

## Sewa Formulates Five Years Strategy - Targets Dharma Thought Leadership



*Participants at the Sewa Strategy Meeting in San Francisco Bay Area*

Sewa organized a strategy meeting at the Sewa Community Center in Milpitas in the San Francisco Bay Area in October 2022. Over 35 people, including Sewa directors, advisors, and executive leaders, participated in the meeting. Sewa had its last strategy meeting in 2017. The plan agreed upon in 2017 had prepared the organization for the growth it experienced the past five years, including the impeccable service it rendered in the US and India during the pandemic.

Following the 2017 plan, Sewa International conducted an almost year-long exercise to formulate a five-year strategy to achieve organic and sustainable growth. As a part of its strategy, Sewa identified, as one of its top goals, building what they termed “dharma thought leadership” to popularize the dharmic concept of “sewa” or selfless service. **Contd. on page 2**

### Executive's Corner

Dear Sewa Family Members and Supporters,

As I extend greetings to all on the auspicious occasion of Diwali, New Year and pray for good health, wellbeing and prosperity of all, I am reminded of the pain and suffering of millions of folks because of the disasters--both natural and man-made. As practitioners of “Serving humanity is serving divinity”, it is incumbent upon Sewa International to help survivors get back on their feet with minimal disruption to their lives.

The world of “Disaster Response” is not very glamorous, yet very fulfilling. This calendar year 2022 has been a very active one with the Sewa International USA volunteers participating (remotely and in person) on multiple occasions. Some of the highlights listed below:

1. Helping with evacuation of thousands of stranded students belonging to 12 different nationalities from Ukraine in February & March.

2. Supporting with rescue and relief efforts after floods/rains in Assam in May & June, in Andhra Pradesh and Telangana in July, in Uttar Pradesh in October
3. Assisting native Americans in Amazon, Brazil in April - May after floods caused by incessant rainfall
4. Helping thousands of vulnerable folks with grocery kits and medicines in Sri Lanka in during the peak of their economic crisis in May and continued into September - October
5. Helping thousands of flood victims in Pakistan in August & September through our partners
6. Helping with rescue, relief and rehab work in the USA : after fires in an apartment building in Houston in August, after hurricane Fiona in Puerto Rico in September and after hurricane Ian in Florida in September & October
7. Helping with response to wildfires in Colorado in April & May, and in California in August & September
8. Helping with famine relief efforts in Kenya in two provinces in.

**Contd. on page 2**



## Executive's Corner

We also started food pantry services in Los Angeles this year to help address food insecurity and have been helping address Vaccine hesitancy through an awareness and education campaign in 15 counties in Texas. The AmeriCorps program is growing and is now spread to 3 different cities: Houston, Atlanta and New Jersey.

I urge all the Sewa volunteers and supporters to get trained in some basic life saving techniques. Please set aside some time to take the CPR training, and get certified as a CERT (Community Emergency Response Team) volunteer in your cities. The CERT program would educate volunteers about disaster preparedness for the hazards that may be encountered where they live. CERT volunteers act as the first line of defense - before the trained first responders arrive on the scene.

Sewa International USA's engagement with FEMA (Federal Emergency Management Agency) is on an ascendancy and we were honored with the visit of FEMA Administrator Ms. Deanne Criswell's visit to our office in Houston in August. We also hosted an interfaith round table on disaster response coordination with attendees of 15 other organizations active in the sphere of Disaster. We also visited the FEMA headquarters in Washington DC in October and interacted with the folks in multiple divisions there.

With this enhanced interaction comes added responsibility - and I take this opportunity to appeal to the Sewa volunteers to step forward in at least 5 states to help strengthen this relationship with FEMA. We are also moving forward with VOAD (Voluntary Organizations Active in Disaster) memberships in multiple states and at the national level. LTRG (Long Term Recovery Groups), consisting of government, quasi government and nonprofit agencies get constituted in various areas after a disaster strikes and it is our goal to be part of such groups. Needless to say, we need dedicated volunteers in the disaster response space for these growing footprints.

