



The  
**Cherian**  
FOUNDATION

**10**<sup>th</sup>  
ANNIVERSARY

ESTD : 11.03.2003



RAJ HOLDINGS

Making a difference  
for a **BETTER**  
**TOMORROW**

JAN - DEC 2013 Newsletter | Vol No. 2 | Issue No. 1

*\*For members of Raj family, well wishers and supporters only*

From the desk of the  
**DIRECTOR**



Hello everyone,

Welcome to the second edition of The Cherian Foundation newsletter.

In the year that went by, we continued supporting our ongoing projects and added a few new initiatives which we are extremely proud of. None of this could have been accomplished without you. We invite you to read this newsletter and continue to provide us your support.

Please send us your views and suggestions.

*Best wishes*

Valsa Benjamin Cherian  
Director, The Cherian Foundation

*Hope you enjoy reading our second issue!*

**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.

**GLIMPSE of 2013**



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)



## FEBRUARY

### Free Spectacles Distribution

On 6th Dec 2012, TCF in association with Rajan Eye Care conducted a free eye camp at Raj Hair Intl. During this exercise 45 employees were identified with a need to wear spectacles. As a follow up, George B Cherian distributed 45 spectacles at Alinjivakkam factory unit on Feb 1st.



Trustee George Cherian with the beneficiaries

### Free Eye Camp at Alinjivakkam Unit

158 staff, workers, and contract staff got their vision checked at the camp conducted by Rajan Eye Care at Alinjivakkam factory unit.

### Polio immunization Awareness

As an effort towards the eradication of Polio, Rotary District 3230 has released an awareness CD to spread the message about the importance of polio immunization. On 22nd and 23rd February, prior to the date of the immunization drive, the CD was played at our Head Office, Alinjivakkam Unit and B&H Exports. The staff and workers were encouraged to spread the word in their neighborhood as well.

## MARCH

### LPG Awareness

As a response to the increased number of accidents related to LPG cylinders reported in the newspaper, Director Valsa



During the awareness program

organized an awareness video to be shown at Alinjivakkam unit. During the first and second week of March, the video explaining the various safety measures, precautions to be practiced, how to light the gas stove, how to turn off the regulators, how to react in the case of an emergency, was projected for the staff and workers of all the various departments, followed by an interactive question answer session.

### Sports Day at Dr.Gupta Matriculation School

Acting on an appeal from the school, TCF sponsored Rs 6600 for the sports Day of Dr. Gupta Matriculation School, where many orphans stay and study. Our Factory Manager Mr. Suresh Madhavan, and HR personnel participated in the school's annual day function on 8th March 2013 and distributed the prizes.



FM Suresh Madhavan handing over prize to winners

### International Women's Day

For the 6th successive year, International Women's Day was celebrated at our Head Office. Ms Hemavathy along with Ms Fern conducted a session on easy to make nutritional dishes that does not involve cooking. Sara Cherian and Karina Cherian, Trustees,





Trustees conducting the women's day program

spoke on time management and personal grooming respectively. All present participated in games to get to know each other better. It was a fun event with lots of gifts given for lucky draw winners and organizers.

## APRIL

### Spectacle Distribution at Alinjivakkam

Spectacles were distributed free of cost to all the 42 candidates who were prescribed remedy during the February eye camp. Director, Valsa Cherian handed them over to the beneficiaries. In her speech she emphasized on the importance of wearing them consistently to be effective at work and home and taking good care of them to prevent scratches.

## MAY

### Free Cataract Surgeries

5 candidates who were recommended cataract surgeries during the Feb eye camp successfully underwent the surgery free of cost at Rajan Eye Care hospital. We are grateful to Rajan Eye Care for their continued support to TCF.



After the surgery

## JUNE

### LPG Awareness at B&H Exports

The awareness video was shown during lunch break on 7th June 2013 for the benefit of employees at the B&H unit.

