



# Annual Report 2025-2026

मानवशास्त्र  
2025  
नोट्स

# FOUNDER'S MESSAGE



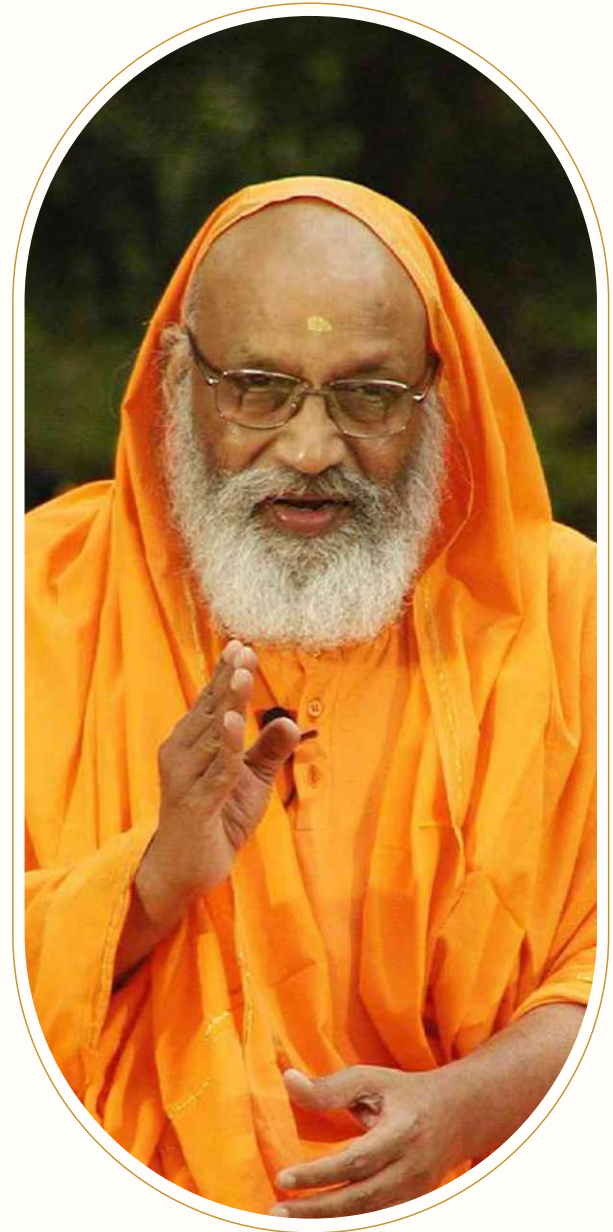
Service to the teacher implies a whole frame of mind towards the teacher and the teaching, a frame of mind characterised by surrender of personal ego, subordination of personal likes and dislikes, a willingness to give without demand for return, and an attitude of respect and devotion.

*Acaryopasanam* primarily means service to the teacher. This value is one that is deeply embedded in our culture. Its intensity and universality within the culture show the high regard for knowledge and for the teacher who imparts knowledge.

In *acaryopasana* willingness to serve is the significant aspect rather than the particular acts of service done. Willingness to serve means an inner readiness to serve whether or not we are called upon to serve. It means a happy acceptance of any way in which we are asked to serve, an attitude in which nothing asked of us is considered too small or large a service. In service, large is small and small is large. We are ready to do any action we can. In this teacher-student relationship there is no give and take as there is in other relationships. There is only giving on the part of the student. Through such an attitude of unquestioning, complete service the student becomes blessed.

When the teacher is one true to his name and the nature of service is understood, *acaryopasana*, surrender to the teacher is a beautiful thing, blessing the student and making his mind receptive to the knowledge to be unfolded. In gaining any discipline of knowledge, respect for the teacher is an essential element.

- Pujya Swami Dayananda Saraswati



Excerpted from:  
**THE VALUE OF VALUES**

## OUR VISION

**To empower and create opportunities for rural communities to realise their full potential and become contributing members of society.**



# CHAIRPERSON MESSAGE



Namaste.

About 25 years back, there was a need felt to provide higher education in Manjakkudi. We were witnessing that many girls who showed good academic progress and potential in high school were unable to take the next logical step forward as there was no good college in vicinity to their residence.

Thus, the Swami Dayananda College of Arts & Science took wings in July 2021. During academic year 2025-2026, the college saw a student enrolment of 2084, around half (992) of which were girls.

But what's even more fascinating is when we see and hear testimonials first hand, sometimes from unexpected corners and venues. So, when a former student in crisp attire and exuding a sense of confidence walks up to you in the airport lounge and says he's a product of the college or at the end of a melodious *Yajur Veda* intonation, the group of four priests you meet to congratulate say they learnt it all at the Vedapatashala at Kodavasal, it's indeed gratifying. It also goes on to show that no amount of money, wealth or status can match a grassroots transformation, slow yet steady. That is why since time immemorial and across cultures, there is so much importance attached to contribution and philanthropy. If done in the right way and with the right measure, the results can be really transformative.

Here I would like to rewind and take you back to an interview excerpt\* of our Founder, Pujya Swami Dayananda Saraswati where he explained how this whole institution came about. "The parents in this village have always been asking me to start a college. College meant they had to go to Kumbakonam (23 kms away) and they didn't feel good about it. At the same time, the parents wanted their girls to be educated. Then I decided alright, we will have it. My aim was to provide good education, good facilities but this village has become hi tech!"

Indeed Swamiji, it's all due to your blessings, grace and foresight.

Warm Regards,

**Sheela Balaji**  
Chairperson and Managing Trustee  
Swami Dayananda Educational Trust

\*Excerpted from | In Conversation |  
Swami Dayananda Saraswati — Rajiv Mehrotra. 7<sup>th</sup> May 2015

## OUR MISSION

**Creating an environment of learning in rural India through educational institutions that are centres of excellence.**

# BOARD MEMBERS



## **Ms. Sheela Balaji, Chairperson and Managing Trustee**

Ms. Sheela Balaji's mission is to drive societal transformation at the grassroots through education. An ardent student of Pujya Swami Dayananda Saraswati, Ms. Balaji has worked to create opportunities in education, employment and sustainable living for rural communities. She was awarded the 'Nari Shakti Puraskar (2017)' by the Ministry of Women and Child Development, India, for her contribution to education, community development and sustainable living. Ms. Balaji has been with SDET since 2003.



## **Swami Sakshatkrtananda Saraswati, Trustee**

Swami Sakshatkrtananda Saraswati is a senior disciple of Pujya Sri Swami Dayananda Saraswati. He is the Chairman and Managing Trustee of Sri Gangadharesvar Trust which manages Swami Dayananda Ashram in Rishikesh. Swami Sakshatkrtananda Saraswati is also the Chief Acharya of the Ashram. Swamiji underwent a long-term course study in Vedanta and Sanskrit in Sandeepany Sadhanalaya between 1980-1982 under the tutelage of Svarupa Caitanya (now Swami Viditatmananda Saraswati). Swamiji served Pujya Swamiji and the Ashram for many years between 1984 and 2000. He was initiated into the order of *Sannyasa* by Pujya Swamiji in 1992. Swamiji successfully conducted a three-year course at Arsha Vidya Gurukulam, Anaikatti, Coimbatore (India) between 2010 and 2013.



## **Mr. Arvind Balaji, Vice-Chairman**

Mr. Arvind Balaji is the Managing Director of Lucas-TVS and Managing Director of India Nippon Electricals. He is also the Director of Lucas Indian Service, Delphi-TVS Technologies Limited, TVS Training & Services Limited and Schaeffler India Limited. Mr. Balaji has an MBA in finance from the Wharton School, University of Pennsylvania and a Masters degree in Manufacturing Systems Engineering from Stanford University. Mr. Balaji is Member of Board of Trustees, AIM for Seva (sister organisation of SDET), and has been with SDET since 2007.



### **Ms. Priyamvada Balaji, Trustee**

Ms. Priyamvada Balaji is a full-time Director at Lucas Indian Service (LIS) Ltd, Chennai. She is also on the board of Lucas TVS Ltd. She is a member of Tamil Nadu State Council of Confederation of Indian Industry. She has experience in international bond ratings as well. During her eight years of experience in credit ratings, she covered a wide range of sectors including autos, metals and mining and manufacturing. Prior to this, she had around three years of experience in commercial and investment banking. Ms. Balaji has a post-graduate diploma in management from IIM Ahmedabad (2000), and has a Bachelors degree in economics from Stella Maris, Chennai, where she was an academic silver medallist.



### **Mr. S. Natarajan, Trustee**

Mr. Natarajan, a native of Manjakkudi, was a student of Pujya Swami Dayananda Saraswati and attended Pujya Swamiji's courses at the Arsha Vidya Gurukulam in Anaikkatti, Tamil Nadu. Mr. Natarajan managed ancestral agricultural lands and ran an engineering fabrication industry in Kumbakonam for more than four decades. Mr. Natarajan has been with SDET since 2003.



### **Mr. G. Dharmarajan, Trustee**

Mr. Dharmarajan, a native of Manjakkudi, has had over 20 years of experience in operations with well-known organisations, including Travencor Rayons Ltd. and National Petroleum Company. Mr. Dharmarajan was instrumental in establishing Swami Dayananda Krupa Care (a unit of AIM for Seva), a residential support facility for adult men with developmental disabilities in Sriperumbudur, Tamil Nadu.



### **Mr. R. Ramamurthy, Trustee**

Mr. Ramamurthy, a native of Manjakkudi, served as the Secondary Grade Teaching Assistant at the Swami Dayananda Higher Secondary School (1951 to 1992). He attended the Madras English Language Teaching Campaign – Special Training and a special training in New maths conducted by Education Department, Chennai. Mr. Ramamurthy has been with SDET since 2010.

## HOMAGE

# SRI. M.G. SRINIVASAN



**Sri. M.G. Srinivasan**, the *poorvashram* younger brother of Pujya Swami Dayananda Saraswati—Founder of Swami Dayananda Educational Trust and AIM for Seva—passed away on 9<sup>th</sup> January 2026 at his home in Manjakkudi.

Sri. Srinivasan's life was one of quiet responsibility and steadfast commitment. After Pujya Swamiji's Mahasamadhi in 2015, he became a silent custodian of Swamiji's vision at Manjakkudi, ensuring that the institutions established there continued to function with stability, discipline, and fidelity to their founding ideals. As the Correspondent of Swami Dayananda College of Arts & Science, he provided guidance marked by clarity, patience, and an unwavering sense of duty.

Beyond formal roles, he was a trusted elder of Manjakkudi—deeply rooted in the village's social and cultural life, and looked upon as a source of balance and reassurance in times of decision. His relationship with the community was one of mutual respect, built over years of sincere engagement and service.

The spontaneous and heartfelt participation of the entire village in paying their last respects speaks volumes of the regard in which he was held.

The SDET family bows in gratitude for a life lived in service, responsibility, and grace.

# CONTENTS

2

FOUNDER'S  
MESSAGE

3

CHAIRPERSON'S  
MESSAGE

4

BOARD  
MEMBERS

8

Manjakkudi:  
A Seat of Education  
Through Time

10

MANJAKKUDI:  
A QUARTER  
CENTURY OF SERVICE  
AND TRUST

12

COMING OF AGE:  
THE UPS AND  
DOWNS

15

WOMEN, LIFE,  
FREEDOM

29

TO NEW  
BEGINNINGS

40

NOT FOR BEHIND:  
OUR EDUCATIONAL  
VENTURE IN  
SEMBANGUDI

48

A TRADITIONAL  
SCHOOL IN  
KODAVASAL

52

A THUMBS UP TO  
ALTERNATIVE  
HEALING

55

LUSH AND GREEN  
MANJAKKUDI

58

FRESH DAIRY MILK  
IN MANJAKKUDI

60

OUR SUPPORTERS

62

OTHER COMMUNITY  
INITIATIVES IN MANJAKKUDI

# Manjakkudi: A Seat of Education Through Time

Located in Tiruvarur district, there is a standalone temple for the Goddess of Learning, Saraswathi in Koothanur. The *Devi* is worshipped as *Gnana Saraswathi* here and the idol is in a sitting posture.