Please stay safe, stay prepared and stay responsive in the days and months ahead as winter sets in. Do take good care of the 4 P's - people, pets, pipes and plants - as the temperatures go south.

Please do not hesitate to contact any member of the disaster response team if you have any questions / ideas - we are only a phone call / text away.

Swadesh Katoch  
Vice President  
International Program  
& Disaster Response



## Sewa Formulates Five Years Strategy - Targets Dharma Thought Leadership

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Sewa built the strategy document based on significant inputs and guidance from Sewa volunteers and industry experts. Interviews and surveys that captured the feedback of over 100 Sewa leaders, volunteers, and industry experts helped build a baseline of where Sewa USA is today. While formulating its strategy, Sewa took its current capabilities, the impacts of its programs, and future focus areas and needs into account. The organization also wants to retain its core Hindu values and stay true to its vision and mission while it grows.

Sewa decided to follow a Capabilities Driven Strategy (CDS), which helps build a coherent organization based on three to six distinctive capabilities. A CDS will help the organization, consistent with its strategic direction, ensure that its products and services align with its abilities and grow reliably and sustainably.

Sewa's CDS consists of four key focus areas:

- Way to Play (an approach to creating value for Sewa's ecosystem)
- Capabilities Systems (3 – 6 mutually reinforcing, cross-functional strengths of Sewa that customers value and enables Sewa to fulfill its way to play)
- Products & Services aligned to Sewa's capabilities
- Right To Win (an ability to compete in a particular area with the confidence to succeed and create value).

- In the last five years, Sewa has played the following roles:
- Solutions Provider (integrator offering bundled products and services that comprehensively address customer needs)
- Ecosystem Builder (operates and oversees a platform that others can leverage to execute business)
- Reputation Player (reputed to possess a generous (philanthropic/humanitarian) value, e.g., trust or safety that gives it privileged access to stakeholders).

By 2027, Sewa expects to derive core growth as a Solutions Provider, expand as an Ecosystem Builder, and achieve disruptive change as a Reputation Player. By building its soft power, Sewa aims to become a service platform for its donors, volunteers, and other stakeholders. Sewa intends to construct the following new capabilities:

- Institutional Capacity Building (ICB)
- Ecosystem Relationship Building and Management
- Sewa – Dharma Thought Leadership Development

Sewa's leaders have created a project management office to coordinate and follow up on how various Sewa departments, such as marketing and administration, adapt the strategy. Sewa plans to roll out its strategy to its chapters and the rest of the Sewa teams in 2023.



## Women's Table Tennis and Badminton Championship Raises Funds for SHE

Sewa International's Atlanta Chapter held a Women's Indoor Table Tennis and Badminton Championship on October 16 in Cumming, Georgia.

In the table tennis singles category, Anila Shaikh won first place, Pallavi Pantri second, Divya Seshadari third, and Shraddha Javeri won fourth place. In the table tennis doubles category, Padma Jyothi Padala and Tarana Malik won the first prize, Divya Seshadari and Anagha Srinath placed second, Vrishali Deshpande and Pallavi Pantri were placed third, and Zalak Khatri and Pooja Rajpoot got the fourth prize.

Divya Seshadri won the badminton competition in the singles category, Sreekala Ullati bagged second, Sharoon Shetty third, and Srivalli Budaraju fourth. Sreekala Ullati and Bhavana Yedlapalli won the badminton doubles championship, Swopna George and Anna John won second place, Radhika Baishya and Chaitali Nadkarni secured third prize, and Srivalli Budaraju and Shraddha Javeri received fourth prize.

The event started with remarks by the chief guests, Veena Rao and Srikanth Gundavarapu. Veena Rao, an award-winning journalist and author, is the founder, publisher and editor of NRI Pulse, an Atlanta-based news publication.

She spoke about the importance of sportsmanship, and how the game is not about just winning, but about putting the hundred percent of effort to shine. Srikanth Gundavarapu, President of the Atlanta Chapter, spoke of the importance of women in the family being active and how it can help the whole family maintain an active lifestyle.



