

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

## From the desk of the **DIRECTOR**



Dear Well-wishers,

We have had another successful year in reaching out to the deserving sections of the society. This year we have identified and initiated a long-term project, of refurbishing and improving the infrastructure facilities at the Primary Health Centre, benefitting the lives of over 8,000 people in and around Panchetty, 30 km away from Chennai.

Your participation and support has encouraged us to take up more initiatives for the benefit of the community. We have also got Foreign Contribution Regulation Act (FCRA) permission Reg No. 075901394 dated 14.11.2014 from The Ministry of Home Affairs, Govt of India this year, which enable us to receive funds from well-wishers overseas.

When you read this newsletter, I earnestly hope that it will motivate you to be a part of all our initiatives.

I thank all of you who have helped us in achieving our objectives.

Wishing you all a Happy New Year

*Hope you enjoy reading our third issue!*

## ABOUT THE FOUNDATION



**Mission Statement:** To build a healthier and a socially conscious society through quality education, health support and awareness programs with the participation of the community.



The Cherian Foundation (TCF) a private charitable trust based in Chennai established in the year 2003. At our foundation, the vision behind the philanthropy is to expand opportunities for those who struggle to meet their basic needs through extending our resource and enabling them to lead a healthy life and maximize their potential. Those whom we serve include children, women and other disadvantaged sections of the society in and around the establishments of the Raj 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 International especially (RI Dist 3230's Rotary Centenary Charitable Trust), Round Table India especially MMRT 42, Cancer Institute (WIA), Chennai 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

At Cherian Foundation, we place great importance on inculcating social conscience amongst the employees of Raj Holdings and also encourage them to participate in the CSR activities initiated by the company.

If you would like to learn more about us, please visit [www.cherianfoundation.org](http://www.cherianfoundation.org) or you can call 044-49278133 to speak to Charles (Project Co-ordinator)

## GLIMPSE of 2014

LITERACY



SCHOLARSHIP

SCHOOL AWARDS



SPECTACLES



AWARENESS



INVERTER



EXHIBITION

## LITERACY

### Best Maintained Government & Government Aided School Award

*"Award is a testament to the commitment and tribute to dynamism"*

We at TCF firmly believe that, award validates and encourages the qualitative and quantitative development of a project. Keeping in view of this factor, we encourage our project beneficiaries through various positive reinforcements.

One such initiative in collaboration with the RI Dist 3230 especially the Rotary Centenary Charitable Trust is the "Best Maintained Gov/Aided School award" among the renovated schools under 'Schools into smiles' project. This award program enables the schools to perform well in the areas of basic needs, academics, health and hygiene, infrastructure and other extra-curricular activities of the school. This program will be conducted once in 2 years.

Last year, this award program was extended to 130 Govt. and Panchayat schools. They submitted their quarterly reports about various activities and initiatives, which they had undertaken to maintain the school. The schools were also instructed to send their project proposals about the effective utilization of the Prize money if they were to be short listed. Based on the reports and field evaluations done by our panel, the winners were short listed. 3 schools received awards during the 'Schools into Smiles' Cultural Fest 2013 and the details are as follows,

#### 1<sup>st</sup> Prize

**Name:** Rotary Ramu Reddiar School, Thiruvanamalai

**Prize money:** ₹. 50,000/-

**Positive points:** Campus always looks clean and tidy; they have planted more than 100 trees, Regular Physical Education Trainings have been conducted.

**Utilization of the Prize money:** For electrical works in the new block, constructed through MMRT-42 and also to purchase sports equipments.



Refurbished Classroom



Indoor sport Equipments

#### 2<sup>nd</sup> Prize

**Name:** Villivakkam Panchayat Union Middle School, Sector-2

**Prize money:** ₹. 30,000/-

**Positive points:** Selected by British Council to do the education exchange project with Foreign. Dist. Award winner for making Human Pyramid.

**Utilization of the Prize money:** Purchased two steel almirahs, one Table and indoor sports items.



Indoor Play Equipments



Almirah to Keep Records



Table for Headmistress

#### 3<sup>rd</sup> Prize

**Name:** Minjur Panchyat Union Primary School, Sembasipallikuppam

**Prize money:** ₹. 20,000/-

**Positive points:** The children were clean and tidy. They participated & won prizes in various contests at the District level.