### Location

Koothanur, Tiruvarur district  
Tamil Nadu



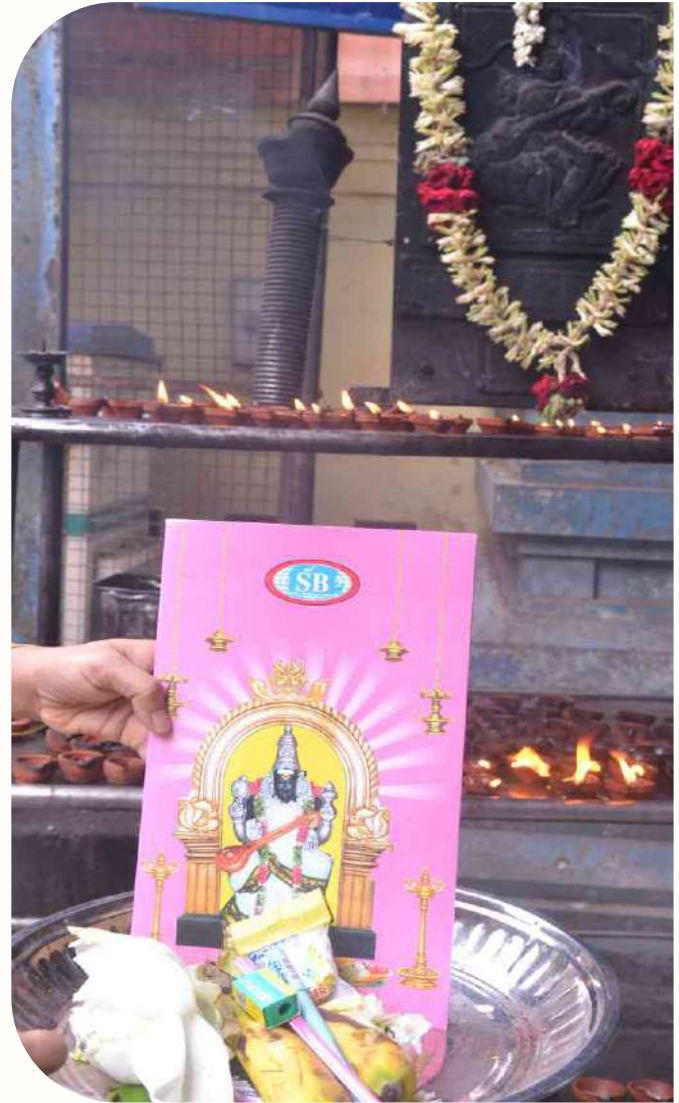
### Presiding Deity

*Gnana Saraswathi*  
(Goddess of Learning)



### Special Feature

The idol is in a sitting posture symbolizing grace and wisdom



## CELEBRATED WITH DEVOTION

Students from nearby regions flock the temple regularly to seek blessings of the deity. Graffiti on some temple walls has messages like 'best of luck.' The *Archana* plate is in line with learning, pencil, notebook, sharpener and erasers.

Undoubtedly, the biggest temple festival is *Saraswathi Puja* during *Navaratri*. The following day on *Vijaya Dashami*, young children do *Akshara Abhyasam* on the heap of grain placed beside the sanctum sanctorum.



## Swami Dayananda College of Arts & Science

Total Number of Students\*: **33,573**

Girls: **19,416** | Boys: **14,157**

*\*since Academic Year 2001-2002*



## Swami Dayananda Vidyalaya

Total Number of Students\*: **11,503**

Girls: **5,530** | Boys: **5,973**

*\*since Academic Year 2006-2007*



## Semmangudi Govt-Aided Higher Secondary School

Total Number of Students\*: **30,418**

Girls: **14,963** | Boys: **15,455**

*\*since Academic Year 2003\_2004*



# Manjakkudi in Motion: A Quarter Century of Service and Trust

A desire for poverty eradication, quality education, gender equality, good health and well being for all and clean water and sanitation. They don't require extensive dialogue, deliberation and declarations in ski resorts in alpine settings. Sometimes, solutions for the pressing problems that we face globally may just require localised interventions, solutions and action. The Manjakkudi model is an attempt to answer some of the key challenges that humanity faces on a continuous basis from a regional standpoint. In this section, we present a bird's eye view of some of the key socio-economic progress indicators in Manjakkudi over a 25 year period. \*(i)

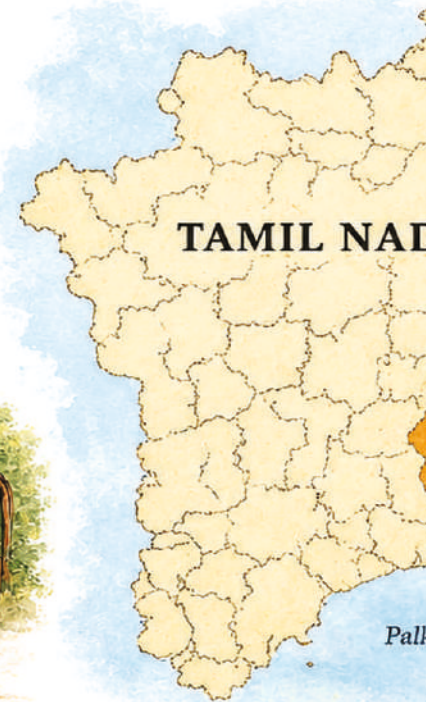
**14 Million**  
Lives impacted  
since project  
inception \*(i)



**Total Village  
Population**  
**2,800**



**Average  
Family Size**  
**4 members**



**Number of Families  
Directly Connected  
to SDET Projects**

in the region either by way of direct employment, vendor association and active involvement in Manjakkudi and 160 surrounding villages

**500**



**Average Annual Income in the Region:**  
**Rs. 3.6 lakhs to Rs. 5 lakhs**  
**Average Annual Saving in the Region:**  
**Rs. 1 lakh**

## From SDET's internal database and records.

\*(i) The Swami Dayananda Educational Trust (SDET) was founded by Pujya Swami Dayananda Saraswati in Manjakkudi, Tiruvarur district, Tamil Nadu, in 2003. The flagship project of the Trust, the Swami Dayananda College of Arts & Science, starting functioning in 2001 in Manjakkudi.

\*(ii) This includes students at Swami Dayananda Vidyalaya, Swami Dayananda College of Arts & Science, TT Narasimhan Swami Dayananda Govt-Aided Higher Secondary School and Padma Narasimhan (Pvt) Industrial Training Institute.



Total number of Students  
in Educational Campuses  
in Manjakkudi on  
a Working Calendar Day

**6,000** <sup>\*(ii)</sup>



Vehicular Ownership  
(Two or Four Wheeler):

**100%**

of Households in Manjakkudi



Consumer Durable Ownership  
of Households in Manjakkudi

Television: **100%**

Refrigerator: **50%**

Washing Machine: **25%**

Air Conditioners: **10%**

Average Monthly Remittance  
Back Home in the Region:

**Rs. 25,000 to Rs. 30,000**

# Coming of Age: The Ups and Downs



## Up, Up and Away: Reaching out to the Stars and Beyond

**Sri. Sivaramasudhan S.** is a proud alumnus of the Semmangudi Government-Aided Higher Secondary School, Sembangudi, Tamil Nadu. It is one of the educational projects under the Swami Dayananda Educational Trust (SDET) ambit. At present, Sri. Sivaramasudhan is serving as Scientist/Engineer 'SE' at U R Rao Satellite Centre (URSC), Indian Space Research Organisation (ISRO), Bengaluru. His areas of work include remote sensing, geo imaging projects and interplanetary missions.

Today, ISRO is the toast of the nation for successfully demonstrating frugal engineering skills during various satellite launches and interplanetary missions.

Sri. Sivaramasudhan was a student of the school at Sembangudi from 2005 to 2009 (Class 9 to 12). Recalling his matriculation and high school years, Sri. Sivaramasudhan says the institution is

known for providing a supportive environment to students by encouraging and motivating them to do their best. "The teachers motivated us constantly and guided us to gain proper knowledge. All of them had good knowledge of the subjects they taught. More importantly, they made the lessons lively and interactive and student friendly," he recollects.

Coming back to the present and elaborating on outer space and voyages worldwide, Sri. Sivaramasudhan says while NASA (The National Aeronautics and Space Administration) is very good at sending spacecrafts over long distances, ISRO has mastered payloads!

Sri. Sivaramasudhan is extremely grateful for the good foundation that he received in basic sciences and mathematics at the Semmangudi Government-Aided Higher Secondary School. This helped him to hone his skills as an engineer and then as a space scientist. Sri. Sivaramasudhan did his engineering from Government College of Engineering, Salem, Tamil Nadu, specialising in metallurgical engineering. He went on to complete his masters of technology in materials engineering at IIT Madras from 2014 to 2016.

From 2016 till August 2018, Sri. Sivaramasudhan worked at TVS Motor Company's Hosur plant.

**“ I was part of the research and development team and that experience there was very invaluable. I gained lot more knowledge in my area of material science combined with automobiles. ”**

During his stint with the company, Sri. Sivaramasudhan was sent to Germany for a short period. TVS has an alliance with BMW in the motorcycle segment. In August 2018, he joined as a scientist with ISRO in Bengaluru.

The entry to ISRO wasn't a cakewalk. Sri. Sivaramasudhan had to give a written exam that was followed by an interview. "Luckily for me during the written test, a lot of questions related to automobile

engineering and I was able to answer all of that thanks to my work exposure at the R&D unit at TVS Motor Company's Hosur plant." Twenty two candidates made it to the final round with Sri. Sivaramasudhan being one of the two who were finally selected.

What Sri. Sivaramasudhan values even more are the life skills taught to him in the high school environment.

He says the school and the teachers stressed more on knowledge gaining than high mark scoring. "I was hooked to space and universe after I studied about Kepler's laws\* in Class 11. My initial ambition was to become a doctor but I only managed to secure the dental option after Class 12. It is then I shifted gears and went on to pursue a degree in metallurgical engineering," says Sri. Sivaramasudhan.

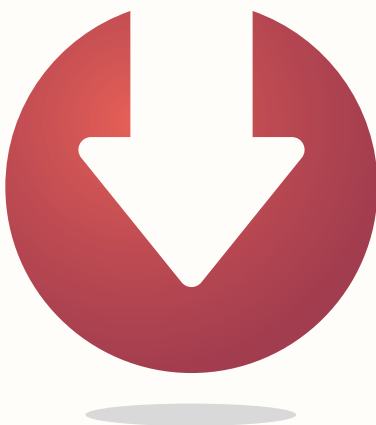
Sivaramasudhan is still in touch with his alma mater. His family and he have instituted an award for the best outgoing student. "It's only a small contribution to motivate the students," he shares rather modestly. Sri. Sivaramasudhan adds, "I have gained a lot by studying in the Semmangudi Government-Aided Higher Secondary School. I miss the many interactive discussions that I had with my teachers. I am still in touch with many of my school teachers and look up to them for advice and wishes," he says.

