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Namaste.

The sound of bicycles, buses and chitter-chatter of school going children is indeed exhilarating. For over 18 months, our Chatralayams and educational institutions bore a desolate look. They have now sprung back to life with the arrival of our students.

Our coordinators and teacher volunteers are having a hard time in getting the ‘Chatralayams’ and students back in order! But no one is complaining. That it has been a pretty busy quarter in the field is evident from the happenings that have been captured in this issue of the newsletter.

We also take this opportunity to inform our stakeholders that all Covid-19 protocols continue to be strictly observed across all our project locations. We are also observing all guidelines issued by the government authorities in relation to Covid-19 from time to time.

As we begun the new academic year, not only do we have to make up for the lost time but we also need to plan ahead. Your support becomes all the more crucial at this juncture. I look forward to your continued association with AIM for Seva.

Warm regards,

Sheela Balaji
Chairperson and Managing Trustee
AIM for Seva
The Need to Stay Invested in Community Development

**Danam** or giving is part of the Indian ethos. Traditionally, Indians have donated to religious institutions. As per India Giving 2019 (brought out by Charities Aid Foundation India), 72% of the Indians surveyed for the report in the last 12 months said they donated to a charity, by giving to a religious organisation, or by sponsoring someone. Moreover, giving cash was the most popular method of donation (68%). Further, the median amount donated or sponsored was Rs. 5000, remaining consistent since 2017.

In terms of causes supported, helping the poor was the most popular cause to donate in India, with over half (55%) of the donors having given to the cause. This was followed by donations to religious organisations (53%) and supporting children (52%).

At the institution level, CSR (corporate social responsibility) is now a mandate by law. Seven years after its inception, CSR spending across the nation has more than doubled, becoming a significant source of development funding in India. There are now five corporates that contribute over Rs. 500 crores annually through CSR itself. Moreover, CSR investments have also evolved from being only compliance focused to a more strategic impact-first approach, going beyond CSR regulations and standards. This form of strategic CSR leads to greater value creation for the communities, as well as greater buy-in from companies who now see the benefits of CSR on their businesses as well, making it a win-win for all. (1*)

Moreover, PSU’s (public sector units) account for close to one-fourth of the CSR funding in India. Sectors such as education, healthcare, vocational skilling and art and culture are among those receiving higher CSR amounts with each passing year. (2*)

Since 2000, AIM for Seva has been on a mission to educate children from rural India. Over 9,000 students have been positively impacted year on year through our educational interventions like Chatralayams (free student hostels) and K-12 schools, all located in the interiors of India.

So while business is about income and employment generation, the primary motivator for charity giving is to feel good and the said donor/donors would like to help the less fortunate.

In recent times, there is a growing awareness about being associated with programmes that support and promote sustainable living be it organic farming, animal welfare, supporting people with developmental disabilities and investing in traditional knowledge systems.

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1. Source: https://www.sattva.co.in/publication/research-csr-in-tamil-nadu/#scrollto=blog_section
2. Source: https://www.sattva.co.in/publication/research-csr-in-tamil-nadu/#scrollto=blog_section
EKTA, a student is happy to be back at the **Swami Dayananda AIM for Seva Chatralayam for Girls, Dehradun, Uttarakhand**. “I had not met up with my friends for a long time and it was nice to see them all again. While at home, I forgot to do some of the things that I used to do at the Chatralayam regularly. All this while, I missed my Chatralayam. The area where I reside has network problems. So I could not study properly.”
20 Years
Million Lives Impacted

- 101 Chatralayams
  80 for Boys | 21 for Girls
- 7 Educational Institutions
- 6 Community Development Projects
- 6 Healthcare Facilities
- 5 Sustainable Living Projects
- 4 Community Service Initiatives
- 2 Traditional Knowledge Systems
- 2 Support for People with Developmental Disabilities
We conclude the Cover Story with a message from our Founder about our organisation and the power of giving.

India is a land of rich cultural unity and diversity, but there is not adequate dialogue or connection between people in the urban and rural areas with those living in the hills, forests and tribal regions. We need to bridge this gap and express our care.

Caring is such a beautiful word. The more you care for others, the more you grow into a complete person. You need not have compassion; act compassionately. There is no other way. Care for your culture, your own religion. Start with the people of your own country.

An economically or emotionally vulnerable person or community needs support and validation. Such weaknesses cannot be allowed to be exploited. Without actively reaching out to the less privileged people, in areas of education and health, there would be imbalanced growth and distribution of the economy and wealth.

India is a living organism and not just a geographical area of Asia. The people here have a spiritual vision of life and a way of life leading to that vision. Giving for the sake of giving is our culture. We grow by giving. For in giving lies self growth. Everyone is born a consumer. An adult has to grow into a contributor.

Excerpted from Swami Dayananda Saraswati Contributions & Writings by Sheela Balaji

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

HOW CAN YOU BE ASSOCIATED WITH AIM FOR SEVA IN PERPETUITY

Our project listing is given above. Charity giving is personal and we value your contribution. If any of the above causes is dear to your heart, you can choose to stay invested in the same for the long-term.

Log on to: https://aimforseva.in/donations/continuous-seva-support
In the previous section, we made a strong pitch for staying invested in community development. A capital heavy business project has a long gestation period. In the same vein, the result of developmental work is only observed in the long run. Since inception, AIM for Seva’s focus has been in educating rural India. The first result or success story is normally visible only after a decade of the student’s entry to our Chatralayam or educational institution. In this portion of the magazine, we share some success stories from the field. These stories deserve special mention as the students mentioned below have shown tremendous resilience despite disruption in regular schooling due to the ongoing pandemic.

The Nandyal Triumvarate

Three girls from the same Chatralayam and similar dreams. Their success stories are captured below.

Top of the World

SIDDI TRIVENI from the Swami Dayananda AIM for Seva Tribal Girls Chatralayam, Nandyal, Andhra Pradesh, scored 977 out of 1000 (science stream) in the recently concluded Class 12 public exam (2020-2021). What’s more, Triveni got the first position among 1,000 students and was ranked first in the mandal. She is among the toppers of Nucleus Junior College, Nandyal, Andhra Pradesh.

V. Prasanna

K. Kameswari

Triveni who hails from Lingapuram village, Bandi Atmakur mandal, Kurnool district, Andhra Pradesh, joined the Nandyal Chatralayam in 2012 (Class 3). From then onwards, there was no looking back for her.

Triveni has been consistently performing well in academics. In her Class 10 public exam (2018-2019), Triveni scored a perfect 10 (10 GPA) and secured the first position in school (Sri Shantiniketan School, Nandyal, Andhra Pradesh).

She took EAMCET (Engineering Agricultural and Medical Common Entrance Test) recently. For now, Triveni is looking to pursue bachelors in technology (computer science and engineering). Wishing her all the very best in her academics and career ahead.
AIM IMPACT

Academic Success

V. PRASANNA, another hosteler from the Swami Dayananda AIM for Seva Tribal Girls Chatralayam, Nandyal, Andhra Pradesh, scored 832/1000 (83%) in the recently concluded Class 12 public exams. She took the science stream.

Prasanna is from Jambuladinne village, Uyyalawada mandal, Kurnool district, Andhra Pradesh. Hailing from a family of modest means, Prasanna joined the Nandyal Chatralayam in 2013 when she was in Class 5.