**Utilization of the Prize money:** Purchased a PA system for School



Donated Public Addressing System

## Scholarship

The Cherian Foundation also provides educational support to deserving children, with exceptional academic records. Mark lists were collected from our target group during the month of June. Totally, 13 children received prize money and gifts based on the level of their grades.



Trustees with Awardees & their Parents

## Scholarship for College Fees

TCF has been supporting the education of Ms. Pachayammal since 10th std. At present she is doing her final year of college in SIET, Chennai. As a part of the continuous supportive education program, we extended our hands with a Scholarship amount of ₹.3,000/- to pay for her final year college fees.

## Water Storage Tank for the Rotary Model School, Mugappair

In collaboration with our primary partner RI Dist 3230 Rotary Centenary Charitable Trust, we have adopted the maintenance of 2 schools in Chennai. One among these is the Rotary model school, at Mugappair.

On a visit, we found that the overhead water tank at the school had caused severe seepage and had damaged the structure housing 4 classrooms which were extremely dangerous. This year, the same was renovated and a new water tank was installed with a capacity of 1000 liters of water storage. Nearly 165 students benefitted through this.



Dilapidated Water Tank



New Water Storage Tank

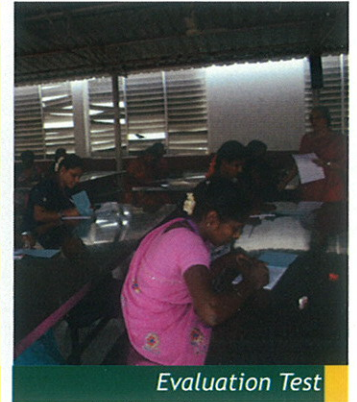
## Literacy Class at Alinjivakkam

TCF in collaboration with Raj Hair International, Alinjivakkam have taken up the task of making the workforce a 100% literate. It is an ongoing program started in the year 2012. This year, 20 Candidates from Alinjivakkam village enrolled in the literacy program. Only those who have not had any formal education were selected. Their course involves learning to identify numbers,

reading and writing basic Tamil words based on a literacy guideline. The classes are conducted for half an hour, once a week for 52 weeks. TCF is very thankful to Raj Hair International for providing a platform to execute our activities and thereby reaching our objectives.



Literacy Class



Evaluation Test

## Evaluation

To evaluate the progress level of the program, Director conducted literacy tests, once in 4 months and the progress was documented.

Congratulations!! Bhavani.M, Devi.M, Dhanalakshmi.M, Durga.E, Indumathy.S, Jamuna.R, Nagalakshmi.B, Shakila.M, Sivagami.R, Sunna Rani.S, Usha.R, Vanaja.A, on your progress. During the annual Christmas celebration of Raj Holdings, the following candidates shared their experience and impact of this programme.



Jammuna, Alinjivakkam

*"After I Joined in Literacy programme, I am able to purchase all the items, by looking maximum retail price and expiry dates"*

*"This Literacy Programme helped me to do writing work in the factory and also to check the report cards of my Children."*



Vanaja, Alinjivakkam



Lalitha, Mugappair

*"I learned basic words & numbers in this Literacy Class, which has helped me to read the bus number and route"*

## HEALTH CARE

### Cleaning of Premises at Social Service League School

At TCF health support is a key objective and we encourage the poorer communities to keep their environment clean and healthy. Last year, we undertook the premise cleaning of Social Service League School by removing waste, weeds and overgrown bushes to make the compound healthy, safe and accessible for the children to play, which is in line with "Swachh Bharat Abhiyan", A National level campaign by the Government of India, the biggest ever cleanliness drive initiated by Prime Minister Narendra Modi. We are proud of our contribution.



Before



After

cases. Understanding the urgency of the requirement, we donated a 1.8 KVA Inverter at the cost of Rs. 50, 000 to the health centre. This inverter now powers the Labour Ward, New Born Corner and Post Natal Ward.

Given below are the requirements for the PHC to function effectively (as appealed by the authorities of the PHC),

- Incubator (2 nos)
- Ultrasound Scanner machine
- Mini RO Plant
- Solar Power
- Steel chair with multiple seater
- Compound wall to be build (₹.800/running sq.ft.)
- Painting work for full building (₹.10/running sq.ft.)
- Plantation of Neem tree (17 nos) + tree guard (17 nos)

This PHC is considered as the primary resource that caters to the medical needs of the people, whose livelihood is dependent on the factories of Panchetty, Alinjivakkam. Thus, as a community driven approach, TCF has sent proposals to the nearby 10 factories to raise funds for the modernization of the PHC.

