover space within, even while relating.”

“I never saw my mother and father discussing anything. The same is true with most Indians,” joked Swamiji. He said that it was important to relate to one’s father or mother, one’s son, brother, sister, spouse, children, employer, employee, co-workers and so on. Even though the same person has to relate to all these others, there is a relevant change in him as the related person changes.”

Swamiji added that I, aham is constant, but the related status ‘I’ assumes should be relevant to the relationship, or there is a problem. I am a son to my mother and a spouse to my husband and wife. This status totally changes with each role and there should be no hangover.
AIM for Seva hosted a two-day virtual programme to commemorate Pujya Swami Dayananda Saraswati’s 90th Jayanti. The programme, held on 8 and 9 August, 2020, was attended by devotees from across the globe.

The event saw an overwhelming response, with around 1,500 people registering for the event. Around 6,000 people (and counting) have viewed the first day’s programme (8th August 2020) and 3,995 people (and counting) have viewed the second day’s programme (9 August 2020) on YouTube.

On 8 August 2020, the programme began with a special puja in Manjakkudi, Pujya Swamiji’s Janmabhoomi. The puja was held at Jnana Pravaha, a living tribute to Pujya Swamiji’s memory and the continuing tradition of his teachings. At the Jnana Pravaha, seekers may get immersed in Pujya Swamiji’s teachings, contemplate and meditate on them in their own time, and use the resources available to further their knowledge. The puja was followed by rendering of Dayananda Pancakam by some young students. Devotees were also shown glimpses of the house where Pujya Swamiji was born.

Then, the first part of the recording of “Personal Re-Engineering”, a talk given by Pujya Swamiji in New Delhi on 17 July 2020, was telecast. This was the first time that the recording of this talk was aired on a public forum. The talk was followed by a pictorial tribute that brought together glimpses from Pujya Swamiji’s life and times.

On 9 August 2020, the programme began with a special puja at the Swami Dayananda Ashram in Rishikesh, Uttarakhand. The Swami Dayananda Ashram was established by Pujya Swamiji in the early 1960s, when he went and stayed in Rishikesh to study the Brahmasutras under a traditional teacher of Vedanta. In the Ashram is the majestic Gangadeeshwara Temple. The lingam in the temple was lifted by Pujya Swamiji from the banks of the Ganga and brought to the spot where the temple stands today. It was at the Swami Dayananda Ashram that Pujya Swamiji attained Maha Samadhi, and where his adhishthanam is placed. The puja was conducted by Swami Sakshatkrtananda Saraswati ji, Vice Chairman of the Swami Dayananda Ashram.

Swami Suddhananda Saraswati ji, Chairman, Swami Dayananda Ashram joined in the puja vandanam. The viewers were also treated to some glimpses of the majestic Ganga. The puja was followed by the second part of “Personal Re-Engineering”.

In “Personal Re-Engineering”, Pujya Swamiji touched on the importance of personal growth. In his characteristically good humourous style, Pujya Swamiji asked the audience if birthdays warranted celebrations? “If one deliberates inner growth, it calls for celebrations,” he said. Pujya Swamiji then went on to highlight the importance given to age in our tradition. “We respect age. Wrinkles are an indication that the person has seen many summer and winters. Older women never went in for face lifts as wrinkles were symbols of inner growth!”

Pujya Swamiji added that one way of a person becoming more objective was by reducing one’s own subjectivity. “One is objective when one addresses problems the way it has to be addressed. To become objective, we would first have to re-engineer ourselves.” He said that knowledge of Vedanta makes every person understand oneself, the core person playing different roles in life. Even father, mother, sister, brother, employer, employee are only roles played by the basic person. Taking the role of mother, Swamiji said even though she is the author of the child, she does not know anything about the anatomy. That is because all knowledge rests in Ishvara, and parents are only associates of Ishvara. Likewise, all other roles in life are roles played by the basic person. So, if we know all knowledge is Ishvara, and we are only playing various roles, we are being objective.

Pujya Swamiji then spoke of the next aspect where we can grow: Procrastination, or the tendancy to delay or postpone
an action because it is difficult. “We all have this tendency to procrastinate. I have to do this. I will do it tomorrow. But tomorrow never comes,” he joked. He cautioned everyone that constant procrastination leads to an impairment of self-esteem. “It would lead to guilt as the person has not been able to live up to their own expectations.” Swamiji said the only way to overcome this defect is to deal with the most difficult thing upfront. “When you go to office, take up the most difficult task first, prioritise it. It will be a bit painful at first, but once you do it, you will feel a change and not feel guilty anymore.” Procrastination leads to hurt and guilt and many a good relationship is lost due to procrastination. Swamiji then talked about one more effective way to grow in any area. He said if one wants to be a good swimmer, one has to practise swimming. If one wants to be a good driver, one has to practise driving. Likewise, if you want to be a giver, a contributor in life, you have to start giving. In this context, Pujya Swamiji quoted a beautiful verse from the Sama Veda. “Setuunshtara….” In order to get over adaanam, start giving. The act of giving is the bridge that will help you become a giver. What is difficult to cross is adaanam (incapacity to give is adaanam). By giving, you learn to give.”