*Table Tennis and Badminton winners and runners*

Dr Debra Miller, an oncologist with over twenty years of experience, spoke on the impact of sports and exercise on health. Vice President of International Program & Disaster Response, Swadesh Katoch, spoke about volunteering services that Sewa had provided to the community during the COVID pandemic.

Jyothi Chintalapudi, founder and director of Kuchipudi Dance Academy, encouraged the players with motivational remarks and presented the awards to the winners of the badminton competition.

SlayRX, a sports drink company whose contributions go to the Sanitation, Hygiene and Empowerment Project for the Girl Child (SHE), sponsored the event.

## 'Treat the Troops': Sewa Central Jersey Chapter Pitches In

"Treat the Troops" is a nonprofit organization that lets "deployed American military persons know that people at home are remembering them" through free care packages. These care packages are sent via the US Postal Service to each soldier at an Army, Air Force, Navy, and Marine base. It is a way for the American people to let these troops know that civilians appreciate the hardships and risks they must endure for the country every day.

Letters received from soldiers, sailors, marines, and airmen prove that these packages from home boost their morale. Sewa International and its nationwide network of committed volunteers and donors have given graciously over the years to this program. The Central Jersey Chapter has been organizing and conducting the donation drive since 2019, and each year since, the number of volunteers, and the amount of treats collected, has grown. This year the Chapter collected about 5,200 pounds of treats and donated to the Joint Base McGuire Dix Lakehurst (JBMDL) at Trenton, NJ. The Chapter Coordinators, and members of the Leadership, Education, and Development (LEAD) team along with adult volunteers met with the active-duty members from the Army, Air Force, Navy, and Marine bases.

