**FOUNDER'S MESSAGE**

**Vidya-Danam is the Greatest Contribution**

It is important to understand that contribution is not only monetary. Converting another person from the level of a survivor into that of a contributor is a contribution. That is why it is said that among the many danams, gifts 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. What kind of *vidya* should this be? Any *vidya* is good, but if you are able to give self-knowledge to a person, that is the greatest contribution. *Vidya* or knowledge is something that is very precious.

Every Indian should have this awareness of taking care of the people of this country, the people who need help, who are isolated, alienated from the mainstream society and whose culture is also in danger, whose livelihood etc is not in a desirable state. So the people of the country should take care of the people, people should help people.

*For the good of the people of this country—Bharata Desa Hitaya*  
You do what you can do—*Kuru Sevam Tvam*

- **Pujya Swami Dayananda Saraswati**

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**Excerpted from**

- *Living versus Getting on—from a survivor to a contributor* - Arsha Vidya Research and Publication Trust and DVD
- *Bharata Desa Hitaya—Introductory explanation of the Anthem of AIM for Seva* composed by the Founder

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Namaste.

We embark on our 20th year of service to society. Seva, service, care, by whichever name we call it, has a lasting impact when extended with compassion.

The beginnings of this movement still remain fresh in my mind. When Pujya Swamiji initiated an All India Movement of Seva in 1999, he co-opted leading personalities from different walks of life in this endeavour. Incessant travels and public speeches helped spread the message of seva. From two Chatralayams in 2002, we have moved to 104 in 2020 and counting.

In addition, AIM for Seva has expanded its service frontiers to include educational institutions, health care facilities, residential and day care for the differently-abled, community development projects and vocational training, initiatives in sustainable living and organic farming, culture validation efforts and propagation of Vedic learning. Over the years, AIM for Seva’s 136 projects have positively impacted the lives of over 20 million citizens of India.

As we travelled and grew with AIM for Seva, we realised that seva has its own allure. Many from the AIM for Seva family have been with this movement right from start and even today, as we contemplate our next leg, the enthusiasm amongst our field staff, volunteers, coordinators and other supporters is as fresh and energetic as two decades back. There is never a dull moment and that indeed is the power of service to society when done with the spirit of Daya.

Warm regards,

Sheela Balaji
Chairperson and Managing Trustee
AIM for Seva
ALL INDIA SEVA
A SNAPSHOT

The red box sums up the journey of AIM for Seva till date. The service motto or seva bhava is ingrained in our DNA. Though Chatralayam or free student hostels is AIM for Seva’s flagship programme, over the course of the last two decades, AIM for Seva has expanded its presence.

Today, the NGO’s operational projects are in the areas of rural education (Chatralayams, Schools and College), healthcare centres, community development projects, support for people with special needs, traditional knowledge systems, community service initiatives and ventures in sustainable living and organic farming.

The graphic given below gives a bird’s eye view of AIM for Seva’s programmes.

136 OPERATIONAL PROJECTS ACROSS 16 STATES

<table>
<thead>
<tr>
<th>CHATRALAYAMS</th>
<th>EDUCATIONAL INSTITUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>(FREE STUDENT HOSTELS)</td>
<td>MADHYA PRADESH</td>
</tr>
<tr>
<td>State</td>
<td>Girls</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>3</td>
</tr>
<tr>
<td>Bihar</td>
<td>1</td>
</tr>
<tr>
<td>Gujarat</td>
<td>2</td>
</tr>
<tr>
<td>Chhattisgarh</td>
<td>1</td>
</tr>
<tr>
<td>Haryana</td>
<td>1</td>
</tr>
<tr>
<td>Karnataka</td>
<td>4</td>
</tr>
<tr>
<td>Kerala</td>
<td>3</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>2</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>1</td>
</tr>
<tr>
<td>Odisha</td>
<td>2</td>
</tr>
<tr>
<td>Puducherry</td>
<td>1</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>2</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>7</td>
</tr>
<tr>
<td>Telangana</td>
<td>5</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>1</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>21</strong></td>
</tr>
</tbody>
</table>

| | TAMIL NADU |
| Inder & Prabha Sharma Girls School Khategaon, Dewas District | 1 |
| Swami Dayananda Saraswati Vidyalaya Padali Khurd Village, Khargone District | 1 |
| | | | |
| Swami Dayananda Vidyasramam Nursery & Primary School Karagur Village, Dharmapuri District | 1 |
| Swami Dayananda Rotary Matriculation Higher Secondary School Kadalur Village, Chengalpattu District | 1 |
| Swami Dayananda Matric Higher Secondary School, Manjakkudi Village Tiruvarur District | 1 |
| Semmangudi Higher Secondary School Sembangudi Village, Tiruvarur District | 1 |
| Swami Dayananda College of Arts & Science Manjakkudi Village, Tiruvarur District | 1 |
| **TOTAL** | **7** |
## Community Development Projects

### Tamil Nadu
- Smt. Seethalakshmi Ammal
  - AIM for Seva Training Centre
    - (Sewing Centre & Computer Centre)
    - Kovilpatti, Thoothukudi District 2
- WIPRO Business Services
  - Manjakkudi Village, Tiruvarur District 1
- UTTarakhand
  - AIM for Seva Non-Formal Education Centre
    - Bapugram Village, Dehradun District 1
  - AIM for Seva Sewing Centre for Women
    - Haripur Kalan Village, Dehradun District 1
    - Shyampur Khadri Village, Dehradun District 1
- TOTAL 7

## Support for People with Special Needs

### Tamil Nadu
- Swami Dayananda Krupa Care
  - A Residential Facility & Resource Centre for Adults with Intellectual Disability
    - Sriperumbudur, Kancheepuram District 1
- Telangana
  - AIM for Seva Shanmuga Society
    - Day-care for Special Children
    - Kamalapuri Colony, Hyderabad District 1
- TOTAL 2

## Community Service Initiatives

### Tamil Nadu
- Swami Dayananda Community Hall
  - Manjakkudi Village, Tiruvarur District 1
- Rural Ambulance Service
  - Manjakkudi Village, Tiruvarur District 1
- Sri Lakshmi Narayana Perumal Temple
  - Manjakkudi Village, Tiruvarur District 1
- Sri Varadaraja Perumal Temple
  - Kodavasal, Tiruvarur District 1
- TOTAL 4

## Healthcare Facilities

### Bihar
- AIM for Seva Jawahar Dharmarth Chikitsalaya
  - Gazipur Village, Nalanda District 1
- Gujarat
- AIM for Seva Shamlaji Hospital
  - Bhiloda Taluk, Sabarkantha District 1

### Tamil Nadu
- AIM for Seva Ayurvedic Clinic
  - Kodavasal, Tiruvarur District 1
- AIM for Seva Smt. Godavari Khilanani Wellness Centre
  - Manjakkudi Village, Tiruvarur District 1
- UTTAR PRADESH
- AIM for Seva Vivekananda Mission Hospital
  - Dighawat Village, Varanasi District 1
  - Khilanani AIM for Seva Eye Hospital
    - Aurangavad Village, Mathura District 1
- TOTAL 6

## Traditional Knowledge Systems

### Tamil Nadu
- Swami Dayananda Vedapathashala
  - Kodavasal, Tiruvarur District 1
- Jnana Pravaha - Swami Dayananda Study Centre
  - Manjakkudi Village, Tiruvarur District 1
- TOTAL 2

## Sustainable Living

### Tamil Nadu
- Spirit of the Earth - Immersion Centre
  - Chennai 1
- Swami Dayananda Farm
  - Kovilpatti, Thoothukudi District 1
- Swami Dayananda Farm, Manjakkudi Village, Tiruvarur District 1
- Swami Dayananda Goshala
  - Manjakkudi Village, Tiruvarur District 1
- TOTAL 4
SEVA FOOTPRINTS

VISION

To transform society through a network of seva, of caring, to bridge the urban-rural divide, empowering every person to contribute to the progress of the nation.