Finding happiness and being happy all the time. That is how K. KAMESWARI describes her life in her second home, Swami Dayananda AIM for Seva Tribal Girls Chatralayam, Nandyal, Andhra Pradesh.

“The warden and his wife are like amma and nana (mother and father) to me and my Nandyal home is one big family. I love doing yoga daily and partaking in other cultural activities. Exposure to martial arts has helped bring in changes to my overall personality,” says Kameswari.

The first seeds of change were evident in 2016 when the Kabaddi team of which Kameswari was part of stood third in a district level competition.

We are pleased to share that Kameswari scored 973/1000 in the recently concluded Class 12 public examination. She took the science stream and emerged as one of the toppers of Nucleus Junior College, Nandyal, Andhra Pradesh and secured the sixth position in school.

Kameswari plans to pursue a bachelor of technology in computer science and engineering.

She joined the Nandyal Chatralayam in 2013 when she was in Class 5. Kameswari lost her father a year earlier who suddenly succumbed to a heart attack.

The aspiring software engineer’s mother is a daily wage labourer. Kameswari’s younger brother is currently pursuing Class 10 in Nandyal while her younger sister has just completed her intermediate from the Government Polytechnic College, Nandyal, Andhra Pradesh.

Wishing Kameswari all the very best in her future academic endeavours.

A Budding Entrepreneur

VISWANAATH V., a second year B.Com student of the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu, is making sure his education is put to good use. The son of a trader in the region, Viswanaath is brimming with ideas with respect to expansion of the family business. “As a first step, I am looking to expand the business to the nearby regions,” says the young student confidently. In addition to trading in pulses, Viswanaath’s father runs a mobile recharge shop and flour mill at Kattur near Tirvarur district, Tamil Nadu. The family hails from this region.

This wasn’t the case eight years back when Viswanaath joined Class 6 at the Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu. “At that time, he was a quiet and shy boy and a bit lazy too,” recounts Smt. Padma Raghunathan, school principal, Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu.

Prior to the pandemic, Viswanaath’s father was working abroad. He lost his job at the start of Covid-19. Viswanaath’s father then decided to relocate to his native town and start a business from their residential locality. Viswanaath’s mother is a homemaker and she is also helping in the family business. His younger sister, V. Samayasree is studying in Class 9 at the Swami Dayananda Matric Higher Secondary School, Manjakkudi, Tamil Nadu.
Viswanaath finished his higher secondary in 2019 and took the commerce stream. He is currently pursuing B.Com from the Swami Dayanananda College of Arts & Science, Manjakkudi, Tamil Nadu and is fond of marketing management.

He is putting the knowledge learnt in the classroom to practice in the family business. Based on Viswanaath's insistence, the family recently embarked on a flour mill venture as no proper flour mills are located in the region. The product categories being sold include the normal rice, maize, gram and wheat flour. In addition, healthy varieties such as health mix and ragi flour are also available. Recently, the firm ventured into selling of packaged spices like turmeric, chilli, coriander and sambar powder, under the brand name, Samayasree Food Products.

Viswanaath is now looking to expand the business by investing in suitable machinery, packing machine and an oil mill for gingely, coconut and groundnut oil.

Moving forward, Viswanaath is looking to place advertisements of his products in local dailies as well as giving samples to neighbouring stores as part of test marketing initiatives.

"Now, I can’t imagine this shy little boy supporting and taking his father’s business to the next level,” says Smt. Padma Raghunathan. Indeed, a transformation.

Congratulations to RAKESH ARJUN ASUNDI, a student of the Swami Dayananda AIM for Seva Chatralayam for Boys, Kalabhavi, Karnataka. He has bagged the ‘Best Student of the Year’ award, based on his overall performance.

The award was presented to Rakesh on 15th August 2021 by the Chairman of the Akshay Trust New High School, Kalabhavi, Karnataka. What’s more, Rakesh stood second in the Class 10 examination (2020-2021). He scored 87%. His father, a farmer and mother, a daily wage labourer are extremely proud of his academic accomplishments. “They did not anticipate such a change in me,” says Rakesh with a smile.

He attributes his success to the Chatralayam environment. “Before I joined the hostel, I was aimless and constantly misbehaved with others and got into trouble as a result of that. Now, my good behavior has enabled me to get the Best Student of the Year Award,” says Rakesh proudly.

Rakesh joined the Kalabhavi Chatralayam three years ago when he was in Class 8. Rakesh is looking to join the Indian Army in the future. Wishing him all the very best.

KEDAR DODWE is a shining example of how an educated man can bring about a change in his family, village and community. An alumnus from our Chatralayams in Madhya Pradesh, Kedar relentlessly campaigned in his village (Tiwadiya in Dewas district, Madhya Pradesh) recently urging all the village folk to take their Covid-19 tika (vaccine shot). “The youth has power and people do listen to them. I am happy to share that today 80% of the people from my village are double vaccinated and I am continuing my efforts towards 100% vaccination.”

Kedar is currently employed in the Higher Education Department, Bhopal Directorate, Madhya Pradesh Government.
The son of a farmer, Kedar enrolled into the Bapu- Budh AIM for Seva Chatralayam for Boys, Indore, Madhya Pradesh when he reached Class 6 in 2006. He is happy to have got into the AIM for Seva network at the right time. “Village life is different and there is not much importance given to higher education. Also, we lived life on our terms out there. There was no fixed time even for lunch and dinner and we went to school whenever we wanted to or just loitered around the fields.” He is the youngest among four brothers.

Coming to the Chatralayam changed all of that. It is at the Indore Chatralayam that Kedar learnt that discipline, time management and focus were the three key successes to life. Soon, his marks showed an improvement and when he reached Class 9, Kedar shifted to the Smt. Jamunabai Chanchlani AIM for Seva Chatralayam for Boys in Hoshangabad, Madhya Pradesh.

After completing Class 12, Kedar came back to the Indore Chatralayam to do B.Com from the Devi Ahilya Arts & Commerce College, Indore, Madhya Pradesh.

Kedar has very fond memories of his Chatralayam years. “We made a few attempts to run away from the hostel and were up to other tricks all the time. Looking back, what I really marvel now is how our coordinator and warden continued to remain unfazed and unmoved all through our attention seeking tactics and antics,” says Kedar with a laugh.

The failed hostel escapades continue to remain a ‘camaraderie point’ whenever the old boys from the Madhya Pradesh meet up. “We end up pulling each other’s leg like if you had not sneezed so loudly while climbing over the wall the warden would not have woken up and we would have all ‘escaped’ in the dead of the night!”

Mischief apart, Kedar had a musical side to him since his school years. “Though I am not formally trained in classical music but I would like to say I had a flair for singing.” He became a lead singer in group bhajans. While in school, Kedar got a chance to perform in various competitions.

In 2017, he cleared the first two stages of the Indian Idol round. A self confessed fan of Sonu Nigam and Rajesh Singh, Kedar runs a YouTube channel since August 2018 on which he has uploaded close to 11 songs sung by him. One of the 11 is Bharata Desa Hitaya, AIM for Seva’s anthem composed by our Founder, Pujya Swami Dayananda Saraswati.

On the work front, Kedar wants to continue in his current job and is preparing for the department level examinations on which promotions and bigger roles are based. He continues to keep his singing interest alive by straddling from devotional to film, Bholenath to Bollywood. “When it comes too garnering viewership, Bollywood is critical,” says the upcoming musician.
In this segment, we present a snapshot of some of the important happenings across our project locations during the quarter.

