

# What do you look for in your CSR partner?

- CSR law compliance ☐
- Project execution skills ☐
- Successful track record ☐
- Transparency ☐
- Awards and recognition ☐



# sevalaya

35+ years of service to community

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V Muralidharan

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Bhuvaneswari Muralidharan

# Genesis: realization of a childhood vision

The thought process that later led to the formation of Sevalaya was born when V Muralidharan was 11 years old. While reading a poem by Mahakavi Bharathiyar, he came across an intense verse that said: "There's nothing holier than providing education to the poor". This *mantra* germinated as Sevalaya, which means "Temple of Service".

Around the same time, young Muralidharan used to visit Sri Ramakrishna Math and got inspired by the powerful quotes of Swami Vivekananda. "Even if a dog goes hungry in this world, what is the point in having so many Gods, so many religions, so many temples?" Swami Vivekananda had asked persuasively. The

*mantra* for feeding the hungry later took the shape of homes for the destitute, the poor and the orphans. Another lasting influence on young Muralidharan was Mahatma Gandhi's autobiography, "The story of my experiments with Truth", Gandhiji's vision of villages becoming self-supporting and self-dependent later shaped Sevalaya's blueprint for rural development.

Sevalaya came into being in May 1988. By then, Muralidharan had gained the confidence to do so, having finished his Engineering degree from the Indian Institute of Science, Bangalore and spent 4 years in IT industry.

Muralidharan gave up his lucrative and flourishing career with Tata



Consultancy Services in 2009, after completing 25 years in IT industry, to devote full time to Sevalaya.

## Triggering Transformation

Sevalaya has been serving the rural underprivileged communities since 1988. Today, Sevalaya operates at 18 centres in Tamil Nadu (10 districts) and Puducherry.

The first centre of operations is in Kasuva village near Thiruninravur, 45 KMs West of Chennai. Once largely inhabited by brick kiln labourers, whose children often accompanied them, the area has now been transformed into a vibrant community, with child labour totally abolished in Kasuva and over 40+ surrounding villages.

Over the past few years the school strength has topped 2100, more than 50% of them girls. The drop out ratio (those who pass Std XII out of all LKG entrants) is less than 2% and the school pass percentage among this first generation of school goers ranges between 99% to 100%.

Over 2,500 Sevalaya students have passed Std XII since 2005. All of them are either employed or pursuing higher education.

Sevalaya runs a home for 200

destitute children, four old age homes for seniors, two hospitals, a gaushala and 10 community colleges which offer vocational training in 11 trades. 65% of the 3200+ qualified youth are employed and 25% are self employed.

Medical camps, tuition centres and rescue-to-rehabilitation support for victims of natural calamities and the COVID-19 pandemic are part of

Sevalaya's services.

A registered Charitable Trust, Sevalaya renders all its services absolutely free of cost to destitute and needy persons without any discrimination of caste, colour, religion, language, gender or nationality. In this mission, Sevalaya's eternal inspirations are Mahakavi Bharathiyar, Mahatma Gandhi and Swami Vivekananda.

Since 1988, Sevalaya has transformed 40+ villages from 100% child labour to 100% literacy, through quality education given free to 4,700+ rural children, providing higher education for 1,700+ students, housed and shaped the lives of 550+ orphans, given shelter and dignity to 250+ destitute elders, imparted skills and facilitated employment to 4000+ rural youths, reached healthcare to 3,20,000+ poor and needy rural folks, delivered relief, food and medical equipment to benefit over 3,00,000+ people affected by natural calamities and Covid-19 pandemic with your support.