MISSION

Empowerment through value-based education and reaching out to the children of rural India through a network of Chatralayams and schools.
FLAGSHIP PROJECT: CHATRALAYAMS
IMPACT ON GROUND

<table>
<thead>
<tr>
<th>Number of Chatralayams</th>
<th>States from where the Students come from</th>
<th>Number of Villages from where the Students come from</th>
<th>Number of Meals Served Every Year</th>
<th>Hours spent in shaping a child’s life each year</th>
</tr>
</thead>
<tbody>
<tr>
<td>104</td>
<td>21</td>
<td>2,700</td>
<td>40,00,000</td>
<td>2,91,31,200</td>
</tr>
</tbody>
</table>

Total Number of Students Positively Impacted during 2019-2020

Girls 3599  Boys 5648

Total Number of Students in Chatralayams 4001

Chatralayams 104  Girls 758  Boys 3243

Total Number of Students in Schools and College 5246

Number of Educational Institutions (6 Schools and 1 College) 7  Girls 2841  Boys 2405

Today over 80% of our students have gone on to pursue higher studies or taken up a job with a reputed company.
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BROWNFIELD EXPANSION 37
It was a momentous year for AIM for Seva as it marked two decades of service to society. To commemorate the occasion, AIM for Seva organised the first ever All-India Meet at the Swami Dayananda Ashram, Rishikesh, Uttarakhand.

The programme saw the participation of 230 members from the AIM for Seva family.

Highlights included cultural performances by the Chatralayam students. Details of the event are covered in this report.

AIM for Seva continued to strengthen its Chatralayam presence across the four corners of the country. The year saw inauguration of nine new Chatralayams and Bhoomi Puja for three hostels. This has been covered under the Greenfield Section of Annual Report 2019-2020.

The year also witnessed the expansion of existing project facilities at the Swami Dayananda Krupa Care, Sripurumbudur, Tamil Nadu, details of which have been covered under the Brownfield Section of Annual Report 2019-2020.

AIM for Seva also did some innovative fund raising campaigns with school going children from Chennai raising monies for rural students.

Our students continued to perform well in academics. Some of them also won prizes in important sporting competitions.

We look forward to your feedback and suggestions.

Please email us at: contact@aimforseva.in

- AIM for Seva Team
The Sansad Adarsh Gram Yojana (SAGY) is a rural development programme broadly focusing on the development in the villages, which includes social development, cultural development and spread motivation among the people on social mobilization of the village community. The programme was launched by the Prime Minister of India, Sri. Narendra Modi, on October 11, 2014. Our flagship project Chatralayam is in line with the following parameters laid by the programme:
The Sustainable Development Goals are the blueprint set out by the United Nations to achieve a better and more sustainable future for all. The SDGs address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice, with the aim of achieving the goals by 2030.

Of the given set of 17 goals, AIM for Seva fulfils the SDGs given below via its main programme, Chatralayam.
Chatralayam
Proof of concept
An explanation of AIM for Seva’s signature project, Chatralayam, is given below.

Q: A LOT OF CHILDREN FROM MY VILLAGE STUDY AND LIVE IN AIM FOR SEVA’S CHATRALAYAMS ACROSS INDIA. I AM CURIOUS TO KNOW MORE ABOUT YOUR HOSTEL NETWORK?

Answer: AIM for Seva started its journey in 2001 with 32 boys in Anaikatti, Coimbatore, Tamil Nadu. Today, we have 104 Chatralayams across the country. Our hostels are conceptualised as Free Student Hostels providing uninterrupted access to education for students from rural and tribal India. Children joining our Chatralayam study and live in this environment by attending the nearest school. In addition, they are given three nutritious meals every day, after school academic support and exposure to yoga, sports and music.

Each of our hostels is overseen by an experienced coordinator who is ably supported by a team of warden, cooks and other helpers.

In a nutshell, this flagship project of ours provides a loving and nurturing environment, access to value-based education and healthcare and life-enriching cultural, spiritual and recreational programming to students from tribal parts of India and those from the hinterlands.

Q: WHAT IS THE MINIMUM AGE OF ENTRY?

Answer: The minimum age of entry to our Chatralayam is 8 years.

Q: OKAY. BUT I AM A GIRL AND MY PARENTS ARE CONCERNED ABOUT MY SAFETY IN A HOSTEL SET-UP?

Answer: Of AIM for Seva’s total Chatralayam network, one-fifth or 21 is for girls across eight Indian states. In addition, the coordinator and staff at our Chatralayams for girls are mostly females. Rest assured, you will feel extremely safe and secure in the new environment.

Q: WHAT IS THE SELECTION PROCESS?

Answer: Our field coordinators who were students of our Founder, Pujya Swami Dayananda Saraswati were personally selected by him to take charge of various projects. Trained in Vedanta, they go on regular teaching tours in their respective regions. During such field trips, they meet the parents and the local community and give first hand information about life in a Chatralayam. Parents thus feel confident about enrolling their students in our hostel network. Entrance examinations are also conducted in some select locations.

Q: I HAVE COMPLETED MY BASIC EDUCATION WHILE LIVING IN THE CHATRALAYAM. WHAT IS NEXT?

Answer: Today, 80% of our Chatralayam students have either bagged a job with a prominent company or have gone on to pursue their higher education. Most of our students continue to retain ties with the Chatralayam, which they consider to be their second home.

In some hostels, we also have elder boys and girls residing with us and going to the nearest college to pursue their degree course.

The proof that our Chatralayam concept has worked on ground lies in the fact that some of our student beneficiaries have become ‘internal donors.’ A group of alumni from Madhya Pradesh recently created a WhatsApp group, opened a bank account and have started donating small sums of money, month on month to our Chatralayam cause after bagging their first job.

In addition, alumni meets are conducted where former Chatralayam students come back to the hostel for a day and share their new experiences of life in the corporate world with the current batch and also relive their Chatralayam days.

Q: FINALLY, WHAT IS THE CHATRALAYAM ENVIRONMENT LIKE?

Answer: It’s a place that enables you to gain critical life skills, have fun and make friends for life. Many of our alumni get nostalgic when they think of their Chatralayam years.
A DAY AT A CHATRALAYAM
The students follow a disciplined daily routine

05:30 a.m.  
Wake up – morning routine

06:00 a.m.  
Yoga

06:30 a.m.  
Study time

07:30 a.m.  
Getting ready for school

08:15 a.m.  
Prayer and assembly

08:30 a.m.  
Breakfast

09:00 a.m.  
To school (packed lunch given)

09:30 p.m.  
Bed Time

06:00 p.m.  
Supervised study (tuition)

06:30 p.m.  
Study time

06:00 p.m.  
Personal reading time

05:15 p.m.  
Play time, gardening

05:00 p.m.  
Tea time

04:45 p.m.  
Return from school
**SOCIAL CHANGE**

AIM for Seva believes in adopting a comprehensive approach with respect to all projects on ground. The end goal is to create and maximise long term social, economic and environment impact amongst the student community that we serve from a young age.

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**S. VEERAMMA**, Swami Dayananda AIM for Seva Chatralayam for Girls, Yelahanka, Karnataka

A pre-university student, Veeramma hails from Chikkamunnur Village, Gadag District, Karnataka. She is a chartered accountant in the making.

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The graphic below gives an indication of some of the sustainability living indices across our Chatralayam network.
CHATRALAYAM
Enabling Education
ACADEMIC TOPPERS
Right to Education (RTE 2009) guarantees free and compulsory education till age 14. The near-universal enrolment and automatic promotion through the elementary stage have resulted in more children successfully completing elementary schooling. According to official figures from the District Information System for Education (DISE), enrolment in Class 8 almost doubled in the decade between 2004-5 and 2014-15, from 11 million to almost 22 million.

But what happens between elementary and higher secondary? According to Census 2011, one out of every ten Indians is currently in the age bracket of 14-18. This amounts to more than 100 million or 10 crore youth in all. If we do not ensure that these young people have access to the knowledge, skills, and opportunities they need to help themselves, their families, and their communities move forward, India's much awaited 'demographic dividend' will not take place. (Source: ASERCentre.org).

This is the space that AIM for Seva is focusing on via its flagship programme, Chatralayam.

