

February 2024



Sewa Sandesh

*Turning the Page:
Positive tales from
this month*

Editors Note

संवाद से समन्वय तक...

Namaskar,

“अर्थ का अभाव जितना हानिकारक होता है, उतना ही हानिकारक अर्थ का प्रभाव होता है। इस लिए देश में न अर्थ का अभाव रहे और न ही अर्थ का प्रभाव रहे...”

~दीनदयाल उपाध्याय

According to the philosophy presented by Sh. Deendayal Upadhyaya in Ekatma Manav Darshan, an individual is not mere just a body. Rather humankind is a combination of body, mind, intellect, and soul that corresponds to four universal concepts i.e., kama (desire or satisfaction), artha (wealth), dharma (moral duties), and moksha (salvation). This indigenous economic ideology puts humans at the centre, thus establishing the concept of 'Integral Vision.'

With the objective of fostering these thoughts of Integral Vision within the organisational frameworks, Sewa International organised "Talk4Tomorrow", facilitating mutual dialogue between social organisations and corporates. This initiative aimed at cultivating a comprehensive understanding of the holistic development of humans in India. Notably, it stands as a pioneering effort in bridging the divide between social enterprises and corporates, thereby contributing to the advancement of the nation.

In the spirit of the concept elucidated in Antyodaya's '*Nar se Narayan tak*', an individual 'nar' treads on an expedition towards divinity, if provided with the required support by the community. Likewise, the relationship between social organisations and corporates is not mere conflict, rather the embodiment of cooperation. With the foundational support extended to the nation, holistic development can flourish across the entire populace.

The goal of Talk4Tomorrow was to ensure development between individuals and society. With this initiative, over 26 corporates and 25 social organisations joined hands to move forward together for a better future. Thus, Sewa International holds the belief that coordination can be achieved through dialogue, which is the driving force behind organising this event.

Dhanyawaad!



Swachhta Hi Seva

Taking Gandhi's Legacy Forward

India's decisive battle against cleanliness and hygiene has got a fillip through "Swachhta Hi Seva", Cleanliness is Service, underscoring the importance of making sanitation a shared responsibility of the citizens. This campaign stands as a testament to India's commitment towards cleanliness and sanitation. Through this effort, it is evident when citizen participation is bolstered alongside initiatives taken by the authorities, we can pave the way towards a cleaner and healthier nation.

The notion is adopted as great learning by Mahatma Gandhi, who once asserted that *'a lavatory must be as clean as a drawing room'*. Taking this thought to a higher level, he transformed his toilet at his ashram in Sewagram, Wardha, into a place of worship, embodying the belief that *'cleanliness is close to godliness.'* This small but significant episode from the life of Gandhi carries a timeless message.

Taking the legacy of Gandhi's principles forward, Sewa International is actively contributing to the cause and generating initiatives for the same. In Chikkaballapura district, Karnataka, 30 new toilets have been constructed in the Government Model Higher Primary School-Mittemari. These efforts include the construction of overhead tanks for water provision, wash basin units, and new septic tanks for the toilet units. Through these initiatives, our aim extends beyond the sanitation concerns, rather also striving to foster education among students. Providing clean and accessible toilets in schools is not just a matter of convenience but a fundamental aspect of ensuring the well-being and dignity of students.

Embracing Mahatma Gandhi's teachings on cleanliness, Sewa International is making impactful contributions through WASH programs. Clean toilets are essential for maintaining good hygiene standards among students, preventing the spread of diseases and infections, and reducing absenteeism. Additionally, access to clean toilets is crucial for promoting gender equality and supporting menstrual hygiene management. Thus, Sewa International pledges to play its part in enhancing the cleanliness of our nation, and continue its efforts in future.



Catalysing Lasting Change

A saga of HEHE-HAHA

In the pursuit of creating lasting change, proactive measures often prove to be the most effective. Recognising this imperative, Sewa International has taken bold steps to address pressing issues through entertainment, particularly focusing on Water, Sanitation, and Hygiene (WASH) awareness.

One of Sewa International's most recent endeavours involves leveraging the power of theater to bring attention to critical WASH issues. Through an engaging theatrical play HEHE-HAHA (Health, Education, Hygiene, and Environment), Sewa International seamlessly blends entertainment and education to promote awareness and instigate behavioural shifts. This creative endeavor serves as a poignant reminder that investing in HEHE today can pave the way for a future filled with laughter and well-being.

HEHE-HAHA is more than just a performance, it's a medium through which essential messages about health and sanitation behaviours are conveyed in a manner that resonates deeply with our little audience. By infusing laughter and entertainment into the narrative, we ensured that the message was not only received but also retained long after the curtains closed.

The spotlight shines on various aspects of WASH, illuminating the interconnectedness of these elements and their profound impact on human well-being. From the importance of clean water to the significance of proper hygiene practices, HEHE tackles complex issues with simplicity and clarity.

One of the primary targets of Sewa International's WASH awareness initiatives is the younger generation. By engaging with school children through interactive performances, we aim to instill essential habits early on, laying the foundation for a lifetime of health and hygiene.