In particular, Sri. Sivaramasudhan fondly remembers his mathematics teacher, Sri. Palanivel who opened his mind beyond the world of numbers. "If you ask me, he is the best teacher I have ever come across in my entire life. He taught me problem solving beyond numbers, how to approach anything in life. I may have been one of his many students, but looking back, at that point of time, he was the world to me," he whispers almost reverentially.



He also recollects the contribution of his chemistry teacher, Sri. T.V. Raman who motivated him to develop a questioning mind. Sri. Sivaramasudhan hails from Kothavasal village, Tiruvarur district, Tamil Nadu. His father is a retired official from the local cooperative society. His mother is a homemaker while his younger brother who completed a diploma in mechanical engineering is working in Saudi Arabia now.

*\*Kepler's laws of planet motion are three scientific laws that describe the motion of the planets around the sun*



## From Down Under: The Vedas Thunder

It's literally been a leap of faith for Sri. S Jankiraman. From Manjakkudi to now Melbourne, Sri. Janakiraman carries with him the soft power of our Vedas and ancient wisdom. As soon as he landed in Melbourne around four years back, Sri. Janakiraman not only got accustomed to his new surroundings almost immediately but also started to immerse himself in temple seva.

As a priest at the Shri Shiva Vishnu Temple, Carrum Downs, Victoria, Australia, his main temple duties revolve daily *pujas*, *servartha darshan* and *homam* on function days.

Sri. Janakiraman is very happy that his Vedic education has been put to good use. An alumnus of the Swami Dayananda Vedapataashala, Kodavasal, Tamil Nadu, he is amazed to see the growing interest in *Santana Dharma*, the Indic tradition worldwide.

**“ I joined work here on 12<sup>th</sup> May 2022. I was surprised to see so many Aussies coming in to our place of worship. There were also many Sri Lankan Tamil and Indian devotees. On the first day itself, more than 500 people came to the *Pradosha puja* and Saturday puja. That was very impressive.”**

Sri. Janakiraman credits his knowledge to what he learnt at the Swami Dayananda Vedapataashala, Kodavasal. He joined the institute in 2008 when he was of 12 years of age. “In the beginning, I did not have much interest in studies. But then with *Ishvara* and my *acarya*'s blessings, I got 100% marks in my first examination and this inspired me to do well in my studies, work and spend time with my friends, play sports, do temple and other seva work. Those were very happy and fun filled moments.”

The Swami Dayananda Educational Trust (SDET) which currently manages the Swami Dayananda Vedapataashala at Kodavasal saw this young man's potential and appointed him as an *acarya* of *Vaiknasa Agama* around 11 years back. In addition, Sri. Janakiraman was also actively involved in temple duties of the places of worship managed by the Swami Dayananda Educational Trust (SDET).

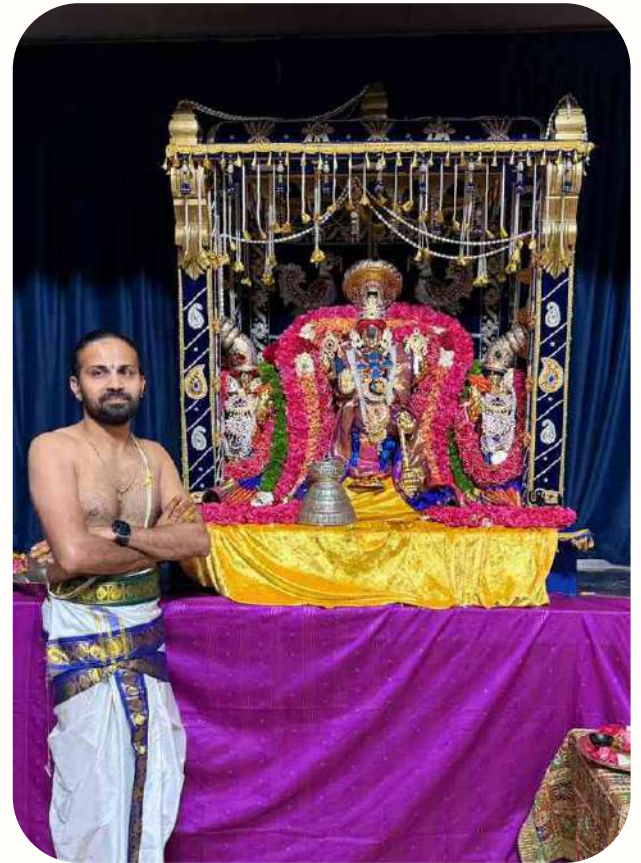
“Janakiraman was deeply involved in the five day *Kumbabhishekam* (*Samprokshanam*) of the Varadaraja Perumal temple in Kodavasal in 2022. His way of involvement during the *Kumbabhishekam* (*Samprokshanam*) was copy book style,” says an important stakeholder from Swami Dayananda Educational Trust (SDET).

While he recollects the pleasant memories back home, Sri. Janakiraman is equally happy with his new role at the temple in Carrum Downs, Victoria. “While doing any special *puja*, *havan* or *kalyana utsavam*, we are allotted 20 minutes to explain the process. I always make it a point to convey the universal message of *Sanatana Dharma* during the time specified,” shares Sri. Janakiraman.

Sri. Janakiraman first came to the Shri Shiva Vishnu Temple in 2019 for the *Kumbabhishekam* which was a 10 day affair. This is his second innings in the country.

It's indeed been a soft landing for Sri. Janakiraman Down Under. And he has spread the wings of our ancient culture and heritage quite effortlessly among the temple goers.

Here's wishing Sri. Janakiraman all the very best in his spiritual pursuits.





# SWAMI DAYANANDA COLLEGE OF ARTS & SCIENCE

Manjakkudi village, Tiruvarur district, Tamil Nadu,





## Number of Villages Reached:

313

## Number of Districts Covered:

4 (Tiruvaur, Nagapattinam, Thanjavur and Mayiladuthurai)

## Medium of Instruction:

English

## Affiliation:

Affiliated to Bharathidasan University  
and Accredited with NAAC Grade 'A'  
(First Cycle)

## Radius Coverage:

104 kms (to and fro)

## Beneficiary Profile:

The family background is mostly agrarian, daily wage workers, small shop owners and government servants.



**Started in:**  
2001



**Students Count:**  
(2025-2026)  
2084  
Girls: 992 | Boys: 1092

## WOMEN, LIFE, FREEDOM

We start this series with the flagship project under the SDET banner, The Swami Dayananda College of Arts & Science. The institution will be celebrating its silver jubilee later this year.



### KUMBA-CONNED!

The journey from *Kumbakonam* to Manjakkudi village is winding (in many stretches its *kumba-konal*) but the road infrastructure is pretty good and the ride, extremely smooth. On a mid day April afternoon, traffic on the roads is thin with vehicular traffic largely being two wheeler but one does occasionally spot the bigger make ones, SUVs and XUVs included.

The sights and sounds of India always evoke a certain response from all of us, so do signage. 'Kubera Super Market AC' is one such signboard on the outskirts of Kodavasal. If urban India has air conditioned and luxury malls, *Bharat* isn't far behind in super bazaar status!

We were *Kumba-Conned* in the right way from start and we hope you too will note the difference by the end of this report of how a village having a population of just 2,800 has made a significant difference to the lives of people in the region since the start of the 21<sup>st</sup> century.

“ Over the course of the last 25 years, the local village economy has significantly transformed. The two schools and the arts and science college have aided the education to employed journey of students in the region. In addition, the farms, micro forest and goshala have provided livelihoods to many people and the overall buying capacity and consumption patterns in the region have vastly improved, ”

sums up. Sri. M.R. Rajagopal, correspondent, Semmangudi Government-Aided Higher Secondary School.

In a way, this book is also an ode to the spirit of *Kumbakonam* who are known for their intellect (*Kumbakonam* was referred to as the Cambridge of South India at one point of time), resourcefulness, community cohesion, skilled artistry (the stunning artefacts of Nachiar Kovil) and weaving tradition (exquisite arani saris) and above all, a deeply spiritual outlook (temples abound this region).



The Swami Dayananda College of Arts & Science's origin go back in 2000 when the villagers of Manjakkudi pressed its most famous resident, Pujya Swami Dayananda Saraswati (Founder, Swami Dayananda Educational Trust) to start a

college because girls had to travel to Kumbakonam (23 kms away) for higher studies.

Twenty five years down the line, the impact has moved beyond mere distance. It has touched lives especially of women in many unimaginable ways.

It has been 26 years of service and counting for **Ms. R.K. Brindha**, assistant professor, Department of Commerce. She decided early on against a happily married life when she saw things did not work out favorably for her sister. It was a big and bold decision considering Ms. R.K. Brindha hails from an agrarian background. She lives with her mother in Sannanallur village near Tiruvarur district. The elderly lady is a Central Government family pensioner. As for Ms. R.K. Brindha, she is forever immersed in work, whether at home or in college. "At my residence, I mostly keep myself busy by working on my laptop and also take accounting tuition for students.

Financially, we are well off and I have paid off all my loans relating to the white goods I purchased over a period of time, air conditioner, washing machine and refrigerator," says Ms. Brindha with a complete sense of satisfaction.

Similarly, for **Dr. K.S. Saradha Devi**, another assistant professor in the same department, the monthly salary has become an important source of saving. She assiduously puts aside Rs. 15,000 of her earnings



towards an 11 month gold saving plan. That's a wise move considering today, gold assumes a safe haven status in an uncertain and volatile world with the price for 1 gram of the yellow metal hovering at Rs. 16,090 \*

Her hard work and dedication is having an impact on the next generation in the immediate family. Dr. Saradha Devi's 12 year old daughter is part of her school football team and is taking extra coaching to improve her game and skills on field. "She is happy being outdoors and wants to play and win matches," shares a proud mother. Hip, hip hooray! Perhaps this is what women empowerment is all about.

*\*As on 19<sup>th</sup> May 2026*



# HOW IT ALL BEGAN AND PROGRESS OVER THE YEARS



Five courses, 202 students. That was in 2001. This has now leap-frogged and the college today offers various UG (under graduate), PG (post graduate), diploma and research programmes, thus catering to different requirements and a vast student community (see box).

“There were just six lecturers in the beginning,” recalls **Dr. B. Krishnamoorthy**, additional professor, Department of Tamil, Swami Dayananda College of Arts & Science. A native of Kumbakonam, he was one of the very first appointees of the college.

He recalls how the daily commute from Kumbakonam back then was a nightmare filled with pot holed roads. “Today, it’s really nice to witness a stupendous growth of the organisation and it’s been quite organic from almost nil restrooms to adequate wash rooms in every building, projectors in classrooms and smart classroom learning,” he shares.

In fact, the first graduation day was a simple affair with the first students being awarded degrees in a simple outdoor *pandal* ceremony. Today, the graduation ceremony is an elaborate affair at the state of art GR Auditorium in the college premises.



There was no canteen in 2001 and during the tea break at **10:30 am**, the students and staff would sip the beverage delivered by a tea man cyclist. The area which now houses the *koodam* was home to a makeshift canteen with a local supplier dishing out a few essential eats.



Today, the open air *caféteria* in the college campus begins its day from **9 am** with breakfast, followed by snacks and lunch.



