

# OUTREACH

April - June 2018



Vedic Studies | Education | Free Student Hostels | Schools | College

Healthcare | Special Needs | Community Development Projects

7200 HOURS  
OF VALUE-BASED  
EDUCATION

YOGIC  
KRUPA

ORGANIC  
FARMING

CELEBRATIONS  
AND MORE

DHFL GIFTS  
A COLOURFUL  
WORLD



Dear Friends of AIM for Seva,

We, at AIM for Seva, have always been inspired by Seva and for us, Seva is spiritual. For it is through Seva, we metamorphose as individuals; from consumers to contributors. We achieve this through giving and reaching out and thereby mature emotionally too. That in a nutshell is the spirit of Seva.

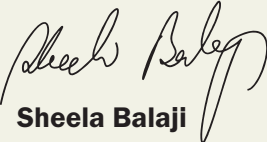
Guided by this spirit as well as our moving force and founder, Pujya Swami Dayananda Saraswati, we are currently present across 16 states with 95 Free Student Hostels. We began our journey in 2000 and the first Free Student Hostel was built in Anaikatti near Coimbatore in Tamil Nadu. Since then, we have come a long way. I am also happy to announce that 10 new and upcoming projects are under various stages of completion.

Also, our Free Student Hostel students who appeared for the class 10 board examinations this year have shown a 91% pass rate while for class 12 students at our Free Student Hostels, this figure stood at 80%. Many of our students are first generation learners and we are indeed proud of their hard work and sincere efforts. We provide holistic education at our Free Student Hostels. Our hostel children have fun too through day trips and art based workshops. Our cover story 7200 hours of education captures our successful model.

This season, we are organising two annual cultural fundraisers. After their first shows in Chennai, the two prominent dance troupes would be embarking on a 20-city tour in the USA from September 7 to October 7.

We welcome you to join our journey and with your continued support, we could be able to penetrate the last mile and thereby empower and educate every child in rural India.

Thank you,

  
**Sheela Balaji**

Chairperson and Managing Trustee, AIM for Seva

## Accreditations



Bridge Number 1505669533



**National Institution  
for Transforming India**  
No: TN/2009/0007789



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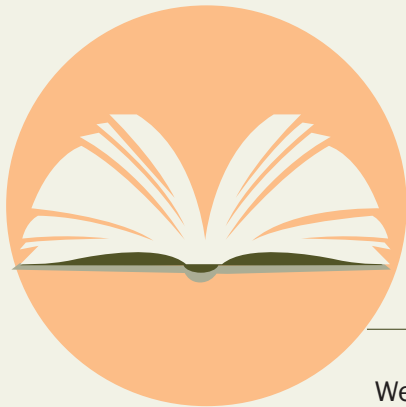
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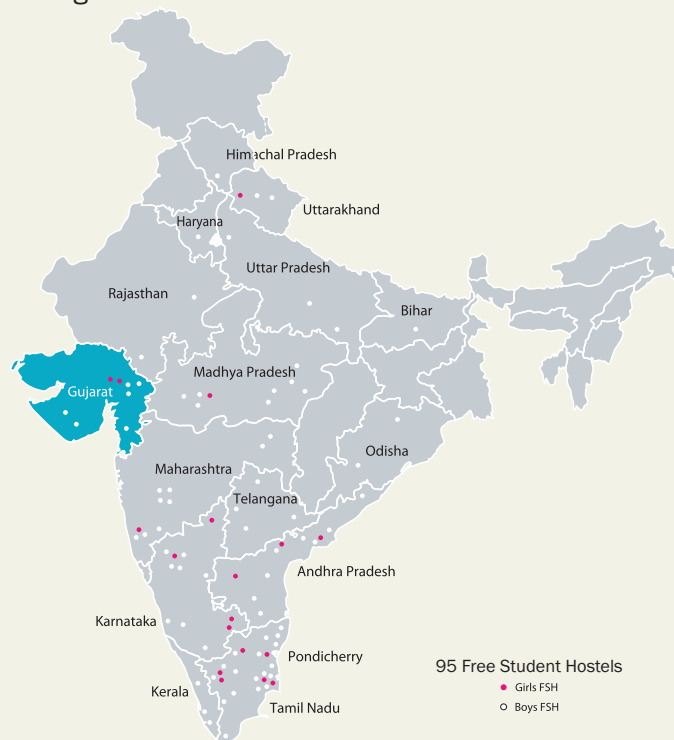
FROM MIDWEST TO MANJAKKUDI





# 7200 HOURS OF VALUE-BASED EDUCATION

We believe in educating the next generation Indian and that goes well beyond literacy; blackboard, chalk, books and stationery. Because, only when *Shiksha* reaches the last mile, can the divide between *Bharat* (hinterland) and India be fully bridged.



At our Free Student Hostels, students mostly come from poorer and weaker sections of society. But like the rest of us, they too have dreams and we are active facilitators for that.

Thus, our hostels, are well entrenched in a 360° approach towards education that seamlessly integrates academics with co-curricular and extracurricular activities thereby helping a child achieve, his or her full potential.

Let us illustrate this with an AIM for Seva Free Student Hostel for Boys in Dungri, Gujarat, inaugurated in 2010, home to 48

students today. These pupils come from rural areas like Padamdungari, Devgad and neighbouring villages where people have much more to worry than education. The parents of the students at the Dungri Free Student Hostel are mostly agricultural labourers and they are keen that their kids step out to earn a better living for themselves.