## Projects completed

|                         | No. of Corporates | Project Value (₹ in Crores) | No. of Projects | Beneficiaries |
|-------------------------|-------------------|-----------------------------|-----------------|---------------|
| Education               | 35                | ₹ 15                        | 10              | 24,688        |
| Livelihood              | 12                | ₹ 6                         | 8               | 6,000         |
| Environment             | 18                | ₹ 4                         | 12              | 23,000        |
| Rural Development       | 13                | ₹ 5                         | 30              | 30,000        |
| Sports                  | 6                 | ₹ 0.75                      | 10              | 5,500         |
| Health Care             | 10                | ₹ 3                         | 13              | 80,000        |
| Covid & Cyclone Relief  | 25                | ₹ 5                         | 12              | 2 Lacs        |
| Animal Welfare          | 1                 | ₹ 0.93                      | 1               | 95 dry cows   |
| Homes                   | 10                | ₹ 1                         | 16              | 12,500        |
| Others (Infra projects) | 17                | ₹ 6.5                       | 14              | 6,500         |

## Activities and impact, as per CSR Law Schedules

| Sl.No | Areas of Service and Impact                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Relevant clause under CSR Law Schedule 7                                                                                                                                            |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | <b>Food for children and senior citizens</b><br>3,40,625 meals were cooked and served everyday last year for 2,250 children and senior citizens. Their economic background makes food the first priority.<br>60+ lacs meals were served to children and senior citizens since 1988.                                                                                                                                                                                                                                                                                                                                | (i) Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation, safe drinking water.                                       |
| 2     | <b>Community kitchen</b><br>Natural calamities like flood and the pandemic brought hunger to the doorsteps of a large population including daily wage earners. Community kitchen was set up to provide food packets to 16,750+ people this year in all locations of Sevalaya and Sirkazhi in Tamilnadu and Puducherry. So far, 87,750 food packets have been distributed to people affected by natural calamities and pandemic.                                                                                                                                                                                    |                                                                                                                                                                                     |
| 3     | <b>Grocery kits during natural calamities</b><br>9,400 grocery kits were distributed during the year to villagers affected by the pandemic in the districts of Chengelpet, Thiruvallur, Tenkasi, Thanjavur, and Nilgiris.<br>20,200+ grocery kits were distributed to victims of natural calamities such as Tsunami, floods, cyclones and the pandemic so far.                                                                                                                                                                                                                                                     |                                                                                                                                                                                     |
| 4     | <b>Medical centres</b><br>Dedicated medical centres at 5 locations provide free generic medical support for the villagers. Certified doctors and nurses have provided medical support to 3,00,510+ individuals since 1994.                                                                                                                                                                                                                                                                                                                                                                                         | (i) Eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation, safe drinking water.<br><br>(x) rural development projects |
| 5     | <b>Mobile Medical Vans Clinics</b><br>1,40,500+ villagers living in 150+ villages in 3 districts with limited access to quality healthcare services have been benefitted by Mobile Medical Vans from 2017. Periodic medical check-up, generic medicines and health awareness sessions are offered, besides specialised medical camps.                                                                                                                                                                                                                                                                              |                                                                                                                                                                                     |
| 6     | <b>General health camps and awareness sessions</b> 100+ awareness programmes benefitting 10,000+ teens were conducted every year. Subjects cover safety of self, social behaviour and how to manage the outside world. Volunteers from many corporates are involved in this. COVID-19 awareness programmes were conducted for villagers and they were advised on the precautions to be taken and how to improve immunity. Multi Vitamins tablets were provided to villagers and Vitamin A drops to children below 5 years.<br>300+ awareness programmes have been conducted since 1994, benefitting 27,125+ teens. |                                                                                                                                                                                     |