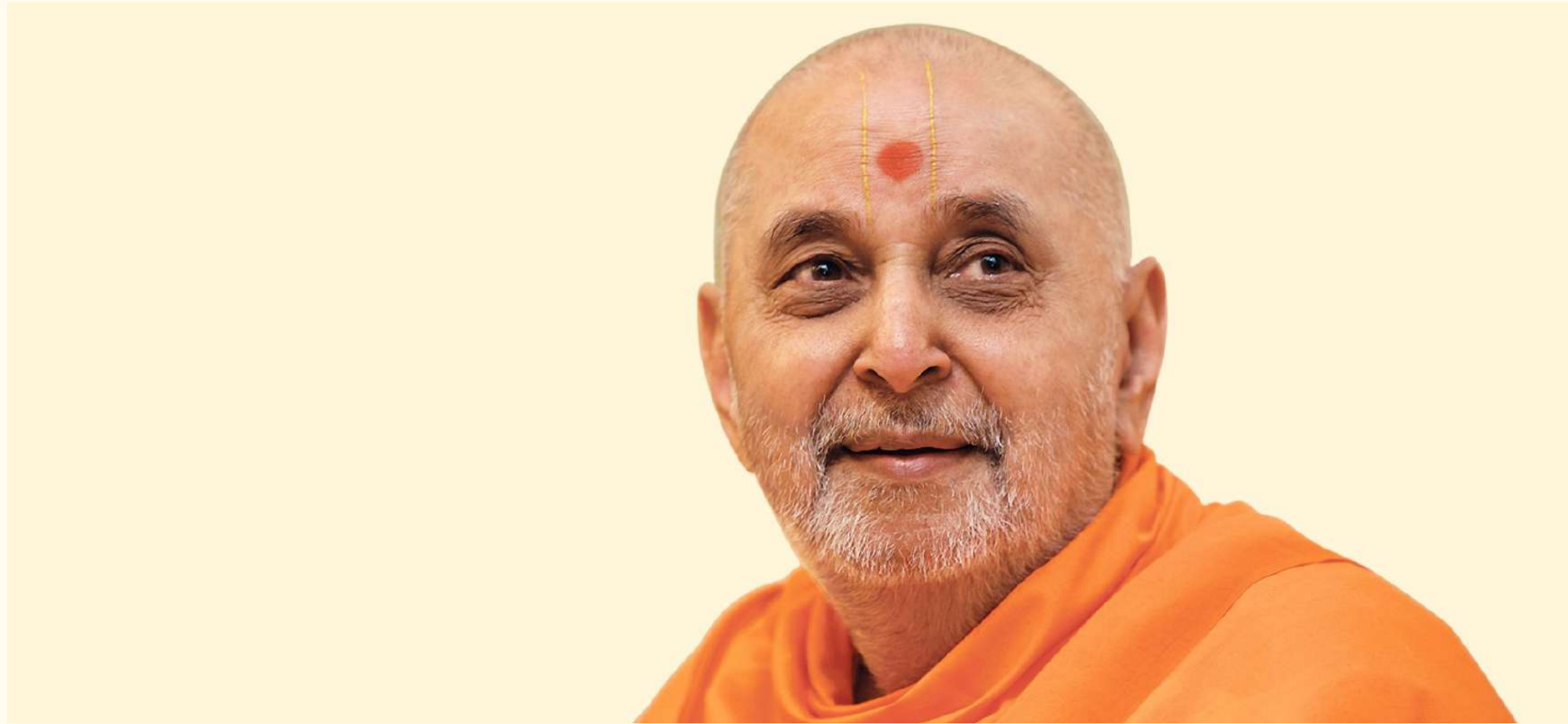


*Sewa volunteers meet with Joint Base McGuire Dix Lakehurst (JBMDL) officers to handover collected treats to soldiers*

The Air Force Base Command Chief Michael Wynn appreciated the efforts of the Central Jersey Chapter for the candy drive and the handmade cards by the LEADs for the troops. The Chapter leaders thanked Brandi Shugart, President of Spouses of JBMDL, for allowing Sewa volunteers to serve the troops, and thanked residents from Camden, Burlington, Mercer, Middlesex, Somerset, and Bucks County (PA) for their generous candy donations.



## Arun Kankani Pays Homage to Pramukh Swamiji Maharaj on His Birth Centenary



Arun Kankani, President of Sewa International, joined others worldwide in celebrating Shri Pramukh Swamiji Maharaj's birth centenary. Swamiji Maharaj, considered the fifth spiritual successor of Shri Swaminarayan of the Bochasanwasi Akshar Purushottam Swaminarayan Sanstha (BAPS), emphasized the importance of temples in modern society as they promote, preserve, and propagate Hindu culture and inspire religious values and faith in people.

Shri Pramukh Swamiji inaugurated over 1,000 Swaminarayan temples in India and over 125 around the world. These structures are sublime architectural marvels. During the COVID-19 pandemic, Sewa International, in many countries, partnered with BAPS to provide relief and serve those in need. Arun Kankani said that Shri Pramukh Swamiji's emphasis on getting all his disciples, especially youth, involved in service resonated well with Sewa's vision of serving others selflessly.

Always lively with a smile, Pujya Pramukh Swamiji transcended all boundaries and inspired millions to work for self-realization through service, Kankani said.

"In Pramukh Swamiji's birth centenary year, Sewa International wants to affirm continuing commitment to make the world a place where all people live in harmony and are free from suffering. I pray that Swamiji's life will guide our work and his grace will light our paths," Arun Kankani said.

## Over 95% of Donated Money Goes to the Needy-- Sachin Kulkarni at Sewa Banquet

Sewa International's Bay Area Chapter organized its annual banquet on December 3, 2022, at the Sewa Milpitas Community Center and a nearby auditorium. A diverse group of more than one hundred guests, donors, sponsors, young volunteers, and representatives of partner organizations attended the event.

Chapter president Dr Anurag Mairal offered an overview of community service activities performed by volunteers, and President of Sewa International, Arun Kankani, shared a video message highlighting the key initiatives taken up in 2022. Board of Advisor Jayaprasad Vejendla told the audience that if they wanted to be happy, they could volunteer for Sewa, and if they did not have the time, they could donate money to Sewa. He also urged that children participate in Sewa youth programs. Former president of the Bay Area Chapter, Jayant Somani, led the pledge drive.