Located 360 km from the capital Gandhinagar, Dungri is in Surat region which is known for its agricultural produce and cotton. Students from this hostel go to Ashramshala Moti Kosbadi school and Prabhu Premi Vidyalaya.

The hostel which is spread over 4,500 sq ft has three student rooms, a prayer hall, a kitchen, an office, a warden room and a computer room.

## Student life

Student life at the Dungri Free Student Hostel is engaging, enriching and fulfilling and goes well beyond the four walls of the establishment.



Among other things, the schedule includes a session of yoga under the morning sky, daily chanting of *slokas*, working in the computer laboratory (there are nine desktops) and spending time in the library that has a collection of prized books gifted by our donors. The library has ensured students develop good reading habits and many of them are now little bookworms!

Our students are all rounders. Sahil Kumar Shantilalbai Chaudhari passed the recently concluded class 10 board examination with 74.67% marks. Not just academics, but he has shown his extracurricular strength by participating in essay and puzzle competitions and winning prizes.

Similarly, Henish Kumar Rajubhai Chaudhari cleared class 9 with 73.50% marks. It's not easy to achieve academic excellence especially when one is not in their comfort zone. Our students had to adapt to the hostel discipline so that they could fit into the school ambience.

## Volunteer visit

The Dungri Free Student Hostel also provides a forum for interaction with experts and scholars as that help students hone their personality and communication skills. Recent visitors include Smt. Rumaben Anjaria, a retired maths and science teacher and Smt. Bhavna Desai a retired english teacher. Both of them are frequent visitors to the hostel and they spend time with the children during the weekend. They also help them with their homework and interact with them through stories and various other activities.



## Beyond boundaries

Weekends are relaxed and coated with an earthy texture. Children are engaged in art and music exercises and gardening activities.

They till the soil, plant seeds and enjoy nurturing the plants.

The boys know to have fun too. Birthdays and other important festivals call for celebrations. Be it hostel decorations on Founder's Day or a *pooja* on *Ganesha Chaturthi*, these occasions give them a chance to come close to their own culture and heritage.

Children are also taken on quarterly trips where they learn important aspects of history and tradition.

### Daily Routine of Students at AIM for Seva's Free Student Hostel

Morning:	5:00 A.M	Wake Up Call
	5:45 A.M	Prayer
	6:30 A.M	Yoga
	7:00 A.M	Study Time
	8:00 A.M	Breakfast
	9:00 A.M	To School
Noon:		12:30 P.M Lunch
Evening:	4:30 P.M	Tea & Snacks
	4:40 P.M	Play Time
	6:00 P.M	Prayer
	6:30 P.M	Study Time
	8:00 P.M	Dinner
	8:30 P.M	Reading/Study Time
	9:30 P.M	Bed Time

## A place for ground grooming

AIM for Seva hostels create a supportive fraternity of just and ethical citizens that value brotherhood and commitment. Within all the discipline and rules, the hostel thrives in laughter and fun. It is these children who bring life to the hostel and leave an impression of their memories.





# YOGIC KRUPA

June 21. 7 am. Its a sunny morning and Nithish Kumar, 28, a resident of our Krupa Home is all smiles. "I was able to do the seventh position of the *Surya Namaskar*," he exclaims in excitement.

It's no mean achievement. On International Yoga day celebrated on June 21, 38 residents of AIM for Seva Krupa Home, a home for the differently-abled located in Sriperumbudur, Tamil Nadu participated in a yoga session much like others in India and rest of the world.

Yoga is not new to our Krupa Home residents. They do it twice daily, with each session lasting for 30 minutes. The exercise regime commences with *Surya Namaskar* followed by other *asanas*.

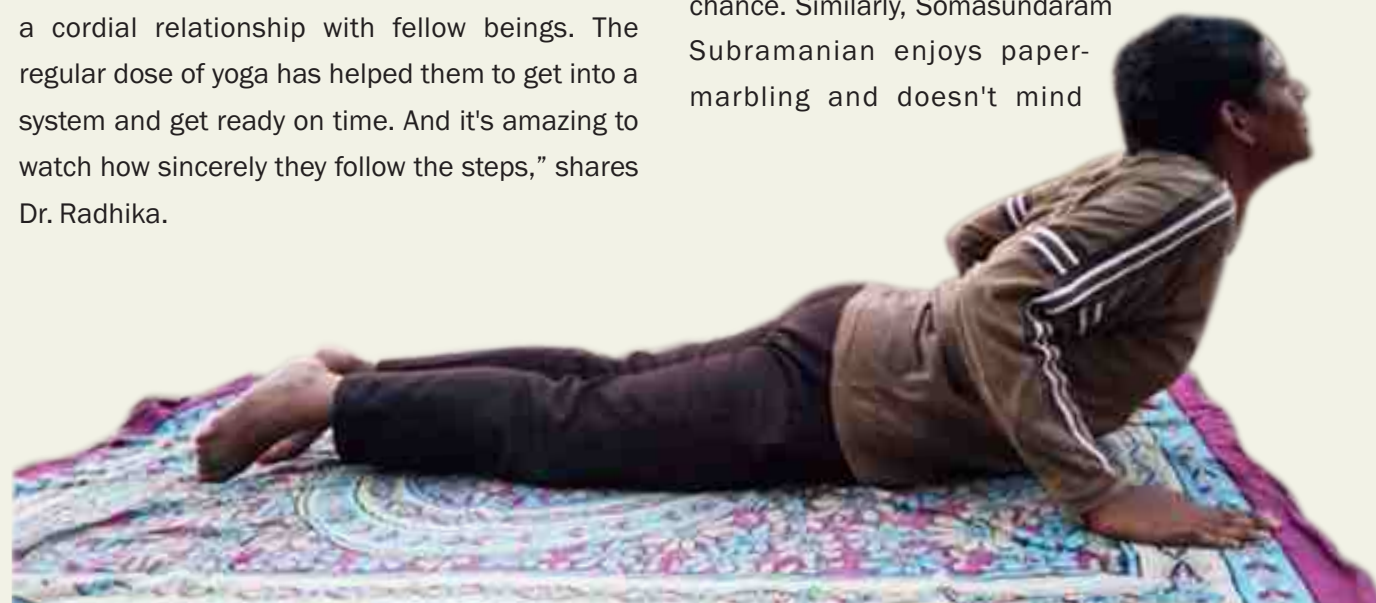
"One would be surprised to see how calm they are when they are in the yoga class," reveals Veera Raghavan, manager of Krupa Home who also doubles up as a yoga therapist.

