



S. SELVAKUMAR

Founder of Anandham Youth Foundation

Profile:

S. Selvakumar: Recipient of the prestigious “APJ Abdul Kalam Award “ from TN State Government, Founder of Anandham Youth Foundation, A social service organization supporting hundreds of rural youths to get higher education. A successful Entrepreneur for the past twenty-five years. A prolific speaker inspiring thousands of Youths, Entrepreneurs, across the Tamilnadu. Mentoring and leading by example to the youths of our Country.

Brief Background:

Selvakumar, born in a village in Nagapattinam District, had a very humble beginning, studied in rural schools. From his schooling days, he had seen many of his friends discontinue their education because of poverty. This made him think deeply and he set out his vision that no one should discontinue their education because of poverty.



Selvakumar, born in a village in Nagapattinam District, had a very humble beginning, studied in rural schools.

After his successful business venture at the age of 19, alongside his business activities, he started contributing to society exclusively for the cause of Higher Education, which is close to his heart.

Mr.S. Selvakumar has been working consistently for the last 23 years, helped hundreds of students to reach their higher educational goals, and helped their families to come out of the poverty cycle.

Through his motivating speech he has touched over 1,20,000-(One Lac Twenty thousand) students and made an impact in their lives through his inspirational messages in various colleges, Government schools, and youth forums.

The three values which Mr.Selvakumar instills to the Youths in his speech and activities are:

- Life should be based on the principles and values. Living a celebrating life through practicing unconditional love, Low expectation and accepting people as they are.
- Facing any life situation with full confidence and courage
- Develop employability skills for the Youths.

To consolidate and focus on supporting higher education for the underprivileged students he has founded Anandham Foundation by involving like-minded volunteers.

Entrepreneurial Achievements:

Founder & CEO - Maruthi Power Control Systems, Maruthi Solar, Maruthi CCTV & Surveillance, GreatWorks – Sales Consulting & Training organization

- Selvakumar started his business at the age of 19, Maruthi group is successfully marching on its 24rd year with 50,000+ satisfied customers, 60+ employees with an annual turnover of Rs.43 Crore and growing Year on Year.



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Strategic business entities under the umbrella of Maruthi group with individual business heads driving the organization are :

- Power Conditioning Products: UPS, Inverter, Batteries
- Solar Energy: Solar rooftop power generating systems
- Electronic Security: CCTV camera, Access Control, Intrusion alarm
- E-Focus Technologies: Leading distributor of Exide Industrial batteries in South India.
- GreatWorks- A premier sales consulting & specialized sales training organization focussing on the growth of SMBs GreatWorks has trained and improved the



Facing any life situation with full confidence and courage

performance of Salespeople and addressed hundreds of Entrepreneurs in MSME to efficiently manage their sales teams

Business Awards & Recognitions and achievements.

UPS/Battery

- Won-Top Distributor Award from Exide -Standard Furkuwa(SF) Batteries on All India and South India rankings consecutively for three years.
- First in Tamilnadu, Introduced innovative technology in UPS system with the combination of isolation transformer and powerfactor correction, that helped thousands of customers to reduce their electricity cost upto 30%.

Solar

- Designed and installed rooftop Solar power plants for prestigious institution like NIT, L&T, CTS etc.
- Awarded south India's No.1 solar distributor by honeywell

CCTV

- Awarded for best projects in installing CCTV Camera Solution in India, by Dahua
- Designed and executed India's First and Largest internet less CCTV Control room, to monitor 420+ cameras
- Provided CCTV Camera Solutions for all T20 IPL TNCA Cricket Matches at Chepauk Cricket Stadium
- Provided CCTV camera solutions to large factories like SONY. Saint-Gobain etc.

Greatworks – Sales Consulting

- GreatWorks has trained and improved the performance of Salespeople and addressed hundreds of Entrepreneurs to efficiently manage their sales teams. Helped number of MSMEs to increase their profit with Greatworks's proven sales consulting.

Activities through Anandham Foundation:

Founder- Anandham Youth Foundation:

- Providing 100% scholarship for underprivileged rural student's higher education.

- Anandham is supporting 484 students as of 2020, studying in MBBS, Engineering, Arts & Science, and various other streams.
- Mandatory Life skill training, motivational programs are conducted by notable trainers to foster confidence, Social values & Ethics, in student's minds.
- A mentor is assigned to each student to guide the student's academic and personal aspects.
- Regular training and practice on yoga, meditation, communication skills are provided to all the students of Anandham.
- Special focus is given to final year students for acquiring employability skills and placements.
- The Impact made: Most of the graduated students got placed in MNCs like TCS, IBM, CTS, and TVS other reputed organizations and because of that, their families come out of the poverty cycle permanently.
- Selvakumar strongly advocates value-based life skill education alone can make a difference to lead an everlasting happiness
- His views have been taken by Government in the new syllabus formations he is continually working with educational policymakers and sharing his views.
- He is also lending his support to the Police department in handling students unethical behavior especially in controlling the miscreant's activities during the bus day celebration
- He is a most sought after personality in TV media for the debates on education and value-based life skills.

Awards & Recognitions for his contribution to Educational Filed:

- Recipient of Prestigious "APJ Abdul Kalam Award from Tamilnadu State Government honored by Tamilnadu Chief Minister Mr. Edapadi Palanisamy.
- Best Youth Award' by Government of Tamil Nadu – 2004
- 'Inspire Award 2016' by Britt Worldwide – National level best service in education
- 'Best Social Service' Award by Corporation of Chennai
- 'Best Social Service' Award by Humor Club International



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Award from
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- “Veedi Virudhu 2017’ Award by ‘Loyola College’– For providing Higher Education to underprivileged and
- ‘Saadhanai Thilagam’ Award by SVV Trust
- ‘Best Social Service’ Award by Humor Club International
- ‘Best Social Service’ Award by Marutha Natarajan Trust
- ‘Samooga Sevai Chemmal’ Award by ‘Thannambikkai’ Vaasagar Vattam
- ‘Life Time Achievement’ Award by ‘Vamana Gurukulam & Arima Sangam’
- ‘Sevai Oli’ Award by ‘Uratha Sindhanai’ – For best social service
- ‘Rural Youth Icon 2018’ Award jointly by ‘Rotary Club of Madras & BNI’
- ‘Veedi Virudhu 2019’ Award jointly by ‘Loyola College & Alternate Media Center’– For ‘Artists livelihood Advisor’
- ‘Saadhanai Tamizhan’ Award from Kalaam Vizhuthugal Awards 2019 by Eurokids Nursery & Primary School, Mayiladuthurai