

### Introducing Arsha Seva Kendram

(Coimbatore, Mysuru & Kovilpatti)

Drawing inspiration from the teachings of Pujya Swami Dayananda Saraswati, a non-profit public charitable Trust, Arsha Seva Kendram (ASK), was founded in 2019 by Dr. Jayakumar S. Ammangudi, Srinivasan Krishnasamy, and Sunitha Ramaiah in Coimbatore. The activities of ASK are as follows -

#### Promoting Advaita Vedanta, Sanskrit, Indian Culture and Heritage -

- ◇ The Vedanta classes focus on Adi Shankara Bhashya, and are conducted in sync with the teachings of Pujya Swamiji.
- ◇ Over a dozen of Sanskrit classes at 4 competency levels by expert teachers.
- ◇ A few heritage courses currently on are Amarakosha (for children and adults separately) and Indian Knowledge Systems (chaturdasha vidyaa sthaanaani).
- ◇ Chanting courses on Bhagavad Gita, Soundarya Lahiri and Vishnu- sahasranaamam (for children).
- ◇ A total of ~300 students world-over are currently enrolled in these courses. We have an alumni strength of ~900.



#### Cultural Revival -

Cultural Revival is a critical component of Arsha Seva Kendram's outreach. Inspired by the success of a small Vilakku Pooja (Lamp) attended by 10 women in March 2023, another pooja was conducted in Nagalapuram/ Kovilpatti (near EttayaPuram, birthplace of the sage-poet Subramania Bharati) in August. The Pooja was led by a volunteer and ~80 ladies followed in performing the ritual. Our Trustee Srinivasanji gave a talk on the significance of Pooja and emphasised on its daily practice at home.



#### Government School Programs -

ASK's cultural revival programs captured the attention of a local government

school in Mallankinaru, near Virudhunagar district. ASK conducted competitions, including quiz, drawing, music, and general behaviour for ~120 children from 8 schools in August 2023. This event featured 8 judges from nearby colleges who assessed the students based on the questions on Ramayana, Mahabharata, local history, and dharma. The students, teachers, and principals of these schools were very thrilled after witnessing such a program for the first time in decades.

### **Supporting Veda Pathashalas and poor Vaidikas -**

During Covid, many Vedic Pandits lost their livelihood. ASK provided a subsistence allowance of Rs. 3,000 for 32 families. Hearing about our services, ASK started receiving calls from Vedic families. We also provided medical assistance to the tune of 2 lakhs to about seven families suffering from Covid attacks or road accidents, and financed Antyeshti (last rites) for a family.



### **Environment: Swami Dayananda Saraswati Vedanta Vanam**

ASK was contacted by Swami Paravidyananda Saraswati of Coimbatore, who initiated a local forestation drive. ASK contributed in a very small way towards Swami Dayananda Saraswati Vedanta Vanam for creating 1000 fruit and flower bearing saplings planted at Pedampalli, near Coimbatore last year. The success of this project, executed and monitored by Siruthuli, led to the next phase called Shivotham Vanam.

### **Arsha Manjari - Children's Heritage Summer Camp, Bengaluru**

A Vedic Heritage summer camp was conducted in Apr-May 2023 in the urban locale in Bangalore, for children of 7 to 14 years of age. Values such as strength, righteousness, determination, humility, and disciplined life were highlighted through stories from Ramayana, Mahabharata and Puranas. Children were also introduced to Sanskrit, bhajans, art and craft, etc. The program was fully conducted by a set of dedicated experts volunteering for the cause of loka-kalyana without expecting any monetary or other benefits whatsoever.



## Arsha Gokulam - A holistic Tuition and Growth Centre for Empowering the Underprivileged

One of ASK's flagship programs named "Arsha Gokulam" is a full-time activity focussing on the Education and Empowerment of the underprivileged children and youth.

- ◇ At the Civil Track of the Global 2023 **G-20** of which India is the Chair, our program was featured as an 'udaaharan' (role model) for successfully implementing one of the themes – 'Education of the Underprivileged'.
- ◇ Focus on inculcating right academic as well as spiritual education from an early age.
- ◇ From 15 students, the program has organically evolved and has impacted the lives of more than 100 underprivileged students in Karnataka and Tamil Nadu.
- ◇ More than 25 volunteer teachers from across the world regularly conduct online and on-site courses for students on various topics ranging from Dharma, soft skills, curriculum subjects, personality development, and career guidance.
- ◇ Extra-curricular activities are Carnatic and Light Music, Bharatanatyam, Literature, Theater Drama, Drawing & Painting.
- ◇ Financial assistance is provided to cover their education fees and other related expenditures. Support is also extended to immediate family members of students during any crisis.
- ◇ Many success stories from academic excellence, arts and sports.
- ◇ Few graduates have started working and adding to the income of their families.
- ◇ Facilities at the Arsha Gokulam include laptops for the students, 30 bicycles, a high-speed internet connection, a well-equipped library, an Electrical & Electronics lab, a projector system, a scanner, CCTV, wall-mounted TVs, STEM-based educational kits, etc.
- ◇ Healthy home cooked snacks are given every evening when youth return from institutions hungry, and annadaanams are organised on festivals and on special days.

Our Seva projects are fully supported by dakshina from students and well wishers. We welcome all to be part of our journey of self-discovery, as well as monetary and other forms of support.

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