



SIR SIVASWAMI KALALAYA
Senior Secondary School (CBSE)

**5, Sundareswarar Street, Mylapore,
Chennai 600 004**

Phone: 24641257, 42048932

E-mail: reachus@sirsivaswamikalalaya.org



AN APPEAL

A Brief History of the School

Sir P.S. Sivaswami Ayyar is a great legend in the sphere of education; he gave all that he had to promote, sustain and perpetuate a school for boys at Tirukkattupalli, Thanjavur, and a school for girls at Mylapore - Lady Sivaswami Ayyar Girls' Higher Secondary School. Although how he financed these institutions is well-known, it is worth noting that he sold away his magnificent palatial house to finance the Girls' School at Mylapore and lived in a rented house in the evening years of his life.

On 7th February 1989, the National Boys' and Girls' Education Society celebrated the 125th year of his birth in a fitting manner. The Society also decided to set another milestone in his memory by starting a new school, Sir Sivaswami Kalalaya, a School, affiliated to CBSE, at "Sudharma", the building constructed to commemorate his birth centenary.

Mission Statement

Kalalaya believes in "shaping the holistic development of the students' personality by maintaining the right balance between tradition and modernity, with a judicious blend of - the Head, the Heart and Hands".

Aims and objectives of the School

- to provide quality academic education
- to offer an educational curriculum that will promote the physical, mental, moral, social and emotional development of students.
- to offer a personalized system of education in which the individuality of every child is respected.
- to offer a school climate in which students feel happy and secure.
- to provide an environment in which every student, irrespective of his / her ability feels wanted, and is allowed to grow at his / her own pace.
- to identify and promote leadership qualities in students and to equip them with the skills of worthy citizenship.
- to provide an educational setup which will create a constructive and sound value system in students.
- to promote a variety of interests and talents in students which will enable them to contribute to the rich cultural heritage of the world.

Jnanamanjari - 2017

We propose to release the Jnanamanjari Year Book - 2017 in October 2017.

The Year Book will feature articles written by students and teachers along with vital information on the theme of last year's Annual Day, and reports on other important events of the school, Prize Winners, Academic Toppers etc.

2000 Copies of the Souvenir will be circulated to all parents, leading educational institutions in the country, as well as to other important members of the community.

We propose to raise funds for the publication of the Souvenir by way of advertisements. May we request you to use your good offices to sponsor an advertisement in the year book.

The tariff and other particulars are as follows:

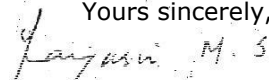
ADVERTISEMENT RATES

Quarter Page	Rs. 750
Half Page	Rs. 1,500
Full Page	Rs. 3,000
Art Paper Full Page	Rs. 4,000
Inside of Back Cover	Rs. 6,000
Inside of Front Cover	Rs. 6,000
Back Cover	Rs. 7,500

The last date for receipt of the advertisement is end of October. We request you to confirm your sponsorship by way of letter / E-mail / telephonically at the earliest. Kindly fill in the details in the proforma attached. The cheque should be in favour of "The National Boys' and Girls' Education Society- Sir Sivaswami Kalalaya," and 80G exemption will be given.

With warm regards,

Yours sincerely,



M.S. Jayasri
Principal

The Principal

Sir Sivaswami Kalalaya
Sr. Sec. School
No.5, Sundareswarar Street,
Mylapore, Chennai - 600 004.

Dear Sir,

This is to confirm our advertisement in the Jnanamanjari Year Book 2017 as indicated below.

The Matter / Block is enclosed.

Cheque No. _____ ,
dated _____, for Rs. _____/-

drawn in favour of "**The National Boys' and Girls' Education Society-Sir Sivaswami Kalalaya,**" is also enclosed.

ADVERTISEMENT RATES

Quarter Page	Rs. 750	<input type="checkbox"/>
Half Page	Rs. 1,500	<input type="checkbox"/>
Full Page	Rs. 3,000	<input type="checkbox"/>
Art Paper Full Page	Rs. 4,000	<input type="checkbox"/>
Inside of Back Cover	Rs. 6,000	<input type="checkbox"/>
Inside of Front Cover	Rs. 6,000	<input type="checkbox"/>
Back Cover	Rs. 7,500	<input type="checkbox"/>

Thank you,

Signature & Seal.