Director of Krupa Home, Dr. Radhika Soundararajan says that yoga as an activity gives Krupa occupants a lot of pleasure. "It helps them reduce the frequency of their anger outbursts and develop a cordial relationship with fellow beings. The regular dose of yoga has helped them to get into a system and get ready on time. And it's amazing to watch how sincerely they follow the steps," shares Dr. Radhika.

As per the Census of India 2011, out of the 121 crore population, 2.68 crore are disabled. Of this, 6% of them have been recorded as mentally retarded. Most of the residents at Krupa Home lack understanding or comprehension; are unable to communicate their needs; have difficulty in doing daily activities; remembering things or solving problems. Some even have random mood swings and suffer from various other behavioral patterns in varying degrees. Nevertheless, there is a silver lining. Each of them has a different skill set that needs to be encouraged and supported. "We try to keep them busy throughout the day with activities like packaging for local industries, making handmade-paper, weaving fabric, gardening, organic farming and cow shed maintenance. In the process, we inculcate discipline in their lifestyle," says Dr. Radhika.

What's heartening is that many of our Krupa Home inhabitants took to weaving within 24 minutes. "When they first started weaving, they enjoyed it so much that they would barely leave the loom."

For instance, 44 year old Sriram Rajamani loves the loom and refuses to give anyone else a chance. Similarly, Somasundaram Subramanian enjoys paper-marbling and doesn't mind



spending hours mashing papers. Then there is 19 year old R. Nitish who loves to draw. His paintings reflect his innocent and uninhibited mind.

A community setting like Krupa makes Rajamani, Nitish and Subramanian feel responsible and more significantly gives them a pleasant ambience to lead a normal life. "Krupa is their home," concludes Dr. Radhika with a smile.



## Life of a Krupa resident

- ❖ 5:30 A.M : Wake up
- ❖ 6:30 A.M : Yoga session for 30 minutes.
- ❖ 8:00 A.M : Breakfast
- ❖ 9:30 A.M : Occupational Therapy
- ❖ 1:00 P.M : Lunch
- ❖ **Rest**
- ❖ 4:30 P.M : Snack time
- ❖ 6:30 P.M : Yoga session for 30 minutes.
- ❖ 8:00 P.M : Dinner
- ❖ 9:30 P.M : Bedtime



Fabric woven by the residents are stitched into products like bags, wallets, passport holders and folders that are available in Spirit of the Earth, our exclusive outlet in Mylapore, Chennai.

To extend your support to Krupa Home write to us at [aimallindiamovement@gmail.com](mailto:aimallindiamovement@gmail.com)

## All about AIM for Seva Krupa Home for adults with disabilities

AIM for Seva Krupa Home rests on a 10.5 acre welcoming green campus surrounded by trees and plants. The verdant atmosphere provides shelter to 38 adult residents with various developmental disabilities such as autism, cerebral palsy, schizophrenia, mental illness and brain injury.

The men are aged between 18 and 65 years and are provided life-long care. Using a network of psychologists, psychiatrists, physiotherapists, occupational therapists, medical officers, social workers, special teachers, caretakers and other office staff, AIM for Seva Krupa Home ensures treatment, recreation and rehabilitation for these people.

The residents are kept engaged in various constructive work like weaving on traditional looms, paint marbling on hand-made paper or rolling a packet of incense as part of their daily therapy. Some of them also put their hands together in tilling the soil, bathing the cows and other recreational tasks.



# ASPIRE



TAMIL NADU

“I want to become an auditor”

- Santhosh Kumar

AIM for Seva Dayananda Tribal Boys Free Student Hostel in Anaikatti, Tamil Nadu

**Score - 89% | Class 10**

Santhosh Kumar topped his school, Government Tribal Residential High School and in his district, Coimbatore. He also had the distinction of securing the third position in schools run by the Tamil Nadu Tribal Welfare Department (TTWD), the nodal agency for implementing several developmental and welfare programmes for Adi-Dravidar and Scheduled Tribes in the state. Shri. T. Ritto Cyriac, Director of TTWD gifted him a cash voucher as a token of appreciation. He has now joined the Government Boys Higher Secondary School, Chinnathadagam in Tamil Nadu and has opted the science stream (physics, chemistry, biology and mathematics). But he wishes to change lines in future and wants to pursue chartered accountancy.



