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RAJ HOLDINGS

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

JAN - DEC 2016 Newsletter | Vol No. 5

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

From the desk of the **DIRECTOR**



Warm greetings to all the well-wishers and partners of The Cherian Foundation. Wish you all Happy New Year.

First of all, let me thank all of you for the support you have given us over the year. We are able to achieve the work we do because of you!

This year, We are happy to announce the launch of our long term initiative, **Project Raha**. This is a project aimed at supporting cancer patients who experience hair loss due to chemotherapy treatment. Given our expertise at Raj Hair, we are driven to take up the cause of women and children who feel socially isolated during this phase when they experience hair loss. This feeling of isolation is more so significant in the economically lower strata where long hair is considered an integral part of beauty. The battle against cancer is hard. Hair loss is the most apparent physical sign of their battle. At The Cherian Foundation and Raj Hair, we are committed to the cause because we believe we have the expertise to help bring a smile on their face. We have included details of the project in this newsletter.

Hoping for your continued support.

Valsa Benjamin Cherian
Director, The Cherian Foundation

Enjoy reading our fifth edition!

GLIMPSE of 2016



ABOUT THE FOUNDATION



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



The Cherian Foundation (TCF) is 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, Ladies Circles, 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.cherianfoundtion.org or you can call 044 4040 4444 to speak with Charles, Project Coordinator

LITERACY

TCF Scholarship Programmes

This year we received 40 applications and shortlisted 14 candidates who secured marks above 95 percent. TCF awarded Rs18,000 as scholarship for the children based on the level of their grades, during the Raj Holdings Christmas celebration.



Trustees & Director with the beneficiaries

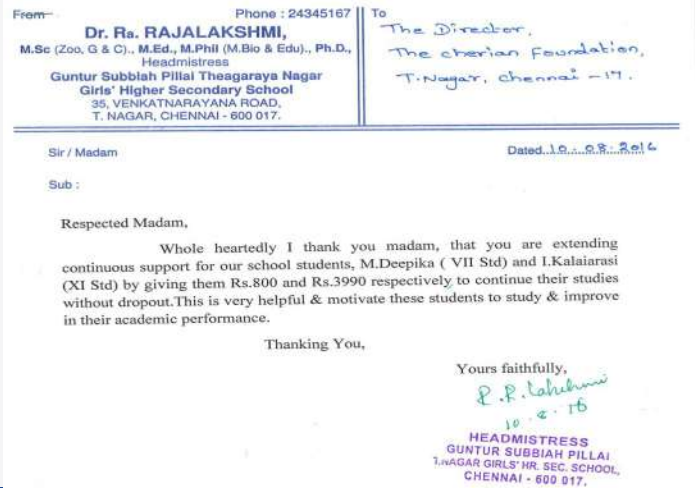
In addition to our annual TCF scholarships, in 2014 we had received a donation of ₹1,895.00 from Mr. Nadir Kendi, towards the education of underprivileged children. The amount was deposited as a Fixed Deposit (FD) with Canara Bank. We are glad to inform you that with the accumulated interest amount, we were able to provide scholarships for 3 deserving students.

1) **Name of the Student:** Kalaiarasi
Class: 11th Grade
Mark Obtained: 309 / 500
Name of the Father: Iyyappanathan (Late)
Name of the Mother: Navaneetham
Mother's Occupation: House Keeping
Name of the School: Guntur Subbiah Pillai
Scholarship Amount given: Rs. 3,990.00

2) **Name of the Student:** M. Deepika
Class: 7th Grade
Mark Obtained: 478 / 500
Name of the Father: S. Manikandan (Late)
Name of the Mother: D. Vani
Mother's Occupation: Domestic help
Name of the School: Guntur Subbiah Pillai
Scholarship Amount given: Rs. 800.00



Trustee & Director with the beneficiaries



Letter received from School Management

3) Miss Ramya who lost her mother at birth is doing her BSc. Computer Science - III-year in Soka Ikeda College of Arts and Science for women near Ambathur. She has been tortured by her step mother and her father is unwilling to pay her College fee. He wants her to discontinue her studies and do house work. She is at present staying in the College hostel and her parents are staying in Bangalore. Ramya is a brilliant student and this year she has been elected as Union President in her College.

Ramya was awarded an amount of Rs. 2500/- towards completing her course.

Our Sincere Thanks to Mr. Nadir Kendi for supporting these children.

Additionally, we distributed scholarships to **two deserving students Rs. 5,000.00** each towards paying their fees, who are from economically poor families.

1. Ms. K. MohanaPriya, D/o. Kandasami (Gardener). She is studying Diploma in Nursing
2. Ms. G. Divya, D/o G. Rajeshwari (Domestic Helper). She is doing her final year in B. Com



Trustees with the Awardees

Our Sincere Thanks to Rtn. Namasivayam for his donation.

