

From the desk of the  
**DIRECTOR**



Hello everyone,

How are you?

We at the foundation are extremely happy to bring to you the very first copy of Cherian Foundation Newsletter. Throughout the year the foundation is busy with different projects and for a while, the Trustees have been contemplating on how to Involve and share with all of you our wonderful activities. This naturally birthed the idea of bringing out a newsletter. Now it's my great pleasure to be able to reach out to update you about all that has happened, happening, and about to happen with the Foundation.

We would be happy to have your participation in any way possible. You could dedicate your time, contribute ideas or donate cash or kind. Most importantly, let us all remember to live as shining examples of responsible citizens in our society.

Hope you enjoy reading our first issue!

## GLIMPSE of 2012



## ABOUT THE FOUNDATION



The Cherian Foundation is a private family charitable trust of the Cherians. At our foundation, the vision behind



the philanthropy is to expand opportunities for those who struggle to meet their basic needs in day to day life. So, in our efforts, we extend our resources and expertise to those with few to live a healthy and productive life and maximize their potential. Those whom we serve include our own workforce, a large part of which are factory workers, and also communities located in and around the establishments of Raj Global Holdings. In order to reach out to more people in the city and the surrounding rural areas, apart from our own initiatives we also work with other organizations like the Rotary (RI Dist 3230's Centenary Charitable Trust), Round Table (MMRT42) and various other charitable organizations. In its scope of activities, the foundation focuses on 3 key areas:

- Educational Support
- Basic Health care
- Community Participation and Awareness

We place great importance on inculcating social conscience amongst the employees of Raj Global Holdings and also encourage them to participate in the CSR activities of the company.

If you would like to learn more about us, please visit [www.cherianfoundation.org](http://www.cherianfoundation.org) or you can call 044-39278133/34 to speak with Charles (Project Coordinator)

## JANUARY

### Benjamin Cherian Rotary Club of Madras Residential Block Inauguration:

The residential block at Boys Town, Gummidipoondi sponsored by our Managing Trustee was inaugurated as part of CREATE Project (Centre for Rural Education, Advancement, Transformation and Empowerment). All the boys under the care of the residential facility come from nearby villages and they are from families which are financially unstable. Most of them suffer the effects of communally discriminative policies and domestic violence. They



Inauguration of the residential block at CREATE, Gummidipoondi

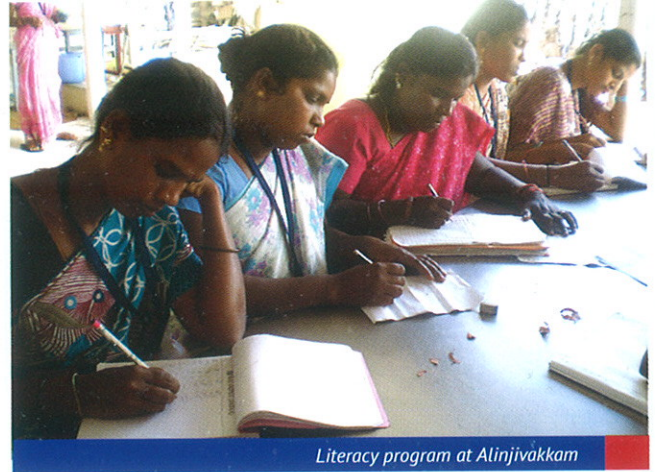
are often victims of abuse, alcoholism, poor nutrition and health. This residential facility is made with the aim of providing a positive environment for these children and rehabilitating disadvantaged rural youth so that they can realize their full potential. The block is well lit and ventilated with a modern kitchen, dining hall, well equipped toilets, comfortable bunk beds and individual locker facilities.

## FEBRUARY

### Literacy Program:

This essential program is offered to the factory workers of Raj Hair International Pvt Ltd and B&H Exports. The first batch was officially inaugurated by Mr. Benjamin Cherian, Managing Trustee on 23.01.2012. Enrolled candidates are given weekly lessons to

identify numbers and read basic Tamil words. The aim is to empower them in their day to day activities like visiting the bank,



Literacy program at Alinjivakkam

using the ATM, reading bus boards, writing leave letters, putting down signature, helping their children etc. Until now, 29 workers have benefitted from this program.

### Panchetty Hospital Shed:

Acting on the request of Dr. Ravender Kumar, The Cherain Foundation was happy to build a 780 sq ft waiting shed for the



Newly built outpatient wait area shed at PHC, Panchetty

benefit of outpatients at the Public Health Centre who earlier used to wait in the hot sun for their turn. We appreciate the good work done by the doctors and staff of the Public Health Centre.