Koti Reddy, Chief Technology Officer for Conga, presented the "Sewa Excellence Award 2022" to V R Ferose, founder of The India Inclusion Foundation and who heads the SAP Academy for Engineering. In a message to Sewa International, Ferose said, "There is no such thing as private wealth because everything valuable is produced in a context that you did not create".



*Participants of the Bay Area Annual Banquet*

Sanjit Singh Dang, Co-Founder and Chairman of U First Capital, was the Keynote Speaker who spoke about the depth of Sewa International's work, how to contribute to the community, and how to motivate youth to serve.

Sewa's Director of Public Relations, Rakhi Israni, interviewed one of Sewa's generous donors, Sachin Kulkarni. When she asked him why he chose Sewa, he said that Sewa's reach was extraordinary and that it follows through on projects from the beginning to the end, and that the overall administrative expense ratio was negligible: "96 percent of every dollar donated goes to helping those in need or furthering the cause, and its volunteers are trustworthy," he said.

Youth volunteers Jhanvi, Amol Parekh, and Nidhi Parekh who have earned the "Presidential Volunteer Service Award" for raising funds for Ukrainian refugees by organizing in-person workshops were recognized at the banquet. Dancers Vaishali and Ananya from the Ushangi School of dance presented an entertaining performance.

Guru Prasad, Chapter Coordinator, Bay Area, thanked the volunteers, donors, partners, corporations, and local community members for helping Sewa help the underserved.



*Koti Reddy presents "Sewa Excellence Award 2022" to V. R. Ferose at Sewa Bay Area Annual Banquet*



## Doctors for Sewa Aims to Raise \$151,000 for Vivekananda Hospital



Sewa International strongly believes that the right to good health is fundamental. In this context, Doctors for Sewa is an initiative symbolizing empathy for those who lack good medical services and a commitment toward providing quality healthcare for all.

At present, accessibility to healthcare and medical services is limited in a number of developing countries, and even in remoted and rural parts of developed countries. In India, for example, most health infrastructure (including doctors, specialists, and other health resources) is concentrated in urban areas. With the desire to create a healthier and more humane society, Sewa International aims to bring together physicians, non-medical volunteers, and the community as a whole in an effort to bring health equity to underserved areas across the world.

Doctors for Sewa offer many ongoing programs, including mentoring programs and supporting patients in Central India, and exploring possibilities of future projects. The EvolveMentorship Program involves helping students from India pursue higher medical education in the US. With 35 students enrolled, phase one of this program has been a success, and phase two has been launched with the hope of more students joining.

## Sewa International DOCTORS FOR SEWA

In addition to the mentorship project, Doctors for Sewa is also running a campaign to raise money to support patients with heart diseases at the Swami Vivekananda Hospital in Nagpur, India. Sewa hopes to reach the goal of raising \$151,000 to build more catheterization labs, and examination rooms with diagnostic imaging equipment that are crucial for these patients.