**BACK TO THE CHATRALAYAM AND SCHOOL**

We are happy to share that 1150 students across India are back to their respective Chatralayams. They are getting back to the hostel routine with full enthusiasm after a prolonged break due to Covid-19.

As a first step, the students underwent medical tests that included Covid-19 testing.

On its part, AIM for Seva is looking to bridge the learning gaps encountered by students from rural India on account of abrupt school closure due to Covid-19 since early 2020.

Online classes, and tuitions are being regularly conducted across all our locations for the benefit of our students.

At the Bhavani Arun AIM for Seva Chatralayam for Girls, Chinnasalem, Tamil Nadu, the girls are enjoying their daily routine of yoga, prayers and online classes. *Raksha Bandhan* was celebrated across our hostel network. The students at the Madhu & Rajkumar Nigam AIM for Seva Chatralayam for Girls, Unnao, Uttar Pradesh, celebrated *Raksha Bandhan* with festive fervour. They painted their palms with *mehndi* on this auspicious occasion.
Students from rural India have been the hardest hit due to the ongoing pandemic. But that hasn't deterred their spirit for learning. On its part, AIM for Seva is also ensuring the best possible educational plus support in these critical times.

At the Smt. and Sri. Satoor Rajasri & Rajalingam Goud AIM for Seva Chatralayam for Boys, Mahbubnagar, Telangana, the coordinator has arranged for free tuition classes for students upwards of Class 5. Currently, 10 students (Classes 3 to 10) are taking coaching support for science and mathematics. These classes are being conducted six days a week, Monday through Saturday for four to six hours daily. Sri. A.Srinivasulu and Sri. K. Raju, two teacher trained volunteers attached to the Mahbubnagar Chatralayam are conducting the daily lessons.

Sri. Raju is currently staying in a guest house in close vicinity to the Mahbubnagar Chatralayam to ensure students make up for the lost time. “The Chatralayam boys are a talented bunch and the effort right now is to make up for the time lost. They are now developing their overall communication and English language skills and mathematics,” says Sri. Raju.

Sri. Raju who hails from Kachari village in Mahbubnagar district, Telangana, studied in a Telugu medium institution till Class 12. He is a M.Sc. graduate. He came to know about AIM for Seva through one of his friend, Ravi Kumar Yadav who is working with the NGO in the region. Sri. Raju has been teaching the boys from the Mahbubnagar Chatralayam for over five years now.

Another volunteer, Sri. A. Srinivasulu from Mahbubnagar who is working in a private school (Pratibha High School) and also running Tirumalai Institution (a coaching centre in the area) is taking maths and science classes for the boys. “Covid-19 has resulted in a large break and learning gaps for students. It is pretty much back to the basics in a lot of subjects, Varnala in Hindi and Telugu and the basic operations in mathematics (addition, subtraction, multiplication and division). Some boys are experiencing reading problems and a lot of hard work is required during the current academic year,” shares Sri. Srinivasulu.

He adds the long break has impacted concentration levels of the students. “A lot of the students continue to remain playful.”

SATHIYA, a student from the Bhavani Arun AIM for Seva Chatralayam for Girls, Chinnasalem, Tamil Nadu, is extremely happy to be back at the Chatralayam. “I missed the Chattralaym a lot during the lockdown. At the Chataralaym, I got exposed to other extracurricular activities like music, typewriting and grammar classes. During the lockdown period, I could not study properly. After returning to the Chattralaym, I have resumed my studies with academic support. At the Chattralaym, I have learnt lot of things like prayers, yoga and giving respect to others.”
Sandhya Gurukulam classes have commenced across a few of our Chatralayams. Students living in close vicinity to the hostels are actively participating in this evening value-based educational programme.

AIM for Seva’s USP is its pedagogy, a value-based education model. Our Founder, Pujya Swamiji always advocated the importance of culture based education in addition to the regular K-12 education.

Only a child who is made aware of his or her culture would grow up to be a confident individual and contribute to the nation building progress.

To this end, the Sandhya Gurukulam was conceptualised by Pujya Swami Dayananda Saraswati. This programme was to be conducted in the evenings in villages where children came to a common venue. It was visualised as a programme that aimed at overall growth of a child. The idea was to shape young minds especially those living in rural and tribal areas. That’s because a child living in a far off mountainous region or forested area is often left to fend for himself or herself as parents grapple with issues related to daily livelihood.

The Sandhya Gurukulam model is seen as an important step in culture validation for children in rural India.

As part of our community development outreach initiatives, tailoring classes for women have commenced at the Swami Dayananda AIM for Seva Chatralayam for Boys, Yeleshwaram, Andhra Pradesh. Five women from the neighbouring villages have joined the programme.

When it comes to the girl child, AIM for Seva’s intervention just doesn’t end with education. Through its community development projects, AIM for Seva ensures women empowerment enabling them to take their first steps towards economic independence.

Every year, an annual tailoring convocation of all the three sewing centres located in Uttarakhand is organised. During last year’s convocation (October 2020), a total of 27 students from Haripur Kalan, Shyampur Khadri and Bapugram graduated in the one year basic course in tailoring.

In the recent past, a tailoring programme was started for ladies living in close vicinity to the Dr. Rangrao N Jadhav AIM for Seva Chatralayam for Girls, Bidar, Karnataka.

JAHNAVI, a student is relieved to be back to the Swami Dayananda AIM for Seva Chatralayam for Girls, Dehradun, Uttarakhand, after a gap of almost one and half years. “While attending digital classes from home, I could not understand quite a lot of things. In the regular class, the teacher explains everything on the blackboard and writes questions at the end of the chapter. In the online class, a lot of students used to constantly create a ruckus and the rest of us would not be able to follow much. It’s nice to get back to the Chatralayam routine again with the morning prayers. I am happy to be back with my friends. Also, at home there was no one to coach me with my subjects. At the Chatralayam, I am getting tuitions and making up for the lost time.”
6TH ARADHANA DAY

Our Founder Pujya Swami Dayananda Saraswati’s 6th Aradhana Day was observed across all AIM for Seva’s project locations on 23rd September 2021.

A special programme on the 6th Aradhana Day was telecast live by the Swami Dayananda Ashram, Rishikesh, Uttarakhand. A Deepautsavam was also held at Pujya Swamiji’s Adhishtanam in Rishikesh on this day.

At Manjakkudi, Pujya Swamiji’s Jnanabhoomi, classes for freshers at the Swami Dayananda College of Arts & Science commenced on this significant day. Welcoming the students, college principal, Smt. V. Hema told the students that the institute is proud to have them and urged them to excel academically.

In his special address to the students, college correspondent, Sri. M.G. Srinivasan dwelt on aspects relating to career, opportunities and discipline.

A presentation on Pujya Swamiji, Swami Dayananda Educational Trust (that manages the institution) and other academic related activities were presented to the students.

WORLD LITERACY DAY CELEBRATIONS

To inculcate the habit of reading among students from rural and tribal India, AIM for Seva in association with Pratham organised the ‘One Day, One Story’ event to coincide with World Literacy Day (8th September 2021) across some of its Chatralayams in India.