# COLLEGE THEN

2001- 2002

## PROGRAMME LIST

B.Com

BBA

B.Sc., IT

B.Sc., CS

BCA

## STARTED

2001

## STUDENT COUNT

202 | Girls: 91 | Boys: 111

## VILLAGES REACHED

103

## DISTRICTS COVERED

3 (Tiruvarur, Thanjavur and Nagapattinam)

## RADIUS COVERAGE

30 kms (to and fro)

## STAFF STRENGTH

10

## ACADEMIC

8

## NON-ACADEMIC

2

## CLASSROOMS

5

## OTHER FACILITIES

Almost non-existent



# COLLEGE NOW

2025 - 2026



## Student Strength

**Total: 2,084**  
Girls: 992 | Boys: 1,092



## Staff Strength

**Total : 214**  
Academic: 89 | Non Academic: 125



## Current College Infra Snapshot

- Total Number of Classrooms: 51
- Smart and Projector Enabled Classrooms: 40



## Library Infrastructure

- Total Area: 3,733 square feet
- Reading Area: 1,854 square feet
- Books: 19,344
- Journals: 11 | Magazines: 15
- E-Resources: N-List (National Library and Information Services) and NDLI (National Digital Library of India)
- Other Reading Material: University Question Bank (Last 10 years available)



## Sports Facilities

- Volleyball Court
- Netball Court
- Kabaddi Court
- Handball Court
- Badminton
- Table Tennis (Indoor)



## Lab Details

Well equipped physics laboratory, state of the art computer laboratory, a very distinct chemistry laboratory and a language laboratory with advanced technologies.



## Bus Strength

- 51 seater • 21 college buses
- Radius Coverage: 104 kms (to and fro)
- Number of Students Availing College Bus Facility (to and fro): 983



## Student Vehicle Strength

- Approximate Number of Students having Own Transport (Bike): 405  
Women Biker Population of the Above: 16 *Vroom, vroom. Rock on ladies!*

## PROGRAMMES DETAILS



### UG PROGRAMMES

- B.Com
- B.Com., Bank Management
- B.Com., CA
- BBA
- BCA
- B.Sc., Computer Science
- B.Sc., IT
- B.Sc., Artificial Intelligence and Machine Learning
- B.Sc., Data Science
- B.Sc., Mathematics
- B.Sc., Physics
- B.Sc., Chemistry
- B.A., English



### PG PROGRAMMES

- M.Sc., Computer Science
- M.Com
- M.Sc., Chemistry
- M.Sc., Mathematics



### DIPLOMA PROGRAMME

- Diploma in Yoga (Yearly)



### RESEARCH PROGRAMME

- Ph.D., Commerce



During academic year 2026-2027. M. Com, Computer Application and M.A English are set to be introduced.



## RECENT DEVELOPMENTS

The college is affiliated to the Bharathidasan University and most recently had the distinction of bagging the NAAC (National Assessment and Accreditation Council) Accreditation Grade 'A' (First Cycle). Swami Dayananda College of Arts & Science got an impressive 3.09 on the four point scale. The NAAC is an autonomous institution of the University Grants Commission.

In addition, the college also boasts of the ISO 9001:2015 certification. The classrooms are airy and comfortable with requisite ICT (information and communication technology) facilities. The library is housed in the first floor of the new block and is a state of art facility with over 19,000 books.

The Swami Dayananda College of Arts & Science also boasts of modern science labs (physics, chemistry, computer and language).

In addition, there is a well connected transport system that ferries the student back and forth covering a radius of 104 kms. And an important sign of progress evident on the ground is that today many students commute to and fro to the institute in their own two wheelers.



## THE EDUCATION TO EMPLOYMENT JOURNEY

Over the last decade, many prominent companies have recruited students from the Swami Dayananda College of Arts & Science. These include **Wipro, TCS, Cognizant, Zoho, PwC, Deloitte, Kyndryl, MMC Infotech, Muthoot Finance, Lucas TVS, Sundaram Finance, City Union Bank, HTC Global Services, Integrated Enterprises, SwaaS Systems Private Limited and Shri Narayani Nidhi Limited**, to name a few.

### E2E SNAPSHOT

Year	Total Number of Students Placed	Average CTC (Cost to Company) Per Annum
2014-2015	79	Rs. 1,20,987
2015-2016	77	Rs. 1,39,971
2016-2017	168	Rs. 1,36,400
2017-2018	262	Rs. 1,38,178
2018-2019	296	Rs. 1,47,490
2019-2020	101	Rs. 1,86,078
2020-2021	142	Rs. 1,89,242
2021-2022	313	Rs. 1,95,694
2022-2023	380	Rs. 2,07,151
2023-2024	276	Rs. 2,11,007
2024-2025	355	Rs. 2,17,977
2025-2026	405	Rs. 2,31,400

### WOMEN IN THE WORKFORCE DURING THE ABOVE PERIOD

Year	Female	Year	Female
2014-2015	36	2020-2021	97
2015-2016	46	2021-2022	197
2016-2017	92	2022-2023	206
2017-2018	165	2023-2024	168
2018-2019	167	2024-2025	172
2019-2020	22	2025-2026	211

As part of a larger and inclusive education to employment outreach, the Swami Dayananda College of Arts & Science also conducts job fairs in its campus that sees the active participation of other college goers in the region.

Moreover, offer letters aren't restricted to the placement season alone. With three prominent companies now having fully fledged operations in Manjakkudi, **Shri Narayani Nidhi, City Union Bank** and **Wipro BPO** (business process outsourcing), walk in interviews are conducted on a regular basis to fill in positions and job vacancies.

## IN VENDORS WE TRUST



On the outside, it's nice and flowery, but for former alumnus and flower vendor, **Sri. P. Udaya Kumar**, it wasn't really a bed of roses in the beginning.

Thanks to the financial assistance provided by Swami Dayananda Educational Trust (SDET) and constant words of encouragement from the Chairperson and Managing Trustee of the organisation, Ms. Sheela Balaji, today, business is blooming for Sri. Udaya Kumar. On auspicious months (like *Muhurtham* days and temple festivals), Sri. Udaya Kumar is able to clock a monthly turnover of Rs. 1.2 lakh and is also able to employ daily workers to assist him when the order size is big.

He has been able to convert his thatched roof dwelling unit in Narasingapettai into a concrete 1 BHK (bedroom, hall and kitchen) measuring 600 square feet.

“ I owe a lot to the Chairperson. She constantly encouraged me to continue with this sacred art form and whatever I have achieved today is due to the hard work and labour,” says a smiling Sri. Udaya Kumar.

With temple festivals being in full swing across the region, it's a busy time for Sri. Udaya Kumar and his skilled team. His stall is next to the Sivan temple in Manjakkudi.



For the ever smiling and ever polite **Sri. K. Raghu**, proprietor, Sri. Kuberan Maligai Store, Manjakkudi, the association with SDET has indeed been a big boon. Of his total monthly turnover of Rs. 6 lakhs, around Rs. 4 lakhs (or 67%) is accounted by SDET projects in Manjakkudi.

Sri. Raghu is quick to point out to the two way relationship evolution. “The bills are cleared on time and payments are effected promptly. Sometimes, advance payment is also credited when I am in need. By the same token, I have always been there for any help required by SDET and other associated projects in the region like the free student girls hostel in Sembangudi,” he shares.

The association has also moved beyond the transactional realm. If it was the Chairperson who stepped in to provide the much needed support at a crucial juncture for Sri. Udaya Kumar, former Trustee of SDET, Late Sri. M.G. Srinivasan became Sri. Raghu's pillar of strength. His eyes well up as he fondly recalls his close association with Sri. M.G. Srinivasan who was a big mentor to him.

“ He was instrumental in ensuring my son shifted to Coimbatore to pursue a college degree in robotics after he got admission.”

Sri. Raghu has three small shops, one next to the other (provisions, vegetables and fruits and a tea stall) in a busy main road. The tea *kadai* is temporarily shut down due to lack of patronage but its brisk business in the other two stores.

And he isn't complaining. For a man who toiled as a tailor for almost 15 years in Kuwait (2003-2018), the savings (Rs. 15 lakhs) from his West Asian stint provided the initial seed money for his *kirana* venture. “It was machine life in Kuwait. It is heaven back home in Manjakkudi,” states Sri. Raghu. We couldn't agree more.

## THE NEIGHBOURHOOD BANKER TO SDET



Starting its journey in 1904 as a regional bank with a primary focus in the delta region of Thanjavur, City Union Bank (CUB) today has a pan India presence offering services across the banking spectrum, retail, personal and gold loans, agricultural, corporate and MSME (micro, small and medium enterprises) and NRI (non resident Indian) banking. In fact, one important vertical for CUB is academic institutions and the bouquet of services offered under this segment include educational loans, saving accounts, deposits and investments (fixed, recurring, flexi, tax saver, gold bonds), cash management solutions and electronic fund transfers.

CUB has been SDET's go-to banking partner since October 2013. "Swami Dayananda Educational Trust (SDET) has been a valued customer of CUB for several years now. Over time, this relationship has grown stronger, expanding from basic banking services to a comprehensive association involving multiple accounts and active financial transactions. The Trust has consistently maintained a healthy and mutually beneficial banking relationship with our branch," declares, **Sri. B. Sriram**, branch head, Manjakkudi, City Union Bank. SDET currently has 210 accounts across the CASA (current account saving account) category.

Interestingly, accounts such as SDET fall into the low cost deposit bracket and offer significant value proposition to financial institutions like City Union Bank. Agrees Sri. B. Sriram.

“Accounts like SDET help improve the bank's overall cost of funds and enhance profitability.”

## SOME FOOD FOR THOUGHT



Wheat *paratha* and *kurma*. It's almost everyone's favourite in the canteen menu. The open air, contemporary look and feel SDET cafeteria is being managed by Ganesha Sweets and Bakery, Kodavasal for some time now.

The daily average billing at the cafe tot up to Rs. 11,000 with the food items being heavily subsidised bearing in mind the student population. Early risers and commuters are always assured of steaming hot *idli*, *vada*, *puri* and *pongal*. The price points are upwards of Rs. 5 and nearly 1,200 students avail of breakfast options daily after a long commute to the campus.

“We have been associated with the college for seven years now. Our food quality has been consistent and subsidised. We are catering to the students with a service motto,”

declares canteen coordinator, **Sri. Suriya Murthi**

Lunch primarily comprises of a set menu (meals). "The food is fresh and hygienic and free from chemicals and preservatives. It is in line with a plastic free and environmentally friendly zone," asserts assistant professor, Ms. R.K. Brindha. In between, there are some snacking options too.

With the student strength growing year on year and with many of them coming from far away locations, the college recently expanded the dining area by 5,750 square feet to facilitate a good dining experience especially during recess.



## A STAMP OF APPROVAL

While a NAAC accreditation is a thumbs up for our overall hardware (infrastructure, courses, teaching and pedagogy), what's equally heartening are testimonials from parents.

We conclude the story with one such endorsement from **Ms. S. Rajeshwari**, a single parent to a bright and upcoming **Ms. S. Sarojini**, a third year B.Com student. She recently got placed with MMC Infotech, Chennai at an annual package of Rs. 2.64 lakhs.

“ I am very satisfied that my daughter has got a placement with a good company. She was a shy girl by nature but now after coming to the college, Sarojini has improved her communication skills and mingles well with her friends and staff alike, ” beams a proud mother.

Ms. Sarojini says the constant encouragement from the staff and active participation in college functions and festivals slowly brought a change in her reserved personality, the first visible signs being evident from the second year of college itself. In addition, Ms. Sarojini kept herself abreast of all the latest developments and attended workshops, courses and webinars offered by the college in subjects like Tally, GST (goods and service tax) filing and python coding from time to time.