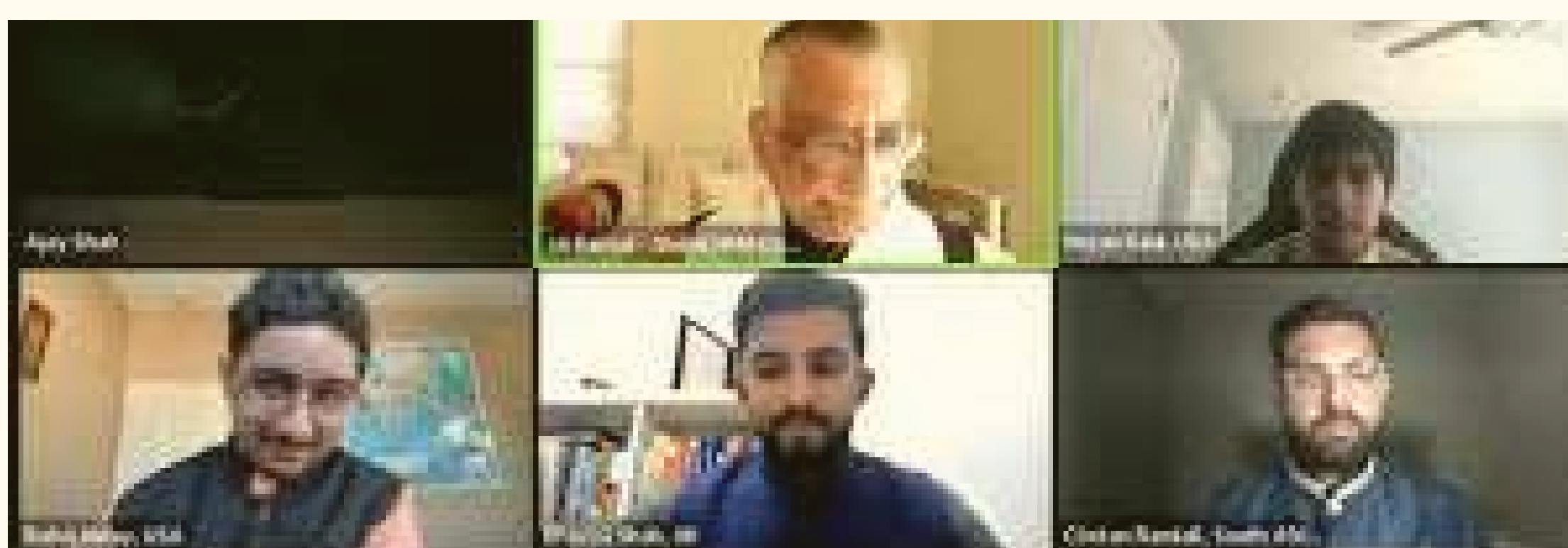
There have also been efforts in engaging second generation doctors and those who are currently undergoing medical training to join some of the initiatives under Doctors for Sewa, whose leaders hope to work with the Sewa Suriname team to explore options for setting up medical camps or free clinics with the help of volunteers and doctors.

“Getting more people involved will enable Sewa International to branch out and aid more underserved populations around the world,” said Pranjali Dani, Assistant Director of the Doctors for Sewa program, who strongly urged each Sewa chapter to partner with existing programs and organizations and engage the community to volunteer and donate to promote health equity around the world.

## Hindu Heritage Month Programs Conclude

The Hindu Diaspora wound up the second Hindu Heritage Month (HHM) festivities and programs on October 30, 2022. Hindus from 15 countries around the world participated in HHM programs, a community-driven initiative, throughout October. Over 150 organizations from New Zealand to Norway and across the US participated in nearly 200 events to showcase the contribution of the diverse, rich, and dynamic Hindu culture.

In his valedictory speech, Dr. Jai Bansal, Global Coordinator, said HHM provided an opportunity to celebrate the true ethos of Hindu civilization. “It was a chance to educate our neighbors, coworkers, and elected representatives about Hindu history, culture, values, systems and traditions. It also sent the message to the anxious Hindu that the Hindu diaspora is active, united, and a global contributor for wellbeing,” he said.



*HHM Participants on a Discussion*

The multi-day conference, “Enlivening Hindu Heritage: Voices of Diaspora Raised Hindus,” showcased the ongoing contributions of the next generation of Hindus in their public and professional lives. Hindu youth leaders organized the closing event.

The event themes ranged from the traditional Navaratri, Durga Puja, Vijaya Dashami, and Deepawali celebrations to conducting blood drives, a 5K fund-raising walk, a megaton food collection drive, educational seminars, Samskrita and Samskriti promotional talks, and the reading of Hindu value statements at various city councils.

The Indian Prime Minister, Mr. Narendra Modi, sent a letter of congratulations and good wishes. Nearly 25 states and 50 city governments in the United States acknowledged the many contributions of the Hindu diaspora and issued formal proclamations to declare October as Hindu Heritage Month.