Story books were shared with the students in English and other regional languages (Tamil, Hindi, Marathi and Kannada). Students from our Chatralayams in Amboli, Belgaum, Chikhali, Dehradun, Dhandhuka, Karnaprayag, Shivane Maval, Srinagar and Sembangudi read out the stories aloud. Some of them also enacted a few scenes from the tales. The books read out by the students were Satya, Watch Out by Deepanjana Pal and Puchku Seeks a Song by Yamini Vijayan for the young readers.

The idea of this programme was to encourage students to fall in love with reading.
The Graduates Alumni Association, Vetapalem, Andhra Pradesh (G.V.K.C. AIM for Seva Chatralayam for Boys, Vetapalem, Andhra Pradesh) recently got together and organised a set of activities (games, songs and group conversations) for the students at the Vetapalem Chatralayam premises. This happened after a gap of 18 months on account of Covid-19.

This programme is intended to be continued every Sunday to inspire and motivate the young minds from rural India. The main objective of the programme is to focus on the overall mental well being of the Chatralayam students. The activities are designed to help children to stay away from anger, hatred and speculative conversations. The weekly programmes will also focus on the aspect that human life in this materialistic world is extremely short and that it is important to do seva long after one leaves the hostel.

The event was in accordance with Covid-19 protocols. The main participants in the programme were, Sri. Prati Venkata Subbarao (Community President) and other members. The participating members were, Sri. Srinivasa Rao, Sri. Venkata Sai, Ms. Sneha Mallika, Ms. Lakshmi and Sri. Subrahmanyam.

L. DIVYA who is currently pursuing her second year B.Com has been living and studying at the Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls, Udumalpet, Tamil Nadu since Class 6.

“My Chatralayam is situated in Tiruppur district in a village called Kurichikottai. For the past eight months, I have been attending spoken English classes arranged by our hostel coordinator.

After a long time, I am back at the Chatralayam and happy to be with my friends. The environment here is indeed blissful. I am attending college regularly now. Attending online classes was a challenge, sometimes there were network issues, and sometimes we could not understand certain things as the environment is not the same as a physical classroom. I feel ‘direct’ classes are better than online classes. We continue to strictly observe Covid-19 guidelines across our Chatralayams. We all consume kashayam (a native herbal concoction and immunity booster). We are maintaining social distance and continue to don masks both at the college and Chatralayam. I am also fully vaccinated. I would like to conclude with our Founder Pujya Swami Dayananda Saraswati’s words—“Give the world the best you have and the best will come back to you.”
Continued Seva in Rural India

With Covid-19 showing no signs of abatement yet, our coordinators across India continue to be engaged in relief related efforts.

Under the banner of AIM for Seva *Ek Kadam Aage* (AIM for Seva One Step Ahead), our coordinator along with volunteers in Mirzapur, Uttar Pradesh, distributed grocery kits to 43 families in the region. The beneficiaries were teachers and other people in need.

The coordinator of the Swami Dayananda AIM for Seva Chatralayam for Boys, Nagpur, Maharashtra, donated relief bags to 56 priests (*Vaidik Karmakand Brahmanas*) in the city. Their income has been impacted due to restrictions of crowds in places of worship and religious gatherings.

On the occasion of Pujya Swamiji’s 91st *Jayanthi* (15th August 2021), 2,100 Covid-19 grocery kits were handed to villagers from Manjakkudi, Moolangudi, Thippanampettai, Kilapalaiyur, Sembangudi, Narasingampet, Neikuppai and Vembanur.

A month earlier, grocery kits were supplied to 2000 families living in eight villages surrounding Manjakkudi, Tamil Nadu. The beneficiaries come from Manjakkudi, Vembanur, Moolangudi, Narasingampet, Kilapalaiyur, Sembangudi, Neikuppai and Thippanampettai.

**ALL INDIA IMPACT:** 16,908 PEOPLE

**STATES:** MAHARASHTRA, TAMIL NADU AND UTTAR PRADESH

**DONATE**

We started with our Covid-19 related seva since the beginning of the first wave in 2020. The second wave was more ferocious than the first and our resolve to serve those in need got further intensified during this period.

AIM for Seva’s coordinators across India continues to provide grocery kits and other relief materials to those in need and other Indians living in far off locations.

**EVERY RUPEE COUNTS**

Your financial assistance towards our Covid relief work will go a long way in mitigating the suffering of various economically disadvantaged groups who have been the hardest hit since the onset of the virus.

[https://aimforseva.in/covid-support/](https://aimforseva.in/covid-support/)
Thank You to Our Donors

We take this opportunity to thank our long-term donors, supporters and other volunteers who continue to extend unflinching support to our cause of educating rural India. Be it education and care by supporting new Chatralayam construction, student sponsorships and upkeep of our Chatralayams, higher education scholarship and vocational training assistance, your contributions have helped many children from rural India to have access to quality education. We value your support and such financial intervention has enabled many children to pursue their dreams.

Covid-19 Relief Work

Nihchal Israni Foundation, Mumbai
Mumbai based Nihchal Israni Foundation has donated a sum of Rs. 5 lakhs towards AIM for Seva’s Covid-19 ration kits for 500 families in need.

Smt. Lakshmi Narayanan, Chennai
Smt. Lakshmi Narayanan from Chennai has given a sum of Rs. 50,000 towards the Covid-19 relief seva undertaken by AIM for Seva.

Sri. Natarajan Krishnamoorthy, Bangalore
Sri. Natarajan Krishnamoorthy from Bangalore has contributed a sum of Rs. 50,000 towards AIM for Seva’s Covid-19 relief seva.

Ms. Gowri B. Hatangadi, Bangalore
Ms. Gowri B. Hatangadi from Bangalore has donated a sum of Rs. 30,000 towards AIM for Seva’s recent Covid-19 related seva.

Sri. Varadarajan A., Chennai
Sri. Varadarajan A. from Chennai has supported our Covid-19 relief work by giving a sum of Rs. 40,000.

Med-Pro Health Care Services (P) Ltd., Chennai
Chennai based Med-Pro Health Care Services has given a sum of Rs. 50,000 towards care of residents at Swami Dayananda Krupa Care, Sriperumbudur, Tamil Nadu.

Nasscom Foundation, New Delhi
Nasscom Foundation, New Delhi has donated a sum of Rs. 4.9 lakhs towards student sponsorships.

Dayachand Malhotra Charitable Trust, Chennai
Chennai based Dayachand Malhotra Charitable Trust has contributed Rs. 1.2 lakhs towards student sponsorships and Swami Dayananda Krupa Care, Sriperumbudur, Tamil Nadu.

Dr. Rajendra Prasad Gajula, PA, USA
Dr. Rajendra Prasad Gajula from PA, USA has given a sum of Rs. 2.4 lakhs towards student sponsorships.
Sri. Kalyanaraman Gopal Raja, Hyderabad
Sri. Kalyanaraman Gopal Raja from Hyderabad has contributed a sum of Rs. 2 lakhs towards student sponsorships.

Sri. Sambasivan Rajagopalan, Chennai
Sri. Sambasivan Rajagopalan from Chennai has come forward and given a sum of Rs. 1.8 lakhs towards complete care of one student for six years.

Sri. Vasudevan V., Chennai
Sri. Vasudevan V. from Chennai has given a sum of Rs. 72,000 towards student sponsorships.

Sri. Veeraraghavan N., Chennai
Sri. Veeraraghavan N., from Chennai has contributed a sum of Rs. 72,000 towards student sponsorships.