MAHARASHTRA

“I want to become independent”

- Dhruvi Samir Sawant

Kumari Deepa Devi Singh AIM for Seva Free Student Hostel in Sawantwadi, Maharashtra

**Score - 89.80 % | Class 10**

The village of Khanoli in Maharashtra had very little to offer Dhruvi, daughter of a day labourer who had been struggling to keep her dreams of educating herself alive. On one side was her wish to pursue education and on the other, peer pressure in the village as a girl child to sit back and work at home. But nothing stopped Dhruvi. She is unstoppable!

TAMIL NADU

“I want to become a banker”

- N. Priya

AIM for Seva Free Student Hostel in Sembangudi, Tamil Nadu

**Score - 88% | Class 12**

N. Priya, a school topper, took up the commerce stream in Semmangudi Higher Secondary School in Sembangudi, Tamil Nadu. A first generation learner, N. Priya is one of the very few from her village who loved going to school. Hailing from the fishermen community, Priya is interested in mathematics and accounts. She has joined B.Com in Swami Dayananda College of Arts & Science in neighbouring Manjakkudi.



KARNATAKA

“I want to become a professor”

-Vijayalaxmi Vakkund

AIM for Seva Free Student Hostel for Girls in Belgaum, Karnataka

**Score - 86.50 % | Class 12**

The world of elements and chemicals, reactions and experiments intrigue Vijayalaxmi. Following her dreams, she has joined Govindram Seksaria Science College, Belgaum to pursue B.Sc. in Chemistry. Murgud, where she hails from is a small town in Karnataka has barely any industrial or social infrastructure. The town constantly battles with water and electricity outages. Her father, a farmer manages a seven member family with a meagre income.



RAJASTHAN

“I want to become a pilot”

- Lokesh Bagora

Arsha Vidya Tirtha AIM for Seva Free Student Hostel for Boys in Jaipur, Rajasthan

**Score : 95% | Class 7**

Lokesh goes to New Khoj Public School, Jaipur. The initial days of the hostel life was tough for him. Unaccustomed to a disciplined life, it was difficult for him to adjust to our Free Student Hostels' model. However, gradual interactions with other children, exposure at school helped him to blossom into confident young mind. Today, he is working hard towards pursuing higher education and a white collar job in future.

MADHYA PRADESH

“I want to become a teacher”

- Monika Chauhan

Gayathri Devi AIM for Seva Free Student Hostel in Khategaon, Madhya Pradesh

**Score - 75.80% | Class 12**

A monthly income that's a paltry Rs. 3,500/- is all that Monica's father earns as a farmer in the village of Dasauda in Madhya Pradesh. But instead of making the teenager engage in domestic chores, Monica's parents chose to support her education. Monica has been doggedly working on her academics since she joined the hostel in 2017. She received Rs 25,000/- as scholarship for laptop from Shri. Shivraj Singh Chouhan, Chief Minister – Madhya Pradesh, for scoring above 75% in her board examinations under the programme 'Pratibhashali Vidyarthi Protsahan Samaroh' held at Lal Parade Ground in Bhopal in the month of June. Monica is now pursuing B.Sc. Chemistry from Swami Dayananda Arts & Science College in Manjakkudi, Tamil Nadu.







# STRAIGHT FROM THE HEART

## DHFL gifts a colourful world

Big brown paper cartons loaded with crayons, notebooks, colour pens, paints and other stationery items and a whole new set of books from fiction to fables arrived early April. Gifted by Dewan Housing Finance Limited, these items were procured by them through their employee engagement programme exclusively for our children living in AIM for Seva Free Student Hostels in Alwal (Telengana), Yelahanka (Karnataka) and Sriperumbudur (Tamil Nadu). This indeed kickstarted the new academic session with more zest!



## Knitting the future

Smt. Nitya, a devotee of Puja Swami Dayananda Saraswati gifted two sewing machines to 53 children living in Atmalayam Swami Dayananda AIM for Seva Free Student Hostel in Udumalpet, Tamil Nadu. For the past three months, the girls living in this hostel have dedicated two hours to learn this skill. They have tailored beautiful clothes, skirts and blouses.

“ I would love to see them self reliant and contribute to the society at large. Tailoring can open new doors for these girls.” - Smt. Nitya Yogapathi.



## Donor celebrates grand daughter's birthday at FSH

Shri. G. Padmanabha Rao, our donor and a member of the Anjaneya Swami Dhyanamandali, celebrated his grand daughter Anjani Shreya's birthday by gifting children of Kosuri-Doraiswamy AIM for Seva Free Student Hostel for Boys in Bapatla, Andhra Pradesh new clothes worth Rs. 40,000 and a sumptuous special meal. Shri. Rao's daughter, Sudharani and Shri. N. Hanuman (Anjani's parents) helped to organise the function in the hostel.



## Lab equipments donated by Rotary Club of Madras



President of Rotary Club of Madras Chennai Patna, Smt. Vallikannu and her team donated equipments for the chemistry laboratory at the Swami Dayananda Rotary Matriculation School, Kadalur, Tamil Nadu worth Rs. 46,000. She also gifted the pupils new pairs of socks, school uniforms and notebooks to help them gear up for their new academic session.

## Bombay Cloth House donates new clothes

Bombay Cloth House, a leading garment showroom in Telengana donated 55 pairs of clothes to our children living in AIM for Seva Free Student Hostel for Boys in Kamareddy, Telengana.



You can bring about a difference too!