**RESULTS ROUND UP**

2019-2020

**PROBLEM: RURAL EDUCATION**

- Last mile connectivity.
- Sometimes, students have to trek up to 7 miles via forest areas and hills to reach the nearest school.
- Testimonials from numerous AIM for Seva students reveal that many villages still only have a primary school (till Class 5) and a child who is desirous of completing schooling has to travel long distances everyday to accomplish a primary need, education.
- In case of the girl child, additional cultural barriers in place, in terms of house work.

**SOLUTION: ACCESS TO BASIC EDUCATION, VIA CHATRALAYAM**

- Located in close vicinity to schools in last mile areas.
- Separate Chatralayams for boys and girls.
- Students stay in this facility for ten months in a year.
- Value-based education—In addition to going to the nearby school, students are also exposed to other life enriching skills in the Chatralayam premises like yoga, sports and music.
- Three nutritious meals everyday.
- Exposure to sustainable living practices encouraged from an early age in the Chatralayam.
The results of our intervention last year has been captured in this section.

### Chatralayams

**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
242 students appeared for the examinations

- **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 SCHOOL**
  - Khategaon, Madhya Pradesh
  - Pass Percentage: 100% | School 1st mark: 98.5%

#### Class 12
349 students appeared for the examinations

- **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 SCHOOL**
  - Khategaon, Madhya Pradesh
  - Pass Percentage: 100% | School 1st mark: 88%
IMPACT ON GROUND: Student Testimonials

CLASS 12 CHATRALAYAM TOPPERS AND ACHIEVERS

Name: Vijayakumar G Biradar
Chatralayam: Jaya Smrithi Dhama AIM for Seva
Achievement: School Topper (Science Stream)

AIM Impact:
"AIM for Seva has given me a good foundation and I was constantly encouraged to study. I studied till Class 5 in my village school and my area did not have an English medium school. I am happy that I joined AIM for Seva when I entered middle school.

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.

The Chatralayam opens up a whole new path that propels us to pursue a fulfilling life. Come and be a part of it. As for me, I will keep in touch with this institution throughout my whole life."

Name: L. Divya
Chatralayam: Atmalaya Swami Dayananda
Achievement: School Topper

AIM Impact:
"I did not show that much sincerity towards studies initially. But then, the coordinator of my Chatralayam reminded me that if I had to reach to the top, then it was important to make some 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 is time pass and you do 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 my coordinator ensured we got sample question papers from Palacode. This helped me immensely during my daily revision and got finally reflected in the board results too."

Name: M. Krishnaveni
Chatralayam: Emirates AIM for Seva
Achievement: First student from her village (Irularpatti) to complete Class 12

AIM Impact:
"I am from the Irular community 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. Not many people from the community are educated and in future, I would like to help them."
CLASS 10 CHATRALAYAM
TOPPERS AND ACHIEVERS

Name   
P. Duvaraga
Chatralayam
Swami Dayananda AIM for Seva Chatralayam for Girls (Junior), Sembangudi

Achievement
School Topper

AIM Impact
“I always wanted to study but back home, finances were a constraint as was food. To fulfil my academic pursuits, I shifted to the Swami Dayananda AIM for Seva Chatralayam for Girls, Sembangudi, Tamil Nadu. I scored 474 in the Class 10 board examination.

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, 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. For that, I will have to continue to study hard. A lot of people have helped me reach where I am today and I am grateful for their support.”

Name   
S. Akilandeswari
Chatralayam
Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls, Udumalpet, Tamil Nadu

Achievement
School Topper

AIM Impact
“S. Akilandeswari scored 83% in the Class 11 board examination and stood first in her school.

I will continue to work hard and my next aim is to target a high rank at the district level and a state first rank in Class 12.”

Name   
S. Logeshwari
Chatralayam
Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls Udumalpet

Achievement
Second Position in School

AIM Impact
“I am a first generation learner from my family. I scored 80% in my Class 10 half yearly examination. After that, I scored 85% in the first revision.

The reason for my success is the hostel where I am living (Udumalpet Chatralayam) and my coordinator. 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 like to assure you all that I will continue to study hard and score high marks. I would like to be a bit frank here. Had I continued to live and study at home, I would have not had a chance to do homework nor have access to after school academic support and other facilities that my Chatralayam currently provides.

Once we go to school, we have to resolve that we will accomplish something. The honours board in my school has details of student toppers (Class 10 and 12) across the years. And every time I used to walk past it, my heart would fill up with a desire that my name should also appear on this board someday and I would often visualise about this.

I will continue to work hard and my next aim is to target a high rank at the district level and a state first rank in Class 12.”
Name **R. Purushothaman**
Chatralayam  
**S. Viswanathan Memorial**  
AIM for Seva Chatralayam for Boys, Sriperumbudur, Tamil Nadu
R. Purushothaman scored 72% in the Class 11 board examination and secured the school first position.

Name **M. Gopi**
Chatralayam  
**S. Viswanathan Memorial**  
AIM for Seva Chatralayam for Boys, Sriperumbudur, Tamil Nadu
M. Gopi scored 64% in the Class 11 board examination and secured the school second position.

Name **C. Tulsiram Bhil**
Chatralayam  
**Arsha Vidya Tirtha AIM for Seva Chatralayam for Boys, Jaipur**
Achievement  
School Topper

**AIM Impact**
“I am studying in Class 11 now and recently passed my Class 10 board examination. I am living and studying at the AIM for Seva Chatralayam in Jaipur for the past 10 years. My dream is to become an Income Tax officer after completing my studies.”

Name **Anjali Gurjar**
Name of School  
**Inder & Prabha Sharma Girls School, Khategaon, Madhya Pradesh**
Achievement  
School topper and she secured the 10th position in the Madhya Pradesh merit list

**AIM Impact**
“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 school. 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).”
Banking: On a Good Life Ahead

Tiwadiya is a small dot on the Indian map. It is a village located in Dewas District in Madhya Pradesh. In 2012, a teenage girl from this tiny village moved to the Inder & Prabha Sharma Girls School, Khategaon, Madhya Pradesh, to pursue high school and her dreams. From there on, there was no looking back for Priyanka Panwar who got 70% in Class 10 and 80.2% in Class 12 in 2016. While pursuing her schooling, she resided at the Gayathri Devi AIM for Seva Chatralayam for Girls, Khategaon, Madhya Pradesh.

After completing her schooling, Priyanka joined the B.Com in bank management course at the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu. She moved to the Swami Dayananda AIM for Seva Chatralayam for Girls (Senior), Sembangudi, Tamil Nadu in 2016.

"I joined the Inder and Prabha Sharma Girls School (run by AIM for Seva) in 2012 in Khategaon, Madhya Pradesh. At that time, I was in Class 9. My learning in that institution was not just restricted to studies. I learnt about Indian culture, games and dancing. Gradually, my academic performance started improving after I joined the Inder and Prabha Sharma Girls School. And that is how I passed my Class 12.

I completed my B.Com in bank management from the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu.

Currently, I am working with the Ahmedabad branch of the City Union Bank as a trainee associate. I take this opportunity to thank my coordinator and everyone in the AIM for Seva family."

Unconventional Career Move: Stardom of a Different Kind

T. Nagarjuna is looking to make a mark in the field of movie making. An alumnus from the Tiruvikrama Bala AIM for Seva Chatralayam for Boys, Gudivada, Andhra Pradesh, Nagarjuna has done a course in theatre and arts from Puducherry University. He is now looking to create a name for himself in the Telegu movie world.

When AIM for Seva reached out to him for an interview, Nagarjuna relented with a small trailer and promised that he would share the 'climax', two years down the line. “I have chosen this path and career. And I want to make a success of it. I will come back to AIM for Seva with my success story. Please give me two years' time.”

Respecting his wishes, we share a small premiere for now.

“When I joined the hostel, I did not have any dreams and expectations. The environment of the hostel changed my behaviour and attitude and I thank my coordinator for that.

I have completed my diploma and B.Tech in mechanical stream which I didn't expect to do. Then I started to dream big and started to work for it. I realised that studies were not meant to achieve certificates but to achieve something big in life that I value more.

