



AIM for SEVA

Educating Rural India

**AIM FOR SEVA
PROFILE**





PUJYA SWAMI DAYANANDA SARASWATI

15th August 1930 - 23rd September 2015

Revered Founder

AIM for Seva

Swami Dayananda Educational Trust
Arsha Vidya Research & Publication Trust
Arsha Vidya Gurukulams, India and USA

BOARD OF TRUSTEES



MS. SHEELA BALAJI

Chairperson and Managing Trustee
Social Entrepreneur

- Recipient of the 'Nari Shakti Puraskar 2017' award from the Ministry of Women & Child Development.
- Served as non officio member of the Council of the National Culture Fund, Ministry of Culture, Government of India (March 2022 - March 2025).



MR. R. KANNAN

Treasurer
Former Director - Shriram Group

- Among the senior-most Directors of the Shriram Group.
- Led Shriram Chits to become a Rs. 3,000 crore institution and a leader in the chit funds industry.



SWAMI SAKSHATKRTANANDA SARASWATI

Trustee
Vedanta Scholar and Teacher

- Chairman and Managing Trustee of Sri Gangadhareswar Trust, Rishikesh.
- Chief Acharya of Swami Dayananda Ashram, Rishikesh.



MR. ARVIND BALAJI

Trustee
Business Professional

- Managing Director of Lucas TVS Limited and India Nippon Electricals Limited
- Director of Lucas Indian Service Limited, Delphi-TVS Technologies Limited, TVS Training & Services Limited and Schaeffler India Ltd.
- Member of the CII Manufacturing Council.



MR. RAVEE MALHOTRA

Trustee
Business Professional

- Founder of Evolv Clothing Company Pvt. Ltd., and Evoluzione.
- Managing Trustee of Arya Samaj Central Trust Board, Trustee of Punjab Association and Vice President of Tamil Nadu Arya Samaj Educational Society.



DR. E.S. KRISHNAMOORTHY

Trustee
Behavioural Neurologist and Neuropsychiatrist

- Founder of Buddhi Clinic and Neurokrish.
- Former president of the International Neuropsychiatric Association (INA).
- Senior Clinical Advisor-Neurosciences, Apollo Hospitals Group.



MS. PRIYAMVADA BALAJI

Trustee
Business Professional

- Full-time Director at Lucas Indian Service Limited, and a member of the board of Lucas TVS Limited.
- Member of Tamil Nadu State Council of Confederation of Indian Industry.

ABOUT US

TRUSTED IMPACT SINCE 2000

Registered Charitable Trust | 25+ Years of Service | CSR Eligible | Tax-Exempt Donations

AIM for Seva, a registered pan-Indian charitable trust, was founded in 2000 by Puja Swami Dayananda Saraswati, with a focus on enabling and expanding education in the hinterlands. Our seva is rooted primarily in enabling education and progress in rural India.