Donate online at  
[www.aimforseva.org](http://www.aimforseva.org)  
or write to us at  
[aimallindiamovement@gmail.com](mailto:aimallindiamovement@gmail.com)



# STRAIGHT FROM THE HEART

## TVS Logistics

TVS Logistics Services Ltd donated Rs. 2.5 lakh for AIM for Seva Free Student Hostel for Boys in Kadalur village, Tamil Nadu. This covers part of the student expenditure at the aforesaid FSH. There are 20 students currently living in the Kadalur FSH. As per the company's corporate social responsibility policy, it believes in providing financial and other assistance to underprivileged students for basic and higher education. The company considers this to be in absolute sync with its mission of educating rural India.



## Sundaram Finance

Sundaram Finance Limited supported us with Rs. 5 lakh for the AIM for Seva Free Student Hostel in Cumbum, Tamil Nadu. The practice of corporate social responsibility is not new to the Group. Children living in this hostel are mostly first generation learners and children of farmers and daily wage earners who are sent to Nalandha Matric School, St. Alphonse Middle School, Hindu Middle School and M.P.M. High School, located in close proximity to the Free Student Hostel.

We provide to them value-based education, which is a seamless integration of academics with co- curricular and extracurricular activities that help a child achieve his true potential.



## Thank you



Magma Fincorp Ltd  
Rs. 3 lakh



Vijaya Bank  
Rs. 90,000



Sri Rama Charitable Trust  
Rs. 3 lakh

Sri Krishna Jhaver Charitable Trust - Rs. 2 lakh

## Jagat Pāvanī Gangā

by

Kala Sadhanalaya founded  
by **Revathi Ramachandran**

## FUNDRAISER



## nandalala

by

**Anitha Guha's Bharathanjali**

After their first shows in Chennai,  
the two prominent dance troupes would be  
embarking on a 25-city tour in the USA from  
September 7 to October 7.

More details: [www.aimforsevausa.org](http://www.aimforsevausa.org)

Twelve employees of Anthem Biosciences Private Limited, a contract research organisation, participated at the 11<sup>th</sup> edition of the 'Tata Consultancy Services Run' to support AIM for Seva on May 27. They raised Rs. 1.5 lakh. Some of our volunteers also participated in the 'Majja Run Category' and also sprinted in the 'Jabong Run in Costume' segment. "We are very happy to support AIM for Seva. We were touched to know the kind of service you have been rendering to society," Shri. Rupesh Kumar, 42, one of the participants said.

## TCS Run gives a fast support







# NEW AND HIGH

## Our first hostel in Chattisgarh

Supported by AIM for Seva Canada, a new Free Student Hostel for Boys is being constructed in Bhanpuri, a village in Rajnandgaon district. The reason for selecting this location is its close proximity to Government Ms Bhanpuri School where our children can be admitted.

The Bhanpuri FSH is expected to be completed by the end of this year and the hostel shall start functioning from next year.



## New classroom in Kadalur

A grand celebration commemorated the opening of a new classroom block at the Swami Dayananda Rotary Matriculation School, Kadalur, Tamil Nadu in June. Shri. V. Amburaj, Deputy General Manager of Karur Vysya Bank inaugurated the three-floored building that now has space for 12 classrooms. Karur Vysya Bank has supported construction of two classrooms while Essvee Foundation with the aid of Shri. K. Lakshmanan supported construction of another classroom in the same block.



## Bidar will soon have a new FSH

Poverty and long distance from school posed as an obstacle to the children of Bidar. Help came in the form of Shri. Rangrao N. Jadhav, a philanthropist who helped us build an AIM for Seva Free Student Hostel for Girls in Bidar, Karnataka in 2015 that shelters 32 children presently.

Now with the increase in demand, a new building, 6,500 sq ft is being constructed for a Free Student Hostel for Boys in the same complex. The *bhoomi pooja* saw participation by Shri. T.V. Raghunandan Rao, land donor of AIM for Seva Free Student Hostel in Yadavaram, Telengana, our coordinator, Shri. Krishna Reddy, among others.

## Making computer education accessible

Computer education is now compulsory for plus two students in Government schools. Cognizant Foundation supported us with the construction of a computer laboratory at the Semmangudi Higher Secondary School in Sembangudi, Tamil Nadu. Sundaram Fasteners Ltd and AIM for USA contributed 20 desktops along with a set of 20 chairs and desks for high school students.

There has been 478 student enrolments in classes 11 and 12 this year. Seven periods a week have been allocated to them for their computer classes. These children come from economically deprived backgrounds with many of them being first generation learners. But that has not stopped them from aspiring high. Access to the digital world through proper computer education would help such pupils prepare for their life post college and provide them with better employment opportunities in future.



## Solar panels make a better living in Uttar Pradesh

New solar panels were installed at the AIM for Seva Free Student Hostel for Boys in Ghaziabad, Uttar Pradesh to generate power in April. This has helped create awareness on solar power not just amongst our students but also the villages they hail from. When they go back home, they share stories with their family and friends. They tell them the concepts and benefits with respect to sustainable living, energy saving and recycling.

## High demand for admissions in Bihar

Fifteen new admissions have taken place this academic year at the Sumitra Surma AIM for Seva Free Student Hostel for Boys in Maur village, Sheikhpura district in Bihar. These *Adivasi* kids from Uttar Pradesh's Sonbhadra district suffer from severe poverty. But that has not stopped them from their quest towards learning. Maur Free Student Hostel now has 25 students in total.







