

SINGAPORE MALAYALEE HINDU SAMAJAM

സിംഗപ്പൂർ മലയാളി ഹിന്ദു സമാജം



ANNUAL REPORT



20 24



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INTRODUCTION

The Singapore Malayalee Hindu Samajam (“Samajam”), established in 1926, has long stood as a pillar of tradition, community, and spiritual connection for Malayalee Hindus in Singapore. Originally founded as a welfare-oriented association, it has grown into a dynamic religious and cultural organisation committed to nurturing Hindu values and bringing the community together through shared faith and heritage.

Today, Samajam continues to serve as a vibrant spiritual hub, curating a rich calendar of religious activities and festivals that foster devotion and fellowship. Among its most anticipated annual highlights are the *Makaravilakku* and *Chakkulathukavu* celebrations that consistently draw enthusiastic participation and reflect deep community engagement.



In addition to these major celebrations, Samajam conducts special prayers to mark significant occasions

such as *Varshabhishegam*, *Skanda Shasti*, *Aadi Chowa*, *Guruvayoor Ekdashi*, and *Kuchela Dinam*. Daily prayers, monthly observances, and regular spiritual discourses offer members ongoing opportunities for reflection and renewal.



Inclusive participation remains at the heart of Samajam’s efforts. Initiatives such as *Ramayana Masam* and *Bhagavatha Prayag* provide meaningful spiritual enrichment, while the traditional distribution of *Karkidaka Kanji* adds a cherished cultural touch. For younger members, *Balasadanam*—Samajam’s spiritual education program—continues to flourish, instilling values of devotion and tradition from an early age.

To honour the many individuals who make these efforts possible, Samajam hosted a special appreciation event for its dedicated volunteers. Their selfless service and quiet commitment remain the foundation of Samajam’s continued impact and vitality.





PROFILE OF SAMAJAM

Unique Entity Number (UEN)

S65SS00001

Sector Administrator

REGISTRAR OF SOCIETIES

Registration Date

10 March 1965

Registered Address

10, Jalan Besar, #10-12,
Sim Lim Tower
Singapore 208787

Bankers

DBS Bank Limited
UCO Bank

Auditors

BP Yap & CO



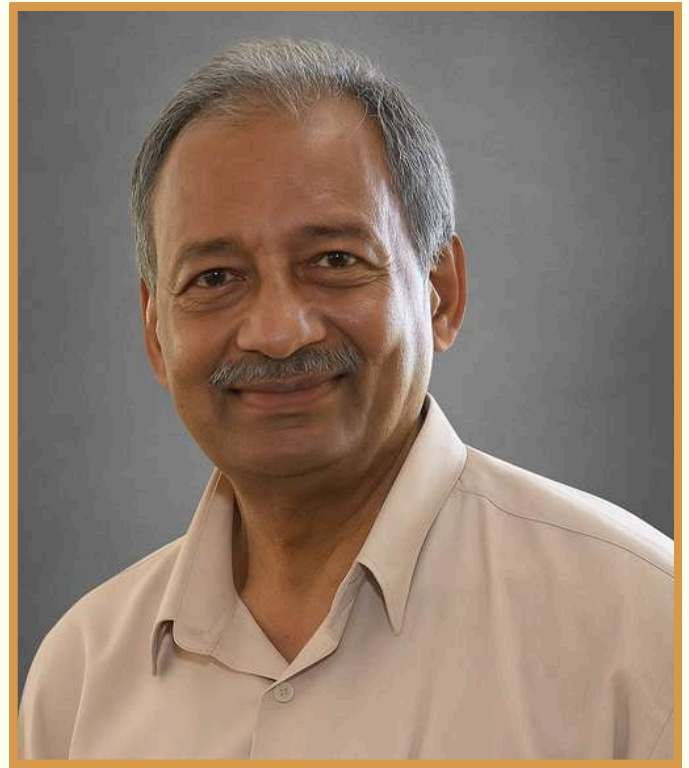
The year 2024 marked a significant chapter in Singapore Malayalee Hindu Samajam's journey, characterised by steady progress and in the strengthening of our community spirit.