Pujya Swamiji then talked about how to get over hurt and guilt from one’s life. In this area, he said that meditation would help. It is possible to keep away hurt and guilt away for the time being in meditation. At the end of the session, he conducted a Guided Meditation session for all participants (shared with viewers of the programme). Pujya Swamiji told the audience that this type of Meditation should be followed every day, preferably when the day’s activities are over.

The two-day programme was well received by all participants, and many people took the time to write to us to share their feedback. We have shared some of these comments below:

“Gurubhyo namaha. Thank you for the two wonderful days of bringing the rich moments to us.”
– Anuradha Mukundan

“Both the days are programmed in a nice way that was pleasing. It reflected the mission of Swamiji. Wonderful selection of speeches and the method of meditation. Thank You.”
– Professor. Dr. R.Thiagarajan

“Our pranams to the organisers of this Jayanti prayer. Our pranams to Pujya Swamiji. We are where we are because of Swamiji’s blessing.”
– Sathasivam Govindasamy

Thanks so much for organising this programme. May God please all for you with the best of Life!”
– Atmaprakash Bhaveja

Hari Om. My salutations to all. Pada Namaskarams to all Swamijis and Swaminis. We get solace when we are under the umbrella of our Pujya Swamiji. My sincere gratitude to AIM for Seva for bringing us all together. Wishing many more events.”
– Narasimhan Lakshmi Pingali
Healthy Living

With everyone anxiously awaiting a medicinal remedy to counteract Covid-19, prevention is better than cure and this aspect is the hallmark of traditional medicine systems such as Ayurveda.

Sometime back, AIM for Seva USA, held a webinar on ‘Ayurveda and Immunity—For Good health at all Times.’ The speaker was Dr. Parthasarthy R, Director and Chief Vaidya, Swami Dayananda Jayavarthanevelu Ayurvedalaya, Coimbatore, Tamil Nadu.

Dr Parthasarthy dwelt on the three doshas—Vatha, Pitha and Kapa and how it was important to follow a diet and lifestyle pattern that did not disturb the three doshas. “To have the doshas in equilibrium, we need to have a proper daily routine as well as seasonal routine. One should wake up 45 minutes before sun rise (Brahmamuhurtam), exercise in moderation and avoid heavy food at night.”

On matters relating to sleep, Ayurveda states that apart from the duration (7 to 8 hours), quality of sleep is also important. As per the Ayurvedic texts, 10 pm to 2 pm denotes Kali Yama where melatonin production is at its highest which is crucial to the body repair mechanism.

Eat less is the latest fad and Ayurveda has propagated it much before. “You have to eat half stomach and reserve 25% of the organ for liquids,” said Dr Parthasarthy. Consumption of non-vegetarian food for nutritional purposes was permissible within the tenets of Ayurveda.

Founder’s Day Celebrations

15th August is synonymous with Independence Day in India. For the AIM for Seva family, 15th August also symbolises the birth date of our Founder, Pujya Swami Dayananda Saraswati. A globally renowned spiritual teacher and master, Pujya Swamiji’s influence on the world stage has been enormous.

Pujya Swamiji did not confine himself to just Vedanta and his benevolence and empathy extended to all civilisations and all cultural forms that helped bring positive change in the lives of thousands of people. He strove to preserve, nurture and appreciate the diversity of human culture.

This year also marks Pujya Swamiji’s 90 Jayanti. AIM for Seva hosted a two day virtual programme to commemorate Pujya Swami Dayananda Saraswati’s 90th Jayanti. The programme held on 8 and 9 August 2020, was attended by devotees from across the globe.

The event saw an overwhelming response, with around 1,500 people registering for the event.

In addition Pujya Swamiji’s 90th Jayanti was also commemorated across the AIM for Seva network. At the Emirates AIM for Seva Chatralayam, Dharmapuri, Tamil Nadu, the day commenced with a puja and homam. This was followed by distribution of food packets, bed sheets and Kabasura Kudineer to 100 senior citizens and Swachh Bharat sanitation workers. In all, 500 masks and food packets were distributed to the people in the vicinity of the Chatralayam.