### School Project at Thiruvannamalai.

Madras Midtown Round Table 42's 'Freedom Through Education' is an initiative to provide educational facilities to government schools. As part of this initiative, the Table organized 'Dawn to Dusk' – an event to raise funds for the construction of 5 classrooms in the Ramu Reddiar High School, Thiruvannamalai



Planting a sapling in the school premise

district. Tabler and Trustee, George B Cherian executed the work through Cherian Foundation.

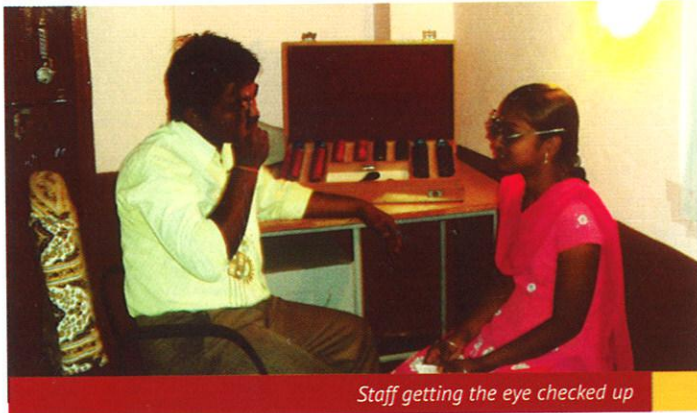


Tr George addressing the children and teachers

### Free Eye Camp at Koppal Unit

As an ongoing CSR initiative of Raj Holdings, a free eye camp was conducted at our Koppal Unit in Karnataka on 21st and 22nd June 2013. The camp was organized in association with Lion's Hospital, Koppal. Our workers as well as people residing near our factory were screened for vision impairment and other disorders by a team of ophthalmologists. A total of 333 benefitted through this camp. More than 110 workers were given prescription to wear spectacles. Raj Hair Intl sponsored these spectacles.





Staff getting the eye checked up

## School Project at Pallikaranai

In support of 'Freedom Through Education' initiative of MMRT 42, TCF worked right from identifying Govt High School Pallikaranai, which required 6 classrooms to be built, all the way through seeing the project executed successfully. The classrooms were inaugurated by Dr.K Rosaiah, His Excellency the Governor of Tamil Nadu. Managing Trustee, Mr Benjamin Cherian was the special invitee for the event. In his speech he said that The Cherian Foundation will always be in the forefront to support education related projects and promised MMRT 42 support in executing its 'Freedom Through Education' projects.



Hon. Governor Rosaiah and Managing Trustee Benjamin Cherian during the inauguration.



Tr. George addressing the gathering

## Scholarship

TCF has been supporting the education of Ms Pachayammal since 10th std. Currently she is doing her first year of college in SIET. We will continue to sponsor her through her graduation.

## Plant a Sapling!

On 15th July 2013, the management and staff, together planted 36 tree saplings along the road that skirts Raj Hair Intl unit at Alinjivakkam.



Trustee George cherian and FC Balaji planting a sapling

# SEPTEMBER

## Creche

The children who go to our crèche at Alinjivakkam factory were given charts on fruits, vegetables and numbers.

## Literacy Projects

Director, Valsa Cherian prepared the syllabus for the Literacy Project at Alinjivakkam unit. She also provided the necessary teaching aids and stationery requirements.

### Level 1

Duration: 3 months

Subjects covered: Numbers 1-200, Tamil letters (uyirezhuthu, mei ezhuthu, uyir mei ezhuthu)

### Level 2

Duration: 3 months

Subjects covered: simple Tamil words, addition, subtraction, how to calculate time, signature

### Level 3

Duration: 4 months

Subjects covered: Tamil sentence formation, letter writing, tables



## Level 4

Duration: 1 month

Subjects covered: reading newspaper, use of ATM, sending money order/DD

**Test:** At the end of each level a small test will be conducted to evaluate their progress. At the end of the year, a final exam will be conducted. 30 workers are enrolled in this program.