At our previous AGM, we set several key goals for the year: to revitalise members' participation, engage our younger generation more actively, and deepen our shared cultural and spiritual connections. I am pleased to report that the activities and outcomes of the past year have reflected positive strides in each of these important areas. A key aspiration moving forward is the greater involvement of our youth in the Samajam's activities.

Our core religious events - the *Makaravilakku* and *Chakkulathukavu Bhagavathy Amman* prayers saw enthusiastic participation from the Malayalee and larger Hindu community in Singapore.

Despite not embarking on any major new initiatives in 2024, one of the most impactful drivers of our growing engagement was our strengthened presence on social media. These platforms proved invaluable in reaching devotees, sharing updates on our activities, and fostering a deeper sense of unity. The steady attendance and high levels of participation throughout the year are testament to the hard work put in by our social media team.

My term as President of the Samajam has ended with the FY 2024. As I step down from the Executive Committee, I do so with immense pride in our collective accomplishments and with full confidence in the new leadership that will carry the Samajam forward. My heartfelt gratitude goes out to every member of the Samajam family, our devoted volunteers, and especially the Executive Committee, whose steadfast support has been instrumental in our growth.



I also wish to acknowledge the vital contributions of our volunteers, generous Ubayakars, and donors. Your belief in our mission has been central to our success. It has truly been an honour to walk this journey alongside such a passionate and committed community.

In closing, my request and challenge to all of us is to get more of our youth to participate in the activities that the Samajam is planning to organise; greater commitment to the projects that the Samajam is aspiring to undertake, and lastly, to increase our membership.

"May the blessings of the Divine continue to guide and uplift us as we move forward in faith, unity, and service."

JAYAKUMAR N
PRESIDENT
SINGAPORE MALAYALEE HINDU
SAMAJAM



KEY OFFICIALS

PRESIDENT:

MR JAYAKUMAR N

VICE PRESIDENT:

MR CHANDRAN NAIR

MR SYAM PRABHAKARAN

SECRETARY:

MS S SUNITHA

ASST SECRETARY:

MS SINDHU KRISHNA PRASAD

MS REKHA DINESH

TREASURER:

MR SURESH KUMAR

BALAKRISHNAN

ASST TREASURER:

MR PANKAJ MITRA

LEGAL ADVISOR

MR CHANDRA MOHAN NAIR

INTERNAL AUDITORS

MR RAJESH SUBRAMANIAM

MR DIPU BHASKAR

CO-OPTED COMMITTEE MEMBERS

MR ANAND RAJAN

MR RATHEESH V KURUP

MR ASUTHOSH NAIR

MS JAYASREE UNNITHAN

COMMITTEE MEMBERS

MR ARUN MURALIDHARAN

MS DEVI KRISHNAKUMAR

MS SUCHITRA BHASKARAN

MS BINUKUMAR BHARGAVAN NAIR

MS INDU JAYADEV

MR SREENIVAS KURUP

MEMBERSHIP

LIFE MEMBERS 347

ORDINARY MEMBERS 5

ASSOCIATE MEMBERS 5

JUNIOR MEMBERS 10

TOTAL MEMBERS 367



In 2024, the Singapore Malayalee Hindu Samajam had a meaningful year with devotional observances, community rituals, and spiritual sessions, all the while staying true to our values of faith, service, and unity. From temple-based festivals to virtual recitations, each event has deepened our connection to tradition and culture, and has brought devotees together from across generations.



Sri Vairavimada Kaliyamman Temple (SVKT)

We sincerely thank the Sri Vairavimada Kaliyamman Temple (SVKT) for their generous support and partnership, which played a key role in the success of our programmes throughout the year.

"It was a collective effort by all, both from the temple and from the organising team. We strongly believed in open communication and shared outcomes. That was the X factor that made this year's events a resounding success. Let's continue with this partnership and create many more wonderful experiences for the devotees. Looking forward to more good outcomes."

Mr Chandrasegar, Chairman SVKT.

KEY HIGHLIGHTS

(A) VIRTUAL EVENTS

VIRTUAL RAMAYANA PAARAYANAM

From 16 July to 16 August 2024, the Samajam organised a month-long online recitation of the epic *Ramayana* in observance of the sacred month of *Karkidakam* (zodiac sign of Cancer). Devotees participated with great enthusiasm, engaging in the daily readings and reflecting on the scripture.