# BREAK FREE

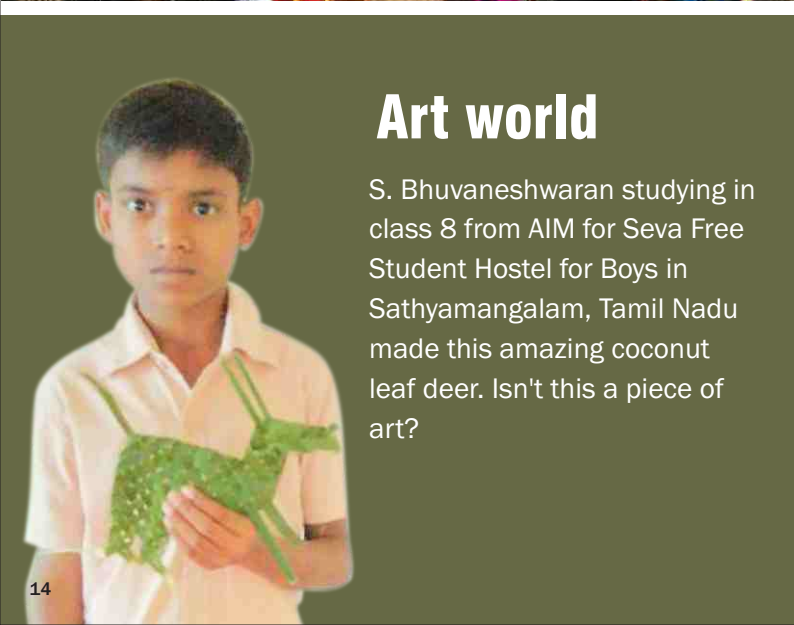
## Trip time

Girls living in Bhavani Arun AIM for Seva Free Student Hostel in Chinnasalem, Tamil Nadu were taken for a day trip to *Kundru Malai Murugan* temple. Located on the banks of the Kamandale river, 60 km from Chennai in a village called Padavatu, the temple finds place atop a hill. It is here that Lord *Muruga* was crowned as *Devasenadhipati*. Children enjoyed the day out and listened intently to the stories about the temple.



## Art world

S. Bhuvaneshwaran studying in class 8 from AIM for Seva Free Student Hostel for Boys in Sathyamangalam, Tamil Nadu made this amazing coconut leaf deer. Isn't this a piece of art?



## Celebrations and more



Kranti Mahila Mandal, an 11 year old NGO in Karnataka that works towards social welfare and woman empowerment, celebrated World Environment Day in AIM for Seva Free Student Hostel for Girls in Belgaum, Karnataka. A lecture on environmental awareness by Shri. Rahul. A. Mohandas, a motivational speaker was also organised on the eve of Environment Day at the FSH.



The Annual Day event at the Dayasagar AIM for Seva Free Student Hostel for Boys in Palani, Tamil Nadu was celebrated with great pomp and grandeur. Students had put up a vibrant and enterprising cultural programme that moved each and everyone present in the audience.



## In good health

Boys at Seshachariar AIM for Seva Free Student Hostel in Cumbum, Tamil Nadu completed their first medical check-up this academic year with Dr. P. Manimaran, a government-certified *Siddha* doctor. Fifty three students have been carefully examined and the results reveal all of them are physically fit and fine. Some of them have been suggested a specific diet for better health.

## Eye camp on National Doctor's Day

On the occasion of National Doctors' Day (July 1<sup>st</sup>), Lions Club of Kapra Kamala Nagar, Telengana organised an eye screening camp for 83 children of AIM for Seva Tribal Boys Free Student Hostel in Alwal, Telengana.



## Titan helps to paint a dream

When Titan officials visited the Emirates AIM for Seva Free Student Hostel in Dharmapuri, Tamil Nadu early this year, they saw the enthusiasm and eagerness children showed towards the arts. Encouraged by the enthusiasm and skills of our students, Titan has continued the Art for Development Programme this year and extended it to the Swami Dayananda AIM for Seva Free Student Hostel for Girls in Yelahanka, Karnataka. The creative weekend art classes helped children develop their creative thinking, hand and motor skills, communication abilities and personalities. Along with the Art for Development programme,



Titan has also extended support for student sponsorship of 32 children living in the Free Student Hostel in Dharmapuri. They have magnanimously donated a CCTV and solar water heater, thereby providing the most important things in life – education, safety and equipping the future generation to become environmentally conscious.





# ORGANIC FARMING

The inaugural farmers training programme on organic farming conceptualised and organised by SDET (Swami Dayananda Educational Trust) kick started on June 23 in Manjakkudi, Tamil Nadu. Around 20 farmers from Manjakkudi and four neighbouring regions participated in the seminar. The training support was provided by CIKS (Centre for Indian Knowledge Systems). CIKS is a registered independent trust working in the areas of organic agriculture, bio diversity conservation and *Vrkshayurveda* (the ancient Indian plant science).

Says Sheela Balaji, Chairperson and Managing Trustee, AIM for Seva and Swami Dayananda Educational Trust, "There is a growing movement from farm to the table.

People want nutritious and healthy food. Also, in a rapidly globalising and industrialised world, we need to offer healthy alternatives to our consumers apart from mass produced food. It is important to offer fresh produce grown in a natural and healthy environment."

On its part, SDET is looking to create an organic farming movement. It is looking to start this with 500 farmers and 500 acres in the region. The session commenced with issues and challenges faced by farmers in the current season. Water scarcity and salinity was at

top of the peaking order.