Literacy Class

20 candidates from Alinjivakkam and 10 candidates from Mugappair benefited through this programme. Regular tests were conducted to understand their progress. They are now able to read, write and also maintain their own records in their respective work area.



evaluation test in progress at Alinjivakkam

Best literacy students

10 students from Alinjivakkam and 8 students from Mugappair scored well in their literacy tests. They received certificates and prizes during the occasion of Annual Christmas celebration.



Outstanding Students receiving certificates

E-Learning Kit Demonstration at Guntur Subbiah School

E-Learning initiative of Rotary India Literacy Mission aims to improve the quality of education, through high quality local language and curriculum-based e-learning modules to enhance knowledge absorption - retention and critical thinking abilities of children

E -Learning Solution kit with "Samacheer Kalvi" syllabus is specially designed for the Govt. & Govt. aided schools in Tamil Nadu. On 21st September 2016, Director of TCF, had an interactive session along with a demonstration of the kit at Guntur Subbiah School for the 11th Std students.



Demonstration of E-learning Kit

HEALTH CARE

Facilities provided in PHC, Panchetty

•Trustee Mrs. Sara B Cherian wrote an appeal to the Madras Mylapore Ladies Circle 4 towards meeting the needs at Primary Health Centre, Panchetty. We received a donation of Rs. 81, 00, 000. 00



Fridge with Stabilizer for keeping medicine

•.With this amount, we were able to purchase the following items:

- ECG Machine
- Two BP Monitors
- Napkin Incinerator and
- Fridge with Stabilizer for keeping medicines in the Labour Ward.

Cr. Palak Chordia, Chairperson, MMLC 4 visited the PHC and officially donated the equipments on 27th June 2016 in the presence of Cr. Niki and Cr. Sara.

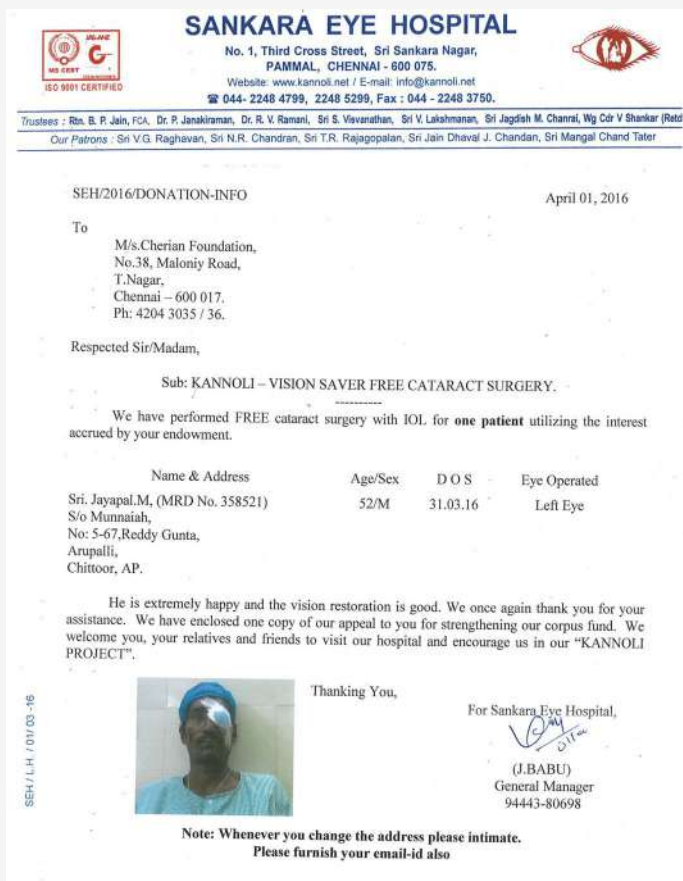


Chairperson MMLC#4 handing over to Chief Doctor

Our special thanks to Madras Mylapore Ladies Circle (MMLC) 4 for their generous donation towards this noble cause.

Cataract Surgery

The Cherian Foundation donated Rs. 10,000/- as an Endowment fund for Sankara Eye Hospital, Pammal in the year 2012. The interest amount from the endowment fund is utilized for cataract surgery for one deserving patient every year. This year, Sankara Eye Hospital, Pammal did a free cataract surgery for Mr. Jayapal.



Letter received from Sankara Eye Hospital

General Medical camp at Mugappair

With the help of Dr. Pragna and Dr. Anisha, we conducted a general medical camp at Mugappair on 09th April 2016. 74 workers and staff benefited through this camp.

36 workers need to undergo further medical test like sugar test, eye test, thyroid test, etc.



Dr. Pragna and Dr. Anisha in action



Staff registering the details in the Medical Card

Our Sincere Thanks to Dr. Pragna and Dr. Anisha for helping us in conducting this camp.