Kabasura Kudineer is a herbal concoction that is recommended as an anti-viral formulation by the Ministry of Ayush, Government of India, for Siddha practitioners who are treating Covid-19 patients.

The programme was sponsored by Dr. Thiyagaseelan, Sri. Sakthivel and Sri. Krishnan, all of whom are local supporters and well wishers.
A Talk on ‘ISHVARA’
by Pujya Swami Dayananda Saraswati

AND

SARASWATI ANTARVAHINI
by Kalakshetra Foundation

On the occasion of Saraswati Puja (25th October 2020), AIM for Seva will be presenting a special virtual event in aid of education of the girl student. Highlights of this programme include a thought-provoking Vedanta lecture by one of the greatest spiritual masters of contemporary times, Pujya Swami Dayananda Saraswati and a dance production by Kalakshetra Foundation.

The programme will begin with the dance production, ‘Saraswati Antarvahini’ by Kalakshetra Foundation. In this special dance production, Kalakshetra Foundation brings to life the concept of ‘Saraswati’ – a timeless idea that cannot be captured in a given space.

The dance will be followed by a talk by the Founder of AIM of Seva. The lecture is from the Vedanta camp held at the Swami Dayananda Ashram, Rishikesh, Uttarakhand, in April 2009 on the text ‘Hastamalakiyam’. Through this discourse, Pujya Swami Dayananda Saraswati makes one understand that Ishvara is not a matter of belief, but a matter of understanding.

Says Smt. Sheela Balaji, Chairperson and Managing Trustee, AIM for Seva, “We would like to share Pujya Swamiji’s timeless wisdom from Vedanta with the audience in such troubled times.”

Says Smt. Revathi Ramachandran, Director, Kalakshetra Foundation, “Saraswati Antarvahini is the creative result of archaeological, anthropological and cultural findings articulated through the dance narrative that captures the pulse of the river that is intertwined with the Indian sub-continent. AIM for Seva was founded with a cause of promoting society through service. Kalakshetra Foundation is very happy to present excerpts from Saraswati Antarvahini for the virtual event that is part of the celebrations of AIM for Seva’s Saraswati Puja.”

One-fifth of AIM for Seva’s flagship project Chatralayams (or free student hostels) are for girls. Through a network of 21 Chatralayams across eight states, AIM for Seva has been helping girls to complete their formal education, gain economic independence, develop their innate potential and fulfil their aspirations. At the Chatralayams, girls receive uninterrupted access to formal education, after school support, uniforms and books, nutritious meals, yoga and extracurricular activities, help with personal grooming and hygiene, health check-ups and medical care. All of our services are provided free of cost.

Programme Details:
Log on to: youtube.com/c/aimforsevaindia
In this section, we share the latest happenings from our schools and college in Manjakkudi and Sembangudi.

Close to 3,800 students across 300 villages have benefited from the teaching provided by our educational institutions in Manjakkudi last year (2019-2020). Over the years, Manjakkudi, a tiny hamlet in Tiruvarur district, Tamil Nadu, has transformed itself into a knowledge hub and the lockdown provided an opportunity to prefix another ‘e’ to this educational zone.

When the first national lockdown was announced on 24 March, the academic term at all the educational institutions managed by SDET (Swami Dayananda Educational Trust) were drawing to a close. Undeterred by the challenge, the SDET management with support from the academic staff decided to go in for tech enabled education to complete the portions.

As the lockdown continued, the management and academic staff decided to make good use of the available technology and kept the engagement going with student community through innovative programmes on YouTube like Slokam, Ragam and Yogam (at the Swami Dayananda Matric Higher Secondary School).

We present to you a short report on our online education initiatives since March 2020 in the region.

MANJAKKUDI
Name of Institution
Swami Dayananda Matric Higher Secondary School
Started in
2006
Classes
KG to 12
No of villages from where the students come from:
60

From the academic standpoint, the national lockdown occurred end of term when students were preparing for their annual examinations. Soon after, the management, principal and teaching staff of the school decided to go in for the virtual classroom model from grades 1 to 12.

During the last week of March, 56% of the school students migrated to the online learning platform. In case of matric and higher secondary classes, this figure was higher at 80%. And what was inspiring was that the lockdown coupled with lack of access to devices such as smart phones, laptops or desktops did not deter the students’ spirit of knowledge gaining. What’s even pertinent to note is that these students are sons and daughters of farmers who come to the school from the neighbouring 300 villages daily.

