

SEVALAYA COMPETITIONS:

Reaching the young minds  
through great minds



## Sevalaya competitions: Reaching great minds to young minds

The founding of Sevalaya was inspired by Bharathi, Gandhi and Vivekananda. Right from the early years, competitions were a major route to reach the messages of these great men, to children. Currently, competitions are held five times every year: on one day each that is important in the lives of the three inspirers of Sevalaya, one day to celebrate the three together and another, in memory of Bharathi and his wife Chellamma.

Spearheading the spread of moral values among children and the community at large is a Department called BGV, underscoring the influence of Bharathi, Gandhi and Vivekananda on the ethos of Sevalaya.

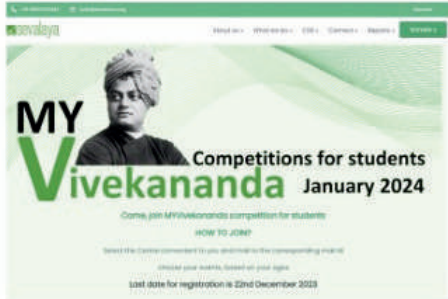




From 2024, to increase the reach, the contests have been revamped, with some major changes.

**Decentralised organising** From centrally organised contests held only at the Kasuva centre, the contests were held in 9 centres in Tamil Nadu, besides online contests for children from remote locations.

**Branding** All contest have been brought together, with composite and individual branding, for better recognition and aggregated familiarity.



**MY Vivekananda Competitions for students January 2024**

Come, join MYVivekananda competition for students

**HOW TO JOIN?**

Select the Centre convenient to you and mail to the corresponding mail id.  
Choose your events, based on your age

**Last date for registration is 15th December 2023**

S. No	Class	Competitions	Headings	S. No	Centre Location	Phone.no	Email
1	1,2,3	Drawing	Vivekananda Drawing	1	Kasuva	8818540048	sevalayaohm@sevalaya.org
2	4,5	Recitation	Vivekananda quotes	2	Kadayan	9954717925	trunelveli@sevalaya.org
3	6,7,8	Quiz competition	Book named "Vivekananda's Kargom"	3	Pattinapakkam	9786129949	sevalayambattur@sevalaya.org
4	6,7,8	Speech	Education in Vivekananda's view	4	Uthiramerur	9500775860	uthiramerur@sevalaya.org
5	9,10,11,12	Speech	Vivekananda's Chicago experiences and experiments	5	Zamin Endanthur	9786536304	sevalaysettr@sevalaya.org
6	9,10,11,12	Essay Writing	Social work done by Swami Vivekananda	6	Gudalur	7373732349	cgudalur@sevalayasanaritan.org
7	College Students	Speech	I am one of Vivekananda's hundred youths	7	Thonjavur	7619850509	gnah@sevalaya.org
8	College Students	Poem	Bhagavad Gita? Football?	8	Dharmapuri	6300312092	dharmapuriash@sevalaya.org
				9	Thilaiyadi	8015982932	thilaiyadi@sevalaya.org
				10	Thiruthani	8015981932	gandhimodcenter@sevalaya.org
				11	Bendhipur	7373732349	cgudalur@sevalayasanaritan.org

Every year, competitions are held among school children, to familiarize them with the three great men, their lives and teachings, so that they inspire the young generation. Sevalaya was founded in 1988, inspired by Bharathiyar, Mahatma Gandhi and Swami Vivekananda.

To register competitions please visit...  
[@sevalaya.org/bgv-competitions/](https://sevalaya.org/bgv-competitions/)

**Communication** From a WhatsApp based communication, website, local whatsapp groups, social media bulk messages, mass emails and Sevalaya newsletter have been employed to spread awareness.

**5-fold hike in reach** Decentralisation and direct approach by Sevalaya Centres have boosted the number of participating schools and colleges to 426.

**5 contests every year**

*Experiments with changes*

1. Vivekananda ... January 2024

*Stabilize new system*

2. Bharathi Chellamma wedding anniversary – June

3. BGV day – September

4. Gandhi ... October

5. Bharathi ... December



**MyVivekananda as rehearsal** The new scheme was perfected during the MyVivekananda contest launch from December 2023. Thanks to centralised organisation, with the Sevalaya Centres reaching out to neighbouring schools and colleges, number of participating schools rose from 87 to 424. To accommodate students who couldn't attend in person, online participation was facilitated. Retired teachers and experts served as referees for the competitions, ensuring a fair and well-conducted event



**Driving out stage fright, building confidence**







**MyVivekananda -  
a personal relationship**



**Rewards for efforts, an incentive**



**Online experience. A new confidence**







**K Yashini, IV Std,  
Panchayat Union Middle School,  
Kumarapalayam, Namakkal District**

Sevalaya has been conducting annual competitions titled MyBharathi, MyGandhi and MyVivekananda, the trio of Sevalaya's inspirers. The objective is to enlighten students about the life events and a personal commitment to the values of these great men. In the past year, I took part in the Bharatiyar-related online competition and secured first place at the state level. This time, I won the second prize in this competition. Such competitions conducted by Sevalaya have been instrumental in discovering talents like mine.



**Mahalakshmi, Tindivanam,  
Villupuram District**

Sevalaya contests are centred around great national leaders. All competitions conducted by Sevalaya are special. For example, my daughter Vaideki has participated in all the contests such as Poem recitation, Speech Contest and won the first prize and the second prize. And my daughter enthusiastically participates in the competitions conducted on Bharathi's poems. I express my sincere thanks and best wishes to V Muralidharan, the founder of Sevalaya, and to the excellent staff of Sevalaya.



**Gajavalli,  
Social Science Teacher,  
Panchayat Union Middle School,  
Kallakadu Village,  
Kanchipuram District.**

Sevalaya has been conducting various competitions for the past many years. There is no one else like Sevalaya for hosting the best competitions. Not only in conducting the competitions, but also ensuring that the results are announced on time. Prizes are also distributed on time. The students feel excited to participate in these competitions. Heartfelt thanks on behalf of our school to Sevalaya for providing such services.



**Nazeera Shoukathali  
Sevalaya Tailoring Instructor,  
Gudalur. The Nilgiris**

Each day Sevalaya gives us a new learning and exposure to different activities. It is enhancing our skills and making us a better person every day. I am very proud and feel privileged being associated with Sevalaya activities.

**We invite you to partner us in this exciting initiative to inspire young minds through great minds.**

**Please contact Prasanna P, [vpdr@sevalaya.org](mailto:vpdr@sevalaya.org), 99414 50444. [www.Sevalaya.org](http://www.Sevalaya.org)**