Ms. Vidya Nagarajan, Chennai
Ms. Vidya Nagarajan from Chennai has given a donation totalling Rs. 60,001 to the Swami Dayananda Vedapatashala, Kodavasal, Tamil Nadu.

Swamini Brahmaleenananda, Coimbatore
Swamini Brahmaleenananda from Coimbatore has contributed a sum of Rs. 40,000 towards student sponsorships.

Smt. Ansuyaben Navinchandra Bhatt, Vadodara
Smt. Ansuyaben Navinchandra Bhatt from Vadodara has donated a sum of Rs. 30,000 towards Annadanam.

We thank the donors below for supporting one child

Smt. Lakshmi B., Chennai
Sri. Ramakrishnan Ponnambalam, Dubai, UAE
Ms. Rashmi Arora, Patna
Kodamuruti Krishna Rajagopal Trust, Chennai
Sri. Nandagopal K., Chennai
Sri. Keshavamurthy H.C., Bangalore
Dr. P. Padmavathy, Bangalore
Sri. N.R. Veeraraghavan (HUF), Mumbai
Sownaka Finance Private Limited, Chennai
Sri. Sriram.B.V., Bangalore
Sri. Gopalakrishnan Naganathan, Coimbatore
Ms. Suja Chandrasekhar, Chennai
(10 children for one month)
Sri. Subramaniam S., Chennai
Ms. Sandhya Raghunathan, Coimbatore
Sri. Vinod Vetri Iyer, Chennai
Sri. Sridharan Annaswami, Chennai
Smt. Padmalatha Suresh and family, Chennai
Dr. Sharada Shanmugasundaram, Chennai

AIM for Seva would like to take this opportunity and place on record its heartfelt gratitude for all the financial support received from donors far and wide towards the Covid-19 relief work undertaken by the NGO in different parts of the country with the onset of the second wave.
In this segment, we share some of the main festivals that were celebrated across our project locations in India.

**Guru Purnima**

*Guru Purnima* was celebrated across the AIM for Seva network on 24th July 2021.

At our Founder Pujya Swami Dayananda Saraswati’s Janmabhoomi in Manjakkudi, Tamil Nadu, *Guru Purnima* was observed at the Swami Dayananda College of Arts & Science. The college principal addressed the gathering and shared the importance and significance of *Guru Purnima* and the vision of our institution.

In his speech, Sri. R. Seshadri, professor, Sanskrit, dwelt on the importance of worshipping Gurus and on Veda Vyasa. *Guru Purnima* is so called *vyasa-purnima*, the anniversary of Bhagavan Vyasa who occupies an exalted position in the hierarchy of teachers.

*Guru Purnima* celebrations were held at the Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls, Udumalpet, Tamil Nadu.

**BABITA** is happy to be back at the Swami Dayananda AIM for Seva Chatralayam for Girls, Dehradun, Uttarakhand, after six quarters. “While at home, I could not study properly. As soon as I received a message from my school that regular classes will commence soon, I was excited. Then I called my hostel warden and asked her when I could rejoin the Chatralayam. Now, I am back at the Dehradun Chatralayam and am happy to go to school. Offline school is the best. In the online mode, the teachers are not in front of us and the students are also not serious like in the classroom! In the regular class, there is constant fear of the teacher.”
Independence Day (15th August) was celebrated by AIM for Seva across its project locations in India. On this occasion, the tricolour was unfurled. Students, coordinators and other staff members enthusiastically participated in Independence Day celebrations across various locations.

The 91st Jayanthi of Pujya Swami Dayananda Saraswati, Founder of AIM for Seva was celebrated across our project locales on 15th August 2021. Rich floral tributes were paid to our Founder on this occasion. At the AIM for Seva Dayatirtha Chatralayam for Girls, Thennampattu, Tamil Nadu, a lamp-worship (Vilakku Pujai) was organised that saw participation of local community members as well.

Pujya Swamiji was born in 1930 in a small village called Manjakkudi near the Kaveri delta in Tiruvarur district, Tamil Nadu. After completing his basic education, he went to Chennai in search of employment. Thereafter, in 1953, a meeting with Swami Chinmayanandaji inspired him to take a life of seva, study of Vedanta and Sanskrit. On Mahasivaratri day (4th March 1962), he was ordained as Swami Dayananda Saraswati by Swami Chinmayanandaji in Chennai.

Pujya Swamiji did not confine himself just to Vedanta. His benevolence and empathy extended to all civilisations, and all cultural forms that helped bring positive change in the lives of thousands of people.

One of his founding principles with respect to AIM for Seva was that the children of our nation should receive value education and cultural validation. Pujya Swamiji advocated that education complemented with cultural outlook would bring in self esteem and confidence in an individual. Only someone who is taught to respect the richness of his or her roots could grow to become a self confident individual. It is self confidence and self esteem that impel a person to contribute towards and participate in the prosperity of his or her nation.
Raksha Bandhan

To mark Pujya Swamiji’s Jayanthi and the festival of Raksha Bandhan, a sum Rs. 200 was given to 30 women in Kathwatiya (Shivpur), Uttar Pradesh. This was organised by the coordinator of our projects in Dighawat and Mirzapur, Uttar Pradesh.

Raksha Bandhan was celebrated by the AIM for Seva family across India.

Janmashtami Celebrations

Krishna Jayanthi was celebrated by AIM for Seva students across India in full festive splendour.

Ganesh Chathurthi at the Chatralayams

As our students came back to their Chatralayams after a long hiatus on account of Covid-19, they prayed to the Lord of wisdom and knowledge to remove all obstacles with respect to learning.

Here’s wishing the Chatralayam students abundance in health, education and opportunity this academic year.
In this segment, we share details of the expansion work that is currently underway at Swami Dayananda Krupa Care, Maduvankarai, Sriperumbudur, Tamil Nadu.

PROPOSED EXPANSION: SWAMI DAYANANDA KRUPA CARE

OBJECTIVE AND NEED

Swami Dayananda Krupa Care provides lifetime residential care to adult (men) with developmental disabilities. Individuals with developmental disabilities such as autism and mental retardation face various challenges all through their life. Parents of these individuals face an even bigger challenge: Who Are Us?

Their worry encompasses all aspects of daily living. Where will they live? Is the place they are in safe and secure? Will they be given healthy food? Who will give them medical attention? Will they be treated with dignity and care?

According to a study published in the medical journal, The Lancet (29 August 2018, Times of India), India has the maximum number of children (around 1.15 crore) with developmental disabilities. The study also says that India has the highest cases of YLDs (years lived with developmental disabilities).

Whilst many organisations have built centres and support systems to help and train children, there are very few institutions that work with and/or take care of the adults for their lifetime.

In recent times, the unending pandemic has impacted the lives of people across different sections of society. Anecdotes from the field suggest that many people with autism and mental retardation have struggled with various issues arising out of the continuous stay-at-home situation, primary care giver becoming unavailable on account of the virus and their own helplessness.

On its part, the Government is encouraging greater private participation in this space. It is here that the services offered by NGOs like us become crucial and Swami Dayananda Krupa Care steps in.

CARE IN ACTION

BUILT ON 4 Cs: SWAMI DAYANANDA KRUPA CARE

In keeping with our Founder’s vision for Krupa Care, this facility stands on four C-Pillars:

- Compassion for the resident
- Compassion for the aged parents
- Compassion for the extended family
- Compassion towards the community
EXPANSION

Based on the experience gained on ground after a decade of service, we are now looking to expand the scope of work at Swami Dayananda Krupa Care. The management of AIM for Seva is looking to develop Krupa into a new holistic centre that is expected to be up and running by 2023. The proposed expansion for the same is being done in stages.