## THIS USED TO BE MY PLAYGROUND

For **Dr. V. Hema**, principal of the Swami Dayananda College of Arts & Science, it's been indeed fulfilling to see the growth, development and overall transformation in the region thanks to the successful establishment and running of the institution since 2001. A native of Manjakkudi, Dr. Hema recollects how many of her school friends who were bright academically could not pursue higher education as there were no good colleges in the vicinity of the neighbourhood.

“ Till about 2010-2011, many parents were reluctant to send their daughters to college outside of Tiruvarur. But now there is a sea change in attitude. Many fathers are okay now with their daughters going to cities like Bengaluru and Chennai for employment post graduation. Some girls have even managed to get onsite stints abroad. All this is very satisfying to witness first hand, ” concludes Dr. Hema.



# Swami Dayananda Vidyalaya

Manjakkudi village, Tiruvarur district, Tamil Nadu





Started in **2006**

---



Affiliation: **CBSE**

---



Villages Reached  
**101**

---

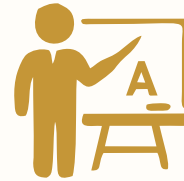


Radius Coverage  
**25 kms**



Number of Students (2025-2026): **839**  
Girls: 377 | Boys: 462

---



Medium of Instruction: **English**

---



Districts Covered: **2**  
(Tiruvarur and Thanjavur).  
During the forthcoming academic year (2026-2027), there are plans of increasing student head count by covering the districts of Mayiladuthurai and Karaikal.

---



**Beneficiary Profile:**  
The family background is mostly agrarian, daily wage workers, small shop owners and government servants. Some fathers are blue collared workers working abroad.

# To New Beginnings

Located adjacent to the Swami Dayananda College of Arts & Science in the same campus is another seat of learning, the Swami Dayananda Vidyalaya. We step in to witness an inner transformation in the hinterlands.

## A BIG BOOST TO HIGHER EDUCATION

In the last one year, numerous workshops were conducted at the Swami Dayananda Vidyalaya as the school transitioned itself to the CBSE (Central Board of Secondary Education) affiliation. "Only 20% of the school parents are first generation learners. So we had to do a series of workshops to educate them on the CBSE curriculum and procedures," shares **Ms. R. Rukmani**, principal, Swami Dayananda Vidyalaya, Manjakkudi.

The school principal adds that the CBSE capacity building programmes are designed to enhance the teachers' professional competencies, with a focus on innovative pedagogy, competency-based education and effective assessment practices.

“ Our teachers actively participated in nearly 20 capacity building programmes conducted by CBSE, covering various common and subject-specific topics, ” reveals Ms. Rukmani.

A total of 40 teachers from the institution attended at least one capacity building programme, reflecting the school's commitment to continuous professional development and quality education. The Swami Dayananda Vidyalaya is the hub centre for CBSE teacher training in the region during 2026-2027.

## FROM PAST TO PRESENT

It's been a long journey since 2006 when the school opened doors with just 27 students (16 Boys and 11 Girls) in the LKG (Lower Kindergarten) section. During 2025-2026, student enrolment crossed the 800 mark with girl child admissions at 377 and boys accounting for the remainder.









## SCHOOL THEN: 2006-2007



Total Student Count: **27**

Girls: **11**

Boys: **16**

Number of Classrooms: **8**

School Infrastructure: **Basic**

Co-Curricular and  
Extra Curricular Activities: **Limited**

## TWENTY YEARS LATER: 2025- 2026



Student Count: **839**

Girls: **462**

Boys: **377**

Classrooms: **36**

Smart Board and Projector Enabled Classrooms: **22**

**Current School Infrastructure:** State of the art campus with a well designed garden, playground and open spaces.

**Bus Strength and Radius Coverage:** 14 buses ferrying 650 students daily, covering a 25 km radius.

### Extra Curricular Activities

**Physical:** Yoga, *Silambam* and Karate

**Musical:** Dance, Vocal Music, Violin, *Veena*, *Mridangam* and Music Band

**Language:** Hindi speaking and writing

**Indoor Sports:** Chess and Carrom

**Labs:** English Language Labs, Science Labs and ATAL and Stem Lab (Robotics Coding)

### Co-Curricular Activities

✓ Badminton

✓ Volleyball

✓ Kho Kho

✓ Athletics

✓ Football

✓ Cricket

✓ Kabaddi



# All Round Development

Academic, Co-curricular And Extracurricular



Over the years, the Swami Dayananda Vidyalaya, Manjakkudi, has emerged as an important centre of K-12 education. Along with academics, the school offers a whole range of co-curricular and extra-curricular activities focusing on overall blossoming of the young learner. Montessori training is a key highlight in the pre-primary section.

On the anvil is development of an indoor stadium and facility which will offer table tennis coaching to skating classes.

“We are also evaluating the possibility of setting up a skills lab where students will be trained in cooking including fireless cooking, marketing and entrepreneurship,” reveals **Ms. R. Rukmani**.

Strengthening of the English language lab, introduction of the art of story narration (by Karadi Tales) and a certificate programme in calligraphy are other programmes in the works. In a big boost to project based learning, the ATAL and Stem Lab (robotics coding) was set up in the recent past and this has found lot of interest from amongst the student community. Celebrated musician, **Ms. Bombay Jayashri Ramnath** has been instrumental in setting up and continuing music education for our students.

In addition, the GYLP (Global Youth Leadership Programme) has found lot of takers in the student community. The brain child of AIM for Seva USA, GYLP provides volunteer opportunities to Indian American students to work with children in rural India and also partake in cultural exchange.

Every year during December, GYLP students travel to Manjakkudi, stay there for a while and interact, teach and learn with students from Classes 6 to 9 of Swami Dayananda Vidyalaya. Each GYLP participant teaches spoken and written English, hands on science concepts, mathematics, American history and sports to an assigned class of students. So far, 13 editions of the programme have been held.

What's equally heartening and encouraging to hear is that the school is now getting enquiries for admissions from faraway places like Bengaluru, Chennai and Puducherry. “Our institution is known for its discipline standards and in encouraging learners of all abilities. We don't focus on marks and toppers alone,” stresses Ms. Rukmani.





## Savings and Thriftiness

Much like the college, the Swami Dayananda Vidyalaya too has been an important beacon of change that has now extended beyond the primary student beneficiary.

**Sri. M. Keerti**, a parent to two daughters (Class 9 and Class 12) studying in Swami Dayananda Vidyalaya is a financial planner and insurance agent based out of neighbouring Kodavasal. For more than a decade, he has witnessed the income growth and savings in the region. Sri. Keerti's own salary is a case in point. His monthly income averages around Rs 30,000 and in months like March (end of fiscal), this moves up to Rs. 1,00,000.

He has an active customer base of 900 in Manjakkudi and surrounding regions. "There is greater awareness now for pension plans and whole life plans. This wasn't the case ten years ago. Lot of youngsters today prefer money back schemes (that come with five year bonus) and term insurance plans," he states.

In fact, Sri. Keerti boasts of a HNI (high net worth individual) client in the region who has invested in a policy size of Rs. 1 crore. With rising medical inflation, the need for health insurance coverage is gaining traction in rural areas too and Sri. Keerti has 40 clients in the health insurance segment. "People are comfortable taking a family health insurance floater policy of Rs. 5 lakh and shelling out the requisite annual premium," he states.

For the 600 customers he serves in the life and health insurance segment, the annual premium collections tot up to Rs. 12 lakh.

In addition, real estate also offers good investment potential. The price per square feet (non agricultural land) in the area from Manjakkudi to Kodavasal is currently in the range of Rs 500 to Rs. 1,000 per square feet. Five years back, price for the same area was Rs. 300. "Lot of people from the cities are now looking to migrate to rural areas lured by clean air, stress free living. And places like Manjakkudi offer academic programmes from LKG to Ph.D and employment opportunities," says Sri. Keerti with a smile. A big yes to that.

Investments in post office savings scheme, bank deposits and 11 month gold saving plan, are other all time saving favourites in the region.



“

The awareness is still low in health insurance especially in terms of benefits like cashless. If we assure good service, we are sure to get repeat customers.”

# More Power to Women

**Ms. Sukanya Devi** is a computer science teacher for Classes 6 to 9 at the Swami Dayananda Vidyalaya. Her own story is a stark reminder of how far women in rural India have progressed. Hailing from a marginalised community, Ms. Sukanya shares that till a generation back, the only outside exposure most women in her household had was doing the *kolam* at the crack of dawn and then retiring in to their chambers.

Every step of her education to employment journey came with its fair share of challenges. During Sukanya's high school years, her tutor came to her rescue and coaxed her parents to put matrimony on hold. Similarly, this native of Chidambaram was able to successfully complete a master's degree in Mannargudi, Tamil Nadu, as her grandmother resided out there.

Today, the monthly income that Ms. Sukanya gets as a school teacher is very critical as she recently delivered a second baby boy. Moreover, her husband is a carpenter by profession and his earnings are largely seasonal. Ms. Sukanya also doubles up as a tailor in her free time, stitching blouses.



“ I have seen the power of E2E (Education to employment). My only ambition is to see both my sons study well and succeed professionally.”



Another junior high school English teacher, **Ms. A Deepika** is a first generation learner from her family. Both her parents are daily wage labourers. She has been with Swami Dayananda Vidyalaya since 2013. Like Ms. Sukanya, the monthly income is extremely crucial to Ms. A. Deepika as her husband's income as a driver is not steady. Both her children study in this school. Slowly but steadily, Ms. Deepika has seen her life progress from a thatched roof to a tin sheet home.



It's time to say a quick hello to those who keep the school campus sparking clean. **Ms. J. Ulagavalli** from the housekeeping is widowed and lives with her mother-in-law. Her two sons are doing college outside and she believes in income preservation, with 25% of her monthly salary parked in various savings like post office and insurance. It's been a decade of service for J. Ulagavalli at Swami Dayananda Vidyalaya. “There have been lot of changes and many people have benefited from this institution. I have learnt a lot by observing how teachers interact with the kids. More than anything else, I have a dignified job and existence now,” she declares. Take a deep bow, Ulagavalli.



Similarly, another janitorial staff, **Ms. J. Kamalavalli** who has been employed with the institution for over 14 years now is very happy to see a mindset shift. “Today, what is running in everyone's mind is how do I step outside and educate myself, get a job and improve my family's condition.”

## Two Plus Two Equals Five

**Sri. S. Thirunavkarasu's** story brings to forth that powerful synergistic effort. A technical assistant in the school currently, his previous stint in the institution was in a part time capacity during his graduation years (2015-2018). Back home, both his parents and sister are gainfully employed.

The family's vehicle ownership comprises of three two wheelers each with agriculture (occupation of the forefathers) also providing a steady source of income. In 2016, Thirunavkarasu's family purchased four more acres, taking their agricultural holding in Senganur village (in close vicinity to Manjakkudi) to 15 acres. In addition, the family owns another 10 acres of ancestral agricultural lands in Nagapattinam district, Tamil Nadu. "Right now, our monthly EMI (equated monthly instalments) repayment is around Rs 30,000 to Rs. 35,000 every month. The family hopes to close its personal and housing loan by next year," states Sri. Thirunavkarasu quite confidently.

The land purchase has been a good investment. The crops grown are primarily paddy, pulses, cotton and sesame and an enterprising Sri.Thirunavkarasu has been able to find buyers for his produce in places like Bengaluru thanks to social media. Interestingly, the entire 15 acre belt is fully mechanised and aided with drone technology!



“

I am very passionate about organic farming and have bought seeds from the seed bank in our campus. I have also been able to convert 15 other farmers to switch to organic farming, ” shares Sri. Thirunavkarasu. We hear you, Thirunavkarasu!