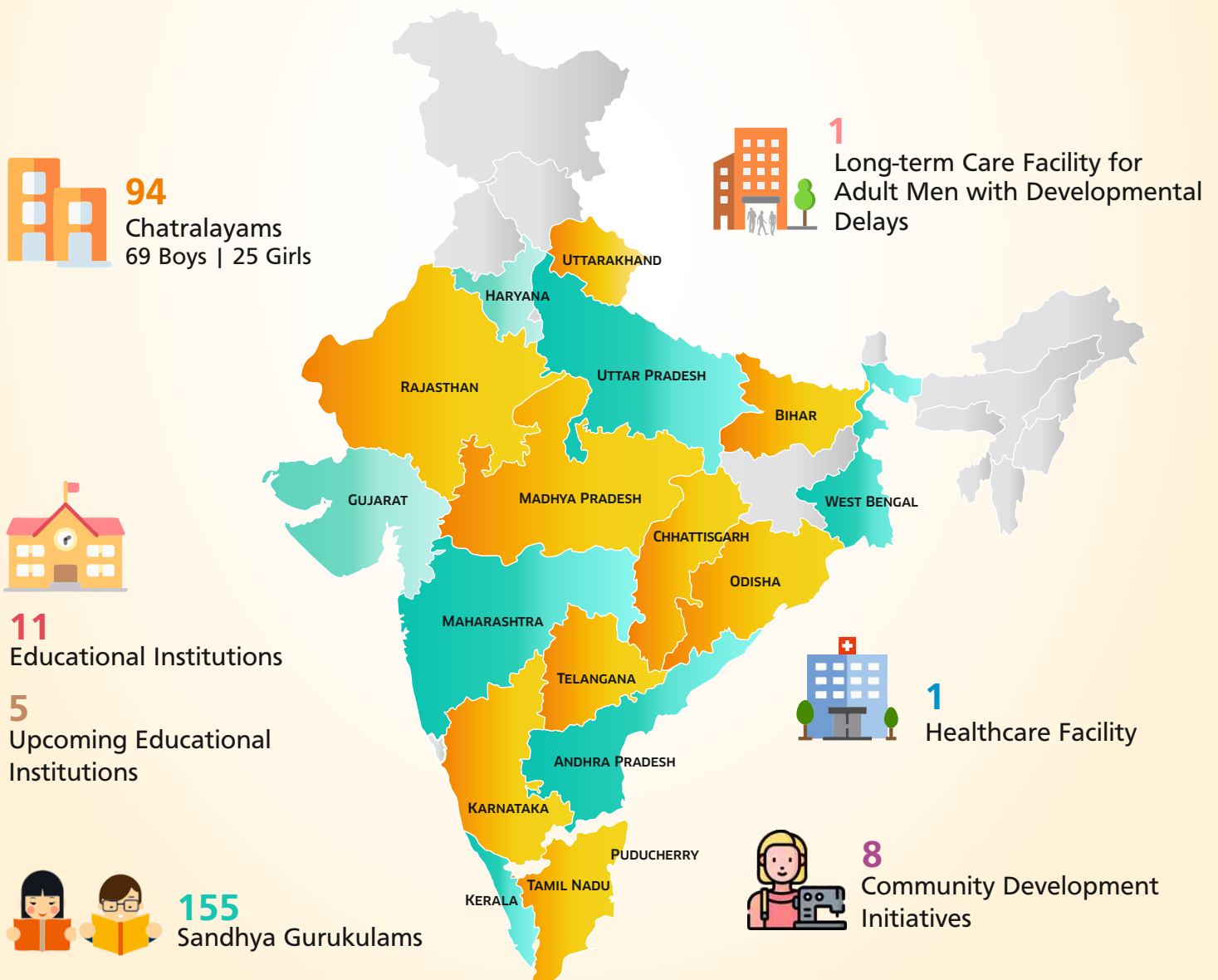
Our flagship project, Chatralayam (free student hostel), was instituted to help children in rural areas to gain access to and benefit from education. However, a deeper understanding of rural challenges has revealed that education cannot be viewed in isolation. At AIM for Seva, we recognise that holistic development requires integrating education with initiatives that address poverty,

healthcare, and overall well-being, thus empowering rural communities to thrive. Over the years, AIM for Seva has broadened its scope from running hostels to encompassing a more extensive range of activities, including:

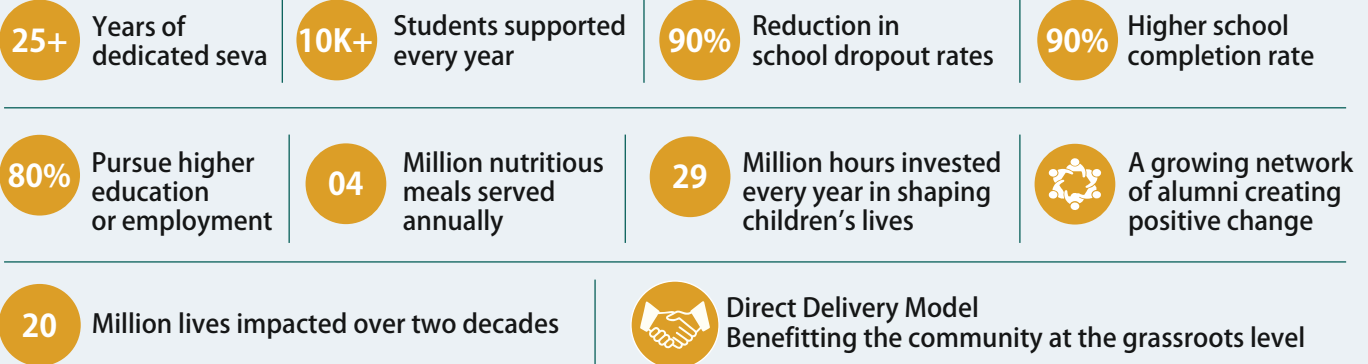
Educational Institutions | Sandhya Gurukulams Healthcare Facility | Community Development Initiatives Long-term Care Facility for Adult Men with Developmental Delays

This expansion has enabled AIM for Seva to extend its reach to an extensive network of marginalised communities. AIM for Seva now oversees **267** projects spanning **17** different states.