As the lockdown continued and the summer break commenced, engagement with the student community continued via YouTube. The school management conceptualised Slokam, Ragam and Yogam module for the benefit of the students.
In keeping with the title, students were exposed to a prayer, a song and an exercise which was televised through YouTube. Each session is about 20 minutes each and so far, over 50 episodes have been telecast. The average daily viewership is 50.

“We started these sessions to remove fear about the disease (Covid-19) and increase the confidence to fight against the situation. Accordingly, we conceptualized Slokam (Apamarjana stotram—cleansing the body from the disease), Ragam (to relax the mind and heart) and Yogam (to relax the body with a focus on physical fitness),” Ms. Padma Raghunathan, principal, Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu, said.

The target audience is the school staff, students and parents. “We plan to extend this to families and friends of our stakeholders,” Ms. Raghunathan said.

Just before the commencement of the new term, the school principal had a webinar with parents across different classes. The webinar saw 60% parental attendance. “The idea was to inform parents on the way forward and the online learning module and address any concerns that they might have. A lot of parents of students who were going to Class 11 had questions on how the subject streams would be allotted as the board examinations results were not yet out. We informed them of the point system that had been developed based on performance in school during the year.” Ms. Raghunathan said. “We also informed the parents of the pure science stream (minus maths) that has been introduced from Class 11 this year,” she added.

The new for Classes 9 to 12 commenced from 22 June 2020. All students from Classes 10 to 12 are online now. During the summer break, preparatory sessions, tutorials and extra classes were conducted for students going to Class 10 and 12, keeping in mind that these students will be appearing for

“Thanks to the virtual classroom initiative by the school (Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu), my daughter has stopped playing games online and wasting her time. Instead, she is now focusing on her studies from the same device. She is enjoying her classes, and finishes her homework quickly.”

Karthika, mother of 6-year-old Archana (Swami Dayananda Matric Higher Secondary School)
public exams next year. The rest of the school students logged online from 1st July 2020. While teachers go to the school and explain lessons via the smart board that is relayed through a laptop placed in the classroom to the students’ homes, the school authorities have also made sure that students don't end up learning ‘from the comfort of their homes.’ “We have put SOPs (standard operating procedures) in place. Just like in school, students need to sit down in an assigned place at home. Sitting in the front yard or back yard of the home to learn lessons is a strict no-no. While students need not wear uniforms, but they should come neatly groomed for the class,” Ms. Raghunathan said. The admissions to Class 11 stand completed and online sessions for these students commenced with a two week bridge course in September that was followed up with regular sessions.

With their hair neatly plaited and braided, the tiny beavers have enthusiastically embraced the virtual classroom model. The young learners log on to the screen 10 minutes before the classroom session. “These online sessions are for 30 minutes daily for Montessori students with one home assignment each day. Students also do two activities every week as directed by teachers and supported by their parents. These are recorded and shared with the teachers,” Ms. Raghunathan said. In addition, value education is also on the e-mode for students now. Teachers’ audio record and share stories from Panchatantra and others in the primary section (till Class 5). Lessons on Ramayana and Mahabharata for Classes 6 to 12 are held once every week. Computer classes have also gone online now.

As this is a new medium, teachers in the school have not only been proactive but are also preparing department wise...

“Atshath now knows how to download, install apps and chat. These classes are useful and it’s a great effort by the school management.”

Vasanthapriya, mother of P. Atshath, a Class 5 student (Swami Dayananda Matric Higher Secondary School)
manual to strategize and systematize the curricula activities. This will enable to identify and bridge learning gaps.

On the anvil is enhancement of English language classes via audio sessions. The school management is also proposing to give free laptops to teachers as that will enable aid the teaching process.

That the online medium of education is gaining traction at the Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu, is evident with students and teachers joining hands and creating short videos on topics such as Ozone Day. A video tribute to Carnatic legend Smt. M.S. Subbulakshmi was also done with a medley of a few of her popular songs put together by the students. Students too have given thumbs up to this new learning module. “We are not attending these classes for mere formality (marking of attendance). We are attending and taking part in all lessons with interest and sincerity,” says S. Jayasurya, a high school student.

Name of the Institution:
Swami Dayananda College of Arts & Science

Courses
Under Graduate: 11
Post Graduate: 3
M.Phil: 2
PhD: 1
Diploma: 1

No of villages from where the students come from: 201
No of districts from where the students come from: 3

The college professors were trained for a week on online classroom. Google classrooms were created by the college professors on 23rd March 2020 for all classes. Subsequently, teachers started to upload subject contents every day.

This online teaching methodology found takers with 86% of the students or 1472 out of 1711 having registered and accessing the content on a regular basis. Daily classroom activities like assignments, tests, quiz etc were recorded in a separate Google sheet by the respective professors.