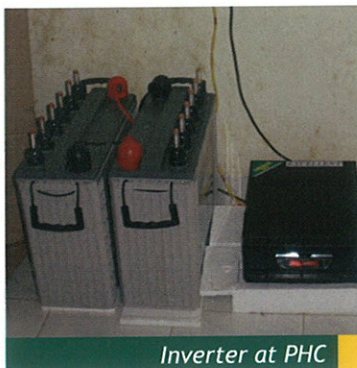
TCF will be very thankful to the readers of this newsletter if, you extend any form of support for this noble cause and your contributions will be acknowledged.

### Inverter for Primary Health Centre

Primary Health Centre (PHC) is considered as one of the key establishments by the Govt. in providing health care to the public. Considering this, we have identified the PHC at Panchetty, to be one of our long term projects for its modernization. This centre caters to the medical needs of residents of Panchetty and surrounding 10 neighboring villages. The initiatives are as follows,

**Phase I:** It is a notable fact that, in collaboration with Raj Hair International, we have already provided a shed in the Out Patient section of the PHC last year, benefitting nearly 30 patients every day as expressed by the Health Inspector.

**Phase II:** In continuation with phase -I, this year we have done a detailed survey on the needs of PHC. As expressed by the Medical Practitioner on duty, It was discovered that the PHC was facing numerous problems due to power cut lasting for 3-4 hours every day. The condition was so dire that they were using emergency lights while attending to the delivery



Inverter at PHC

### Distribution of Spectacles

TCF in collaboration with Raj Holdings conducted an eye camp on 3<sup>rd</sup> October 2013 at Mugappair. We purchased 50 spectacles for ₹.20,700/- for free distribution. During the camp 33 people were identified to be in need of spectacles.

On 6<sup>th</sup> February 2014, Mrs. Valsa Benjamin Cherian and Mrs. Karina George Cherian distributed the spectacles



Distribution of spectacles at Mugappair - February

### Referral services

Followed by the eye camp, 8 referral cases from Alinjivakkam and 10 from Mugappair were brought to Rajan Eye Care Hospital, Velachery branch on 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>, 28<sup>th</sup> February & 3<sup>rd</sup> March 2014. 17 out of the 18 cases were prescribed to wear Spectacles respectively.



Distribution of spectacles at Mugappair- April

Mr. Benjamin Cherian, Managing Trustee and Mrs. Valsa Benjamin Cherian, Director distributed 7 spectacles to the beneficiaries on 22<sup>nd</sup> May, 2014 at Alinjivakkam and Mr. George B Cherian, Trustee distributed 10 Spectacles to the beneficiaries on 29<sup>th</sup> April 2014 at Mugappair



Distribution of spectacles at Alinjivakkam

## Cataract Surgery

We are happy to announce TCF have donated an amount of ₹.10, 000/- last year as an endowment fund for Sankara Eye Hospital. The interest from the endowment fund will be spent on cataract surgery every year for deserving candidates. This year, for the 2<sup>nd</sup> time, we along with the Sankara Eye Hospital identified Mr. S. Chandra Sekar, who underwent the free surgery.

## General Medical Camp

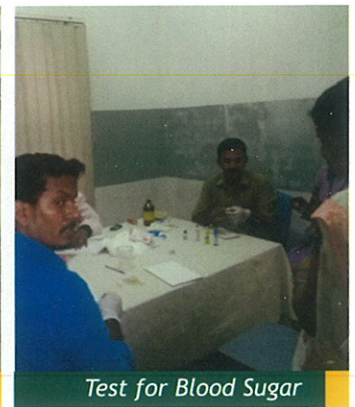
The Cherian Foundation in collaboration with Raj Hair International Pvt Ltd conducted Free Medical Camp on 12<sup>th</sup> July 2014 at Alinjivakkam. Dr Pragna & Dr.Anisha conducted the camp and diagnosed 275 beneficiaries.