| 7     | <b>Value Education</b><br>Online sessions on the lives of Mahakavi Bharathi, Mahatma Gandhi and Swami Vivekananda were conducted every year, covering 70,224 students from 38 districts. Moral education based on life lessons of Bharathi, Gandhi and Swami Vivekananda is provided by Sevalaya to 1,20,224 students from 38 districts of Tamilnadu since 1988. Moral education classes were also conducted for prisoners in all Central Jails in Tamil Nadu.                                                                                                                                                     | (ii) promoting education, employment enhancing vocation skills.                                                                                                                     |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                          |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8  | <p><b>Free School (Pre Primary to Std XII)</b><br/> From 1991, Sevalaya has been running a free school following state board syllabus for 1st generation learners from 40+ villages in Thiruvallur District, Tamil Nadu. 4,900 children have received education since then. 50% of the students are girls.</p> <p><b>Free Tuition centre</b><br/> 700 children have been benefited through free evening learning centres across 9 centres in 7 districts of Tamilnadu and Pondicherry.</p> <p><b>Digital Literacy at Govt. Schools</b><br/> Digital Literacy classes are covered 2,000+ students in 3 districts of Chennai, Kanchipuram and Sirkazhi districts.</p>                                                                                                                                                                                                                            | <p>(ii) promoting education, employment enhancing vocation skills.</p> <p>(iii) promoting gender equality, empowering women, setting up homes for orphans; setting up old age homes.</p> |
| 9  | <p><b>Higher Education support</b><br/> After completing Std XII, deserving students are given financial support for higher studies, through corporate and individual funding. Nearly 1,350+ students have benefitted for the past 28 years.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                          |
| 10 | <p><b>Community colleges</b><br/> Since 2011, Sevalaya has been providing free skill-based education to unemployed youth in 10+ locations. Courses include Basic computer applications, Electrician, AC mechanic, Tally, Lab technician assistant, and Bakery. Beautician and tailoring are the women only courses offered in the community colleges. The courses are designed to make village youth self reliant and to empower women. Over 6,000+ rural youth have benefitted.</p>                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                          |
| 11 | <p><b>Homes for children and senior citizens</b><br/> Sevalaya has nurtured the two most vulnerable populations through the construction of homes for orphans and destitute elders.</p> <p>Sevalaya has housed and shaped the lives of 550+ orphans and given shelter and dignity to 250+ destitute elders who live secure, comfortable, active and fulfilled lives.</p> <p>3,28,500 meals were cooked and served every day last year for children and senior citizens as we have for 35 years now.</p>                                                                                                                                                                                                                                                                                                                                                                                        | <p>(iii) promoting gender equality, empowering women, setting up homes for orphans; setting up old age homes.</p>                                                                        |
| 12 | <p><b>RO plants &amp; Clean toilets</b><br/> 2,000+ people will be benefitted by the 2 Eco bloc Rainwater harvesting wells installed during the year at Sevalaya's Kasuva centre and Gunduperumbedu village in Sriperumbudur. So far, 36,000+ villagers are assured safe drinking water every day via Reverse Osmosis plants, Rain Water Harvesting wells and 1,500 people benefitted by the construction of Community toilets in 3 villages which have improved the hygiene and sanitation conditions there, making them open defecation free and have also brought dignity to the lives of the villagers.</p>                                                                                                                                                                                                                                                                                | <p>(iv) ensuring environmental sustainability, animal welfare, maintaining quality of soil, air and water.</p>                                                                           |
| 13 | <p><b>Alternative energy</b><br/> <b>Solar energy</b><br/> Sevalaya's Kasuva centre is equipped with 100.75KW of solar energy which is providing nearly 65% of the power requirement. 20+ Solar street lights have been set up in Thirukandalam village where there were no streetlights at all.</p> <p>Sevalaya's Thanjavur centre is equipped with 5KW of solar energy which is providing nearly 60% of the power requirement.</p> <p><b>Gobar gas</b><br/> Everyday 50% of cooking fuel requirements is met by gobar gas in Kasuva centre.</p>                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                          |
| 14 | <p><b>Organic farming</b><br/> The vegetables and fruits grown at the organic farms of Sevalaya are used for consumption by the resident destitute children and senior citizens at its Kasuva centre.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                          |
| 15 | <p><b>Training in Sports</b><br/> Sevalaya places emphasis on sports for physical and psychological development. Sevalaya has a comprehensive sports talent search scheme that evaluates each student. The promising ones are identified, selected and given scientific training.</p> <p>Sevalaya focusses on training in athletics, basketball, volleyball, handball, netball and badminton as also indoor games including Chess.</p> <p>Sevalaya athlete has won Gold Medal at State Level. Another represented Tamilnadu in Basketball at the National Level Meet conducted by the School Games Federation of India.(SGFI) 16 students have played at National Level meets representing Tamilnadu in handball. And in netball, three students represented Tamilnadu at the National Level. Many students have got free admission, in colleges for higher education, under sports quota.</p> | <p>(vii) training to promote rural sports, nationally recognised sports.</p>                                                                                                             |