The new academic term for the second- and third-year college students commenced online on 1st July 2020 via Google Meet. “Our professors are also uploading the materials in Bharathidasan University e-portal so that any student can log in to the website and can refer the same,” Dr. V. Hema, principal in-charge, Swami Dayananda College of Arts & Science said.

Initially, parents, students and professors hesitated about this online class initiative. “But now, the parents are at the forefront and are asking us to continue online classes. The students and professors are also very eager and have bonded well during the online classroom. We feel proud and happy to see the positive change in attitude,” added Dr. V. Hema.

Nevertheless, challenges persist and some students have still not been able to get online. “Some of the students don’t have access to smart phones or laptops. We requested them to buy if possible, to join with their friends nearby or to access the material at computer centers. Some of the students have not been able to access online classes due to poor network in their area,” Dr. V. Hema said.

The online application process for freshers started from 24th June 2020. “We have shared the link with all the school headmasters and teachers in and around Manjakkudi as well as to other teaching and non-teaching staff. We have received a great response and the students have started downloading the applications,” Dr. V. Hema said.

After the publication of the Class 12th results, the college management provided an option to the students to submit the application online. Till the first week of September, 974 applications had been issued while 559 freshers have been admitted so far based on their marks. Freshers will continue to be admitted till 30th September 2020 as per the Government order.

As per the directions from Bharathidasan University (to which Swami Dayananda College of Arts & Science is
affiliated), online classes for first year students began from 19th August 2020. Prior to the commencement of the virtual classrooms, an orientation programme was conducted for the new students wherein they were familiarised about the college and various departments. A demo on online classes was also conducted as it was a new medium of instruction. “We called them in batches (course wise) and conducted the programme in the college auditorium. The programme lasted for two hours with all Covid protective measures in place,” Dr. V. Hema added. The programme saw participation of all students who came in with their parents. The success was evident in the feedback with many parents giving thumbs up to the academic programme, values and college discipline, infrastructure facilities and placement record of the institute. Twenty six first year students have registered for music classes conducted by Smt. Bombay Jayashri Ramnath. They have started to attend these classes. Seventy one freshers have opted for Sanskrit in place of Tamil (language, part 1).

Virtual classrooms are yet to commence in the neighbouring Semmanagudi Higher Secondary School, Sembangudi, Tamil Nadu. The students mostly come from economic disadvantaged backgrounds with their families not having access to a smart phone. But where there is a will, there is a way. The school teachers reached out to the student families personally and hand delivered copies of the first two chapters across subjects for Classes 7, 8, 9, 10 and 12 at the beginning of the academic session. These copies contain questions and answers as well. This was followed up by issuance of text books for all students from Class 6 to 12. The students are also relying on the lessons uploaded by the School Education Department, Tamil Nadu and relayed via Kalvi television.

“I am really enjoying the online classes. It is very useful to us. But network problems persist and classes get disturbed sometimes as a result of that. I request the teachers to upload syllabus based books in Google classrooms.”
S. Subhiksha. B.Sc (Chemistry)
The Sound of Music, Chants and Stories at Sembangudi

Since last year, the coordinator of our girls Chatralayam in Sembangudi, Tamil Nadu, Swamini Swaminathapriya ji, has embarked on disseminating cultural and value-based education to students in the village. Sembangudi which is in close vicinity to Manjakkudi, the birthplace of Pujya Swami Dayananda Saraswati, boasts of a hoary musical tradition. One of the doyens of Carnatic music, Semmangudi Srinivasa Iyer hailed from this village in Tiruvarur district in Tamil Nadu.

In addition to AIM for Seva’s Chatralayam, the Swami Dayananda Educational Trust (SDET), the implementing partner of AIM for Seva runs two schools and a college in Sembangudi and Manjakkudi, Tamil Nadu. SDET is keeping alive the tradition in the region by imparting value-based education and musical training to students from rural India.

“Value-based education is essential for the holistic development of a child. Value education develops a well-balanced individual with a strong character. Such pedagogy also promotes effective learning and underpins continuous improvement of the personal, social, moral and economic well-being. It encourages children to stay connected to our deep cultural roots. By remaining connected to these roots, embedded in our identity is essential to our existence,” Swamini Swaminathapriya ji, the coordinator of the two girls Chatralayam in Sembangudi said.

The girls who are part of this programme are students of the Sembangudi (junior and senior) girls Chatralayam as well as 16 others from the vicinity of the village. The classes are conducted in two groups. The first group comprises students studying in Classes 3 to 7 while the second group comprises students studying in Classes 5 to 10.

The programme curriculum includes teaching of basic Sanskrit slokas, mantras and devotional prayer songs.