I had done a course in theatre and arts from Puducherry University. A couple of months back, I got a certificate in incentive acting course from the National School of Drama, Bangalore centre.

My dream is to become a movie director for which I am now associating with a film production house in Hyderabad as assistant director mainly for shows and awareness programmes.

I am confident that with all your blessings and encouragement, my dream would come true. I thank AIM for Seva for helping me to transform myself.”
CHATRALAYAM
Educational Plus: Sports and Yoga
SPORT STARS

AIM FOR SEVA ANNUAL REPORT 2019-2020
AIM for Seva's 104 boarding residences spread across the Indian landscape have helped rural students to channelise their mental and physical energy in the right direction. In addition to getting access to basic education, students participate in sports and yoga and get exposure to other extracurricular activities. In this section, we share short profiles of some of our sports champions during 2019-2020.

**ON THE GROUND IMPACT: EDUCATION PLUS**

**Name: R. Suriyan**

**Chatralayam:** Swami Dayananda AIM for Seva Tribal Boys Chatralayam, Anaikatti, Tamil Nadu

**Achievement:** R. Suriyan, a differently abled student studying in Class 10 won the second prize (among 40 children) in a ball throwing game at the Periyanayakkanpalayam Block Level Sports Competition held at the Government Higher Secondary School Asokapuram, Tamil Nadu for differently abled children.

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**Students** from Sowmya Kesanupalli AIM for Seva Chatralayam for Girls, Bagepalli, Karnataka

**Achievement:** Our girls from the Bagepalli Chatralayam, Karnataka, who are studying in New Horizon School, Bagepalli, Karnataka, won the Kabaddi competition at the Taluk, District and Division levels.

Out of the 5 students, 2 of our students, Wandakini Rupsi – Class 7 and Sanjita Pyrtuh – Class 6 had been selected to represent at the State Level Competition.

Subsequently, at the State Level competition held at Mandya, Mysore, Karnataka, both students won the tournament.

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**Name:** V. Mayavan and R. Bathrinath

**Chatralayam:** Bragathsundara Kujambal AIM for Seva Chatralayam for Boys, Thiruvidaimarudur, Tamil Nadu

**Achievement:** Mayavan and Bathrinath won the ball badminton championship at the 9th State Level Interschool STC Founders Trophy organised by the Department of Physical Education, Sree Saraswathi Thyagaraja College, Pollachi, Tamil Nadu on 2nd August 2019.
Name: **P. Naveen**

**Chatralayam:** Kuppuswamy AIM for Seva Chatralayam for Boys, Polur, Tamil Nadu

**Achievement:** A Class 8 student, P. Naveen bagged a prize at the Zonal Level interschool hockey competition – Bharathiyar Day Games 2019–2020. This competition was held in Government Higher Secondary School, Sorakolathur, Tiruvannamalai District, Tamil Nadu.

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**Students** from Swami Dayananda AIM for Seva Chatralayam for Boys, Utnoor, Telangana

**Achievement:** The boys from the Utnoor Chatralayam participated in the 1st Invitational South National Karate Championship 2020 organised by Senshi Karate Do (Telangana) and won the second and third prize in Kumite / Kata categories.

Athram Rajesh, a Class 9 student from the Utnoor Chatralayam won the third prize in the individual Kata / individual Kumite competition at the 1st Shobukai International Karate Championship 2019. This event was organised by Shobukai Shito-Ryu Karate Federation International at Kotla Vijay Bhaskar Reddy Indoor Stadium, Hyderabad, Telangana.

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Name: **P. Naga Babu (Alumnus)**

**Chatralayam:** Kosuri-Doraiswamy AIM for Seva Chatralayam for Boys, Bapatla, Andhra Pradesh

**Achievement:** P. Naga Babu bagged the second position at the 65th Junior National Ball Badminton Championship organised by the Ball Badminton Association Manipur at Khuman Lampak Sports Complex, Imphal, Manipur.

Naga Babu and his team were felicitated by the District Collector of Guntur, Andhra Pradesh for the achievement. Naga Babu studied intermediate (first year and second year) in our Chatralayam and is now pursuing his third year B.Sc, (MPC) in Guntur, Andhra Pradesh.
CHATRALAYAM
Providing 3 nutritious meals daily
Our Chatralayam footprints continued to grow during 2019-2020. These hostels (separate for boys and girls) provide a nurturing and nourishing environment to students from rural and tribal India and enable them to pursue schooling, have access to healthcare and life-enriching cultural, spiritual and recreational programming.

Only a child who is rooted to his or her tradition will grow up to be a strong and confident individual. Today, AIM for Seva is present across 16 states with 104 Chatralayams. Of this, 21 are for girls.

AIM for Seva believes in direct service, no presence of an intermediary on ground. This is our biggest strength and we have developed robust delivery models to ensure that the donor funding received is matched and utilised effectively for the stated purpose.

Administrative overheads are kept remarkably low, below 10% of operating costs which lead to deeper and wider impact. This means that 90% or more of all donations received are channelled directly to work at the grassroots with tangible results.
**Bhoomi Puja**

A *Bhoomi Puja* for a new Boys Chatralayam in Nizamabad, Telangana was done on 24th November 2019.

- **Land Donor:** Ms. Vijaya Bai Deshpande and Ms. Sujatha Deshpande
- **Building Donor**
  - **Ground Floor:** Dr. Vasudevan
  - In honour of Rukmini Vasudevan and Joyce Vasudevan
  - **First Floor:** Dr. Sudhakar Sattur and family
- **Building Cost:** Rs. 110 Lakhs
Bhoomi Puja

A Bhoomi Puja for a Boys Chatralayam in Yeleswaram, Andhra Pradesh was done on 15th February 2020.

Land Donor: Sri. Sidagam China Ramarao

Building Donor
Ground Floor: Sponsored by Dr. Balakrishnan Null of Atlanta, USA. Dedicated to Null Annapoornamma.
Top Floor: Sponsored by Sri. Mall Rao & Rani Varanasi, USA. Dedicated to Pratha Lalithamba.

Building Cost: Rs. 140 Lakhs
Name of the Chatralayam: **Sonal Kotecha**  
**AIM for Seva Chatralayam for Boys**  
Located in: Raja Bhanpuri Village, Rajnandgaon Taluk, Rajnandgaon District, Chhattisgarh  
Number of Students: 26 Boys  
Project Inauguration Date: 29th April 2019  
Land and Building Donor: Sri. Kishore Kotecha & Smt. Sudha Kotecha, Canada  
In Memory of Ms. Sonal Kotecha  
Building Cost: Rs. 80 Lakhs

Name of the Chatralayam: **AIM for Seva Dharam Kirti Dogra Chatralayam for Boys**  
Located in: Padali Khurd Village, Barwaha Taluk, Khargone District, Madhya Pradesh  
Number of Students: 26 Boys  
Formal Project Inauguration: 2nd February 2020  
Land and Building Donor: Sri. Jugal Kishor and Smt. Bimla Kishor  
In loving memory of Sri. Jugal Kishor’s parents: Late Sri. Dharam Kirti Dogra and Late Smt. Shanti Dogra.  
Building Cost: Rs. 80 Lakhs

**Donor Corner**

A humble tribute to my parents, my homeland, my maatrbhoomi

“I recently journeyed to Dhandhuka in Gujarat, India, to attend an inauguration of a new Chatralayam. My father was born not too far from the hostel in Chandarwa and grew up in Dhandhuka. My mother was born few miles away in Barwala.  
My parents never told me what I should do in life, but I quietly observed them and have followed their footsteps. By observing and emulating their simple, down-to-earth ways, I learnt the virtues of truth, respect, honour, valour, devotion, dedication, and above all, love for all.  
I cannot think of a more befitting tribute to them than giving their name to the hostel which will provide food and shelter to about 50 students from nearby villages who will study in the school close by. The inauguration of the hostel in Dhandhuka, in the memory of my late father, Shantilal and my mother Hiraben, was undoubtedly one of the proudest moments in my family’s life and mine.  
I learnt about AIM for Seva from my friends, Nimmi and Dr. Terry Papneja. Both are dedicated Sevaks of AIM for Seva. While there are many people sponsoring children, there is always a need for more donors. Terry and AIM for SEVA Canada are making education accessible to the poorest of the poor in India. To reduce inequality, all of us must work in unison. History has shown us that education is the biggest equaliser in society.”