# OCTOBER

## Painting Contest

A painting contest was organized by Trustee, Karina Cherian for the students of our adopted schools - Social Service League School, Queen Mary's College campus and Rotary Model School, Mugappair. The theme for the contest was 'Joy of Giving'. The children were asked to draw 1 thing they would like to gift a loved one. 82 children enthusiastically participated in the contest. They were provided with chart papers and colour pencils. The winners and 'honorable mentions' were later chosen and given gifts.



Painting contest at Model School



Painting contest at SSL

## Sports Day at Adopted School

On 17th October 2013, we conducted the 3rd annual sports day of Rotary Model School, Mugappair at Dr. Ambedkar ground near the school. In order to reiterate the importance of sports for the overall development of a child, which is often neglected in Govt schools, we raised the bar this year, with the older children doing track events. Trustee, Karina Cherian conducted the event along with the Physical Education teacher from the school. Director, Valsa Cherian was the Chief Guest. The 165 students who were present and the teachers were given refreshments. The winners were given gifts at the end of the day.



50 mtr sack race for the primary school children

# NOVEMBER

## 6<sup>th</sup> Annual Schools Into Smiles Cultural Fest

Once again, TCF joined hands with RI Dist 3230's Centenary Charitable Trust to conduct the 'Schools Into Smiles Cultural Fest' at Sir MCTM Boys Higher Secondary School. The campus was lively with the children, some vibrant, some nervous, most excited, participating in various contests like group dance quiz, poster contest, painting contest, skit and fancy dress contest. Rtn Christopher, Trustees Sara Cherian and Karina Cherian organized a fashion show. The prize ceremony was graced by Rotary District 3230's Governor nominee (2015-16) Rtn. C R Raju. The guest of honor, Shri. Paarthipan, Chairman, Caplin Point Laboratories Ltd shared his life experience as an example to inspire the children.



Rotary dist 3230 Governor nominee CR Raju handing over the award to Govt Higher Secondary School Kancheepuram, winner- group dance



## Grants for Schools

This year, TCF introduced awards for 'The Best School' under 'Schools Into Smiles' project. All the 130 schools under 'Schools Into Smiles' banner were requested to submit quarterly reports about the school activities and maintenance. After evaluating the reports, field visits were made to the shortlisted few and winners were chosen based on various criteria. The winners were

- 1<sup>st</sup> Rotary Ramu Reddiar HS, Karungalikuppam**
- 2<sup>nd</sup> Villivakkam PUM School, Sector-2**
- 3<sup>rd</sup> Minjur PUP School, Sembasipallikuppam**

TCF Director, Valsa Cherian awarded the winners Rs 50,000, Rs 30,000 and Rs 20,000 respectively along with winning plaque.



1<sup>st</sup> Prize, Rotary Ramu Reddiar High School, Karungalikuppam



2<sup>nd</sup> Prize, Villivakkam Panchayat Union Middle School, Sector-2



3<sup>rd</sup> Prize Minjur Panchayat Union Primary School, Sembasipallikuppam



Overall winners, Production Unit Block 2, Alinjivakkam

made it extremely special. Our special thanks to all the organizers, participants and specially to Mr. Suresh Madhavan, convenor for the program for making it a grand success.

## Scholarship

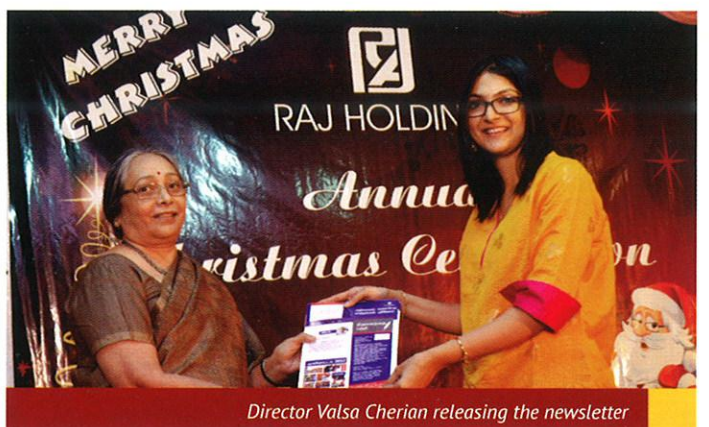
TCF announced merit based scholarships for the children of Raj Holding employees in June. 9 children were awarded cash prizes during the Christmas celebration.