This new state of the art facility is expected to address all dimensions of physical, mental, emotional and spiritual well being of Krupa residents.

In the first phase, a resource and training centre was constructed. This zone will provide continuing education for individuals with developmental disabilities and those who work with such adults.

CARE COMPONENTS

A SAFE AND SECURE ENVIRONMENT: The 10 acre serene and well guarded campus located in the outskirts of Chennai in Maduvankarai, Tamil Nadu, provides ample space for movement of the residents.

STAFF: The qualified and dedicated staff members in the premises provide round the clock care and assistance.

HEALTHCARE: Careful administration of regular medicines, weekly screening relating to oral hygiene and skin problems and annual health check-up.

YOGA: Krupa residents do yoga daily.

COVID PRACTICES: On account of the Covid-19 situation, daily screening for temperature, blood pressure and blood oxygen level is done. In addition, protocols relating to isolation and testing for people (staff as well as residents) who have been exposed to the outside environment are being observed.

ASSISTANCE: For ADL (activities of daily living).

FOOD AND NUTRITION: Nutritionally balanced meals.

SOCIAL BONDING: Celebration of festivals, events and family engagement programmes.
On the anvil is an Activity Centre and Office measuring 11,400 square feet. You would be happy to note that our residents are engaged in the following activities throughout the day:

- Marbling/block/screen printing
- Weaving
- Agarbatti packaging
- Dhoop stick making
- Paper bag making
- Job work for nearby industrial units
- Classroom activities

These activities have been observed to have a therapeutic effect on their mood and behaviour.

The current need is to expand this facility and broaden the range of activities so that there is greater accommodation and participation across abilities.

A treatment centre providing Ayurvedic therapy is next on the cards. This facility will not only provide Ayurveda massages and naturopathy and hydrotherapy treatments to the residents but also house an outpatient department as well.

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.

Existing infrastructural facilities within the campus are also proposed to be upgraded like inner pathways, landscaping, and creation of a vegetable garden, goshala and reinforced pathways.

Donate

If you wish to contribute to the above cause, please log on to:
https://aimforseva.in/donations/donatetowards swami-dayananda-krupa-care/
In the talk on 3rd July 2021, the focus was on ‘The Role Player is the Cognitive Being, 'I Am.' Here Pujya Swami Dayananda Saraswati unfolded the concept of “role player being the ‘I’ upon whom everything is centred.

“People go on changing, situations change. And with reference to different situations, objects, I change relevantly. One is a brother to a sister. Aer talking to a sister, one talks to one’s wife. Both stand side by side. But the person, who responds to both, is the same, same fellow. So I am the son, I am brother, I am husband.” Even as the invariable ‘I’ takes on variable roles so fluidly, the person at the centre of it all often fails to grasp the deep-seated reality behind this ‘role-play’. We end up labelling our experiences and the emotions that arise in response.

The Distinction Between ‘I Am’ and the Role was the topic on hand for viewers on 10th July 2021. Can we truly reach an understanding whereby we are able to maintain an equanimous outlook to every single experience? Yes and for that we need a shift in vision, stressed Pujya Swamiji.

In the 11th talk broadcast on 17th July 2021, Pujya Swamiji dwelt on Cognitive Change Anchors the Person in ‘I Am’. This was a deep concept and Pujya Swamiji gently explained the same to the audience.

“Happiness lies in the space between the role and the person. And the person who plays the role, is not the role. But the role is the person.” He went on to give a simple example that the audience could relate to. “Now A will say, Amitabh Bachchan. A knows I am Amitabh, even though here he plays the role of a beggar. But then A knows, I am Amitabh.”

In the 12th episode relayed on 24th July 2021, the subject matter was Objectivity: The Being is the Total. Here Pujya Swamiji introduced us to the grand vision that all possibilities are contained in the total order called jagat. And this ‘total’ is the conscious being.

In the telecast on 31st July 2021 the talk focused on Knowledge is True to What Is. In his inimitable style, Pujya Swamiji unfolded the statement, “All that is here is the conscious being. The subject matter of the Vedanta which is Upanishad is this person, is about you related to this person, the conscious being who is total.”
In the video aired on 7th August 2021, the topic on hand was examining the Conscious Being Who is Ishvara. Pujya Swamiji unfolds the concept of Ishvara in a manner that is at once engaging and thought-provoking.

In the telecast on 14th August 2021, the focus was Completeness (Purnami) is Ishvara. In this session, Pujya Swamiji took up the question: Where is this Ishvara? Such a question arises, he said, because we are approaching it from the standpoint of our jagat, which includes the elements of space and time. The concept of space and time in itself is a creation by Ishvara – hence, using such a yardstick would not be appropriate. Furthermore, Pujya Swamiji explains, the material, maker, knowledge, skill, time and space that make the creation in its myriad forms are Ishvara. Completeness is Ishvara before creation. Completeness is Ishvara as creation.

Dream Sets Up Waker’s Reality— that was the focus of the session aired on 21st August 2021. In this riveting talk, Pujya Swami Dayananda Saraswati explained why we feel a sense of ‘separateness’ between the jagat and Ishvara.

To illustrate this, Pujya Swamiji brings in the concept of our own dreams. He points out how, when we are in a dream state, we are unaware of our ‘waker identity.’ This, he says, is our means to understand this ‘jagat srishti.’

In the episode premiered on 28th August 2021, Pujya Swamiji focused on the complex topic - So Called Creation is Manifestation of Conscious Being. Pujya Swamiji simplified the concept by bringing in a clay pot! Pujya Swamiji explained how the clay pot is sustained by clay. “It is born of clay, sustained by clay and if the pot is gone, it will go back to clay.” In other words, for any given thing, the journey of creation, sustenance and disappearance confirms that only the Conscious Being or Ishvara is present throughout. In other words, projection and withdrawal by Ishvara is seen by us as ‘creation’ or ‘destruction.’

The month of September was focused on the devotee. In the talk aired on 4th September 2021, the topic was that the Cognitive Person is a Devotee. Our body-mind-sense complex is pervaded by the conscious being (Ishvara) that is fully aware of its true nature. However, the ‘I’ thought with reference to one body-mind-sense is unable to grasp the fullness of this truth as it is caught in the web of relationships it holds and the roles it plays not recognising ‘I am’ the person. However, the most important relationship each individual conscious being holds is with Ishvara. When one individual conscious being is fully aware of and relates to Ishvara, we call that person a ‘Bhakta’ (Devotee).

On 11th September 2021, Pujya Swamiji focused on how the Devotee is Free of Roles. Relationships become a part of our life as soon as we are born. The ‘I sense’ part of a person undergoes a change, depending on the role played and the relationship that drives that role. Furthermore, each of these relationships is variable - and brings on a
**EVENT CORNER**

new set of issues as we try and accommodate these new changes as we play our roles. In all of this, there is an unchanging, invariable part of us - the 'I am' or the Conscious Being that is manifest in us. There is also only one relationship that will not face any changes or variations - that of our relationship with Ishvara, the Creator and the Created. There is no role playing involved, as there is no role to be played. When we fully understand and imbibe the nature of this relationship, we gain a shift in our view and approach to life.