## Final Word

For bus conductor, **Sri. M. Gopinath**, the association with Swami Dayananda Vidyalaya is more than a monthly income. "It's my lifeline and saver. When I see happy and bright faces every morning, all my worries vanish away instantly," he shares. A big high five to that.



# Semmangudi Government Higher Secondary School

Sembangudi village, Tiruvarur district, Tamil Nadu



# ent-Aided ool





**STARTED 1958**

The institution came under SDET's ambit in 2004

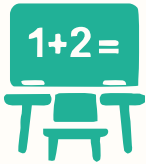


**STUDENT COUNT 983**

Girls: 456 | Boys: 527



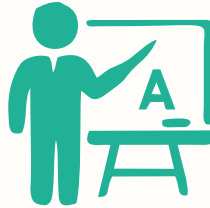
**AFFILIATION  
STATE BOARD OF  
EDUCATION  
TAMIL NADU**



**CLASSES - 6 TO 12**

**CLASSROOMS - 24**

**SMART CLASSROOMS - 2**



**TEACHING STAFF - 38**

**NON-TEACHING STAFF - 3**



**JANITORS - 5**



**MEDIUM OF INSTRUCTION  
TAMIL**



**VILLAGES REACHED  
30**



**DISTRICTS COVERED  
6**



**RADIUS COVERAGE  
15 km**



**BENEFICIARY PROFILE**  
The family background is mostly agrarian, daily wage workers and small shop owners.

## NOT FAR BEHIND: OUR EDUCATIONAL VENTURE IN SEMBANGUDI

On road, it's a half hour journey from Manjakkudi to Sembangudi. We drive down to another educational project managed by Swami Dayananda Educational Trust (SDET) to find out what's happening in this institution.



### CO-CURRICULAR CHAMPS

All work and no play makes Jack a dull boy. Many students at the Semmangudi Government-Aided Higher Secondary School take this motto seriously. Sports and studies go hand in hand for them. Last October, they secured the second place in the Tiruvarur district-level under-14 volleyball tournament.

Interestingly, the school PT (Physical Training) master, **Sri. K. Venkatesan** is a close confidant and counsel for many students as they navigate the pressures of sporting competitions, high school academics and teen ache. "We have a huge sports ground in the campus that has been consistently put to good use. The

students are very hardy as they come from a rural background. Moreover, sports too instills a competitive spirit early on in life," says Sri. Venkatesan. In recent times, many students have got admissions in college through the sports quota.

Sri. Venkatesan himself has good sporting credentials having captained the state volleyball team in the 1998 season.

During the run up to match days (like at the district or state level), the students train long and hard in the school sports ground. The first training shift begins at 6:30 am and goes on till 9 am. The afternoon shift commences from 4 till 6:30 pm.

Also, one of the physical education teachers, Ms. T. Meena who is currently employed with the Swami Dayananda Vidyalaya, Manjakkudi, is a product of the Semmangudi Government-Aided Higher Secondary School and she was a state level handball player in 2016. "The good thing about sports is that it teaches you physical fitness, concentration and focus and there is no room for bad habits like drugs," states Sri. Venkatesan.

Other sports alumni from the school are now employed with the Indian Army (3) and the state police department (9).

“Many of our students from Semmangudi Government-Aided Higher Secondary School have been part of the state police handball team,” says a proud Sri. K. Venkatesan.

From sports to co-curricular winners. In the recent past, 3 students from Class 12, R. Sriram, R. Sakhtivel and M. Sanjay from the 2022-2023 batch have emerged as all rounders.

The proof also lies in the recent pudding. Sometime back, students from the high and junior high school emerged as proud winners by securing the first place in a district level arts competition. While Sabari S. and Sezhiyan S., Mohanapriya S., and Sangeerthana V. bagged the top honours in *parai* drumming, *rangoli* and classical music, it was a team effort by students of Class 11 that got them the first prize in street play. Class 12 students stood first in group folk dance.

The action will now shift to the state level where the students will display their artistic talents. Wishing you all the very best!



## SAVING FOR THE FUTURE

The school staff strongly believes in conservation and it takes the shape of financial savings. Of the 38 teachers, 14 staff members have invested in the monthly SSS (salary saving scheme) of LIC (Life Insurance Corporation) to the tune of Rs. 18,424 per employee, per month.

“During recess and other free time, there is constant chatter on latest financial instruments, mutual funds etc,” shares **Ms. D. Srividhya**, school principal.

The principal adds that for the staff at the Semmangudi Government-Aided Higher Secondary School having their own home and educating children is of top most priority. Eighteen staff members have currently availed a home loan. The average home loan size is Rs. 18 lakhs for a 1 ground plot. All the 38 staff members are proud owners of a vehicle with 10 of them owning hatchbacks.

For many, the habit of conservation is steeped from childhood. Ms. Srividhya cites an interesting observation of how many school children deeply value their school stationery, with lot of them using the pencils till it reaches the tip through repeated sharpening. “At that juncture, there is a tilt during writing but the students believe in preservation,” says Ms. Srividhya.



## STRONG VENDOR SUPPORT

As the school is a government-aided institution, 18 stationery items are provided completely free of cost to the students at the beginning of the academic year. But that hasn't stopped **Sri. V. Kumar** and wife to support the stationery requirements of the school going students on an ongoing basis. Their shop is located just outside the institution premises. “Our store is useful for any top up and urgent stationery requirements that the student may have,” says Sri. Kumar. The stationery's work timings and days are in tandem with the school.

Ms. K. Rajathi has been running a small home tiffin service outside the school compound for 18 years now. Her outlet is a boon for many students who are able to grab a bite in case they forget their daily lunch box or sometimes when students get tired of everyday home cooked food, Ms. Rajathi's home stall is a welcome option.

Her menu are *idlis* with some basic accompaniments. “But it's like home food for many and a plate is very attractively priced (Rs. 10). Some students come from far away and during the summer months, when they feel a bit dizzy, they grab a plate of *idli* and feel much better along with the 200 ml *Ashwagandha* milk provided by the school daily during the forenoon break,” says Ms. Srividhya.

Ms. Rajathi's monthly income of Rs. 5000 is much more than the wages she derived while doing farming work a decade and a half back. But her association with the Semmangudi Government-Aided Higher Secondary School isn't restricted to *idli* sales alone.

Both her daughters managed to study in this age-old institution thanks to the sustained income flow from the food business. “I have been able to purchase better furniture for my home and a two wheeler,” reveals Ms. Rajathi.

## 20 YEARS BACK

**NUMBER OF STUDENTS (2003-2004)**  
1233 | Girls: 549 | Boys: 684

**AFFILIATION**  
State Board of Education, Tamil Nadu

**CLASSES**  
6 to 12

**CLASSROOMS**  
21

**TEACHING STAFF**  
33

**NON TEACHING STAFF**  
8

**JANITORS**  
2

**MEDIUM OF INSTRUCTION**  
Tamil

**VILLAGES REACHED**  
30

**DISTRICTS COVERED**  
6

**RADIUS COVERAGE**  
20 km

**BENEFICIARY PROFILE**  
The family background was mostly agrarian, daily wage workers and small shop owners.





## THEN AND NOW

Founded by philanthropist, Sri. S. Natesa Iyer in 1958 and named after the famous Carnatic musician, Sri. Semmangudi Srinivasa Iyer, the Semmangudi Government-Aided Higher Secondary School, Sembangudi, Tamil Nadu, today boasts a student strength of 983, teaching staff of 38 while the non-teaching staff stands at 3.

Back in 2004, the Swami Dayananada Educational Trust (SDET) took over the management of the school. Soon after, the older buildings were refurbished, additional buildings constructed. This included well-equipped science labs, computer laboratories and a library. In addition, the school has a spacious playground. "One feedback that we continue to receive is that the infrastructural facilities is comparable to other top K-12 schools," says a proud Ms. Srividhya.

In the recent past, opportunities have been provided to school students to learn Carnatic music regularly under the tutelage of renowned musician, **Ms. Bombay Jayashri Ramnath**.

Before 2003, all classrooms were covered with thatched roofs. Now everything is RCC (reinforced cement concrete).

The vastly improved school infrastructure is visible with facilities like a hi tech lab and a music room. Middle school maths teacher and former alumnus, **Sri. Gnaa Prakasam** vouches for the change. "When I studied in the school, there was only one building and rest were all sheds and thatched roof. Moreover, we were all afraid of our teachers which is not the case anymore!"

He adds that when students enter middle school, many are still weak in maths, but thanks to smart classrooms and activity based learning at the end of every chapter, they are able to gain confidence and develop interest in the subject.

Sri. Gnaa Prakasam is also happy to see a change in the student teacher ratio. "In my times, it was 90:1 in some classes. This has vastly improved now and stands at 40:1," he says.

The school management ensures that all important festivals are celebrated with gaiety and pomp. This instills a curiosity, love and respect amongst the school going children towards the culture they are born into, early on in life. In addition, other important days in the school calendar such as Annual Day, Pujya Swami Dayananda Saraswati's birth date (15<sup>th</sup> August), national day celebrations and regional functions (such as Tamil Literacy Day) are not only eagerly awaited by the school students and staff but by the larger community in the region as well.



## SAMSKRITAM IN DRAVIDA LAND

In fact, for many old timers like **Sri. M. Ramamurthy**, an organic farmer, the identity of Semmangudi Government-Aided Higher Secondary School is deeply entwined with the village itself. There is a prevailing opinion that this school is a model institution in the region giving equal importance to discipline, education and co-curricular activities.

An alumnus of the Semmangudi Government-Aided Higher Secondary School (batch of 1974), he recollects warmly how the institution was instrumental in him having a lifelong love for Sanskrit. For the record, Sri. M. Ramamurthy was the Sanskrit topper in the SSLC (Secondary School Leaving Certificate) examination and he received a rolling shield and a cash ward of Rs. 500 for his academic achievement. "The teachers did not restrict education to academics alone. They also imparted lot of moral values that has held a lot of us in good stead," he recollects. Sri. Ramamurthy grows paddy, cotton and sesame in his 3 acre organic farm in Sembangudi. Sri. Ramamurthy also reminisces his interactions with Pujya Swami Dayananda Saraswati, Founder, Swami Dayananda Educational Trust (SDET) during his visits to the village.

Apart from Sri. Ramamurthy, many other villagers have been able to meet and listen to the speeches of our Founder, Pujya Swami Dayananda

“The teachers did not restrict education to academics alone. They also imparted lot of moral values that has held a lot of us in good stead.”



Saraswati, one of the greatest spiritual master and exponent of Vedanta in contemporary times.

While spiritual content and discourses have provided nourishment for the village's soul, the scientific accomplishments of the recent sons of the soil have not gone unnoticed. The Semmangudi Government-Aided Higher Secondary School counts ISRO (Indian Space Research Organisation) scientist Sivaramasudhan S. as one of its most prominent alumnus in recent times with many students wanting to reach out to the skies like him in their chosen path. On his part, Sri. Sivaramasudhan S. continues to maintain close ties with his alma mater having instituted a small award to the top two students every year.

### Empowered Girls

Nearly 50% of the Semmangudi Government-Aided Higher Secondary School comprise of girl students, a fact that has not gone down unnoticed. Stakeholders affirm the same and share that the institution serves as a shining example of social justice where the school admission policy is caste and creed neutral.

### All-Round Development

The main stakeholders interviewed for this story share that things should not be looked in isolation and that an entire eco system is being developed and nurtured in Sembangudi and surrounding areas. Neighbouring temples are getting renovated and *Kumbhabhishekam* is being performed in local temples and roads are being laid out by the government.