Our Founder, Pujya Swami Dayananda Saraswati propagated an educational programme that he referred to as Sandhya Gurukulam. This was to be conducted in the evenings in villages, where children come together at a common place for learning. It was visualised as a wholesome concept which aimed at overall growth of a child. The idea was to shape young minds especially those who lived in rural and tribal lands. That’s because a child living in a far off mountain or a forested area is often left to fend for him or herself as parents grapple with issues relating to daily livelihood. Also, the impact of television has been strong in many rural areas that the child has barely time to cope up daily homework and studies, let alone imbibing good habits or knowing about one’s cultural heritage. The answer Pujya Swamiji felt was in the Sandhya Gurukulam model.
In addition to attending online classes regularly, the students at the Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu, are taking part in various online competitions.

On the occasion of Ganesh Chathurthi (22 August 2020), students made and shared beautiful images of the remover of obstacles.

During Teacher’s Day (5th September 2020), students engrossed themselves in card and bouquet making and photo shoot of nature. E-certificates were issued to all participating students and also for winners in each of the category.

E-certificates were issued for students from Classes KG to 12 who had 90% plus attendance to motivate and encourage to participate more in online programmes.

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Holistic education for all

While students of our two schools and college in Manjakkudi, Tamil Nadu, have embraced the new mode of virtual classrooms whole heartedly, the academic and non-academic staff is also keeping pace with the latest learning methodologies and tools in this small village on the banks of River Kaveri.

As part of continuing education efforts, the teachers and other non-academic staff at the Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu, are taking part in daily educational sessions.

For the *Akkas* of the educational institution, the school management has devised courses on value-education, songs and *slokams*. In addition, in the general session, the helpers are taught other critical skills like filling up of leave and bank forms and simple mathematics and calculations. In order to improve the economic position and earning potential of such ladies, hand work classes (stitching, embroidery and basket weaving) is also being taught in the school premises. Physical well-being is also looked into with the *Akkas* being taught yoga and other exercises for fifteen minutes daily.

As part of knowledge enhancement initiative for the teachers, a session is being held every day on how to use the laptop and associated applications effectively, like MS Word, MS Excel and how to make power point presentations.

Teachers are also being encouraged to present a general or subject specific topic everyday. “This is a small effort to educate ourselves and we are learning from each other,” says Ms. Padma Raghunathan, principal, Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu.

In addition, the teachers at the school are being encouraged to prepare a department-wise manual. “This will enable them to strategise and systematise the curricular activities and also identify and bridge learning gaps,” says Ms. Padma Raghunathan.

Manuals for the library room, physical education and yoga, an arts and music manual and other languages manual (Hindi and Sanskrit) are also in progress. Free laptops (aided by AIM for Seva) have been distributed to the teachers.
Education to Employment: 
Campus Placement during Covid 

We are happy to share that twenty one students from the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu, bagged job offers with Lucas TVS during a campus placement drive conducted by the company on 11th and 16th September 2020.

The 11th September campus interview was exclusively held for the girl students B.Sc (Physics), B.Sc (Mathematics) and B.Sc Chemistry departments of the college. Of the twenty seven students who participated, nineteen got selected with eleven of them being first generation learners. In addition, Lucas TVS also conducted a pooled campus drive on 16th September. This event saw participation of eighty students (both girls and boys) from seventeen colleges in the region. Of this, four students were from the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu. Job offers were made to thirty two students of which two were from the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu.

“The campus placement provides a good opportunity for students during this pandemic period where many companies are terminating their employees. Many of our female graduates who bagged the job offer are first generation learners who have now got an opportunity to financially contribute to their family. The college would specially like to thank Smt. Sheela Balaji, Chairperson, Swami Dayananda College of Arts & Science who created this opportunity for the women students. We also would like to thank the Managing Director of Lucas TVS, Sri. T. K. Balaji, Joint Managing Director, Mr. Arvind Balaji and Mr. Udayakumar, general manager – plant, for the opportunity and the efforts that went in to making this campus placement a success,” V. Hema, principal incharge, Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu said.

The students who found placement during the pandemic are looking forward to give their best to the new organisation. “At a time when people were losing jobs because of the pandemic, I have managed to get a decent job with Lucas TVS. This will help me to support my family financially and give them some stability. I thank the college authorities for giving me education and providing an employment opportunity right after the final year exams. The Lucas TVS plant in Chennai is very big and there are more than a thousand women working out here and it is very safe. Further, we are provided with excellent accommodation and food.” S. Aruna who recently completed her third year B.Sc from the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu said.