Cancer Screening Camp

On 1st December 2016, TCF conducted a Cervical Cancer Screening Camp at Alinjivakkam with the help of the medical team from 'Family Planning Association of India'. Around 30 women between the age group of 35-45, were examined. 20 women were referred to ESI for blood & sugar test and no pre-cervical cancer abnormalities were found.



Beneficiary received detailed report and Medicine

Our Sincere Thanks to the Medical Team from Family Planning Association of India and our special thanks to Mrs. Jyothi Kasiviswanathan for her support in conducting this camp

Eco friendly Initiative

We now make our own paper bags with the help of our literacy class students for proper disposal of the soiled sanitary napkins at Alinjivakkam. The paper bags are kept in all the restrooms. This work is done on a regular basis as per the requirement.



Disposable Paper Bag made out of old Newspaper

COMMUNITY

Flood Relief Work At Kezhar Kollai & Thenpattinam Village

In the aftermath of the December floods of 2015, we distributed a kit with 5kgs of Rice, 1 kg of dal and 5 soaps on 03rd Jan 2016 at Kezhar Kollai Village and on 9th Jan 2016 at Thenpattinam village. **Totally 377 families benefited.**



Trustees interacting with Beneficiary



Distribution of Flood Relief Materials

Project Raha

Raha is a social initiative of Raj Hair International to provide good quality wigs, free of cost to cancer patients from the economically poorer sections of society.

Apart from making the wigs, Raj Hair will be subsidising the cost of making 1 wig from Rs 15,000 to Rs 4,500. We would be grateful for your support

To execute the project we would be accepting walk in hair donations at our Head Office, in TNagar.

For donating hair:

- You could cut your hair short and donate a pony tail or
- Cut a smaller portion of the hair without disturbing the hairstyle.
- The hair needs to be natural and not treated.
- The minimum length has to be 8 inches.

The Cherian Foundation will be coordinating and executing this project for Raj Hair Intl.

Self Help Scheme under RAHA

Under Raha we also have a SELF HELP SCHEME for poor urban and rural women. We encourage them to collect their comb waste hair. Raj Hair will buy a kilo of this comb waste hair from them for Rs 1,500. These contributions in turn help drive the Raha project.

Tangled Project

Tangled project was a hair donation drive conducted by Rotaract Club of WCC and Green Trends to donate wigs for the poor cancer patients.

Raj Hair International was the wig making partner for this project. As a Charity Partner, TCF spread awareness, raised money and was also the official recipient of foreign donation for this project.

Through the hair donation drive conducted last year, we were able to make 250 wigs for the poor cancer patients. Raj Hair and TCF donated Rs 5,00,000 lakh towards the project

We thank our Trustee George Cherian and our Director Mrs Valsa Cherian for their generous donations. We also appreciate Mr S Balaji, Mr. T.V Subramanian, Ms Kalyani for their contribution.



Wig for the Cancer Patients

Toys donation for Crèche

Trustee Mrs. Sara B Cherian donated toys for the creche children at Alinjivakkam. Currently there are 12 children who are under care at the creche. Children were excited to receive the toys.



Director and Trustee with the children at the Creche

Charity Bazaar- Annual Fundraiser



Clean your place & put a smile on a face

This project provides a platform in which donors can donate “new or gently” used items which is of no longer use to them. The recipients in turn take pride in contributing a small sum for each of these items thereby helping the Foundation to raise funds for a noble cause.

In the month of February, we successfully conducted Charity Bazaar in T. Nagar, Alinjivakkam, Mugappair and Koppal. We collected Rs. 1, 71, 573.00 through this fundraiser. We thank the donors, especially, the trustees for their contribution. The proceedings from the Charity Bazaar will go for the renovation of school in KizharKoolai Village. At present, we have kept the amount in a fixed deposit.

Charity Bazaar in Support of Cancer Institute (WIA) Adyar

This year we conducted an additional Charity Bazaar to extend support to MMLC 4 to raise funds towards creating a park for the children at Adyar Cancer Institute, Chennai. The total cost of the project is INR 12,50,000.00. The cost includes:

- Purchase of new play equipment
- Cleaning the outdoor play area
- Removing debris
- Raising the soil level
- Soft landscaping
- Providing stone benches for the patients

TCF will be contributing Rs 1, 00,000 towards the cause.

The park will be commissioned in February 2017.



Existing children's park at the Cancer Institute

What you can donate to the Charity Bazaar?

Books, DVD's, Sporting goods, boarding games, toys, Appliances, crockery, cutlery, utensils, Clothes, shoes, bed sheets, pillows, hand bags, etc

- New items
- Gently used items
- Non-perishable items

TCF CELEBRATES

9th International Women's Day - 2016

Our theme for the year was “Celebrating Women”. Rtn Vidya Raghu, founder of Skill Gurucool was the chief guest. She gave a wonderful speech on how to strike work place-family life balance. She also spoke about the importance of a healthy diet plan and inclusion of millets in it.