In all, the Swami Dayananda Educational Trust (SDET) which manages the Semmangudi Government-Aided Higher Secondary School has played a stellar role by fostering the development of an integrated community development programme in the region.

Sri. Ramamurthy has the last say. "For many years, Manjakkudi has been viewed as an education hub and has a kind of trademark to this effect. Now its Sembangudi's turn. Our literacy rate is around 70%," declares Sri. Ramamurthy.

Point noted, sir!

# Swami Dayananda Vedapataashala



**Name**

Swami Dayananda Vedapatashala

**Located**

Kodavasal, Tiruvarur district, Tamil Nadu

**Started**

2006

**Number of boys currently residing in the traditional campus**

26

**Age Group**

9 to 20 years

**States from where the students come from:**

Karnataka and Tamil Nadu

**Number of villages from where the students come from:**

25 villages

**Course Duration and Curriculum:**

7 year programme. The institute follows the syllabus of the Samaskrita Bhasha Pracharini Sabha, Chittoor, Andhra Pradesh.

**Core Teaching:***Krishna Yajur Vedam Moolantam and Vaikanasa Agama***Beneficiary Profile:**

Children of family priests, cooks and farmers

**Adhyapakas:**

Sri. N. Krishnamurthy Hegde and Sri. B.S. Sudarshana Bhat

## TRAINING IN RITES OF PASSAGE

Swami Dayananda Vedapatashala stands as a testament to our Founder, Pujya Swami Dayananda Saraswati's mission – to propagate, promote and spread the practice of Vedic studies.

A day at the traditional school begins much before the crack of dawn. The wakeup call is at 4:30 am and daily routine gets wrapped up by 9 pm. While the youngsters hit the sack after the *aarti puja*, the older students continue with their studies and homework for another 40 minutes.



## Day at this Serene and Minimalist Place of Learning

	4:30 am	—	Wake up
	5:00 am	—	<i>Sandhya Vandanam Samithadhanam</i>
	7:00 to 8:00 am	—	<i>Dakshinamurthy Puja and Aarti</i>
	8:00 to 8:15 am	—	Patashala Cleaning
	8:15 to 9:00 am	—	Breakfast
	9:00 am to 12:00 noon	—	Veda Classes
	12:00 to 12:30 pm	—	<i>Madhyanikam Sandhya Vandanam</i>
	12:30 to 1:15 pm	—	Lunch
	1:15 to 2:00 pm	—	Free time
	2:00 to 4:30 pm	—	Classes Recommencement. (Weekly four days, Sanskrit class)
	4:30 to 6:00 pm	—	Milk break. Followed by play time
	6:00 to 6:30 pm	—	<i>Sandhya Vandanam Samithadhanam</i> (Evening)
	6:30 to 7:00 pm	—	<i>Vishnu Sahasranamam</i>
	7:00 to 7:30 pm	—	<i>Aarti</i>
	7:30 to 8:15 pm	—	Night Dinner
	8:15 to 9:00 pm	—	<i>Aarti</i>
	9:40 pm	—	Lights Out



## Traditional Teaching Combined with Modern Education

Annual examinations are conducted by external teachers who come to the Vedapatashala. Upon completing the seven year Vedic education course, students receive certificates from Veda Rakshana Nidhi Trust of Kanchipuram and Sri Venkateswara Vedic University at Tirupati as well.

Modern education and subjects like English, maths and computers is also part of the curriculum. Interested students have been sent to coaching institutes and have successfully passed their Class 10 board examination in the past.

The students get two breaks every year, 10 days of holidays during Diwali and 1 month vacation during May.

### Top Honours

Our Vedapatashala students have also bagged high honours in prestigious inter Vedapatashala competitions in the recent past.

### Alumnus Success Story

In all, the Swami Dayananda Vedapatashala follows our Founder's vision of blending cultural validation with contemporary education to instil confidence in today's youth. By balancing rigorous scriptural study with practical skills blending with formal education, the institution is creating proficient Vedic scholars who preserve ancient wisdom while navigating contemporary society with ease.

Till date, 60 students have graduated from this institution devoted to traditional learning. We are happy to share that many of our former students have done well for themselves in their chosen fields. There are alumni who are working in temples located abroad, Melbourne (Australia), Malaysia, London (UK) and Singapore. Some others have gone back to take care of their family temples. They also double up as priests for followers who require their services for special occasions like pujas at home, weddings, *Upanayanam*, *Shradham* (forefather remembrance) related ceremonies and temple *Kumbabhishekam* etc.

That everything happens on gun time at Sri Srinivasa Perumal Temple, Singapore has left a deep impression on senior priest, Sri. Sridharan Sikkil. An alumnus of the Swami Dayananda Vedapatashala, Kodavasal, Sri. Sridharan came to work at the Sri Srinivasan Perumal Temple, Singapore in 2024. "The chief priest at the temple here hailed from the same village as I (Sengalipuram) and that is how I landed here," shares Sri. Sridharan.

Apart from the strict adherence to time and punctuality, the other thing that has already left a mark on Sri. Sridharan is how many temple ceremonies overseas are more detailed and elaborate than those at home. In a way, that is also a test for his Vedic knowledge that he imbibed for 8 long years at the Swami Dayananda Vedapatashala, Kodavasal. To add to that, such in depth religious functions also mean Sri. Sridharan has to keep on revisiting the Vedas and scriptures and he likes that immensely that he has embarked on a lifelong journey of continuous education and learning.

Like Sri. Janakiraman, Sri. Sridharan Sikkil too adjusted to his new surroundings almost immediately after landing in Singapore 24 months ago. "In addition to the Vedic education, senior students from the Swami Dayananda Vedapatashala, Kodavasal regularly partook in various religious ceremonies and processions at the Varadaraja Perumal temple in Kodavasal. This provided us a good training ground early on how to be a master of ceremony in a congregational function and there is no fear of taking the lead role in chanting and conduct of the *pujas*," he says.

Sri. Sridharan is full of gratitude for his Gurus at the Swami Dayananda Vedapatashala, Kodavasal because he firmly believes they practiced what they preached. "If we woke up in the wee hours, so did the teachers. I entered the Swami Dayananda Vedapatashala in 2011 as a 10 year old child. What I learnt there in 8 long years was not just Vedic education but a lot of other life skills that's coming in handy now during this overseas employment. I look at both my Gurus (Sri. N. Krishnamurthy Hegde and Sri. B.S. Sudarshana Bhat) as my second fathers," says Sri. Sridharan Sikkil warmly. He also praises his '*anna*' at the *Gurukulam*, Sri. Janakiraman who also become his mentor in later years.

What's equally gratifying to hear in the end is that the students have kept in touch with their alma mater. "Many of our former students (even those who are living outstation or overseas) always make it a point to visit the Vedapatashala whenever they are on a home town visit. They never forget us," says Sri. Acharya N. Krishnamurthy Hegde.

**On that note, we hope to see you all again soon!**



**Sri. Sridharan Sikkil**

Alumnus, Swami Dayananda Vedapatashala, Kodavasal  
Senior Priest, Sri Srinivasa Perumal Temple, Singapore

**“We follow the traditional Gurukula system,” informs Sri. N. Krishnamurthy Hegde. The curriculum of the seven year course emphasises traditional oral recitation and daily multiple revision sessions In Krishna Yajurveda. It is said that mantras attain their powers by virtue of the acoustic energy of each syllable. There is a strong and prevailing belief among the followers of the faith that if uttered properly, such chants have the power to confer peace, prosperity and general well being of the world. As part of practical exposure and training, senior students are often taken to private special yagnas/pujas at people's homes and temples.”**

*The chief priest at the temple here hailed from the same village as I (Sengalipuram) and that is how I landed in Singapore.*  
-Sri. Sridharan Sikkil

# A Thumbs Up to Alternative Healing

When it comes to healthcare, people are on the lookout for alternative treatments today especially for nagging aches and pains.

Swami Dayananda Educational Trust (SDET) is currently managing an **Ayurveda clinic in Kodavasal.**

## Project Details

Name:  
**Swami Dayananda Ayurveda Clinic**

Started in: **2005**

Located in: **Kodavasal, Tiruvarur district  
Tamil Nadu**

Staff Details: **Dr. Rajendran Sekar along  
with a team of trained paramedical staff**





Just after Covid, **Sri. S. Shanmugam**, a two wheeler mechanic in Kodavasal was troubled with diabetes as well hyper tension. Initially, he took allopathy medication but that gave him side effects in the form of stomach ulcers. Then he consulted Dr. Rajendran Sekar, registered Ayurveda physician, Swami Dayananda Ayurveda Clinic. The doctor zeroed in on the twin lifestyle disorders to digestive issues and advised Sri. Shanmugam to consume fresh food for every meal and stay clear of processed foods.

This simple prescription worked wonders for Sri. S. Shanmugam. His blood pressure is now normalized and he is off the BP medication while for sugar, he has switched to Ayurveda pills. "I consume fresh food daily that includes native rice and am steering clear of bakery products," reveals Sri. Shanmugam. In addition, he regularly takes oil bath. He now only pops allopathy pills when he has fever.

Similarly, **Sri. G. Mariyappan** and many of his family members vouch for the power of Ayurveda. A banking executive with IndusInd Bank, he lived with a bloated stomach issue till he came across Ayurveda. "Earlier, I was taking allopathy tablets but that was giving side effects like mouth ulcers." After the switch over to the Ayurveda line of treatment, it is a lot better for him.

Convinced of this traditional form of healing, Sri. G. Mariyappan brought his mother as well his uncle to the



Swami Dayananda Ayurveda Clinic for treatment. His mother has recurrent knee pain, while his uncle always felt low and tired due to poor blood flow in the body. "Both are doing much better now," shares Sri. G. Mariyappan.

The Swami Dayananda Ayurveda Clinic was set up to preserve and promote indigenous medical treatment in line with modern lifestyle.

The clinic sees a footfall of 200 patients every month. While most of the patients live within 5 to 10 km radius of the clinic, some people come in from nearby places like Karaikal, Nagapattinam and Mayiladuthurai.

The patients who visit the Swami Dayananda Ayurveda Clinic are seeking cure for orthopedic disorders like osteoarthritis, sciatica, cervical spondylosis, rheumatoid arthritis and peripheral neuropathy.

Some patients are also seeking Ayurvedic care for skin diseases like psoriasis and metabolic disorders like diabetes mellitus and thyroid problems, chronic conditions like asthma, anemia and eosinophilia, stomach and abdomen related such as gastric ulcers and fatty liver, hormonal imbalances such as PCOD (polycystic ovarian disease), fibroid concerns and varicose veins to reproductive issues like male and female infertility to everyday irritants like hair fall. The Swami Dayananda Clinic's daily footfall ranges between 5 and 10 patients.





“The motto of Ayurveda is *Swasthasya Swasthya Samrakshanam* which means to preserve the health of a healthy person,” states **Dr. Rajendran Sekar**.

He adds that Ayurveda is gaining popularity because there is an understanding among patients that some illnesses cure slowly rather than subsidizing instantly.

Pointing out to the difference between allopathy and Ayurveda, Dr. Rajendran Sekar shares, “The focus of western medicine is symptom or organ specific treatment. The patient may feel cured, but sometimes, side effects persist. On the other hand, Ayurveda does not treat the patient symptomatically, rather it sees the human as a whole and the treatments are for the whole body and not organ specific.”

Elaborating further, Dr. Rajendran Sekar says, “We simply don't prescribe but also educate every patient on how to keep such ailments at bay.” Noted doctor!

Consultation at the clinic is subsidized at Rs. 100 for new patients. Follow-up visits within a week are free. The most common form of medication is tablets and *kashayam* (syrup form).