The observance concluded with a well-attended final prayer gathering held at the Holy Tree Balasubramaniyar Temple, marking the culmination of a spiritually enriching month.

DEVI MAHATMYAM PARAYANAM

The Samajam hosted a two-day virtual recitation of the *Devi Mahatmyam* on October 11 and 12, 2024. The event concluded with the *Navaratri*.

On the first day, participants recited the *Pradhama* and *Madhyama Charithams* (Chapters 1-4) recounting the Devi's manifestations and triumphs over evil. The *Uthama Charitham* (Chapters 5-13) was recited on the second day, further invoking the Goddess's role as the supreme cosmic force and nurturer.

VISHWA BHAGAVATA PRAYAG

From November 24 to 30, 2024, the Samajam conducted the *Vishwa Bhagavatha Prayag*, a spiritually enriching week-long virtual recitation of the *Srimad Bhagavatham*. This global initiative brought together devotees from across continents in a shared celebration of Lord Krishna's *leelas* (stories of Lord Krishna's life and the timeless lessons.)

(B) COMMUNITY MOMENTS

PARIHARA POOJA AND KOOTTAPRAARTHANA



Since the beginning of 2024, these monthly prayer gatherings have been held at the Holy Tree Sri Balasubramaniam Temple.





These prayers are dedicated to seeking direction and blessings for the setting up of a temple for Swami Ayyappan and Sri Guruvayurappan in Singapore.

SKANDA SHASHTI



The Samajam commemorated *Skanda Shashti* on November 2, 2024, at SVKT, honouring Lord Murugan's triumph over evil. The day included a morning *abhishekam*, followed by an evening *ubhayam pooja* and the chanting of the *Skanda Shashti Kavacham*.

AADI CHOWA

On July 23, 2024, the Samajam had the honour of serving as *ubhayakar* during the *Aadi Chowa* celebrations at SVKT, a sacred occasion that highlights the spiritual importance of Tuesdays in the month of *Aadi*.

The observance was dedicated to Goddess Durga, with a sequence of traditional rituals including *abhishekam* (ceremonial bathing of deities), *bhajans* (singing of hymns), and special *poojas* for all the deities.



KUCHELADINAM

On December 18, 2024, Samajam observed *Kucheladinam* at SVKT. The celebration centred around *Avil Nivedyam pooja*, a symbolic offering of beaten rice to Lord Guruvayoorappan, commemorating the legendary devotion of *Kuchela* (Sudama) and his selfless friendship with Lord Krishna.

(C) SIGNATURE CELEBRATIONS

CHAKKULATHUKAVU BHAGAVATHY AMMAN CELEBRATION

From May 17 to 19, 2024, devotees gathered at Birch Road under the revered guidance of Sadguru Brahma Shree Radhakrishnan Thirumeni for a spiritually enriching celebration steeped in cultural and religious tradition.



GURUTHI POOJA

The three-day event featured a series of sacred rituals, including *pushparchana*, floral offerings to the divine, *kumkumarchana*, veneration with vermilion, and *paalkudam*, a ceremonial procession with milk pots symbolizing purity and abundance.





KUMKUMARCHANA

Devotees also participated in Saneeswara pooja, seeking relief from adversities, and *guruthi pooja*, a ritualistic offering to deities for harmony and prosperity.

The celebration concluded with the *pongala*—a powerful act of devotion where hundreds of participants prepared ritual offerings collectively, fostering a profound sense of unity and spiritual fulfillment.



PAAL ABISHEKAM



PONGALA

SREE KRISHNA JAYANTHI CELEBRATIONS



On August 26, 2024, the Samajam celebrated Sree Krishna Jayanthi with heartfelt devotion and enthusiastic participation. The day began with *abhishekam* and *ubhaya pooja*, performed with reverence at the Guruvayoorappan sanctum at SVKT.



A key highlight was the vibrant *shobhayathra* — a devotional procession featuring children from Balasadanam dressed as Lord Krishna and Radha. Their presence delighted the audience and brought the festivities to life. The active participation of all present contributed to the joyful and spiritually enriching atmosphere.