But to make organic farming successful, farmers need to have at least one cow and one acre of land to begin with. The cow dung and urine is used as input for the soil. "At the session, farmers evinced lot of interest in organic farming, but they expressed concern that they did not have much marketing support when it came to dairy farming. Though milk cooperatives are present in the region, but procurement price is low. Farmers also requested marketing support if organic farming became a reality," stated officials from CIKS and SDET.

On its part, CIKS and SDET want this training to be a result oriented programme. The second session

on organic farming is expected to be held in Manjakkudi soon. More

farmers are expected to participate in this planned series. SDET and CIKS are anticipating five farmers from each village in the region to sign up for the programme. "This initiative is part of a larger training programme for farmers in the region and we have just completed the first series.

In the introductory session, we have created awareness on organic farming. We are looking to train at least 60 farmers in two batches of 30 each on organic farming technologies in our next session," said officials from SDET and CIKS.



# WORDS OF WISDOM

Introducing a new column, Words of Wisdom.

Here we will be sharing excerpts from Pujya Swami Dayananda Saraswati's public talks, writings and lectures. As the new academic session for student commences this month and the International Yoga Day was also observed recently, here's an extract on how to achieve your goals, dreams, aspirations, whatever you would like to name it.

So for any dream to be fulfilled, it has to begin from somewhere. And that 'somewhere' is being focused on your goal.

"I look upon objectivity as a means for self-growth. In fact, it brings *Isvara* in one's life. To be objective, one needs to be in harmony with what is."

We need to be like reeds and bend inside in response to a storm, to howling winds of unpleasant situations and come back without breaking down. We bend to come back. We never say die.

Human life consists of both pleasant and unpleasant situations that we cannot avoid. How can we learn to bend so that we are not uprooted by these situations? To be objective is to face what it is. It means not projecting ourselves into situations.

To be objective eyes and ears are not enough. We need minimum knowledge, knowledge of what is, and it has to be general. But it is difficult to be objective without knowing the realities of living. *Isvara-srsti*, the Lord's creation, means what is given, understanding which makes us objective.

To be objective is to understand that there are many hidden variables beyond our control. When I am objective to the world, I know that some changes need to be brought about that will make a difference in the lives of people.

**I look upon objectivity as a means for self-growth. In fact, it brings *Isvara* in one's life. To be objective, one needs to be in harmony with what is. We need to be like reeds and bend inside in response to a storm, to howling winds of unpleasant situations and come back without breaking down. We bend to come back. We never say die.**

To respond objectively, we need to draw on our inner strength, wisdom and attitude. Two things are important, gaining wisdom and living by that wisdom. You are allowed to wobble a little bit, but then come back. This is called the practice of yoga.

We advise others, but following that advice ourselves is easier said than done. The reality of living with fraught with pleasant and unpleasant situations, which the *Gita* accepts, it does not dispute this reality; there is no denial of problems. It wants to reduce our subjectivity and increase our objectivity. I call it the yoga of objectivity, which is the famous karma-yoga.



# SWAMI DAYANANDA EDUCATIONAL TRUST UPDATES



## Swami Dayananda College of Arts & Science

Admissions for Swami Dayananda College of Arts & Science, Manjakkudi for 2018-19 is in full swing. Till date, 562 have been admitted in various departments as compared to 463 students who were admitted to various courses during 2017-18.

Affiliated to Bharathidasan University, 80% of students at Swami Dayananda College of Arts & Science, Manjakkudi are first generation learners. The college started in 2001 with 200 girl students. Over the last 17 years, over 1,000 students have enrolled for under graduate, post graduate and doctoral programmes.

The Swami Dayananda College of Arts & Science is proposing to add more diploma courses this year. These diplomas will be offered in the fields of Sanskrit, music, animation and computer science. The college already offers a one year diploma programme in Yoga. In addition, the college also plans to get two more departments affiliated to Bharathidasan University this year.

Our college also believes in all round development and for the past two years (2016-17) and (2017-18) our girls and boys have participated in ball badminton tournaments.

## Swami Dayananda Matric Higher Secondary School

Started in 2006 with 27 students and two classrooms, Swami Dayananda Matric Higher Secondary School in Manjakkudi has 906 enrolments this year. The school will also be holding an investiture ceremony for school pupil



leaders soon. Teachers will send in their nominations for student leaders. Voting by students will follow the nomination to select the student leaders of the school. Today, there are 35 classrooms in Swami Dayananda Matric Higher Secondary School and it has been able to bridge the urban-rural divide in education.

The school focuses on academics and value-based education with students inculcating the value of cleanliness. Ensuring students are also exposed to Indian culture and tradition, the curriculum is designed balancing academics with physical training, yoga, music and karate.

## Annual Job Fair

Over 700 students from Thanjavur, Mayiladuthurai, Nagapattinam, Thiruvavur and Kumbakonam turned up at the Swami Dayananda College of Arts & Science in Manjakkudi, Tamil Nadu to attend the 'Annual Job Fair' held for the first time in the college in April this year. Twenty companies participated in the placement process and interacted with the students. Four hundred and thirty students have secured a job and will soon begin a new phase in their life.

Two of our confident youth of the future, Raju Singh (B.Sc. Physics) and Dilip Kumar Vasuniya (B.Sc. Chemistry) from Smt. Sukanya Shankar Memorial AIM for Seva Free Student Hostel for Boys in Thippanampettai, Tamil Nadu were selected by Tata Consultancy Services (TCS) at the campus placement camp.