In the episode aired on 18th September 2021, Pujya Swamiji extols us to discover the devotee in us. The devotee has no problems because the basic person, the devotee, is playing roles. The devotee's self-awareness implies awareness of Ishvara. The awareness extends not just to knowing of Ishvara but also the deep-seated understanding that the devotee himself / herself is a manifestation of Ishvara. This awareness creates an inner space between the core person the Bhakta is and the roles he / she plays. This space allows for the Bhakta to play the role with full involvement, without feeling personally the guilt or hurt that arise in response to the challenges of the roles he / she plays.

In the next episode, Pujya Swamiji dwelt on the topic that the devotee-Ishvara relationship needs to be understood. Regardless of our knowledge and/or understanding of the Ishvara we have within us an innate core that is deeply connected to this Conscious Being. This connection goes beyond the religion we choose to follow or the ideals we set for ourselves. The one who realises this connection and embraces it fully is regarded as 'the Buddha.'

Everyone has to reach this state of deep-seated understanding so as to become an ‘enlightened’ person whose clarity and knowledge forms the basis of his/her self-identity. However, to be able to reach this state, we need to gain a deep-rooted understanding of Ishvara (or Bhagavan).

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**R. GAYATHRI**, a hosteler from the Atmalaya Swami Dayananda AIM for Seva Chatralayam for Girls, Uдумalpet, Tamil Nadu, who aspires to be a Chartered Accountant one day has kept herself busy through the lockdown. Along with Divya, she too has been attending the spoken English classes for the last eight months. She is currently pursuing her second year M.Com at Government Arts College, Uдумalpet, Tamil Nadu. Gayathri has been residing at this hostel since 2013.

"You don't know how happy I am to be back at the Chatralayam. My hostel is very serene, evergreen (surrounded by mountains and forests) and is located at the foothills of the western ghats. I lost my mother when I was young and the Chatralayam is like a 'motherly' place to me. My friends out here are my 'Chatralayam sisters.'

My Chatralayam is like one big family and the staff and others have consistently supported me in all my academic dreams. Recently, I had a good reunion with my college professors and friends.

In the end, I would like to share that the Chatralayam environment motivates us to study. At the hostel, we are also exposed to other extracurricular activities. So we study with a smile! That is the reason why I bagged the first mark in my undergraduate degree and also got the Best Student Award from the college. We continue to observe all protocols related to Covid-19 like constant wearing of masks and frequently washing of hands with sanitisers and maintaining of social distance. I am fully vaccinated."
POSTCARD FROM MANJAKKUDI

In this section, we share the latest happenings from our educational institutions located in Manjakkudi and Sembangudi.
We are happy to share that the Swami Dayananda Matric Higher Secondary School and the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu, have been selected under the FSFS (Fully Self Financing Scheme) to start a NCC (National Cadet Corps) unit in the campus.

Sharing details of this important milestone, school principal, Smt. Padma Raghunathan said the school authorities have been sending a letter for NCC implementation to the NCC Office in Kumbakonam since 2016. “In 2018, we made it to the wait list. The aim of implementing this programme in the school is to create a talent pool of trained and motivated youth who will provide leadership in all walks of life and also be available for the service of the nation.”

As part of the selection process, the school and college authorities sent one staff member from each of the institutions to attend the interview process based on NCC’s eligibility criteria for the same.

The selected staff members will be designated as ANO (Associate NCC Officers) and would have to undergo pre-commission courses (for a duration of 90 days) at the NCC’s OTA (Officer Training Academy), Kamptee, Maharashtra (for training of male cadets) and Gwalior, Madhya Pradesh (for training of female cadets). Post training, the ANO’s would commence their duties as instructors to the cadets. The sanctioned cadet strength for the school is 100 students with 50 students expected to join the programme during 2021-2022.

The sanctioned cadet strength for the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu, is 160. During the current academic year (2021-2022), 53 students are expected to benefit from the scheme. Students can obtain NCC ‘B’ Certificate, if they complete two years of NCC training. They can get NCC ‘C’ certificate after the completion of three years.

“This training would enable the students to become committed, confident and competent leaders in all walks of life and responsible citizens of the country. It would motivate the students to look at the armed forces as a career option,” Smt. V. Hema, principal, Swami Dayananda College of Arts & Science said.

The NCC scheme is open to all regular students of schools and colleges on a voluntary basis. Boys and girls studying in Class 8 and 9 are admitted in the junior division/wing. They must be 13 years of age on the day of enrolment. The boys and girls studying the degree course in college are enrolled in the senior division/senior wing.
STUDENTS BACK AT THE VEDAPATASHALA

Twenty eight students from Telangana, Karnataka and Tamil Nadu have come back to the Swami Dayananda Vedapatashala, Kodavasal, Tamil Nadu, to continue with their studies.

As a first step, the students were asked to share their Covid-19 report and if it was negative, they were asked to come back to the Vedapatashala. On arrival, the students were quarantined for five days in separate quarters and a second test was taken after which they were allowed to participate in the classes.

In due course, the remaining students are expected to return to the Vedapatashala. The Swami Dayananda Vedapatashala focuses on imparting traditional knowledge systems. The residential school teaches *Krishna Yajur Vedam* and *Vaikhanasa Agama* among other subjects to the students.

Alumni from the Patashala have found their way to temples located in Malaysia and Singapore who have recognised their knowledge and enthusiasm.

Students join the Patashala for a seven year curriculum and the institute follows the *Guru-shishya parampara*.

COVID-19 VACCINATION CAMP

A day long Covid-19 vaccination camp was held on 21st August 2021 at the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu. People from the neighbouring villages and 132 students from the college took the jab as part of the drive. This camp was organised by the Youth Red Cross.

It was inaugurated by Smt. V. Hema, principal of the college. Our compliments to Dr. T.D.S. Divwagar and his team from Government Hospital, Thiruvizhimizhalai, Tiruvaur district, Tamil Nadu, for successfully conducting this vaccination drive.
The Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu, is in the process of obtaining the NAAC (National Assessment and Accreditation Council) accreditation.

As part of formalities relating to the above accreditation, Dr. S. Arivudainambi, Director IQAC (Internal Quality Assurance Cell), Annamalai University, Dr. Ramesh Kumar, professor, department of Horticulture and Dr. Selvamuthukumaran, professor visited the college premises on 16th July 2021 for a workshop on NAAC accreditation. They discussed each criteria of NAAC in detail with all the staff members at the college. The professors also explained the importance of NAAC accreditation for the institution.

This programme also saw the participation of Sri. M.G. Srinivasan, correspondent of the college, Sri. M.R. Rajagopal, coordinator of SDET (Swami Dayananda Educational Trust) activities at Manjakkudi and Dr. V. Hema, principal of the college.

Dr. Arivudainambi, Director IQAC (Internal Quality Assurance Cell), Annamalai University, Dr. S. Ramesh Kumar, professor, department of Horticulture, Dr. S. Karthikkumar, associate professor, department of English and Dr. T. Selvamuthukumaran, professor, department of Entomology visited our college on 6th August 2021 for a NAAC review. They conducted review on first three criterions and gave suggestions.
ONE DAY VIRTUAL POWER SEMINAR

A one day virtual power seminar ‘Campus to Corporate’ was held on 2nd July 2021 by the department of Commerce, Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu.