A herb garden is located in close vicinity to the Ayurveda Clinic. Medicinal plants such as *Tulsi*, *Nirgunti*, turmeric and ginger are typically used in home remedies as well as in ayurvedic treatments.

For a village like Manjakkudi, Ayurveda treatment becomes very economical, otherwise patients would have to travel 20 kms either side, to Tiruvarur or Kumbakonam, to consult a physician.



And for recurrent pain, Ayurveda is popular among patients. Take the case of homemaker **Ms. R. Ramadevi** whose house is located right opposite the Swami Dayananda Ayurveda Clinic. For 7 years now, she has been consulting with Dr. Rajendran Sekar for gout fingers in both her hands. “The initial diagnosis revealed high uric acid content in the blood. But now with diet changes and regular medication, the pain is manageable,” she shares.



## Beep, Beep Beep: Make Way for Us

Ishvara forbid, but if there is a medical emergency in the village, an ambulance vehicle will arrive in no time at the doorstep and transport the patient to the nearest hospital in town. The Rural Ambulance service started in 2014 is yet another thoughtful initiative by SDET keeping in mind the health and well being of the community it serves. This service has been supported by our generous sponsor, Lucas TVS.

**A big Thank You to you!**



# Lush and Green Manjakkudi



# A Microforest and Farm Trail

In this section, we take a short detour to showcase a thriving flora, some very attractive fauna and a big, green farm in the village.

The idea of having a microforest in the sprawling educational campus at Manjakkudi was to instill the importance of afforestation and to make the overall environment healthy and free from pollutants. In terms of planting drive and activity, special focus and emphasis has been on varieties native to the region.



## Dayavanam: The Plant Kingdom at Manjakkudi



Creeper Plants

9



Edible Trees

35



Flowering Plants

16



Flowering Trees

15



Medicinal Value Trees

19



Shade Trees

13



Timber Value Trees

7

Like the Goshala and the Swami Dayananda Farm, the Ayurveda Clinic and Dayavanam too share a mutually symbiotic relationship. Many herbal plants are used extensively in Ayurvedic treatments.



The **Swami Dayananda Farm** was established in 2012 with the objective of reintroducing heritage rice and thereby making people aware of our lost tradition of consuming native grains. Did you know that even 70 years before over 1 lakh heritage rice varieties were being cultivated and consumed in India?



**Land Area: 57.66 acres**

of land dedicated towards agricultural efforts in the region. Traditional rice varieties are cultivated in 7.5 acres, reserved as conservation plots. The balance 50.16 acres is allotted for commercial cultivation.



**Varieties Under Cultivation: 276**

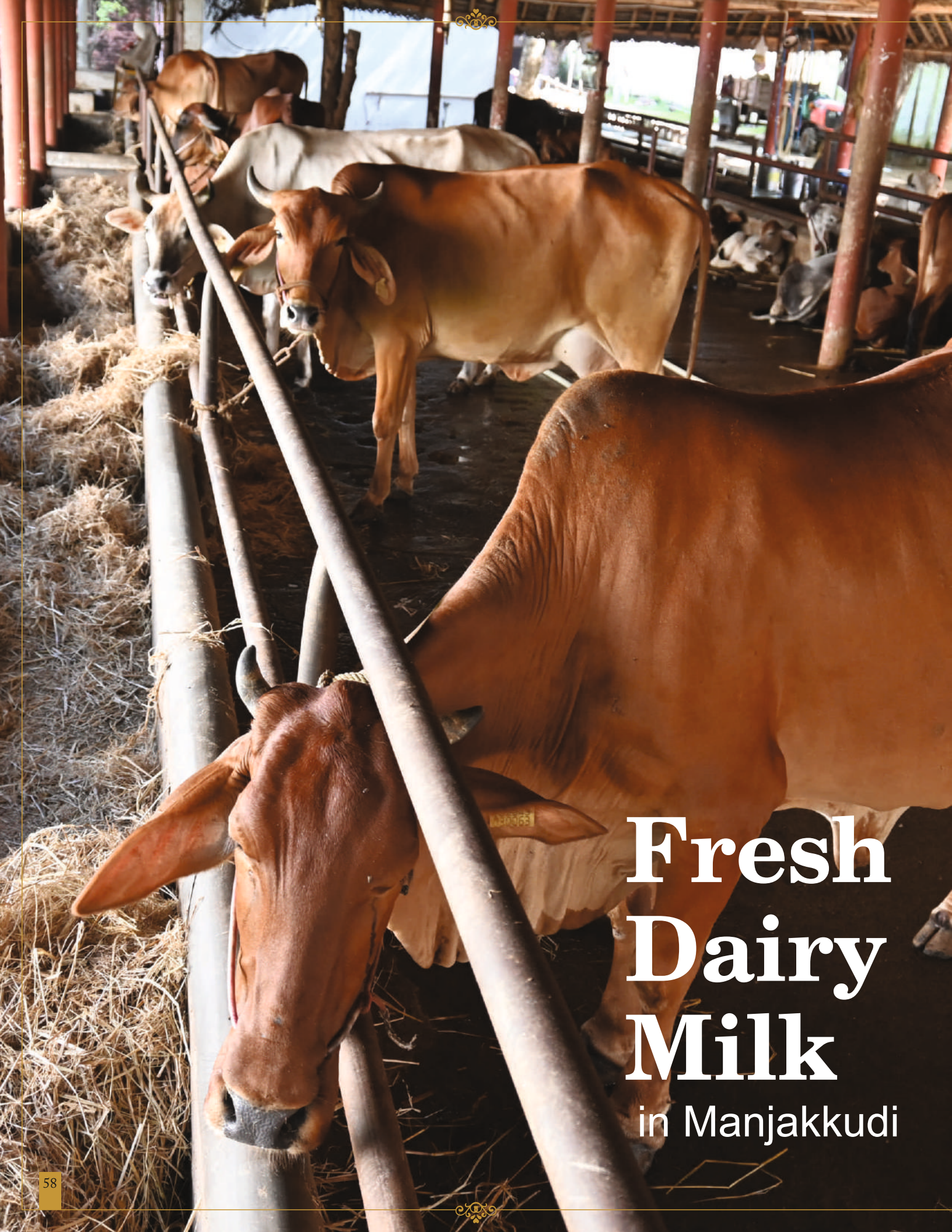


**Grains of Goodness:** At our retail store in Chennai, **Spirit of the Earth**, the fast moving varieties include *Laicha* brown rice, *Kichili Champa* brown rice and *Rakthashali* red rice. Over time, the product range has expanded to include rice based breakfast staples (porridge mixes, muesli) tea time snacks with a contemporary twist, pastas, ready mixes, *idli* and *dosa* batter.



If you are in Chennai, please do drop by and check out whats in store at Spirit of the Earth!





# Fresh Dairy Milk

in Manjakkudi



It's holy cow and no less in the Indian tradition. While bovines are deeply venerated in our culture, this project by SDET has provided the villagers a sustained means to livelihood. The Trust has employed 10 farmhands in and around Manjakkudi to supervise and maintain the Goshala, round the clock.



**Name of the Project:**

Swami Dayananda Goshala



**Started in:**

2012



**Certification Details:**

The Swami Dayananda Goshala is recognised by the Animal Welfare Board of India vide Recognition Code TN 215/2020.



**Number of Cows:**

75



**Main Breed Varieties:**

Tharparkar, Red Sindhi, Sahiwal, Rathi, Gir and Gir Cross

**Goshala Infrastructure:** Spread over 1 acre, it is very spacious and well ventilated with fans and lights.

**Daily Feed:** The cows are fed with high quality fodder- the primary feed being natural grass and supplemented by healthy cattle feed. As part of this effort, the animals are taken for grazing 3 hours every day in the field.

**Animal Care and Welfare:** A veterinary doctor has been appointed to oversee the health and well being of our cattle.

**Output:** A daily yield of 115 to 120 litres of organic milk. This has resulted in sustained dairy farming.

**A Mutually Symbiotic Relationship:** Our rice fields are tilled using cow manure and vermicompost. *Panchagavyam*, a natural fertiliser is sprayed across the farm and its main components include cow dung, urine, milk, curd and ghee.

The cow dung generated is also used for bio gas production, an alternative renewable energy source.

**Gau Seva:** We request your kind hearted support in maintainance of this indigenous breed cow shed. As per the Indic tradition and belief, serving cows is considered a path to spiritual growth and progress.



**Main Project Supporter:**

Lucas TVS Limited (Chennai)

**Other Prominent Project Supporters:**

K. Raheja Realty (Sri. Sandeep Raheja)

Sri. Viresh Kothari (Mumbai)

Access Healthcare Services Pvt Ltd.



# Our Supporters

- 2001** Swami Dayananda  
College of Arts & Science  
Manjakkudi
- 2004** Semmangudi Government-Aided  
Higher Secondary School,  
Sembandudi
- 2005** Swami Dayananda Ayurveda Clinic  
Kodavasal
- 2005** Annual Convention Series  
(Musical and Dance Festival Preceeding  
the Annual Convocation), Manjakkudi
- 2006** Swami Dayananda Vidyalaya, Manjakkudi
- 2006** Swami Dayananda Vedapatashala, Kodavasal
- 2010** Community Hall, Manjakkudi
- 2011** Swami Dayananda Farm, Manjakkudi
- 2012** Swami Dayananda Goshala, Manjakkudi
- 2013** Dayavanam (Microforest and Herb Garden), Manjakkudi
- 2014** Rural Ambulance Service, Manjakkudi
- 2017** Spirit of the Earth (Immersion Centre), Chennai
- 2018** Jnana Pravaha - Swami Dayananda Study Centre, Manjakkudi





This long and winding journey of Swami Dayananda Educational Trust (SDET) has had its fair share of ups and downs during the course of the last 25 years. We would have not reached thus far but for the unwavering and timely assistance rendered by our donors.

Many such contributions came at critical junctures when we were about to embark on the next leg of a project.

We like to place on record our deepest gratitude and appreciation to our main pillars of support. A very big Thank You to you all for believing in us and in being a valuable partner in this score and five year journey of Manjakkudi.

**INDIA NIPPON ELECTRICALS LIMITED**



**Lucas Indian Service Limited**

The Aftermarket Solutions Provider



**Lucas TVS**  
DRIVEN



**Delphi-TVS**  
Technologies





# Other Community Initiatives in Manjakkudi

In the concluding section, we briefly showcase our other community initiatives in the region that have given a fillip to the local economy in terms of income and employment opportunities.



**Sri Lakshmi Narayana Perumal Temple**  
Manjakkudi





### Sri Varadaraja Perumal Temple

Kodavasal, Tiruvarur district  
(SDET took over the temple administration in 2006)



### Community Hall

Manjakkudi



Administrative Office:

**SWAMI DAYANANDA EDUCATIONAL TRUST**

'Srinidhi' Apartments, No.4, Desika Road  
Mylapore, Chennai - 600 004, Tamil Nadu

Tel: +91 44 2498 7955 / 66

Mob: +91 95000 60153

Project Office:


**SWAMI DAYANANDA CAMPUS**

Manjakkudi

Tiruvarur District - 612 610


Tamil Nadu

Tel: +91 4366 260 300

 [swamidayanandaeducationaltrust@gmail.com](mailto:swamidayanandaeducationaltrust@gmail.com)

 [www.sdet.in](http://www.sdet.in)

 [sdetmanjakkudi](https://www.facebook.com/sdetmanjakkudi)

 [sdet\\_manjakkudi](https://www.instagram.com/sdet_manjakkudi)