Pan-India Reach, Key Interventions



Our Impact



The true impact of AIM for Seva is reflected in the lives transformed—from first-generation learners to confident professionals, creating positive change in communities across India and beyond.

ACCREDITATIONS, AWARDS, STATUTORY INFORMATION



Received Consultative Status from United Nations Economic and Social Council (ECOSOC)



GuideStarIndia - Platinum Certification



Empanelled with the Tata Institute of Social Sciences (TISS)



Certified by the Charities Aid Foundation (India & USA) (CAF)



Awarded the 20th Mahaveer Foundation Award for Excellence in Human Endeavour in Community Service in the sphere of Education



Received the Foundation of India Chamber of Commerce and Industry Ladies Organisation Women Achievers Award 2017–2018 under the category: Social Entrepreneur (NGO) for "Focus on educating rural India, community development and rural empowerment and support for differently abled"

- Awarded highest star rating of Four Stars by Charity Navigator, USA
- Former UN General Secretary Kofi Annan commended AIM for Seva for pioneering work in the aftermath of the tsunami in Nagapattinam district, Tamil Nadu
- AIM for Seva has been presented with Hamsadhwani R. Ramachandran Award of Excellence for the year 2021 recognising its service to society through its many projects and programmes for the larger good of education of children in rural India and other endeavours such as health care, community development and care for differently abled adults and many more for the society.

DESCRIPTION	DETAILS
Incorporation	Established as a Trust in October 2000
Legal Registration	Registered under the Indian Trust Act, 1882 (Registration No. 34096)
Tax Status	Approved for exemptions under Sections 12A and 80G of the Income Tax Act, 1961
PAN	AAATA6343G
CSR Certification	Certified for CSR activities (CSR Registration No. CSR00003273)
NITI Aayog ID (Darpan ID)	Registered with NITI Aayog (Registration No. TN/2009/0007789)
FCRA License	Authorized to receive foreign contributions under FCRA (Registration No. 231660209)
TAN	CHEA15389D

GLIMPSES FROM OUR PROJECTS ACROSS INDIA







Care
Innovate
Educate

AIM for Seva's unique holistic care model enables underprivileged children from rural and tribal parts of India to pursue their passions and realise their full potential.



ENABLING EDUCATION CHATRALAYAMS (Free Student Hostels)

In 1999, when Pujya Swami Dayananda Saraswati visited the Anaikatti hills of Tamil Nadu, he was deeply moved by the situation of tribal children. He asked an elderly Irula tribal lady named Papammal about what kind of help was needed. She replied: "My children need to walk seven kilometres to school, across the forest which is very unsafe. Why don't you build a hostel and help them go to school?" This inspired Swamiji to conceptualise the Chatralayam—a free student hostel located close to schools—to provide safe, supportive boarding along with education, nutrition, academic support, sports and extracurricular activities and value-added education. All of this was to be provided completely free of cost. The very first Chatralayam was established in 2001, in Anaikatti, Tamil Nadu, and the first girls' Chatralayam was established in 2004 in Nandyal, Andhra Pradesh.

Importantly, AIM for Seva's Chatralayams address the four key factors that hinder access to sustained education in rural India: Lack of economic resources | Inaccessibility to schools | Lack of a supportive environment for learning | Lack of quality education.

Our Chatralayams Provide:

- Accommodation, nutrition, clothing, sport, yoga and extra-curricular activities
- Easy access to local schools (usually within walking distance)



SEE the progress created by
Chatralayams at the grassroots

- Unparalleled support, 24 x 7, from the staff and coordinator, and creation of a close-knit circle of peers
- After school support and mentoring for enhanced learning and development
- Value-based education to impart and instill values and good habits among students

All of the above is provided completely free to the students.

Our alumni choose many paths, including higher studies and/or careers in the government and private sectors. Many of the students from our Chatralayams have gone on to pursue their university degree at the Swami Dayananda College of Arts & Science in Manjakkudi, Tamil Nadu. Popular career choices in the government include the police force and army. Our alumni have also forged careers in banking, manufacturing, and finance. Some of them have become entrepreneurs, while some others have come back to work with AIM for Seva in our schools and Chatralayams.