The welcome address was given by Dr. A. Gunasundari, assistant professor, department of Commerce while the speaker introduction was done by Dr. P. Sivakumar, assistant professor, department of Commerce. Dr. V. Hema, principal of the college delivered the Presidential Address. In her talk, Dr Hema focused on companies and interview techniques.

The main session was handled by Sri. Gregory Manoj, senior manager, training, Allsec Technologies Limited, Chennai. He extolled the students to realise the purpose of their study, (what they are doing? why they are studying? B.Com, & M.Com etc). Sri Manoj emphasised that marks alone are not sufficient to succeed in life and that having clarity on core concepts and subjects would only help during the recruitment process.

This virtual session saw participation of 100 students.

The Vote of Thanks was delivered by Dr. K. Panneerselvam, PG and Head, department of Commerce. The MC (master of ceremony) for the programme was Dr. S. Singaravadivel, assistant professor, department of Commerce. Dr. D. Indhumathi, UG- Head, department of Commerce and Sri A. Narayanan, ICT Academy Coordinator were the organising force behind this seminar.

UPDATE: CAMPUS PLACEMENT DRIVE AT THE COLLEGE

We are happy to share that 146 students have got placed at the ongoing annual campus placement (for academic year 2020-2021) at the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu.

The campus recruitment is continuing. Roadmap IT Solutions, Pondicherry conducted a campus recruitment on 3rd September 2021 for B.Sc (CS), BCA and B.Sc (IT) students for the post of software programmer. They also recruited commerce students for the post of ERP (enterprise resource planning) - functional associate for software installation. A total of 78 students attended the interview process. Thirty four students were shortlisted based on the written test after which 14 students were further shortlisted on the basis of the technical and human resource interview.

Eight students have been selected by Roadmap IT Solutions. Of this, four have been selected for the post of software programmers. Another four students have been selected for the role of functional associate.

GE Haier, Hyderabad is currently conducting online interviews with students from the Computer Science department for internships. The process consists of a written test and interview. Fourteen students were shortlisted for the technical interview. After the technical interview, four students have been shortlisted for the HR (human resource) interview. The HR interview will be held online at the earliest.

Soecon Software Solutions, Chennai is conducting online written tests, technical and HR interview. The process is underway and the results are awaited.
A TOUR OF THE FARM

The second and third year B.SC. students from the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu, were recently taken on a day long tour to the Swami Dayananda Farm, Tiruvarur district, Tamil Nadu.

Spread across 50 acres and located in the Kaveri delta, the Swami Dayananda Farm has been at the forefront in preserving and conserving heritage rice varieties. Till date, 260 indigenous grains have been preserved.

The students were given an orientation and a brief of activities that is currently underway in these fields.

COMMENCEMENT OF NEW ACADEMIC YEAR AT THE COLLEGE

After the introductory session, the syllabus and online class schedule were distributed to all students. During the campus visit, the first year students and staff also paid a visit to Jnanapravaha and offered floral tributes to Swamiji’s murthi on the occasion of his 6th Aradhana.

Classes for freshers at the Swami Dayananda College of Arts & Science, Manjakkudi, Tamil Nadu, commenced on 23rd September 2021.

On this occasion, the various heads of department introduced the staff members. A demo on online Google class was given by the respective class in-charges. Co-curricular activities like NCC (National Cadet Corps), NSS (National Service Scheme), RRC and YRC (Youth Red Cross) were explained by the concerned programme officers.

A limited edition of tabletop calendars created by the Swami Dayananda Educational Trust (SDET) is available at our retail store, Spirit of the Earth, Mylapore, Chennai.

The speciality of these desktop calendars is that each of the 31 sheets is filled with a beautiful quote of Pujya Swamiji. If you are interested, please do pick it up and make a small contribution to the hundiyal. All proceeds will go to SDET.

Store Locator:
Spirit of the Earth
Ground Floor
‘Srinidhi’ Apartments
No. 4, Desika Road
Chennai—600004.
ADOPT A HERITAGE RICE

A few decades ago, India was home to more than 100,000 varieties of rice, with almost each village claiming its own variety that was unique in shape, taste and aroma. However, with the dawn of the green revolution, much of our rich rice diversity has been reduced and replaced with a few hybrid varieties. Together with the loss of diversity, we also lost the folk knowledge and traditional practices associated with rice cultivation.

It is with this aim of recovering, conserving and cultivating heritage rice varieties that a seed bank was set up by SDET in Manjakkudi in 2012. Today, the farm has an invaluable collection of 260 rare and endangered rice varieties from across India.

We have travelled across the country and reached out to numerous paddy farmers and researchers to collect the heritage rice seeds. Often, we would receive a handful of precious grains which we carefully conserved and propagated. It takes us over three or even four years before we have enough seeds to cultivate and share with consumers. Conservation and propagation demands passion and effort, and also generous help from donors like you, to continue our work.

Yes, I would like to Adopt A Heritage Rice

DONATIONS CAN BE MADE VIA ONLINE TRANSFER TOO:

Name of Bank : City Union Bank
Branch : Manjakkudi
Account Name : Swami Dayananda Educational Trust
Account Number : 292001002203858
IFSC : CIUB0000292
MICR Code : 63205003

ADOPT A HERITAGE RICE

Adopt A Heritage Rice for one year for Rs. 15,000/-

All donations are exempt under Section 80G of the Income Tax Act and you are eligible for a 50% tax exemption.

In addition, a plaque will be placed with your name on the field, and you will receive 5 kgs of organic heritage rice from Swami Dayananda Farm.

Kindly SMS or Whatsapp 91-9500082142 or email spiritoftheearth2017@gmail.com the bank transfer details.
Join Our Movement In Educating Rural India

<table>
<thead>
<tr>
<th>SUPPORT OUR PROJECTS</th>
<th>DURATION</th>
<th>SUPPORT AMOUNT</th>
</tr>
</thead>
<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>
</tr>
<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>
</tr>
<tr>
<td>3. Complete Education and Care for 1 child for 1 year (options 1 and 2 combined)</td>
<td>1 year</td>
<td>Rs. 36,000</td>
</tr>
<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>
</tr>
<tr>
<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>
</tr>
<tr>
<td>6. Complete Education and Care for 1 child for 1 month (options 4 and 5 combined)</td>
<td>1 month</td>
<td>Rs. 3,000</td>
</tr>
<tr>
<td>7. Special meals for the children in a Chatralayam on a donor-designated day</td>
<td>1 meal</td>
<td>Rs. 3,000</td>
</tr>
<tr>
<td>8. Special clothes for a festive occasion for 1 child</td>
<td>1 occasion</td>
<td>Rs. 800</td>
</tr>
<tr>
<td>9. Complete care for 1 resident of Swami Dayananda Krupa Care for 1 month</td>
<td>1 month</td>
<td>Rs. 25,000</td>
</tr>
<tr>
<td>10. Complete care for 1 resident of Swami Dayananda Krupa Care for 1 year</td>
<td>1 year</td>
<td>Rs. 3,00,000</td>
</tr>
<tr>
<td>11. Special meals for the residents of Swami Dayananda Krupa Care on a donor-designated day</td>
<td>1 meal</td>
<td>Rs. 5,000</td>
</tr>
</tbody>
</table>

- Cheques/DD to be drawn in favour of ‘AIM for Seva’
- Donate online at https://aimforseva.in/donations/
- Contributions to AIM for Seva are exempt from Income Tax under section 80G of the Indian Income Tax Act, 1961