Table displaying the details of diagnosis:

Sl.No	Type of Test	No. of beneficiaries
1.	Identification of the blood group	140
2.	Blood sugar	45
3.	Test for Anemia	28
4.	Prescribed for Scan & Other Test	50
<b>Total</b>		<b>263</b>



Medical Check-up



Test for Blood Sugar

Jaya Jaya Sankara



### SANKARA EYE HOSPITAL

No. 1, Third Cross Street, Sri Sankara Nagar,  
PAMMAL, CHENNAI - 600 075.  
Website: www.kannoli.net / E-mail: info@kannoli.net  
☎ 044-22484799, 22485299

Hara Hara Sankara



Trustees : Rtn. B. P. Jain, FCA, Dr. P. Janakiraman, Dr. R. V. Ramani, Sri S. Visvanathan, Sri V. Lakshmanan, Sri Jagdish M. Chandrai  
Our Patrons : Sri V.G. Raghavan, Sri N.R. Chandran, Sri T.R. Rajagopalan, Sri Jain Dhaval J. Chandan, Sri Mangal Chand Teter

SEH/2014/DONATION-INFO

April 02, 2014

To  
M/s.Cherian Foundation,  
No.38, Malony Road,  
T.Nagar,  
Chennai – 600 017.  
Ph: 4204 3035 / 36.

Respected Sir/Madam,

Sub: KANNOLI – VISION SAVER FREE CATARACT SURGERY.

We have performed FREE cataract surgery with IOL for one patient utilizing the interest accrued by your endowment.

Name & Address	Age/Sex	D O S	Eye Operated
Sri. S.Chandra Sekar, (MRD No. 262671) S/o Siva Sankar, No: 26-47-Kajoor, Greems St, Chittoor, AP.	69/M	01.04.14	Left Eye

He is extremely happy and the vision restoration is good. We once again thank you for your assistance. We have enclosed one copy of our appeal to you for strengthening our corpus fund. We welcome you, your relatives and friends to visit our hospital and encourage us in our "KANNOLI PROJECT".

Thanking You,



For Sankara Eye Hospital,  
*(Signature)*  
(J.BABU)  
General Manager  
94443-80698

Note: Whenever you change the address please intimate.

Our Partners in Rural Eye Care:

Rotary Club of Madras Fort, DBCS, Sightsavers International, U.K., Mission for Vision & RMP Infotec Private Limited

### Letter received from Sankara Eye Hospital

We are also happy to announce Ms. Mahalakshmi underwent cataract surgery free of cost on 29<sup>th</sup> May 2014 at Rajan Eye Care Hospital.

## Free Iron Tablets

As the outcome of the Medical Camp, 28 women from Panchetty and neighboring villages were diagnosed anemic. The medical reports were presented to the Chief Medical Officer of Primary Health Centre (PHC), who provided the iron tablets free of costs and the same were distributed to the anemic women. We, at this juncture would like to thank the medical officer, PHC and other authorities for their valuable support



Iron tablets from PHC



Distribution of Tablets

## Hearing Aid Donation

On our request, Mrs. Mano Bakthavatsalam donated a hearing aid for Mrs Sumathi, who has been suffering from hearing loss for the past 7 years. It was overwhelming to see Sumathi's joy when she received the hearing aid on 22<sup>nd</sup> May



Interaction with Beneficiary

## Cultural Fest at Chennai

Once again TCF joined hands with RI Dist 3230 Rotary Centenary Charitable Trust in successfully conducting the 7<sup>th</sup> 'Schools into Smiles' Cultural Fest at Chennai on 16<sup>th</sup> November, 2014 at Sir. MCTM Boys Hr. Sec. School, Chennai.

### Highlight of the Program:

- 276 Children from 23 Schools participated.
- Group dance, Science Exhibition, Painting, Skit, and Fancy dress contests were conducted with the themes based on the Prime Minister's 10 Modification Polices i.e., education, health, hygiene and environmental issues.
- Rtn. Mangalam Balasubramanian, President of Exnora Green, Pammal addressed on sanitation, water and waste management.
- Mrs. Saraswathi, a visually challenged teacher, winner of state's Best Teacher Award this year, addressed both the students and the teachers about the importance of thinking outside the box. She spoke about the various initiatives she undertook out of sheer commitment and passion for her job.
- Actor Vikram Prabhu of Kumki fame, grandson of Padmashree. Sivaji Ganesan, and son of actor Prabhu had the children cheering loud during his brief interaction.
- Shri. S. Mahalingam, former Chief Finance Controller and Executive Director of Tata Consultancy Services, and also member of Board of Directors of Kasturi and Sons Ltd was the Chief Guest.
- Rtn. Natarajan Nagoji, Dist Governor Nominee, and Tr. Suman Voora, National Vice President, Round Table India were the Guests of Honour.
- Children those who are trained to use the abacus, exhibited their talent in counting.