Raju Singh and Dilip Kumar Vasuniya



## Semmangudi Higher Secondary School, Sembangudi, Tamil Nadu.

Two new toilet blocks for boys and girls at Semmangudi Higher Secondary School in Sembangudi, Tamil Nadu is ready. A sanitation and hygiene programme will also be rolled out for 1,300 students and over 50 full-time staff of the institution by this academic year 2018-2019.





# FROM MIDWEST TO MANJAKKUDI



Poring over the Sanskrit alphabets written in his little black board, Surya Cidambi seems like any other *patashala* student in Kodavasal. Only that he is a second generation NRI (non resident Indian) who has travelled all the way from Iowa, Midwest of United States to

Manjakkudi on the banks of Kaveri river in Tamil Nadu to pursue a course in Vedic education this holiday season.

Cidambi who is currently pursuing a mechanical engineering degree from Iowa State University says he was deeply rooted to Indian culture as a child. "My parents were active members of the *goshthi* (*bhajan*) group in Seattle where I grew up," he recollects. The *bhajan* group was tight knit and soon Cidambi also got ingrained into Vedic culture.

Though USA is his place of birth and *karma bhoomi*, but Cidambi has visited the land of his parents and forefathers eight times till now. Some of his trips have been long sojourns too. Like the trip in 2014 where he stayed with his maternal grandparents for one and half months during his annual break. Cidambi was in high school then (11<sup>th</sup> grade) and did a summer job with a robotics company in Chennai during that period.

Fast forward to 2018 and Cidambi has moved down further south to the Swami Dayananda Vedapatashala in Kodavasal and is getting used to the *patashala* and its environs.

On the first day of his stay, the lights got switched off at 9:30 pm at the learning centre. "I got up at 4:30 am the second day and this whole thing of early to

bed and early to rise has brought in a change and I can already feel the difference," he says.

During his three month stay at the Vedapatashala in Kodavasal, Cidambi plans to master Sanskrit and learn *Pancha Suktham*. What's more, Cidambi is also keeping a log book and jotting down all his experiences of his stay.

## Swami Dayananda Vedapatashala

The main aim of the Swami Dayananda Vedapatashala in Kodavasal is to propagate, promote and spread the learnings of our rich Vedic heritage through *Vedanta* study. The centre conducts a seven year course and the curriculum includes teaching of *mantrams* and *yagams* by expert faculty members. So far, 13 students have graduated from Rig Veda, 12 from *Yajur Veda*, seven from both *Shukla Veda* and *Vaikanasa Agamam* and two from *Maithrayiniya Sakha*.

The institute offers two main courses. Classes begin at 6 am everyday and continue till 9 pm. Students are made to recite *slokas* five hours a day. Krishnamoorthy Hegde and BS Sudharsan Bhatt are the main faculty at the institute.



The Vedas teach us that the planet's resources are not merely a source for our consumption and personal gratification. Like earth, we need to learn to share (*vibhakthi*), to give in abundance (*vriddhi*), provide nutrition (*vrihi*) and be compassionate (*daya*). At Spirit of the Earth - our immersion centre, we provide you an opportunity to experience the spirit of the earth - through our products, workshops and discussions.



## Daya - Friends of Krupa



What do clothing and product designers and a team from the Kanchipuram Weaver's Service Centre have in common? A lot of ideas, a love for colour and they are all a part of the 'Friends of Krupa' team. In the first visit, a group of seven people visited Krupa Home to learn more about the weaving activity of our differently-abled residents. This interactive meet, allowed extensive knowledge sharing, idea exchange and finally a lot of new sketches were done for a new line of products that this team wishes to bring to reality through the fabric woven by the residents.

## Vrihi - Coffee, Conversation & Food Tasting

The first informal, by invitation-only Coffee and Conversation session at Spirit of the Earth was a full house. A quarterly event, it aims to foster conversation and learning about heritage rice. In this first session, Smt. Sheela Balaji, Chairperson & Managing Trustee of AIM for Seva, who also spearheads the Spirit of the Earth initiative introduced the audience to heritage rice and shared her experiences. Smt. Sheela Balaji told how she revived 130 varieties in a 40 acre farm in Manjakkudi, Kumbakonam and spoke about valuable lessons learnt in the last five years and stories from farmers from across India. The event concluded with our in-house demo kitchen stirring up three short-eats made from our organic heritage rice (*Kalajeera Kozhukattai*, *Thooyamalli Cocktail Idlis* and *Poongkar Sevvai*). If you would like to be a part of the Coffee and Conversation meet at Spirit of the Earth, or if you would like us to host it at your venue, please write to us at [spiritoftheearth2017@gmail.com](mailto:spiritoftheearth2017@gmail.com).



## Vibhakthi

An institution grows to great heights by the commitment and dedication that people of the institution have for its vision. No single person can make an institution.

A single person can have a vision, perhaps provide the leadership but it is the people who really constitute the institution. - Excerpt from The True Teacher by Swami Dayananda Saraswati.

Log onto [www.avrpt.com](http://www.avrpt.com) to learn more.





## JOIN OUR MOVEMENT IN EDUCATING RURAL INDIA

Support our Project	Duration	Support Amount
Sponsor a child's education expenses	1 year	\$150
Sponsor a child	1 year	\$450
Sponsor a child	7 years	\$3150
College sponsorship		\$350
Support Hospital expenses	1 day	\$2500
Sponsor a Hostel expenses	1 year	\$15,000



AIM for SEVA

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