## MARCH

### International Women's Day:

The Cherian Foundation observed the International Women's Day on 10.03.2012 at Raj Holdings corporate office, T. Nagar, with the theme Celebrating the Past; Planning for the Future. All the women staff, especially the new and young members were given



Director, Valsa B Cherian addressing the women staff members at the Head Office

responsibility in conducting the program. 2 members of the staff recounted the achievements of Mother Teresa and Kiran Bedi. Our chief guest Mrs. Chitra Thyagarajan, in her very poignant speech spoke about the importance of the role of women in family and society. Later Ms. Vijaya, Women Empowerment Trust, gave a half an hour demonstration on making artificial jewelry as a source of alternate income for the women. Lucky Dip prizes were given to 10 participants selected by the trustees. Mrs. Valsa Benjamin Cherian, Director, distributed gifts for the coordinators.

## JULY

### 200 Library Books for Govt. Schools:

During the year we donated around 200 books including encyclopedias and dictionaries for the libraries of Rotary Model School, Mugappair, Dr. Radhakrishnan PU Middle School and Govt. Girls Hr. Sec. School, Tirutani



Rtn. M. Govindaswamy, Secretary, Rotary Club of Tirutani, handing over library books to Govt. Girls Hr. Sec. School, Tirutani

### Eye camp:

An eye camp was conducted for the staff at Head Office on 14.07.2012, and for the workers at Raj Hair Intl factory on



Eye Checkup done by a team of doctors from Rajan Eye Care Hospital

06.12.2012. In all, 230 employees benefited from these initiatives. Additionally we distributed 45 spectacles, and 6 workers were provided free cataract surgery and aftercare.

### Yoga Class

For the first time, The Cherian Foundation conducted yoga classes for Head Office staff under the guidance of Mr T.S Narayana (ATMA GNANA YOGA). The sessions, started on 14.07.2012 and ended on 18.08.2012 (one session, every Saturday - 12:30 pm - 2 pm). 29 members of the staff benefited from these very effective sessions and we hope they are continuing to practice it.



Staff participants of the yoga sessions with the guru, Mr. T.S Narayana

## OCTOBER

### 2nd Annual Sports Day:

A fun sports day was organised for children of our adopted school, Rotary Model School on 10.10.2012. Frog Race was conducted for the 1st std, II nd std and III rd std students. Carrying water in a glass without spilling race was conducted for the IVth std, Vth std and VIth std boys. Lemon and spoon race was conducted for the IVth std, Vth std and VIth std girls. Memory Game was conducted for the VIIth std and VIIIth std students. 1st and 2nd prizes were selected from each category.

Mrs. Valsa Benjamin Cherian, Director and Trustee, was the chief guest of this function. Prizes were distributed for the winners.



Children getting ready for the race

## NOVEMBER

### 5th Annual Schools into Smiles Cultural Fest :

RI Dist 3230 Rotary Centenary Charitable Trust and The Cherian Foundation organized 'Schools into Smiles' Cultural Fest 2012 for the 5th successive year on 11.11.2012 (Sunday) at Sir MCTM Boys Hr. Sec. School, 10, Raja Annamalai Road, Chennai from 09.00AM - 04.00 PM.

243 children and 36 accompanying teachers from govt and panchayat schools participated in the cultural festival this year. The various categories included fancy dress, singing, group dance, street play, and painting competition. The topics for the same were on social issues. For the first time, we conducted an essay



5th std girls from Sembasi Kuppam School performing at the group dance competition, MCTM Boys Hr. Sec. School during Schools into Smiles Cultural Fest

contest for the accompanying teachers. Mrs. Karina George Cherian & Rtn. Christopher organized a fashion show by the children

## DECEMBER

### Jumble Sales

As yet another first, the Trustees of The Cherian Foundation conducted jumble sales, to raise funds for the foundation. Towards this event well-wishers and staff donated items like clothes, kitchen ware, curios, toys, books, etc.

The price for the items started as low as Rs 5 for the benefit of the workers. We were able to raise a total sum of Rs 31,879 from the sales. The amount will be utilized for the various projects of Chieran Foundation. Thank you Raj family for your support



Sale at Alinjivakkam

### Cricket Kit for Boys Town:

Towards improving the recreational facilities for the residential boys at CREATE, the Trustees donated two cricket kits consisting of Kashmir Willow Bat, Batting Pad, Batting Glove, Abdomen Guard, Arm Guard, Thigh Guard, Cricket Ball, Stump & bails, Kit Bag, & Helmet.