- **Anil Shah**, Land and Building Donor of the Boys Chatralayam at Dhandhuka, Gujarat  
  Founder and President of Ni-Met Metals, Canada
Name of the Chatralayam: **AIM for Seva Dayatirtha Chatralayam for Girls**  
Located in: Thenampattu Village, Ambur Taluk, Vellore District, Tamil Nadu  
Number of Students: 22 Girls  
Project Inauguration Date: 22nd April 2019  
Land Donor: Sri. M. Srinivasan & Smt. P. Mahalakshmi Hosur, Karnataka  
In loving memory of Sri. Srinivasan's parents  
Late Sri. Margabandhu Mudaliar & Smt. Bagyavathi Pallikondan  
Building Donor: Sri. Umesh C. Chatrath & Family  
In Loving Memory of Smt. Sudershan Chatrath and San Diego Community, USA  
Building Cost: Rs. 130 Lakhs

Name of the Chatralayam: **Smt. & Sri. Satoor Rajasri & Rajalingam Goud AIM for Seva Chatralayam for Boys**  
Located in: Chinnadarpally Village, Hanwada Taluk, Mahbubnagar District, Telangana  
Number of Students: 37 Boys  
Project Inauguration Date: 16th June 2019  
Land Donor and Building Donor: Smt. Sattur Rachita and Dr. Sudhakar Sattur (USA)  
Building Cost: Rs. 66 Lakhs

Name of the Chatralayam: **Swami Dayananda AIM for Seva Chatralayam for Boys**  
Located in: Kovur Nagar, Ram Nagar, Anantapur Mandal, Anantapur District, Andhra Pradesh  
Number of Students: 22 Boys  
Project Inauguration Date: 21st June 2019  
Land and Building Donated by: Smt. G.C. Jayasheela Rao

Name of the Chatralayam: **Swami Dayananda AIM for Seva Chatralayam for Boys**  
Located in: Tondikatti Village, Ramdurg Taluk, Belgaum District, Karnataka  
Number of Students: 36 Boys  
Formal Project Inauguration: 28th December 2019  
Building Donor: LIC  
Building Cost: Rs. 120 Lakhs of which LIC Housing contributed Rs. 92 Lakhs

AIM for Seva takes this opportunity to thank all the donors (land and building) who have come forward and contributed to our flagship programme.
CHATRALAYAM
Exposure to other critical cultural, spiritual and vocational programmes
Born of the vision of a great spiritual master, Pujya Swami Dayananda Saraswati, Swami Dayananda Krupa Care is an embodiment of providing service to a person who is incapable of thanking in return. This according to our Founder was the highest form of service.

Located 40 kms from Chennai near Sriperumbudur, Tamil Nadu, Swami Dayananda Krupa Care has been providing lifetime care to adults (men) with intellectual disability for over two decades now.

This facility was an answer to the critical question that parents of such children had, “Who After Me?”

An early entrant in the segment of providing lifetime care and support to such adults, Swami Dayananda Krupa Care has now set new benchmarks in providing care and lifetime support to 37 men with intellectual disability, 24*7.

The World Health Organisation (WHO) estimates that about 15% of the global population or 1 billion – live with some form of disability and this number is increasing. This is due to demographic trends (ageing population) and increase in chronic health conditions, among other causes.

“Disability is extremely diverse. While some health conditions associated with disability result in poor health and extensive healthcare needs, others do not. However, all people with disability have the same general healthcare needs as everyone else, and therefore need access to mainstream healthcare services,” states a report from the World Health Organisation.

Moreover, the problem gets acute in developing countries. Affordability of health services and transportation are two main reasons why people with disability do not receive much needed healthcare in such regions.

As per Census 2011, in India, out of the 121 crore population, about 2.68 crore persons are disabled which is 2.21% of the total population. In an era where ‘inclusive development’ is being emphasised, initiatives focused on disabled persons are essential.
Moving forward, the AIM for Seva management has decided to expand the scope of work and activities undertaken at Swami Dayananda Krupa Care currently. This is expected to be achieved by adopting an integrated approach to lifetime care by creating a Centre for Excellence. A Bhoomi Puja was conducted in the premises on 6th June 2019.

**An Integrated Centre for Excellence**

On the anvil is a resource and training centre. This zone will provide continuing education for individuals with developmental disabilities and those who work with such adults. The training centre is envisaged as ground plus two floors. We are happy to share that our partner in progress, AIM for Seva USA, has donated towards construction of the Krupa Care Training Centre.

An activity centre is also on the cards. Here a resident’s interest will be matched with meaningful activities. Such initiatives seek to add validation of effort and overall emotional well-being of the resident.

There is also a proposal to build a health station that is complete with consultation rooms, a nurses’ station, pharmacy, laboratory and a quarantine ward.

As our residents require qualified care and assistance, round the clock, the need of a staff quarters on campus assumes primary importance. The layout proposes to provide residential facilities for a medical doctor, nurses and other qualified care givers in the campus.

In addition, there are plans to put up other ancillary units like an upgraded kitchen facility that will provide healthy and nutritious meals to all the residents and a laundromat. Existing infrastructural facilities within the campus are also proposed to be upgraded like inner pathways, landscaping, creation of a vegetable garden, goshala and reinforced pathways.

We thank the following donors for supporting the construction of the Krupa Care Training Centre

**Ground Floor**
AIM for Seva Atlanta Chapter, Georgia, USA
Donation Received: Rs. 77 Lakhs

**First Floor**
Sridevi & Radhakrishnan, Detroit, Michigan, USA
Donation Received: Rs. 69 Lakhs

**Second Floor**
Dr Suchita Raman, Elmira, USA
Donation Received: Rs. 68 Lakhs
Commencement of the New Academic Year: Swami Dayananda Saraswati Vidyalaya

Located in Padali Khurd Village, Khargone District, Madhya Pradesh, the Swami Dayananda Saraswati Vidyalaya started its first academic year on 24th June 2019. Swami Satprakashananda Saraswati ji took the first class for all students. He motivated the students to do well and blessed them to benefit from a good academic road ahead.
A co-educational institution, the Swami Dayananda Saraswati Vidyalaya is modelled as a K-12 school. It will be expanded in stages, with the primary school getting operational during 2019-2020 (K-5).

As part of co-curricular activities, our school students enthusiastically participated in a fancy dress competition held in the school campus. On the festive occasion of Raksha Bandhan, the students celebrated the day with handmade rakhis. Gandhi Jayanthi was also celebrated in the school premises. The students from the Swami Dayananda Saraswati Vidyalaya took part in an immunisation awareness campaign in December 2019.

The formal inauguration of the residential school as well as the Boys Chatralayam (AIM for Seva Dharam Kirti Dogra Chatralayam for Boys) was done on 2nd February 2020 by the donors of the project - Sri. Jugal Kishor and his wife Smt. Bimla Kishor, in loving memory of Sri. Jugal Kishor’s parents - Late Sri. Dharam Kirti Dogra and Late Smt. Shanti Dogra. The Bhoomi Puja of the Girls Chatralayam was also done on the same day.

School Strength: 232 | Boys: 138 | Girls 94

School Building Cost: Rs. 306 Lakhs
Girls Chatralayam Cost: Rs. 80 Lakhs

Donor Speak

We thank Sri. Jugal Kishor from California, USA, for coming forward and supporting education for children from central India. Sri. Jugal Kishor and his wife Smt. Bimla felt that they needed to do some meaningful contribution and uplift human life via education. “Padali Khurd is an extremely backward tribal area and now it has the potential to be a huge campus of educational opportunities for the economically deprived people,” says Sri. Jugal Kishor.