Cultural Fest Participants

## COMMUNITY

### 'Schools into Smiles' Cultural Fest

Joining hands with RI Dist 3230's Rotary Centenary Charitable Trust, this year we conducted the Cultural Fests in 2 places with the following objectives

- To provide an equal platform for the children from the upcountry schools to exhibit their talents
- To inculcate healthy competition among the children
- To make children aware of social issues through cultural events

### 1<sup>st</sup> Cultural Fest City Plus, At Arni

In order to encourage the children from the upcountry schools of the RI Dist 3230's "Schools Into Smiles" project, the Rotary Centenary Charitable trust conducted the 'Cultural Fest City Plus' at SS Hr. Sec. School at ARNI On 2<sup>nd</sup> Nov 2014, which was supported by TCF

### Highlight of the Program:

- 310 children + 24 Interactors from the Districts of Arni, Vellore and Thiruvanamalai participated in the program
- Group dance, painting and fancy dress contests were conducted with focus on social issues regarding education, health, hygiene and environment
- Training programme for the accompanying teachers was conducted by Mr. Shankar, who is this year's recipient of Innovative Teachers' Leadership Awards by Microsoft and also one among the 8 winners of the TN State Best Teacher Award
- Rtn. M. Balamurali Krishna was the Chief Guest.
- We thank Rtn. Christopher Devapragasam for his support in coordinating the event



Participants at Arni



Painting Contest



Winner receiving Awards



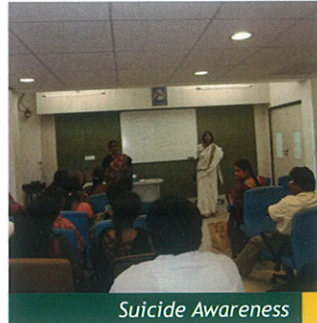
Donation of Computers

### Sports Day at Dr. Gupta School

On an appeal from the school, TCF sponsored Rs. 7,200 (2nd time in a row) for the sports day prizes of Dr. Gupta Matriculation School, where many orphans stay and study. Mr. Suresh Madavan and Mr. Anbarasu participated in the school's annual day function and distributed the same.

## Suicide Awareness Program

We in collaboration with Raj Hair International Pvt Ltd conducted a Suicide Awareness Programme at Alinjivakkam with the help of Sneha Foundation India on 26<sup>th</sup> February, 2014. Three volunteers (Mrs. Savitha, Mrs. Shanthi, Mrs. Sumithra) from Sneha Foundation conducted this awareness session and distributed the pamphlet about suicide prevention to the 30 participants



Suicide Awareness

### To Contact Sneha Foundation:

24x7 Helpline Phone: 91-44-2464 0050, 2464 0060  
 Helpline Email: help@snehaindia.org  
 Admin E-mail: admin@snehaindia.org

## Jumble Sales

Annual fund raiser was initiated by the trustees of TCF. Towards this event well-wishers, friends and staff donated items like clothes, kitchen wares, toys, books and other articles, to provide an opportunity for the deserving to buy various items at a nominal cost.

This year TCF in collaboration with Raj Holdings conducted the sale at 3 places namely

- T Nagar - 28<sup>th</sup> February 2014
- Alinjivakkam - 1<sup>st</sup> March 2014 and on 3<sup>rd</sup> March 2014
- Koppal - 11<sup>th</sup> & 12<sup>th</sup> March 2014

We raised a total amount of ₹. 70,000! A big thank you! to all our well wishers, who donated the items. And a round of applause!! To all the members, who helped in sorting and segregating the donated items as well as manning the stalls. The amount raised was used to purchase spectacles and fund an inverter in the Primary Health Centre, Panchetty village located near Ponneri.



at Koppal, Karnataka



at T. Nagar

We welcome your generous support. Kindly contact us to donate/support us. Collection drive will be held between January and February of every year.