## Partners





# Projects needing support

## 1. Quality Education

Sevalaya's Mahakavi Bharathiyar Higher Secondary School is a free school with classes from primary up to 12th Std for underprivileged children from the 40 neighboring villages. The children are provided with quality education completely free of cost.

Sponsorship : Educate a child  
Budget : ₹2.52 Crores (₹12,000 per student per year)  
Beneficiaries : 2,100 students



## 2. Livelihood

Sevalaya's Skill Development programme through its community colleges at various locations aims at creating well-trained youth (age 18-30) by providing them with quality vocational training, preparing them for the job market. Courses offered: Computer Skills, Tailoring, E-Publishing, AC Mechanic, Nursing Assistant, Beautician, Lab technician Assistant, Electrician, Bakery unit, and Tally.

### A. Sunguvarchathram, Kanchipuram District

Course : Computer skills and Tailoring  
Budget for operating exp. : ₹10 lacs per year  
Beneficiaries : 120 students

### B. Ravanasamudram, Tirunelveli District

Course : Tailoring and Computer skills  
Budget for operating exp.: ₹10 lacs per year  
Beneficiaries : 120 students



## 3. Homes for Children

Sevalaya runs Swami Vivekananda Boys home, Mother Teresa Girls Home at Sevalaya's Kasuva centre at Thiruvallur District. We provide education for the children and for all residents, food, clothing, shelter and sanitation.

Location : Kasuva, Thiruvallur District  
Project : Living expenses for destitute children  
Budget for operating exp.: ₹24 lacs per year (₹12,000 per student per year)  
Beneficiaries : 200 destitute children





#### 4. Homes for Senior citizens

Sevalaya runs Sri Ramakrishna Paramahansa old age home at Sevalaya's Kasuva centre at Thiruvallur District. There are three more Old Age Homes at Thanjavur, Dharmapuri and Zamin Endathur (Chengalpet). We provide residents, food, clothing, and shelter.

##### A. Kasuva village, Thiruvallur District

Project : Living expenses for senior citizens

Budget for operating exp. : ₹12 lacs per year (₹12,000 per elder per year)

Beneficiaries : 100 destitute elders



##### B. Zamin endathur, Chengalpat District

Project : Living expenses for senior citizens

Budget for operating exp. : ₹3.6 lacs per year (₹12,000 per elder per year)

Beneficiaries : 30 destitute elders

##### C. Errapatti, Dharmapuri District

Project : Living expenses for senior citizens

Budget for operating exp. : ₹2.4 lacs per year (₹12,000 per elder per year)

Beneficiaries : 20 destitute elders

##### D. Thalavaipalayam, Thanjavur District

Project : Living expenses for senior citizens

Budget for operating exp. : ₹2.4 lacs per year (₹12,000 per elder per year)

Beneficiaries : 20 destitute elders



#### 4. Construction

We are seeking support for the construction of 3 classrooms out of 12 classrooms in Sevalaya's primary school building premises in Kasuva village, Pakkam PO, Near Tiruninravur. Total area 2,472 sq.ft.