AIM for Seva is currently running 94 Chatralayams (69 Chatralayams for boys and 25 Chatralayams for girls) - and over 4,000 students across 17 states are benefiting from them year on year.

SCHOOLS

With years of experience in rural education and the management of Chatralayams across India, it became evident that to truly shape the child's personality, education, and values in a cohesive way, we needed to integrate the two environments—residential care and schooling—under one philosophy and management. This led to the Vidyalaya concept: a holistic rural school model where the academic curriculum, value-based education, cultural exposure, life skills, and personal care are seamlessly woven together.

For the last two decades, AIM for Seva has directed its efforts towards providing quality education in rural India by building schools that offer quality education through dedicated teachers, modern infrastructure and continually upgraded syllabus (formal academic and value-added). AIM for Seva's Vidyalaya model draws on the ancient Indian gurukulam model, wherein students live near or within their school campus. This model helps to give the child a supportive environment with minimal discomfort or distraction, and helps them benefit from educational, extra-curricular, and holistic development. Our Vidyalayas follow the Indian board system, from Kindergarten to Class 12, and students graduate at the end of 12th grade.

AIM for Seva is currently running 10 Vidyalayas in Tamil Nadu, Madhya Pradesh, Maharashtra, Karnataka, Uttarakhand and Uttar Pradesh - and close to 4,500 children are benefiting from them.

We have laid the foundation for 5 more schools in Andhra Pradesh, Karnataka, Maharashtra, Rajasthan and West Bengal.

COLLEGE

The Swami Dayananda College of Arts & Science, a co-educational institution affiliated to Bharathidasan University, was established in Manjakkudi, the birthplace of Pujya Swami Dayananda Saraswati to provide higher education opportunities for students in the rural regions. The need was felt particularly in the case of girls, who were unable to leave their families and live alone in other cities during their course of study. The college was established in 2001, and moved into its current state-of-the-art campus in 2003. The institution began in 2001 with 200 students.

Today, we see over 2,000 students enrolling in our college year-on-year. Eighty percent of the students are first-

generation learners, with many of them coming from around 300 villages near Manjakkudi. Students from other states, especially from our Chatralayams across India, enroll here. The college offers several scholarship programmes to benefit students with merit but who come from challenged financial backgrounds.

On par with national benchmarks, the Swami Dayananda College of Arts & Science has been holding Annual Campus Recruitment Drives since 2014-15, and it has been very encouraging to see a steady increase in the number of participating companies and students placed through campus recruitment. Several nationally reputed companies come to our campus recruitment drive, ***We have awarded undergraduate and post-graduate degrees to 9,232 students, post-graduate research degrees to 210 students, diplomas to 574 students, and doctorate degrees to 6 students since the inception of the college.***

To date, over 2,850 students have received jobs through the campus placement drive.

SANDHYA GURUKULAMS

The Sandhya Gurukulam programme was instituted by Pujya Swami Dayananda Saraswati to help more children gain from AIM for Seva's model of value-based education. The programme is conducted in the evenings, and children living in the nearby villages (from Classes 3 to 8) come to study and learn. The initiative is aimed at enabling the well-rounded growth of children through the inculcation of discipline, good habits and knowledge about our rich cultural heritage.

Our Sandhya Gurukulams Provide:

- **Education that focuses on academic improvement**
- **Value-Based Education and Culture Validation to help children imbibe values from a young age**
- **Physical Fitness through sports and yoga**

AIM for Seva is currently running 155 Sandhya Gurukulams in Andhra Pradesh, Gujarat, Odisha, Madhya Pradesh and Tamil Nadu - and close to 4,000 children are benefiting from them.

POSITIVE SOCIETAL CHANGE

HEALTHCARE

Rural healthcare is one of the biggest challenges India faces today. People living in rural areas are disadvantaged by limited access to healthcare. Treatment is delayed owing to constraints in healthcare facilities and medical professionals. AIM for Seva instituted healthcare centres with the sole objective of eliminating barriers to healthcare and serving the public, particularly people from the marginalized segments of the society.

Today, AIM for Seva is running 1 hospital in Bhadohi, Uttar Pradesh. Through this institution, we are serving over 10,000 patients each year.