## 7<sup>th</sup> International Women's Day celebration

International Women's day in collaboration with Raj Holdings was conducted at the Corporate Headquarters, T. Nagar on 8<sup>th</sup> March. The theme for the year was 'The Importance of Financial Literacy for Women'. Mrs. B. Sumathi Hariharan Aiyar, Manager, Canara Bank circle office, Chennai was the Chief Guest. A former member of the Indian women's cricket team and also the First National & International Woman Umpire, Mrs. Sumathi spoke about various aspects of financial management and offered to place a helpdesk to further assist those who were interested in pursuing the various investment options. Our second Chief Guest, Mrs. Anila Golecha gave a half an hour demonstration on making artificial flowers with ribbons.



Demonstration Session

## Plantation of Tree sapling

We planted 6 Neem trees with tree guards at the Primary Health Centre, Panchetty to provide shade and comfort for the patients who wait to consult the doctors.



Neem Tree with Tree Guard

## Christmas Celebration at adopted Schools

Christmas is a time of giving and sharing. Trustees shared the joy of Christmas with the children of the adopted schools - Social Service League School and Model school on 22<sup>nd</sup> December. The children sang carols. One of the children dressed up as Santa Claus, entertained the other children by distributing sweets, while dancing to the tune of Jingle Bells. On behalf of Trustees, Mr. Sundersan Pillai.K from Raj Hair Intl. Pvt. Ltd. distributed cakes at Social Service League School and Ms. Uma Maheshwari from B & H Exports at Rotary Model School, Muggappair



at Rotary Model School



at SSL School

## News from the Trustees:

### Mr. Benjamin Cherian, Managing Trustee



Benjamin Cherian has been appointed as the Chairman of International Fundraising Committee of the Rotary India Literacy Mission TEACH project

### George B Cherian, Trustee



George Cherian is serving as the Chairman for Madras Midtown Round Table 42 (MMRT 42) for the year 2014-15. Under his Chairmanship funds have been raised to build 18 classrooms at Govt. Higher Secondary School, Pallikarnai. He is also the Foundation Chairman of Rotary Club of Madras



As a community driven initiative, in collaboration with Raj Hair International, The Cherian Foundation have joined hands with Tangled. It is a hair donation drive aimed at donating wigs for cancer patients who lose hair and self-esteem during the course of clinical treatment

## Our Sincere Thanks

### Donors

- Mr. Nadir Kendi, from France donated ₹. 1,50,000/- for the welfare of an orphan child.
- Mrs. Leila Diraviam, donated ₹. 10,000/-
- Mrs. Vanitha Rajkumar, donated ₹. 5,000/-
- Mrs. Mano Bakthavatsalam, donated Hearing Aid

### Supporters

- Dr. Ravindran (Medical Practitioner - PHC, Panchetty)
- Mr. Mani (Health Inspector - PHC, Panchetty)
- Rtn. Christopher Devapragasam
- Rtn. Muruganandam
- Rtn. Ramdas C.N. I.A.S. (Retd)

### Jumble sales Donors

- |                        |                           |
|------------------------|---------------------------|
| ● Mrs. Anitha          | ● Mrs. Mridula Narasimhan |
| ● Mrs. Annie           | ● Mrs. Pankajam Vasudevan |
| ● Ms. Archana          | ● Mrs. Sarojini           |
| ● Ms. Divya Ramprasad  | ● Mrs. Shalini            |
| ● Mrs. Fakria Kapasi   | ● Mrs. Sheela Shetty      |
| ● Ms. Gayathiri        | ● Mrs. Shivani            |
| ● Ms. Indu Phadke      | ● Mr. Sridhar             |
| ● Ms. Jaisri Mital     | ● Mr. Vivek Karunakaran   |
| ● Ms. Jyothi Agarwal   | ● Ms. Tanu                |
| ● Mrs. Kashish Ahuja   | ● Mrs. Usha Chandrakumar  |
| ● Mrs. Manjula Sayeram | ● Mrs. Vanitha Rajkumar   |
| ● Ms. Minal Kripalanai |                           |

*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

### Contact

38, Malony Road, T. Nagar, Chennai - 600 017  
Ph: 044-49278133  
projects@cherianfoundation.org  
www.cherianfoundation.org

### Editorial Team

Mrs. Valsa Benjamin Cherian, Director & Trustee  
Mrs. Karina George Cherian, Trustee  
Mr. J. Vijay Charles Wesley, Project Coordinator, TCF  
Mr. X. Robert Richard, Project Coordinator, RCCT