The donor of the Swami Dayananda Saraswati Vidyalaya and his wife have been associated with AIM for Seva for the last eight years. They contributed to the fundraiser organised by Sri. Vijay Kapoor, an AIM for Seva supporter and founder, Arsha Vidya Center, San Fransisco Bay Area, California, USA in 2012. Sri. Jugal Kishor and Smt. Bimla are Vedanta students of Sri. Vijay Kapoor.

Sri. Kishor adds that nothing is as purifying as knowledge. “Having physically seen the layout of the land of the school coupled with the poverty and backward status of the area, we are very satisfied that this school is bound to make a difference in the lives of children and families living in the area. The new academic year is bound to infuse new life and energy in the lives of local residents when their children would start benefiting immediately from the new school.”
From celebrating 20 years of service to society to school going children from Chennai coming forward to help students from rural India and organising of local fund raising programmes, the calendar was filled with varied programmes and events during 2019-2020.

A synopsis of some of the major activities and programmes undertaken during the year is captured in this section.

AIM for Seva organised the first ever All-India Meet at the Swami Dayananda Ashram, Rishikesh, Uttarakhand. The objective was for our students to know the depth and strength of our movement and the impact our service has on ground—16 states and 104 Chatralayams.

Also, the top management and the field coordinators of AIM for Seva wanted to seek the blessings of the Founder of the movement at his Adhishtanam in Rishikesh and to renew their commitment to continue seva of educating rural India in the years to come.

The All-India Meet saw enthusiastic participation of our student beneficiaries and coordinators, hostel wardens, donors and staff from the Swami Dayananda Ashram, Rishikesh, staff from AIM for Seva's central office in Chennai and other local supporters and volunteers. The ever gracious staff at the Swami Dayananda Ashram, Rishikesh, threw open the Ashram's doors to 230 people from across India. We thank them for their support in making this event a huge success.
Anugraha Bhashanam

In his *Anugraha Bhashanam*, Swami Sakshatkrtananda Saraswati ji, Vice Chairman of the Swami Dayananda Ashram, Rishikesh, Uttarakhand, extolled our students to follow the path of our Founder by incorporating *tapas* as part of their daily regime.

AIM for Seva Flies High

The oldest participant in the balloon release programme (which marked the beginning of the 20th year) was Swami Suddhananda Saraswati ji, Chairperson, Swami Dayananda Ashram, Rishikesh, Uttarakhand.

Bhandara

On 31st October 2019, AIM for Seva sponsored a *Bhandara* for 200 sadhus. One of the lasting legacies of the Swami Dayananda Ashram, Rishikesh is the *Bhandara*. Our Founder, Pujya Swami Dayananda Saraswati, not only kept the doors of the Rishikesh Ashram wide open for seekers from across the globe but he also personally loved to feed everyone.

Cultural Programmes

A whole day (31st October 2019) morning and evening was devoted to various cultural programmes performed by our students from across the Chatralayams in India. Highlights included lezim drill, *Ghoomar* (movements done in circles), *bhajans* and patriotic dances. It was well received by the audience.

Tailoring Convocation

AIM for Seva’ Chairperson and Managing Trustee, Smt. Sheela Balaji presented sewing machines to 27 ladies who had undertaken the one year diploma in tailoring at the AIM for Seva Sewing Centres located in Bapugram, Haripur Kalan and Shyam Kadri in Uttarakhand.
Students Helping Students

Twenty nine students from CLM Sishya OMR, Chennai, Tamil Nadu, participated in a unique fund raising initiative propelled by Fueladream. These children from urban India got together and participated in a campaign where they raised Rs. 8,31,668 for their peers who are living and studying across our Chatralayams in Tamil Nadu.

Fueladream is an online crowd funding platform that is committed to changing the lives of 2.2 billion people in Africa and Asia by building “a marketplace of ideas and causes that will dramatically alter how we fund what is important to all of us.”

LOCAL FUND RAISING INITIATIVES

Fund Raising event at Indore, Madhya Pradesh

Swami Aishvaryananda Saraswati ji, the coordinator of AIM for Seva's projects in Madhya Pradesh, initiated the first regional fundraising in Indore, Madhya Pradesh late last year. A 10-member committee was formed to drive this initiative.

The high tea event in support of the Bapu-Buddh AIM for Seva Chatralayam for Boys, Indore, Madhya Pradesh, was held on 2nd December 2019. The host was Sri. Manoj Kasliwal, a long time student of Swami Aishvaryananda Saraswati ji. The event saw participation of over 50 people from Indore. AIM for Seva's Chatralayam coordinators from Pune and Nagpur (Maharashtra), Jaipur (Rajasthan), Amreli (Gujarat) and Gudivada (Andhra Pradesh) - Swami Chitprakasananda Saraswati ji, Swami Vishnuswaroopananda Saraswati ji, Swami Brahmaparananda Saraswati ji, Swami Nityasuddhananda Saraswati ji and Swami Sthairyananda Saraswati ji-- graced the occasion.

The evening opened with a welcome address by Sri. Manoj Kasliwal. After this, Swami Aishvaryananda Saraswati ji addressed the gathering. Ashutosh Gupta and Vikram Kushwah (both of them are alumni from our Chatralayams in Narsinghpur and Indore, Madhya Pradesh) spoke about their experience at the Chatralayam and how it has impacted their lives positively. Ashutosh who has a B.Sc. in mathematics said that he was very keen to do his masters in mathematics –it would have been easy for him to reach out to AIM for Seva to sponsor him, but he chose to work and save to self-finance his masters. He added that this invaluable lesson and responsible living was the most fulfilling experience. The story thus narrated was so touching that many people who came to the event volunteered to sponsor one child each. That evening, we received sponsorship for 25 students residing and studying at the Bapu-Buddh AIM for Seva Chatralayam for Boys, Indore, Madhya Pradesh. Thank you for this noble gesture.

It was reiterated that every contribution will go a long way in creating a cycle of positive change. Each of the students at our Chatralayam will act as an agent of success and progress for their families and communities – and this will help uplift our society and nation in due course.
Fundraiser at Pune, Maharashtra

Swami Chitprakshananda Saraswati ji, the coordinator of five of our Chatralayams in Maharashtra and four in Karnataka organised the second regional fundraiser at the Swami Dayananda AIM for Seva Chatralayam for Boys, Chikhali, Pune, Maharashtra. The simple, elegant event was held on the evening of 15th March 2020. The highlight of the programme was cultural performances by the boys from the Chikhali, Maval and Rajgurunagar Chatralayams in Maharashtra. The event was attended by over 75 guests, and it coincided with the celebration of Holi. Sri. Kishore Mansukhani, Sri Yeshwant L. Limaye (trustee of Dada Mohanraj Natekar Moriya Trust, the land donor of the Chikhali Chatralayam) and Smt. & Dr. Gopal were special guests at the event.

The special address by Swami Chitprakshananda Saraswati ji and Swami Aishvarya Saraswati ji, was inspiring, highlighting the spirit of seva.

Sri. Kishore Mansukhani from Pune, Maharashtra sponsored eight students for a year. We thank him for his generosity. Eleven students were sponsored by attendees at this event. Thank You! It was heartening to see that many of the attendees offered to join the Rs. 100 per-month scheme (launched by AIM for Seva) and contribute to educating and empowering children from rural India, on a month on month basis.

The evening ended on a high note with Holi celebrations. The students from Chikhali, Maval and Rajgurunagar Chatralayams performed a special puja around the fire.

TCS Run

AIM for Seva participated in the TCS World 10k Run on 19th May 2019, with Himalaya Drug Company and Anthem Biosciences coming on board to support us. In his message, President of Himalaya, Philipe Haydon said that Himalaya believes in bringing wellness to every home and happiness to every heart. “We touch the lives of millions of people, not only with our products but also through initiatives focused at creating a better tomorrow. In an effort to contribute to the empowerment of rural youth, Himalaya’s Wellness division is participating in the TCS World 10k Run to support AIM for Seva. It gives us immense pleasure to be associated with this cause. We hope that this little step goes a long way in creating a brighter future for children in rural India.”

AIM for Seva was able to raise Rs. 3 lakh through this run, with Himalaya giving Rs 1.5 lakh and Anthem giving Rs 1.5 lakh towards our cause of educating rural India. The funds raised through the TCS World 10k Run will be channelled towards setting up of Chatralayams (free student hostels) in rural areas.