Project : Construction of Class rooms

Budget for construction of 3 classrooms : ₹49 lacs

Beneficiaries : 120 students

## 5. Animal Care

Vinobhaji Gaushala is a haven for cows that have out-lived their period of “utility” and will otherwise be destined for the slaughter-house. The Gaushala also shelters milk yielding cows. The milk is consumed by the resident children and elders. We are submitting herewith our proposal to construct MS roof truss shed for gaushala of size 80 x 48 x 11 height to accommodate the 30 cows. The work of a new shed would enhance the capacity of the cow shed from 30 cattle to another 60 cattle.



Project : MS roof truss shed for Gaushala (80'X48'X11')  
Budget : ₹46 lakhs  
Beneficiaries : 95 cows

## 6. Health & well being

Pattinapakkam, is a neighbourhood in Chennai and was the worst affected when tsunami hit the coastal parts of the city. Sevalaya runs a community college in this community largely inhabited by the fishermen community. Recently Sevalaya started a health centre with a full time doctor and a paramedic. The health services are provided free of cost. On an average the footfall in the health centre is 20-25 patients per day. The operational cost for running the health centre is ₹12lakhs.



Project : Health centre Operational Expenses  
Budget for Operating expenses : ₹12 lacs  
Beneficiaries : Fishermen community

## 7. Art and culture

Sevalaya is collaborating with the Indian Railways for this project that recalls the two years Bharathi spent in Kadayam. A man far ahead of his times, he faced the wrath of the then traditional society at Kadayam village, and was even excommunicated. It was in this town many of his immortal poems were composed. Around 1,200 Sq feet of wall space at Kilkadayam Railway station will be decorated by the paintings of incidents from the life of Bharathi and Chellamma at Kadayam.



Project : Paintings on Bharathi Chellamma at Tenkasi  
Budget : ₹3.96 lacs  
Beneficiaries : Public and villagers

| Name of the Award                                                      | Awarded by                                              | Year         |
|------------------------------------------------------------------------|---------------------------------------------------------|--------------|
| Best Green Campus                                                      | Govt. of TamilNadu, Forest Department                   | 2012         |
| Best Old Age Home                                                      | Govt. of TamilNadu, Social Welfare Department           | 2012<br>2018 |
| State Award - Best social worker - V Muralidharan                      | Government of TamilNadu                                 | 2016         |
| National Award – Sat Paul Mittal – Outstanding Service to Humanity     | Nehru Sidhant Kender Trust, Punjab                      | 2016         |
| Women's achievers                                                      | NGO category from FICCI FLO                             | 2016         |
| National Award – Spirit of Humanity – Education Category               | AmeriCares Foundation, Mumbai                           | 2015         |
| National Award - Lakshmi Menon Memorial Award for Girl Child Education | All India women's conference                            | 2014         |
| Best project of the year                                               | Project Management Institute (PMI)                      | 2012         |
| Outstanding Service Organization                                       | Lucas TVS National Institute of Quality and Reliability | 2009         |
| Innovative value based Education in Primary Education                  | TCS Education World Awards Committee 2006               | 2006         |
| Life Time Achievement Award - V Muralidharan                           | Indian Medical Association                              | 2019         |
| Service over Self Award - Bhuvaneswari Muralidharan                    | Inner Wheel District 323                                | 2021         |
| Social Service Award - V Muralidharan                                  | Kannada Sangha – @ Karnatka Rajyotsava                  | 2019         |
| Champions of Chennai - V Muralidharan                                  | Champions of Chennai - 2022                             | 2022         |





## CSR Eligibility

Sevalaya is registered under

- Registered Sec 12A of IT Act
- Registered under 80G IT Act
- FCRA Regn No 075900640
- CSR Registration No CSR00000863
- FCRA Bank account with SBI New Delhi Branch as mandated by the Government of India

### Prasanna P

Vice President - Donor Relations

Sevalaya

9941450444 | [vpdr@sevalaya.org](mailto:vpdr@sevalaya.org)



# sevalaya

**35+ years of service to community**



Chengalpet | Chennai | Dharmapuri | Kancheepuram | Nilgiris | Tenkasi | Thanjavur | Thiruvallur | Puducherry