VOCATIONAL TRAINING

Self-reliance and financial independence are two key factors that will help create an empowered generation of women who, in turn, will help uplift their families and the larger society. Vocational training aids them in acquiring skills that sustain their livelihood, and serves as a source of employment. Skill development trains youth and women to build and improve networking, time management and communication skills, as well as mastering skills in specific areas.

AIM for Seva is currently running 8 tailoring centres in Andhra Pradesh, Gujarat, Karnataka, Uttarakhand, Telangana and Tamil Nadu, and close to 200 women benefit from each course cycle.

SUPPORT FOR ADULT MEN WITH DEVELOPMENTAL DELAYS

Swami Dayananda Krupa Care, a unit of AIM for Seva, is a long-term residential care facility for adult men with developmental delays and disabilities. Established by **Pujya Swami Dayananda Saraswati**, Krupa Care was born out of a compassionate vision to provide lifelong care and a secure future for individuals whose aging parents worried about their well-being after their lifetime.

Set amidst a serene 10-acre green campus, Krupa Care offers a safe, nurturing, and home-like environment where residents live with dignity, comfort, and a sense of belonging. The campus is equipped with round-the-clock security, CCTV surveillance, and comprehensive safety systems, ensuring a protected and supportive atmosphere.

Residents are accommodated in thoughtfully designed cottages with spacious living spaces and accessible facilities. A dedicated team of trained caregivers, under the guidance of qualified healthcare professionals, provides personalized support and assistance in daily living.

Comprehensive healthcare services include regular consultations with physicians and psychiatrists, periodic health check-ups, an in-house nurse station for immediate medical attention, and access to nearby hospitals for emergency care.

More than a care facility, Krupa Care is a home where compassion, respect, and community come together to help every resident lead a fulfilling and meaningful life.

Today, Swami Dayananda Krupa Care has 44 male residents, aged between 18 and 65 years of age, with wide-ranging developmental delays.



JOIN OUR MOVEMENT OF SEVA

CHATRALAYAMS



Vidya Danam for 1 Child

Yearly - Rs. 15,000 | Monthly - Rs. 1,250



Vidya Danam & Anna Danam for 1 Child

Yearly - Rs. 36,000 | Monthly - Rs. 3,000



Anna Danam for 1 Child

Yearly - Rs. 21,000 | Monthly - Rs. 1,750



Special Meals for our Children in

a Chatralayam on a Donor Designated Day
Rs. 4,000

SANDHYA GURUKULAMS



Per Centre

Yearly - Rs. 60,000 | Monthly - Rs. 5,000

SWAMI DAYANANDA KRUPA CARE



Complete care of 1 resident

Yearly - Rs. 1,00,000

Half-Yearly - Rs. 50,000

Monthly - Rs. 8,500



Special meal for our residents

on a Donor Designated Day

Rs. 5,000



General Donation

Amount of Your Choice

DONATION CHANNELS

- Online: <https://aimforseva.in/donation/>
- Cheques/DD: To be drawn in favour of 'AIM for Seva'
- Bank Transfer:
A/C Name: AIM for Seva | A/C Number: 047901000023859
Bank: Indian Overseas Bank | Branch: Sriram Nagar, Chennai
IFSC Code: IOBA0000479

SCAN TO DONATE



All donations are eligible for tax benefits under Section 80G

JOIN US IN RESHAPING LIVES



CORPORATE PARTNERSHIPS

Collaborate through CSR initiatives, employee engagement programmes, and strategic partnerships.



SUPPORT A PROJECT

Strengthen educational infrastructure through classrooms, hostels, libraries, digital learning centres, and community facilities.



LEAVE A LEGACY

Create a lasting impact through memorial gifts, and planned giving.

*A child is like a water drop from the heavens -
you need to collect it before it gets mixed up with earthly mire*

*- Swami Dayananda Saraswati
Founder of AIM for Seva*



EDUCATE. EMPOWER. TRANSFORM.

Changing lives today. Building a stronger India tomorrow.



As we move forward beyond the Silver Jubilee milestone, we look ahead with gratitude and renewed purpose, united in the spirit of seva to build brighter futures for countless more rural and tribal children across the nation.



AIM for SEVA

Educating Rural India

Administrative Office:

AIM for Seva, II Floor, 'Srinidhi' Apartments, 4 Desika Road, Mylapore, Chennai – 600004, Tamil Nadu

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