Another alumnus from the college, S. Yazhini who is also employed at the Padi plant says it’s been a very good learning experience so far. “I find the work environment very interesting and challenging. It is totally new for us to work in a large automobile components manufacturing facility.” Yazhini is a B.Sc mathematics graduate from the college.
Anything you consider desirable becomes an object of seeking. There are two types of seeking in your life. First is the seeking of things that you look upon as desirable and which you do not have.

Things like comforts, money, power, progeny and so on, fall in this category. You search for these things, and make efforts to gain or accomplish them with the help of knowledge, skills and resources available to you. Things appear very desirable at the moment and become sadhya, thing to be achieved, although, later on, you may change your views about them.

The second kind of seeking also pertains to objects that you consider desirable, but with a difference. While the first kind of seeking pertains to objects you do not have, the second kind of seeking is for the objects you have but you think you do not have. You think you do not have and therefore you seek it. The distance is created by ignorance, which is why you seek for what you do not have and you also seek for what you think you do not have. If you think you do not have a given thing that you consider desirable, you cannot but seek.

Logically it is impossible for you to be happy even for a moment because all the time, you are wanting. At any given time, you have any number of desires that are not fulfilled or cannot be fulfilled. There is always a situation when you have things that you do not want, or you do not have things that you want. Yet occasionally, you are happy. It is your experience. You got something you wanted, you are happy. You solve a problem, and are you happy. You are happy because someone said, “You are wonderful.” Although logically it is impossible for you to be happy, you are able to see it is possible for you to be happy. These moments keep life going. However, you gather them in spite of desires.

Therefore, the solution is knowledge that “I am happiness.” In fact, the solution lies in the unhappiness itself. The person who is unhappy has the solution just as the solution is in the very jigsaw puzzle. Once the pieces fall in their place, the problem is solved; it no longer a puzzle.

Similarly, the world that is a threat to me has to fall in place in terms of the reality it has and I have to fall in my place in terms of the reality I am. When this happens, I find there is only solution; there is no problem at all. The problem of human life is entirely different; it is not removing sorrow, it is removing the notion, “I am sorrowful.” Bondage is not the problem; “I am bound” is the problem. I am the problems, and the solution lies within me. I need to seek it within myself.

Covid-19 has transformed the way we live, work and seek entertainment. With the pandemic refusing to fade away in a hurry, many of us are battling challenges at a personal as well as at a professional level. If we are confronted with problems, we must remember that there is a solution to every stumbling block.
The heritage rice seed bank of Swami Dayananda Farms at Manjakkudi, Tamil Nadu, has an invaluable collection of rice varieties. As of date, 245 varieties of heritage rice seeds, endangered and endemic, are being conserved, researched and re-introduced to the market. This collection has been carefully studied and sourced from farmers and seed banks across India.
Adopt a Heritage Rice

India was home to over 100,000 varieties of indigenous rice – a large majority has been lost; possibly only two per cent of the varieties remain in small farms, but they too are becoming a rarity. We may not be able to recoup what has been lost, but with support we can save what we have for the future generations.

Here are five reasons you should adopt a heritage rice every season.

• Preserve our Culture
• Boost Health
• Maintain Biodiversity
• Protect The Environment
• Bring Happiness to Farmers

Adopt a heritage rice, for one season, for Rs. 15,000.

You will:
• Be recognised on our website
• Receive 5 kgs of heritage rice after harvest, in June
• Receive periodical photographs of the rice you have adopted on WhatsApp.
• Be invited to spend a day at the farm once a year
• Receive a report at the end of the harvest season

All donations are exempt under Section 80G of the Income Tax Act and you are eligible for a 50% Tax exemption, and will receive a certificate for your support. Please write to us at spiritoftheearth2017@gmail.com
Karnataka
- Akkollu
- Biliya
- Dambersale
- Dodda Partha
- HMT
- Kari Basumathi
- Kari Kajavali
- Kannu Rathnachudi
- Kumbersale
- Putta Bhatta
- Rajamudi
- Sidda Sanna
- Sindura Madhusale

Kerala
- Chennel
- Ghandakasala
- Jeeragashala
- Kanali
- Mullan Kazhma
- Navara (Black)
- Navara (White)
- Onamatta
- Pal Veliyan
- Rakthashali
- Thavalai Kanna Matta