The HHM organizing team aspires to involve youth groups from at least 30 countries by 2025. It targets the formal declaration of October as Hindu Heritage Month in five more countries by 2025 and envisions an United Nations Declaration by 2030.



## Hindu American Organizations Condemn Hateful Resolution of Teaneck Democratic Committee



*Sewa volunteers distributing food kits to COVID victims*

Sewa International and over fifty other Hindu American organizations representing more than 155,000 residents of Bergen County, NJ, and surrounding areas signed a letter condemning the hateful resolution passed by the Teaneck Democratic Municipal Committee (TDMC) in September 2022.

The letter stated that the Teaneck resolution recklessly and falsely labeled almost every major American Hindu organization as a fascist organization and accused them of promoting hate and terrorism. The resolution named the Hindu Swayamsevak Sangh, the Vishwa Hindu Parishad of America, Sewa International, and others, without providing any of these organizations the opportunity to respond.

Sewa labeled the Teaneck resolution outrageous and said that Hindu Americans consider the resolution as a vicious, false, and provocative act by Democratic Party activists in Teaneck. They have done this "to demonize the entire Hindu community, their activities, beliefs, and their political participation in New Jersey," the letter said.

The Hindu American community, considered by many to be a model minority community, has recently experienced numerous instances of hate crimes, including against some Hindu temples in the New Jersey area.

"The TDMC chose to make baseless assumptions and operate from a position of ignorance and hate," said S. Rawal, a New Jersey resident. Rawal said that the TDMC resolution reminded him of the "Dot-Busters" gangs in New Jersey in the late 1980s that violently targeted Hindu Americans. Rawal was seven-years-old when the "Dot Busters" announced their campaign in 1987 to ethnically cleanse New Jersey of Hindus. "Back then, it was 'dirty' Hindu; today, it is 'fascist' Hindu," he said.

Civic leaders and officials from the surrounding areas also expressed their support for the Hindu American community while condemning this campaign of hate initiated by the TDMC. In a strongly worded statement of support for the Hindu American community, New Jersey State Senator Vin Gopal condemned the resolution and called for the immediate withdrawal of the resolution.

In a Teaneck City Council meeting, Hindu Americans called for an investigation of the people and institutions who may have incited the TDMC to pass this defamatory and hateful resolution. The coalition letter said, "We understand that the TDMC may be a pawn in a much larger agenda to malign and denigrate the Hindu American community. But we wish to impress upon the TDMC that there are real consequences when one makes misplaced, false, and malicious allegations about a law-abiding and peaceful community."

Interestingly, Alexandra Soriano-Taveras, the TDMC Chairman who signed off on the hateful resolution, is no stranger to stirring up ethnic and religious hatred. In 2021, while campaigning for the open State Assembly seat in the 37th district, she had publicly asked for a boycott of Jewish businesses in Teaneck.

The coalition asked people to consider the TDMC resolution in the context of the extensive community service rendered by the Hindu American community through various organizations. "Our volunteers strive to serve humanity, considering that as serving divinity. Surprisingly, the TDMC is trying to demonize those who do good in the world with this bigoted and evil resolution that promotes Hindu hate. We hope that during this festive season, sanity prevails, and they rescind this awful resolution," said Rashmita Shanbhag, North Jersey Chapter Coordinator for Sewa International.

The coalition letter is available here: <https://bit.ly/3BN6eex>.



*Sewa & HSS volunteers in a Food Distribution Event*



## Family Services Conducts – Essential Documents for Family Workshop

Sewa International Family Services' Seniors Sewa Group organized a workshop -- "Essential Documents for Family" – conducted by Surendran Pattel and Arvind Thekdi on September 10, at Fort Bend County Library, Sugar Land, TX.

This was the second session by the recently formed group of seniors in Sugar Land area. The informative and interactive session was attended by 28 participants.



## Sewa Partners with Community organizations to Conduct Consular Camp



Sewa International in association with the Consulate General of India, Houston, the GSH Event Center, Houston, and the Gujarati Samaj of Houston successfully organized a Consular Camp on September 10, at the GSH Event Center.