Through these efforts, Sewa International seeks to catalyse lasting change within communities, empowering young children to take ownership of their health and well-being. By raising awareness and fostering behavioural change, we pave the way for a brighter, healthier future for all.



Talk4Tomorrow: Together, We Go Further

Despite the colourful diversity of our country, we stay unified under the proud name of Bharatiya. We put forth the essence of humanity to touch the most humble communities, reaffirming our commitment to the noble ideals of philanthropy.

Sewa International's Talk4Tomorrow event emerged as a pivotal initiative, bringing together various stakeholders from the field. This forum served as a convergence point for various non-profit organisations and CSR Corporates, providing a platform to connect, reflect, and share ideas that will shape the trajectory of Bharat's future in the upcoming 25 years, culminating in the centennial celebration of Bharat.

Hon'ble Sh. Krishan Pal Gurjar ji, Minister of State for Power and Heavy Industries, graced the event as Chief Guest while imparting his insights and expertise with the audience present. With participation from 26 corporates engaging in dialogue, alongside 25 non-profit organisations showcased their work at designated stalls. The event aimed to bridge the gap between these NGOs and corporates, fostering collaboration and laying the groundwork for enduring partnerships dedicated to serving the nation's interests.

As we continue to nurture the roots of our shared identity as Bharatiyas and embrace the profound impact of devotional service, we find ourselves collectively contributing to the greater good. Sewa International's Talk4Tomorrow has proven that by pooling our resources and aligning our efforts under a common agenda, thus amplifying our impact beyond what any one of us could achieve alone.



Investing in the Next generation to beat Cancer!

According to a report by the Ministry of Health and Family Welfare, India is poised to witness approximately 800,000 new cases of cancer annually. The study highlights India, alongside China and Japan, as one of the top three countries in Asia with a significant rise in both new cases and fatalities. This alarming trend emphasises the urgent need for widespread awareness and preventive measures to combat the growing threat of cancer.

In response to this pressing issue, Sewa International launched a special campaign in Uttarakhand, dedicating the month of February to raising awareness about cancer. The campaign aims to invest in the next generation of girls with comprehensive knowledge regarding the nature of cancer, preventive measures, available medical treatments, government support mechanisms, and essential medical helpline numbers.

One of the pivotal aspects of this campaign lies in its grassroots approach, wherein these young girls extend their knowledge to neighboringc villages and schools. By actively engaging with their communities, these girls serve as catalysts for change, spreading awareness and advocating for preventive measures at a local level.

This holistic approach to cancer awareness extends beyond mere word of mouth, rather also aims at fostering a culture of proactive health management. By investing in the next generation, we not only address the immediate challenges posed by cancer but also lay the foundation for a healthier and more resilient society. Through collective action and community engagement, we can work towards reducing the burden of cancer and ensuring a healthier future for all.



Sewa on Wheels

Your Health is our Priority

Uttarakhand, amidst the serene beauty of the mountains, lies the hidden battles of its natives. Recognising the need for accessible healthcare in such remote and challenging terrains, Sewa International launches a pioneering Multi-Speciality Camp, a 'no-cost door-to-door' medical aid program, bringing essential healthcare services to the people of Uttarakhand.

Despite facing formidable obstacles posed by weather conditions and geographical barriers, Sewa on Wheels reaches out to communities in 5 locations -- Hapla, Nandsain, Chandranagar, Mansoona, and Makkumath.

At each outreach camp, a comprehensive array of medical services is offered to the villagers. From eye care to dental treatments, and Ayush to general healthcare, the aim is to promote holistic wellness among individuals. Over 700 patients benefit from vital medical consultations, addressing both immediate health concerns and fostering a culture of preventive healthcare practices. Additionally, 70 patients underwent screening at the camp and received free cataract surgery, greatly benefiting from the initiative.

By bringing healthcare services directly to the doorsteps of those living amidst the hilly landscapes, Sewa on Wheels embodies the spirit of compassion and solidarity. This initiative not only alleviates the immediate healthcare needs of the villagers but also empowers them with the knowledge and resources to lead healthier lives.





Flash Mob for Sewa Fellowship

Sewa International recently organised a spirited flash mob in Namma Bengaluru. With 20 enthusiastic fellows coming from diverse regions across Bharat calling out to serve the nation with Sewa Fellowship.

The bustling atmosphere of Central Mall Bengaluru became the stage for community spirit and service ethos. Against the backdrop of bustling shoppers and curious bystanders, our 20 fellows, brimming with youthful energy, seamlessly choreographed their moves, drawing attention and curiosity from all around the place, performed the flashmob.

What made this flash mob truly special was the unity it symbolised. Despite their diverse origins and backgrounds, these 20 fellows shared a common purpose, which is to serve Bharat.

This flash mob not only raised awareness about the fellowship program but also inspired others to join hands in the noble pursuit of serving the nation. Sewa Fellowship stands tall as a holistic platform that nurtures the spirit of volunteerism and fosters leadership skills among the youth. The echoes of the flash mob may have faded away, but its impact continues to pump in the hearts of Indians present there.





*Together, we've sketched stories of change,
etching hope into hearts. We want to express
our sincere gratitude for your continued support
and readership.*



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