Madhya Pradesh
- Adanshilpa
- Dhaniya Phool

Mizoram
- Miami

Myanmar
- Nga Cheik
## SPIRIT OF THE EARTH

### ODISHA

- Acharmati
- Agnisana
- Asanachudi
- Badi Kaberi
- Bahu Rupi
- Balazì
- Baluki No.2
- Beda Dhan
- Bahu Rupi
- Bakul Phool
- Bhaluki
- Bara Pank
- Bhal Guda
- Bhaluki
- Beheri
- Chenacura
- Dhabali
- Dhala Bharta
- Devbhog
- Deradun Gandheswari
- Dhusara Bhutia
- Dodaberu Nelu
- Doorani
- Dubaraj
- Gayatri
- Guda
- Herenda Bag
- Jalak
- Jatimati
- Jubaraj
- Jubridhan
- Juie
- Kalabati
- Kalajeera
- Kala Kanu
- Kalamalli
- Kalandia Churi
- Kanakchur
- Kantia Koili
- Ketaki
- Kusumakunda
- Laxmisiali
- Lokatimachi
- Mahadei
- Nadia Phula
- Pandaka Guda
- Pari
- Pari Jat
- Radha Tilak
- Sanabhata Dharma
- Shala Phula
- Sateen
- Sathia
- Taranga
- Thulasi
- Thulsi Bas[White]
- Thulsi Bas [Black]
- Tisur Kanda
- Thulsi Panji
- Yugal
- Yumb Dhan
- Yuvaraj
- Badagadanal

### TAMIL NADU

- 60M Kuruvai
- Anadanoor Sanna
- Arcot Kitchili Champa
- Athur Kitchili Champa
- Bayakundudhan
- Bommi
- Chandikar
- Garudan Champa
- Illuppai Poo Champa
- Iravai Pandi
- Jeeraga Champa
- Kaivara Champa
- Kappakar
- Karuppun Kavuni
- Karuthakar
- Kaattuyanam
- Kavuni
- Kitchali Champa
- Kothamalli Champa
- Kudai Vazhai
- Kunthali
- Kuzhiyadichan
- Mappillai Champa
- Mathimuni
- Milagu Champa
- Neelam Champa
- Ottu Kitchili
- Perungar
- Sivappu Kavuni
- Sivappu Kuruvikar
- Thangam Chamba
- Thanjavur Black Rice
- Thengai Poo Champa
- Thooyamalli
- Val Sivappu
- Vânaragam
- Vellai Kuruviñkar
- Vellai Poonkar
- Sukhdas Jeeraki
- Sukhdas
- Rajamannar
To know more about the artisanal heritage rice from our farm, log onto spiritoftheearth.in or write to us at spiritoftheearth2017@gmail.com

**UTTAR PRADESH**
- Aadam Cheeni
- Badshah Bhog
- Chini Sakkar
- Jeera Bharti
- Kala Namak
- Lal Basmoti
- Thulsi Manjari

**WEST BENGAL**
- Banshpata
- Chamatkar
- Dayala Modina
- Dadshial
- Dudeswar
- Gobinda Bhog
- Gopal Bhog
- Kabirajsal
- Kala Bhat
- Kamini Bhog
- Kanakachur (White)
- Kerala Sundari
- Kudi Khasa
- Kumkani Joha
- Lakhisar

- Madhumalathi
- Motibas
- Murgibalam
- Randhoni Pagal
- Thulsi Mukul
Join Our Movement In Educating Rural India

<table>
<thead>
<tr>
<th>Support Our Projects</th>
<th>Duration</th>
<th>Support Amount</th>
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<tbody>
<tr>
<td>1. Educate 1 child for 1 year – support by providing tuition fees, books, notebooks, stationery, uniforms, school bag and sports gear</td>
<td>1 year</td>
<td>Rs. 15,000</td>
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<tr>
<td>2. Care for 1 child for 1 year – support by providing boarding, three meals a day, health check-ups and medicine</td>
<td>1 year</td>
<td>Rs. 21,000</td>
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<tr>
<td>3. Complete Education and Care for 1 child for 1 year (options 1 and 2 combined)</td>
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<td>Rs. 36,000</td>
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<tr>
<td>4. Educate 1 child for 1 month – support by providing tuition fees, books, notebooks, stationery, uniforms, school bag and sports gear</td>
<td>1 month</td>
<td>Rs. 1,250</td>
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<td>5. Care for 1 child for 1 month – support by providing boarding, three meals a day, health check-ups and medicine</td>
<td>1 month</td>
<td>Rs. 1,750</td>
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<tr>
<td>6. Complete Education and Care for 1 child for 1 month (options 4 and 5 combined)</td>
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<td>Rs. 3,000</td>
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<tr>
<td>7. Meals for the children in a Chatralayam on a donor-designated day</td>
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<td>Rs. 3,000</td>
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<tr>
<td>8. Special clothes for a festive occasion for 1 child</td>
<td>1 occasion</td>
<td>Rs. 800</td>
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