

about us

Manava Seva Dharma Samvardhini, a trust for promoting social consciousness amongst society was founded by Sri. P. N. Devarajan.

Sri. Devarajan is a philanthropist and believes in arriving at simple solutions for social issues. After retirement, he visited many NGOs along with his friends Vasanth and Margabandhu to identify institutions for support. He observed that it was easy for NGOs to obtain free rice but not dal, oil and sugar, which together constitute a nutritious diet.

Emulating the concept of 'Pidi Arisi Thittam' or 'A fistful of rice scheme' to foster the concept of giving amongst families, Devarajan initiated the DOS (dal, oil and sugar) programme with an objective to influencing needful giving by individuals. This programme depicts a model on volunteerism which revolves around families (donors) who wish to donate dal, oil and sugar, and individuals (volunteers) who collect and distribute them.

Families are encouraged to buy an additional kilo of dal, oil and sugar along with their monthly provisions.

contact

To be part of the DOS programme or launch a collection center in your area please call

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Dal Oil Sugar Scheme



A project of

Manava Seva Dharma Samvardhani



“The idea was to create an institution which carries on by itself without any structure and is driven by the sole intention to give and share. I feel that the basic need of an NGO should be addressed, especially for those who manage kitchen units. The donors are encouraged to donate in kind instead of cash.

DOS is a basic structure where the volunteers arrange to collect and distribute the rations in their respective areas every month.” — P N Devarajan



“It is the spirit of each volunteer that leads to the success of this program. In some areas, the collection centers function as distribution centers as well. There are a separate set of volunteers who coordinate the distribution process.

There is no permanent fund or corpus created for this programme. We believe that sustainability lies with the volunteers’ efforts in mobilising regular donations.” — Jayanthi Karthikeyan



“I used to seek donations from families by visiting them personally. I faced a lot of challenges and it was difficult to mobilise even 5 kg of rations. But now, I am able to collect 1000 kg of rations in a month. IIT students coordinate collection from individual homes and deliver the ration to

the collection center. Besides collection, I also visit orphanages periodically to monitor and assess their needs.” — Vanjula Vasanth, First Dos Volunteer.

programme

Dal, Oil, and Sugar (DOS)

The DOS scheme is a purely volunteer driven initiative. The Coordinators selected were friends / associates of Mr P N Devarajan, who spearheaded the project in 2001. They were inspired by the scheme and volunteered to collect DOS in their neighbourhood.

Salient Features:

- Totally Voluntary
- Creates a habit of giving and sharing in the community
- No coercion on the giver
- Helps Social Service Organisations
- Encourages families to reach out to Social Service organisations.
- No paper work involved & no financial accounts maintained



highlights



DOS is collected through ten collection centres headed by socially motivated volunteers in Chennai. DOS is then distributed to 47 NGOs in Chennai and its suburbs who run homes for children and elderly.

Each collection centre has one chief volunteer called DOS Coordinator, who coordinates the collection of the supplies and the distribution to the NGOs.

Annual DOS Collection

Annual Collection	Dal	Oil	Sugar	Total
Quantity in Kilos	9,500	5,000	12,000	26,500
INR Value	1140,000	500,000	480,000	21,20,000

feedback

“I have been contributing for the last 5 years and am extremely happy to contribute some little bit to society. I have also spoken to my neighbours and friends about it and have mobilized 10 -12 people to contribute to DOS. Initially I would carry the supplies from my house and give it to Jayanthi. Now all of us are having mobility problems, so I collect the exact amount needed for the supplies from my friends, as it varies every month and give it to Jayanthi. We have a great regard for Jayanthi and her selfless attitude has motivated us to contribute regularly” —Bharathi, DOS volunteer.



“We have received dal, oil and sugar regularly for the past ten years. We also receive rice, biscuits and clothes occasionally. This enables us to provide care and support to 125 orphaned children and 25 senior citizens. The trust also runs two balwadis (pre-school), and 50 children are served nutritious meal every day. The subsidy provided by the government is too little to meet the food expenses and the DOS programme is a boon for my organisation. I find it difficult to seek donations from my fellow villagers as the families living here are poor and cannot afford to contribute.” — Krishnamurthi, Chairman of Duraisamy Generous Social Educational Association, Madhuranthagam