GURUVAYOOR EKADASHI & SRIMAN NARAYANEYAM CHANTING



The Samajam devoted a week to harmonize two sacred observances to honour Lord Guruvayoorappan: *Guruvayoor Ekadashi*, and the virtual recitation of *Sriman Narayaneeyam*,

From December 7 to 10, 2024, devotees united globally via Zoom for a daily virtual recitation of the *Sriman Narayaneeyam*. The Guruvayoor Ekadashi celebrations commenced at SVKT on December 9, 2024. Daily rituals including *ubaya poojas*, *Vishu sahasranama*, *archanai* and special *poojas* were performed with devotion.



The week culminated on December 11, with the completion of Sriman Narayaneeyam chanting in-person alongside Ekadashi Vilakku at SVKT.



MANDALA-MAKARAVILAKKU CELEBRATIONS



The Samajam ushered in a spiritually significant period from November 16, 2024, to January 15, 2025, with the sacred *mandala-makaravilakku* observances, marked by devotion and participation at SVKT. The Samajam organised special poojas to mark both the commencement and conclusion of the 41-day pilgrimage, held on November 16 and December 26, respectively.

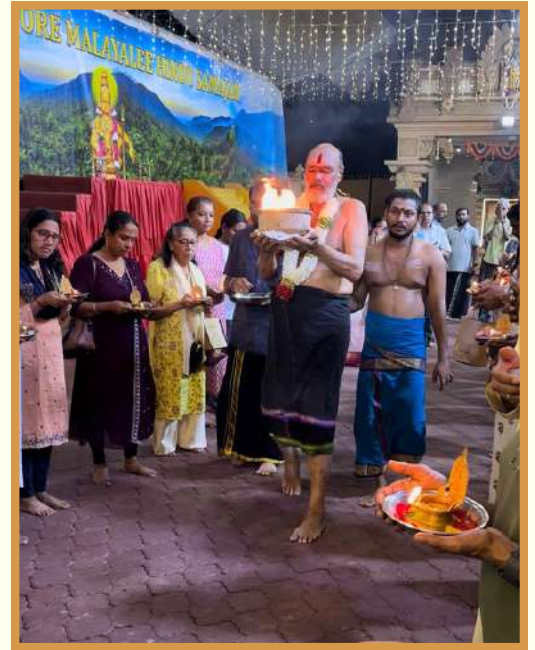
From December 27 to 29, 2024, the temple beautifully mirrored Sabarimala. The *pathinettam padi* 18 holy steps

MORNING ABISHEKAM



leading to the Sanctum were symbolically constructed and lit with the traditional ghee lamps, accompanied by bhajans and devotional chants. The final day featured a pushpabhishekam, during which the deity was adorned with floral offerings, drawing heartfelt participation from the devotees.

The season culminated in the *makara vilakku panchakala poojas* which was held from January 13 to 15, 2025, in alignment with Makar Sankranti .



KARPOORA AAZHI



MAHAPADI
POOJA



PUSHPABISHEKAM



(D) CHILDREN'S PROGRAMME

BALASADANAM

Samajam's dedication to nurturing spiritual and cultural values in the younger generation continues through *Balasadanam*, a weekly online programme for children.



QUARTERLY OUTDOOR ACTIVITIES

Each session is designed to be interactive and enriching, combining storytelling, role play, arts and crafts, quizzes, games, and value-based discussions. In addition to the weekly virtual classes, quarterly in-person gatherings are organized to create opportunities for children to have deeper spiritual understanding and hands-on learning.

The children showcase their talents through vibrant performances during the annual *Krishna Jayanthi* and *Vijayadasami* celebrations.

(E) DISCOURSE

SPIRITUAL AWAKENING BY SWAMI VINAYAKANANDA MAHARAJ JI

On June 30, 2024, a thought-provoking spiritual discourse by Swami Vinayakananda Maharaj Ji was held at Ayush Ayurvedic Centre, Race Course Road. The session inspired attendees to reflect deeply on the purpose of life through the lens of spirituality and self-realisation. This meaningful engagement reinforced Samajam's efforts to provide platforms for spiritual growth and introspection within the community.