Audio visual games were conducted by Mrs Hemalatha.



Chief Guest addressing the gathering

Christmas celebration at our two adopted schools

1) Social service league school

On 22nd December 2016, we celebrated Christmas with 35 children



Director distributing Cakes

2) Rotary model school

We distributed cakes to 181 children on 23rd December 2016. Children sang carols and conveyed their wishes and thanks to the trustees.



Special Dance by Students

TRUSTEE NEWS

Benjamin Cherian, Managing Trustee



He is serving as the Co-Chairman for **Rotary South Asia Literacy Summit** which will be held in March 2017.

This Literacy Summit serves as the ideal platform to discuss literacy and plan for total literacy in India through the T-E-A-C-H program.

George B Cherian, Trustee



He served as the Chairperson of Rotary District Conference, the most awaited event of Rotary district 3230, which was held on 6th and 7th February 2016 with the title "UTSAV" at the Chennai Trade Centre, Nandambakkam. It saw a record breaking total registration of 1834 Rotarians from RI Dist 3230. Amongst

many firsts, the highlight was the introduction of a Rotary Expo. It was inaugurated on 5th February 2016 by Actor Mr. Sarath Kumar, in the presence of Kalaimamani PDG. Sv. RM. Ramanathan. Rotary Expo 2016 was a professionally conducted exhibition focusing on Education, Health, Environment and Lifestyle in 94 stalls. More than 10000 people visited the three day Expo.

Currently George is in charge of Venue Arrangement for Rotary South Asia Literacy Summit which will be held in March 2017.



Audience at Rotary Dist. Conference UTSAV



Evening Entertainment - International Dance



UTSAV Stalls



Inauguration of Rotary Expo



Trustee at Fitness Stall



Life Style Stall

Sara B Cherian, Trustee



Sara B Cherian, has taken the position as Manager - Business development in B & H Exports and is also taking lead in the Tangled project. She has joined Madras Mylapore Ladies Circle 4 and is actively taking initiative in raising funds for the children's park renovation at Adyar Cancer Institute.

OUR SINCERE THANKS TO:

Project Supporters and Well Wishers

- Mr. Arin Brahma
- Mr. Nadir Kendi
- Rtn. Namasivayam
- Dr. Pragna and Dr. Anisha
- Family Planning Association of India
- Guntur Subbiah Pillai T. Nagar Girl's Hr. Sec. School
- Sankara Eye Hospital
- Madras Mylapore Ladies Circle #4
- Primary Health Centre, Panchetty

Donors to Charity Bazaar

- Ms. Anitha Srinath
- Ms. Ashwin & Kashish
- Ms. Archana

- Rtn. Christopher Devapragasam
- Ms. Divya Ramprasad
- Ms. Fakria Kapasi
- Ms. Jaisri Mital
- Ms. Javanthi Singaram
- Mrs. Jyothi Kasiviswanthan
- Mrs. Padma Chandran
- Ms. Parimala Ramachandran
- Ms. Pankajam Vasudevan
- Dr. Pragna Mohan
- Mrs. Sarojini Ajith
- Ms. Shalini Voora
- Ms. Shivani
- Rtn. J. Sridhar
- Mr. Tabrez Habeeb
- Tr. Vasudeva Das

*We thank the staff
and workers of*



RAJ HOLDINGS

RAJ GLOBAL HOLDING Pvt. Ltd.

RAJ HAIR INTL Pvt Ltd.

RAJ REDEF MEDIA 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

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Editorial Team

Mrs. Valsa Benjamin Cherian, Director & Trustee
Mrs. Karina George Cherian, Trustee
Mr. J. Vijay Charles Wesley, Project Coordinator

Foreign Donors

Account Name : The Cherian Foundation
Bank: Canara Bank
Account Number : 0917201009289
IFSC Code: CNRB0000917
Branch : T. Nagar Branch
Address: New No. 26, Old No. 22,
Duraismamy Road, T. Nagar, Ch - 17
Type of A/C : Current Account

Please find given below the Remittance Procedure for Overseas Donors:

PLEASE INSTRUCT YOUR BANKERS TO REMIT THE AMOUNT IN USD TO JP Morgan Chase Bank, 270, Park Avenue, New York, NY-10017. U.S.A.
Swift Code : CHAS US33

Credit to Account :

001-1395969 of Canara Bank,
International Division, Mumbai, India.
Swift Code: CNRBINBBID

For final credit to:

Canara Bank, T. Nagar Branch. Beneficiary Details: The Cherian Foundation A/C Number: 0917201009289

With instruction to send SWIFT MT 103 to Canara Bank, Foreign Department, CNRBINBBMFD.