We thank both companies for their generous support in our endeavour to educate rural India.
The Minister's Visit

A three day long function of pranapratishthapana was held at the Arsha Vidya Varidhi Ashram, Nagpur, Maharashtra. The Ashram is located next to the Swami Dayananda AIM for Seva Chatralayam for Boys, Nagpur, Maharashtra.

On the final day of the function, Sri. Nitin Gadkari, Union Minister for Road, Transport and Highways was the Chief Guest. Sri. Gadkari recollected his association with Pujya Swami Dayananda Saraswati and appreciated AIM for Seva’s work in the sphere of rural education. Sri. Gadkari also inaugurated the AIM for Seva Swami Dayananda Chatralayam kitchen-cum-dining hall. More than 2,000 people from the neighbouring regions partook in the prasad sevanam on this occasion.

Annual Day Celebrations

Annual Day was celebrated at the Swami Dayananda AIM for Seva Chatralayam for Boys, Bobbili, Andhra Pradesh. As part of the celebrations, floral tributes were paid to our Founder, Pujya Swami Dayananda Saraswati. A number of cultural programmes were presented by our boys on this occasion.

On 7th April 2019, students from Kosuri-Doraiswamy AIM for Seva Chatralayam for Boys, Bapatla, Andhra Pradesh, celebrated Annual Day. The hostel was decorated in bright hues and the students put up a riveting performance for their guests.

Annual Day celebrations were also conducted at the Swami Dayananda AIM for Seva Chatralayam for Boys, Kamalapuram, Andhra Pradesh. On this occasion, our students put up a show. Our audience loved the yogic postures displayed by the talented bunch!

Fully Booked!

AIM for Seva partnered with Pratham Books and celebrated International Literacy Day on 8th September 2019 across all our Chatralayams in Maharashtra. To make the event enjoyable for our older readers and younger ones, our students were given the option of choosing from two titles: Gappu Can't Dance (a level 1 book written by Menaka Raman and illustrated by Krishna Chandan) and The Weightlifting Princess (a level 3 book written by Sowmya Rajendran and illustrated by Debasmita Dasgupta). It was a fun-filled session with our students from the Amboli and Rajgurunagar Chatralayams in Maharashtra having a gala time reading, narrating and enacting stories.
Annual Summer Camp

Personality development coaching, life lessons drawn from mythology and science and shastra conundrum—there were lot of takeaways for the students during the annual summer camp held at some of the Chatralayams. In this section, we present to you a snapshot of some of the camp activities.

A 10-day camp was held at the Swami Dayananda AIM for Seva Tribal Boys Chatralayam, Alwal, Telangana. A total of 53 students (Classes 7 to 10) from four hostels across Telangana (Alwal, Utnoor, Yadavaram and Kallur), participated in this camp. As part of the camp activities, there were storytelling sessions and chanting. One of the founder members of the Alwal Chatralayam, Sri. Y.V. Narsing Rao, has taken a personal interest in the summer camp.

The beauty of this year's summer camp at the Alwal Chatralayam is that we had volunteers coming in from all walks of life and motivating our students to reach for the skies.

Sri. Rajendra Prasad, president of the Telangana Sanskrit Association, spoke on the importance of Sanskrit and the ancient language's correlation with computers. A team from Indian Development Foundation conducted an interesting programme on the importance of managing time.

The following day, the Indian Development Foundation team covered public speaking through a PowerPoint presentation; the points covered were humour, hand gestures and voice modulation.

Cockpit trainer from the Indian Air Force, Sri. M. Nagaraju shared his own life story of how he became a trainer in the Indian Air Force despite coming from a low-income, underprivileged background. An interesting session on the importance of yoga and meditation was conducted by Sri. B. Vishnumurthi, who is currently employed as a deputy general manager with a small and medium enterprise unit.

Sri. Srihari spoke on tribes and their habits while the husband and wife, Sri. Sudeep Kumar (family counsellor) and Smt. M.P. Kumar (child psychologist), spoke on relationships, prayers and the importance of cultivating hobbies and improving one's vocabulary.

On the last day of the camp (24th April 2019), Smt. Laxmi Narasu, a retired lecturer, stressed on the need for good education, while Sri. M. Satyanarayana, Seva Pramukh, Seva Bharathi, conducted a session on health, eating and sleeping habits and the 16 sanskaras. The camp concluded with a valedictory function with our students’ public speaking skills coming to the fore.

The Alwal Chatralayam has been conducting summer camps for the last four years.

In west India, a summer camp had been organised for our students from Maval, Chikhali and Raipurunagar Chatralayams in Maharashtra. A total of 80 students participated in this fun-filled camp. The camp days started with yoga, pranayama and exercise. Our students had a wonderful experience.

A day-long summer camp was organised for students of the Mayur Patel AIM for Seva Chatralayam for Boys, Kankanpur, Gujarat, and other neighbouring village children during the second week of May 2019. The event saw participation of 45 children. The main camp activities were games and team activities and storytelling sessions.
Fourth Cultural Day Programme

The fourth cultural day and prize distribution programme of the Swami Dayananda Vidyasramam Nursery & Primary School, Dharmapuri, Tamil Nadu, was celebrated on 8th April 2019. Celebrations commenced with the school correspondent, Swamini Vishvapriyananda 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. At the beginning of the year, Republic Day and Sports Day was celebrated in the school campus. We run two Chatralayams (one for boys and one for girls) and a primary school in the Dharmapuri region.

National Handloom Day Celebrations

Members from Lions Club, Kanchipuram District, Tamil Nadu, interacted with the residents of Swami Dayananda Krupa Care, Sriperumbudur, Tamil Nadu on the occasion of National Handloom Day (7th August 2019). Sri. M.V. Siva, weaving instructor at Swami Dayananda Krupa Care, gave a presentation on the weaving activities conducted at the facility. As part of daily pursuits at Krupa Care, our 37 differently abled male residents are engaged in various activities and high functioning adults are busy during the day with cloth weaving. As a token of our appreciation, members from Lions Club, Kanchipuram District, Tamil Nadu, were presented with shawls woven by Krupa Care residents. They were appreciative of the weaving activity currently being undertaken at Swami Dayananda Krupa Care. A month after the event, the Lions Club members from Sriperumbudur, Tamil Nadu, donated 50 kg of rice to Swami Dayananda Krupa Care.
**VOICES FROM THE FIELD**

“We personally think it is a great privilege to be able to be associated with AIM for Seva’s cause which was very dear to Pujya Swamiji. Over the years, we have seen it expand and reach out especially in the field of education and tribal welfare.

The Chinnasalem Chatralayam administered by Swamini Suddhavidyananda Saraswati ji is doing commendable work by making a change possible in the lives of the girl child. Her dedication and hard work is admirable considering the challenging times we are going through. We pray that Iswara blesses our families and us to do our best for this cause.”

**Ms. Shoba Rani and Ms. V. Deepa**
Local supporters, Bhavani Arun AIM for Seva Chatralayam for Girls, Chinnasalem, Tamil Nadu

“My association with this movement began when I started to read Pujya Swamiji’s articles that regularly appeared in the Tamil magazine, *Ananda Vikatan*. I was deeply inspired by it. I followed it up by reading up many of the books authored by Pujya Swamiji. Even though I have not had the privilege of meeting the Founder of AIM for Seva in person, in my heart, I have accepted him as my Guru much like Ekalavya accepted Dronacharya as his Master in the Mahabharata.

I feel blessed to be associated with AIM for Seva whose focus is to educate rural India. This list goes on: dedicated management, field staff and Sevaks, Chatralayam environment and student beneficiaries….. I hope AIM for Seva moves from strength to strength in its journey to educate rural India.

**Sri. H.M. Natarajan,**
Headmaster, Government Primary School, Kallakurichi, Tamil Nadu

“My association with AIM for Seva started just about five years ago and that too with a dance production. But these five years have been so rich that its difficult for me to put it all together in a short write up.