Consulate officers helped in answering questions and resolving various issues about the Overseas Citizen of India program, renunciation of passports, and getting travel and other visas to India. More than eighty people attended and benefited from the drive.

## Six Sewa Volunteers Receive Hindu Youth Awards

Every year, "Hindus of Greater Houston" recognize young volunteers for their valuable contribution to community service. This year the event was held on September 10, at the Sri Meenakshi Temple where six Sewa youth volunteers received the "Hindu Youth Award" for their exemplary community service.

The award winners were Ananya Mahodaya, Shreyus Loyalka, Maitri Paresh Unjia, Antara Chatterjee, Rashu Jain, and Anshul Nayak. More than 44 organizations participated in this event and 75 Hindu youth awardees were selected this year to commemorate India's "Azadi ka Amrit Mohotsav" initiative.



## Know Your Healthy SELF – Houston's Team Leaders



*Houston SELF team Volunteers*

Sewa's "Know Your Healthy SELF" team is led by Sharad Amin, Mahesh Bhatt, Pranav Patankar, Shanti Thangavel, Sharmishtha Shahi. The "Know Your Healthy SELF" initiative was started in October 2020 with the following objectives:

- Encourage physical fitness and development of a balanced lifestyle
- Bring people together, provide support, encouragement and guidance in adopting a balanced and active lifestyle

The SELF acronym stands for S = Sleep, E = Exercise, L = Living in the present, F= Food & Diet. Since the start of the Houston SELF team was formed a number of programs and events have been organized, including a 5K run partnering with different organizations, conducting weekly yoga classes, and mentoring joggers for the Houston Half Marathon.



## Sewa Supports 2,000 Women-led Families in Sri Lanka

Seva International Foundation (SIF), Sri Lanka, a partner of Sewa International, is set to offer support to 2,000 women-led families. These families have been some of the most affected by the current financial crisis in the country. SIF also plans to deliver basic foodstuff to 8,000 economically underprivileged families before August 2023.

The decades-long civil war in Sri Lanka took a severe toll and many women have had to take on the role of head of the household. The current financial crisis has worsened their plight, making them and their families vulnerable to acute poverty, hunger, and malnutrition. Geographically, these families are scattered across Sri Lanka, though their concentration is higher in the East, North, and Central regions.

SIF identified around 200 locations in 20 districts that needed food items immediately. The national-level coordinating team, followed by 20 district coordinators, distributed food items to the targeted families. Through this project, SIF aims to assist fifty families in each location focusing on ten economically challenged women-led families and forty other families affected by the current financial crisis.



*Beneficiaries receiving bags of grains in Sri Lanka.*

Each identified family has received 25 kg of red rice and 25 kg of wheat flour costing about \$ 46 per family, addressing the basic food needs for one and a half months for a family of five. Sewa International has disbursed an initial grant of \$25,000 out of an approved grant of \$125,000 to SIF. In the first phase, the grant covered 560 women-led families and benefitted around 2,800 individuals. About 130 SIF volunteers completed the food distribution on October 15 and 16 at 26 locations in Nuwara Eliya District, covering above 300 families.

## Prem Pusuloori -- The First Full-time Volunteer for Sewa International



**Prem Pusuloori**  
*Director, Programs and Projects*

Director of Projects and Programs, Sewa International, Prem Pusuloori, has resigned from his role as Chief Technology Officer (CTO) for a New York-based software firm and has committed to full-time volunteering for Sewa from January 2023. Before coming to the US in 1998, Prem Pusuloori worked as a full-time volunteer for the Akhil Bharatiya Vidyarthi Parishad (ABVP) for three years in Uttar Pradesh, India.

President of Sewa International, Arun Kankani, congratulated Prem Pusuloori for paving a new path that can be emulated by others, and said this kind of commitment to social service was a noble step. Complimenting Prem Pusuloori's family for their support to this major change in their lives, Arun Kankani said, "Atmano Mokshartham, Jagat Hiitaay Cha – in serving others lies one's salvation".

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