Trustees with the awardees

## Release of the first Tamil Newsletter

The Tamil version of the first TCF Newsletter was released during the Raj Holdings Christmas celebrations.



Director Valsa Cherian releasing the newsletter

## DECEMBER

### 32<sup>nd</sup> Christmas Celebration at Raj Holdings

We had yet another exciting day of fun and celebration with the staff and workers of Raj Holdings participating in various events and competitions like dance, awareness skits, Adapt tune, Kolam, Hair Show etc. The whole hearted supported of all the workers



## Christmas Celebration at adopted schools

For the 10th successive year trustees celebrated Christmas with the children of the adopted schools- SSL and Model school. The children decorated the premise with stars, balloons, Christmas crib etc and sang many carols. One of the children dressed up as Santa Claus, and entertained the other children by distributing sweets, while dancing to the tune of Jingle Bells.

It was earlier brought to our notice that the midday meal kitchen at the Mugappair School had no windows and the smoke from the traditional firewood method of cooking was extremely uncomfortable for the cooks. An industrial stove was donated to them on this day.



Industrial stove donation



Celebration at Model School



Celebration at SSL

## Christmas Card



 MERRY CHRISTMAS 

Raj Holdings Christmas card featuring children from our adopted schools.

Earlier, in October, a painting competition was held for the students of our adopted schools for which the theme was 'Joy of Giving'. Photographs of some of these children along with their work was featured on the Raj Holdings Christmas Card.



## News from the Trustees:

### Mr. Benjamin Cherian, Managing Trustee



He took over as the President of Human Hair Exporters' Association of India not only to represent the trade body to the council and the Government but also to come up with plans to increase the trade volume by 200% in the next five years. Member of the "Rotary Literacy Mission" to make total literacy in India.

### Valsa B Cherian, Director



Our Director, successfully completed her 2nd term as the President of YWCA of Chennai. She continues as the convenor for the special projects – construction of the Senior Citizen Home and the Community College Building extension.

### Sara B Cherian, Trustee



Trustee Sara Cherian, became a committee member of IGH (International Guest House) in the YWCA of Chennai. She also serves as a Director at Visara Pvt. Ltd

### George B Cherian, Trustee

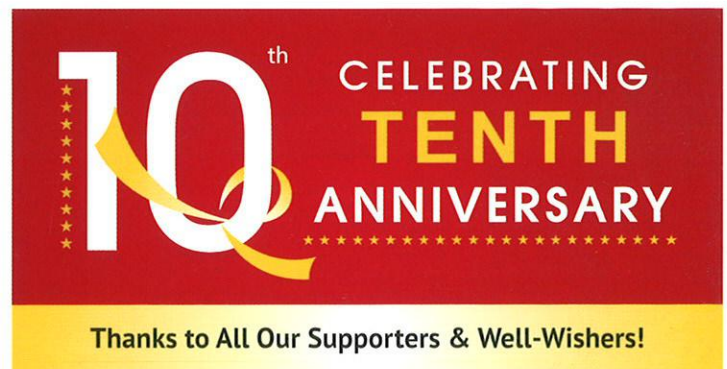


Trustee George Cherian served as the Vice-Chairman of Madras Midtown Round Table (MMRT)42

### Karina G Cherian, Trustee



Trustee Karina, initiated the founding of Maloney Road Association and together with Exnora is working towards improving the civic condition of the street. She also became a committee member of Sahori Project and PASI (Public Affairs & Social Issues) Committee in the YWCA of Chennai.



**10<sup>th</sup> CELEBRATING TENTH ANNIVERSARY**

Thanks to All Our Supporters & Well-Wishers!

*We thank the staff  
and workers of*



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Raj Waterscape  
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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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