Mr. Vivek Parachur & Benjamin Cherian handing over kits for Boys Town to Mr. Arumugam and Mr. Magesh

## 9th Annual Christmas celebration at adopted schools:



Skit by Rotary Model School Children.

We shared the joy of Christmas by distributing cakes for the children of our adopted schools (Social Service League School and Rotary Model School). The children sang carols and performed skits, making the occasion very special.

## 31st Christmas Day Celebration at Raj Holdings:

One of the most looked forward to events in the Foundation's yearly activities is the cultural day for the staff and workers of Raj Global Holdings. This year, once again the bench mark was raised



Handing over the trophy to the winning team

in every aspect, especially by the staff and workers with their outstanding, spirited performances. There was group dance, hair styling, skits, impromptu advertisement competition etc. The entire program was organized by the staff and workers who were divided into various committees to ensure they got fully involved. And what an exciting day it turned out to be! The efforts made by the teams were highly commendable. The prize distribution was followed by lunch where the family served biriyani to all Raj employees. Our special thanks to Mrs. Vijaya Lakshmi, Convenor for the program.

## Contribution from Staff:

It was a moment of great joy for the Trustees, when the staff of Raj Holdings generously handed over a cheque for Rs. 10,000/- towards The Cherian Foundation activities. The trustees thanked them for their support, commitment and active participation in the company's CSR activities.



Senior staff handing over the cheque

## News from the Trustees:

### Mr. Benjamin Cherian, Managing Trustee

Mr. Benjamin Cherian met our former President APJ Abdul Kalam and The President of India Shri Pranab Mukherjee as part of the special team representing RI Dist 3230 to discuss the various social projects. He was co-opted to be a member of the Committee of Administration (COA) in the Plastics Export Promotion (PLEX) Council.



Rtn. Manulingam, our former President APJ Abdul Kalam PDG Benjamin Cherian



The President of India Shri Pranab Mukherjee, Shri P. Viswanathan, MP, DG Raja Seenivasan, Rtn. Sudersan Rao, Rtn. T. Nandakumar, AG, PDG Benjamin Cherian, Rtn. Balasubramanian

## Mrs. Valsa Benjamin Cherian, Director & Trustee

Mrs. Valsa Benjamin Cherian was elected unanimously for the second successive year as the president of Young Women Christian Association (YWCA) of Madras. Under her leadership, a car rally was organized to raise funds, apart from numerous other events.



Flagging off the car rally, YWCA of Madras

During her Presidential year, Ms. Uma Maheswari, a former student of community college of YWCA of Madras and an employee of Raj Hair International Pvt Ltd, was selected by the US Consulate of Chennai to further her studies in Kapiolani Community College in the USA. The Cherian Foundation assisted her through the process and sponsored her clothing, suitcase, etc.

## Mr. George B Cherian, Trustee

Mr. George B Cherian was elected as the Assistant Governor for Zone 18 of Rotary District 3230. Under his leadership he guided 6 clubs. He was also elected as Committee



member of Regional Governing Council of Southern Region, 100% EOU & SEZ. Through Round Table (MMRT - 42) George was instrumental in getting new classrooms constructed in Little Angels School, Sommangalam. This English - medium school provides quality education to the local children. Since most of the parents of these children are from poor backgrounds (daily wage earners, petty shopkeepers, vegetable vendors etc.) all costs - from fees to uniforms - are subsidized. At present, 550 Children are benefitted by this project.

## Mrs. Karina George Cherian, Trustee

Mrs. Karina George Cherian organized a fashion show by the children for the 'Schools into Smiles' Cultural Fest.



18 children participated in the fashion show

## Sara Benjamin Cherian, Trustee

We welcomed back the Trustee and her family to Chennai.



*We thank the staff  
and workers of*



RAJ HOLDINGS

RAJ GLOBAL HOLDING Pvt. Ltd.

RAJ HAIR INTL Pvt Ltd.

RAJ REDEF MEDIA Pvt. Ltd.

Raj Waterscape  
Properties Pvt. Ltd.

B & H EXPORTS

RAJ TRADING

### Donation Details

If you would like to support us, please send your contribution in favour of "The Cherian Foundation". All donations are exempted u/s 80 G of the Income Tax Act vide Certificate No. DIT (E) No.2 (67)/03-04 dated 01.04.2007

Account Name : The Cherian Foundation  
Bank & Branch : ICICI Bank, Teynampet  
Type of Account : Saving Account  
Account Number : 000101212525  
RTGS/NEFT/IFSC Code : ICIC 00000001

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Mr. J. Vijay Charles Wesley, Project Coordinator