While working on the Antar Yatra production, I came to know Sheela ji (Chairperson and Managing Trustee, AIM for Seva) and many others. I have learnt many lessons in faith, dedication, simplicity and clarity of vision. Education here embraces grace, hard work, generosity and down to earth insights into life. The vision of culture is holistic, universal, yet so rooted to India.

I always feel rural children are far ahead in their ability to learn. And AIM for Seva gives them modern education, without taking away their naturalness. The seva goes much beyond human lives, it includes all lives, and the environment which nurtures life.

The activities – rural education, health care, women’s welfare, organic cultivation, promoting art, to name a few, are all connected here, because they come from a holistic vision of Pujya Swamiji. He continues to influence all coming in touch with AIM for Seva. I am blessed to be one amongst them.”

**Sharmila Biswas,**
Artistic Director | Odissi Vision & Movement Centre, Kolkata

“The students at the Chatralayams are not only responsive but they also made an efficient model after a one time instruction. It takes immense talent and skill to do a model so quickly.

The Chatralayam environment is very positive and the students and the working team are very enthusiastic. All the students have excellent potential and all they need is a bit of direction. I wish them all the very best.”

**Dr. Harish C. Verma,**
Retired Professor, Department of Physics, IIT-Kanpur, Uttar Pradesh

*(Two years back, Dr. Harish C. Verma and Dr. Naren Naik (Dept. Of Electrical Engineering, IIT-Kanpur) along with two other research scholars conducted a four hour science workshop for the boys and girls residing at Lucknow and Unnao Chatralayams, Uttar Pradesh)*
OUR SUPPORTERS
2019-2020

We do need an education!
It has been a brick by brick effort. From one Chatralayam in 2001 to 104 in 2020, it has been a steady graph.

AIM for Seva with its on ground implementation partner, Swami Dayananda Educational Trust (SDET), has been at the forefront of empowering children from rural India through its signature project, Chatralayams, schools, college and a pedagogy that lays emphasis on value-based education.

This dream and journey to educate rural India could have not been possible but for your constant support. We thank you for your generous contribution and look forward to your continued assistance as we enter the next leg of our journey to empower and educate tribal children and those residing in the villages.

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Kodamurti Krishna Rajagopal Trust
Laxmibai Dwarkadas Charity Trust
Savithramma Memorial Charitable Trust
Srirama Charitable Trust
The Visalakshi Neelakantan Charitable Trust

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We also take this opportunity to thank our constant pillars of support -

Janet Falk, Director, AIM for Seva USA
Srini Raman, Chief Operating Officer, AIM for Seva USA
Dr. Terry Papneja, Head, AIM for Seva Canada
Our on ground implementation partner, Swami Dayananda Educational Trust (SDET) has been at the forefront of transforming Manjakkudi, the birthplace of Pujya Swami Dayananda Saraswati into an educational and knowledge hub since 2003. Manjakkudi lies in the Kaveri delta in Tiruvarur District, Tamil Nadu. SDET currently manages two schools and one college in the region. During 2019-2020, a total of 3,747 students from the surrounding villages benefited from our educational intervention in the region.

In addition, the Swami Dayananda Educational Trust is also promoting Vedic education (Swami Dayananda Vedapatashala), Vedanta studies (Jnana Pravaha), organic farming (Swami Dayananda Farm) and dairy farming (goshala) in the region. It is also involved in management of temples in the area. Healthcare initiatives include an ayurvedic clinic, a wellness centre and a rural ambulance service.

During 2019-2020, 56 toilets were constructed in Manjakkudi Village with aid from the Swachh Bharat Mission.

The rural sanitation coverage in the country at the time of launch of Swachh Bharat Mission on 2nd October 2014 was reported as 38.7%. More than 10 crore individual toilets have been constructed since the launch of the mission, as reported in the Swachh Bharat Mission website.
MS. SHEELA BALAJI, Chairperson and Managing Trustee
Social Entrepreneur
Ms. Sheela Balaji has directed her efforts towards grassroots level societal transformation through education. She has worked to create opportunities for rural communities to learn, find employment and adopt sustainable living practices. Ms. Balaji has been instrumental in AIM for Seva's efforts in setting up 136 projects across India. Ms. Sheela Balaji received the ‘Nari Shakti Puraskar 2017’, from the Ministry of Women & Child Development for her contribution to the field of education, community development and sustainable living.

MR. R. KANNAN, Treasurer
Director - Shriram Group
Mr. R. Kannan is among the senior-most Directors of the Shriram Group, under whose leadership Shriram Chits has become a leader in the chit funds industry. Under him, the chit marketing network has turned into a multi-product vendor, helping promote and distribute various products and services of the group as well as associate companies.

MR. ARVIND BALAJI, Trustee
Industrialist
Mr. Arvind Balaji is the Joint Managing Director of Lucas TVS Limited and Managing Director of India Nippon Electricals Limited. He is also a member of the Board of Lucas Indian Service Limited and Delphi-TVS. Mr. Balaji has an MBA in finance from the Wharton School, University of Pennsylvania and a Masters degree in Manufacturing Systems Engineering from Stanford University. Mr. Balaji has been with AIM for Seva since 2016.

MR. RAVEE MALHOTRA, Trustee
Industrialist
Mr. Ravee Malhotra started Evolv Clothing Co. in 1975. In 2001, he started Evoluzione for retailing of designer garments. He is a trustee of D.A.V. School Trust, and Punjab Association, which manages Adarsh Vidyalaya schools and Anna Adarsh College. He is also part of the committee of Pujya Swami Dayananda Saraswati’s school in Rishikesh.

DR. E.S. KRISHNAMOORTHY, Trustee
Neurologist
Dr. E.S. Krishnamoorthy is a senior consultant in behavioral neurology and neuropsychiatry. He had his fellowship training at the iconic Institute of Neurology, Queen Square, London. He is currently President – International Neuropsychiatric Association and continues to serve in several academic leadership roles. As a physician-entrepreneur, Dr. Krishnamoorthy is the founder President and Chief Executive Officer of two healthcare start-ups, NEUROKRISH and TRIMED. Apart from actively practicing his medical specialties, Dr. Krishnamoorthy offers consultation to academia and healthcare companies.

MS. PRIYAMVADA BALAJI, Trustee
Industrialist
Ms. Priyamvada Balaji is a full-time Director at Lucas Indian Service Limited. She is also on the board of Lucas TVS Limited. She has experience in international bond ratings as well. During her eight years of experience in credit ratings, she covered a wide range of sectors. Prior to this, she had around three years of experience in commercial and investment banking. Ms. Balaji has a post-graduate diploma in management from IIM Ahmedabad (2000), and has a bachelors degree in economics from Stella Maris, Chennai, where she was an academic silver medallist.
CONCLUDING NOTE

The impact of AIM for Seva’s work over the last two decades cannot be summarised with a few well chosen words from the dictionary. AIM for Seva’s **value-based education model is for life** and a mere quantitative analysis won’t give the full picture either.

Through our value-based education model, we have instilled a sense of cultural self-confidence in children from rural and tribal pockets of the country so that they grow up with a sense of 'India First' always.

These children are torch bearers of a rich tradition and the culture validation efforts from our end ensure they become confident and committed to the nation building process.

The impact of our work and lives touched is best showcased by the beneficiaries themselves, tribal students and those from the hinterlands.

As seen from the testimonials in many languages above, AIM for Seva’s flagship programme, Chatralayam is a microcosm of India. Every Chatralayam of ours (104, 83 for Boys, 21 for Girls) houses students from far flung areas like tribal lands and those from the north-east. The Chatralayam living eco system ensures that students learn to appreciate and internalise the diversity and pluralistic traditions of the country from an early age onwards (8-9 years). The hostel environment ensures such students mature into emotionally secure and confident citizens who remain connected to their roots. Through your Vidya-Donam endowment, we hope students from rural and tribal India would evolve into meaningful contributors and take Bharata Varsha’s story forward.
**INDIVIDUAL SUPPORTERS**

We take this opportunity and thank scores of individuals for believing in our vision to educate and empower students from rural India. This is not an exhaustive list and we would like to place on record 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.

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