



FEVICOL BONDS OVER 22,000 WOODWORKERS TO CONTRIBUTE IN A UNIQUE PAN-INDIA COMMUNITY INITIATIVE

Mumbai, Dec 20, 2013: Fevicol bonded over 22,000 woodworkers and contractors, in a unique pan-India community initiative - **SHRAM DAN DIVAS** on December 20th. Quite literally put, these 22,000 woodworkers and contractors donated a days' labour free of cost to repair and refurbish furniture at over 325 schools, institutions and organizations for underprivileged children. The activity organised under the auspices of the Fevicol Champions' Club (FCC) was conducted in more than 145 locations across the country.

The Fevicol Champions' Club (FCC) is an exclusive club for woodworkers and contractors undertaken by Pidilite, which is the market leader in consumer and specialty chemicals. Pidilite has extended its support to the woodworkers and contractors participating in Shram Dan Diwas, by providing all the participants across India with the tools and materials required for carrying out their repair work.

In Chandigarh region, over 2189 FCC members participated in the Shram Dan Diwas by conducting repair work at over 26 needy organizations including schools for specially abled, municipal schools, and government schools. This unique community initiative witnessed the woodworkers and contractors conduct their activities across various beneficiary schools and institutions.

Mr. Nilesh Mazumdar, President-Sales and Marketing, Fevicol Division, Pidilite Ind. said, "We are humbled by the heartfelt gesture of FCC members where daily wage earners such as woodworkers and contractors renounced their income for an imperial cause using their skills and intellect. Third year in a row, Shram Daan Diwas has grown four folds. With each year, untold members want to join the FCC wing to contribute something to the society and community at large. We are more than happy to be associated in whatever way possible and pay advertence to their efforts. Needless to say, the blessed feeling we carry back home upon having lit up thousands of smiling faces of the underprivileged is indescribable."

Fevicol Champions' Club serves as a platform for the carpenters and their families to learn and enhance personal and professional skills to further expand their business. It also helps their spouses and children to develop a hobby apart from engaging into various social and cultural activities. In the past, various activities have been undertaken by the club such as training workshops; Self development programs; Medical camps: blood donation, pulse polio, eye check-up,



health check-up etc.; Religious celebrations: Diwali, Chhat festival, Navratri etc.; Social events: cleanliness drive, feeding poor, tree plantation etc.; Children activities: baal mela, scholarships to name a few.

Shram Daan Divas has grown leaps and bounds by making a mark and entering into Limca Book of Records, Asian Book of Records among others. The FCC members have gone out of their way to undertake various initiatives for needy community including creating special type of sound proof plywood in classroom for students of Deaf and Dumb school, undertaking free repair work for institute with no monetary assistance, building cement and china benches at a 100 year old crematorium supporting through flood relief funds, among others.

Last year, 15000 woodworkers reached out to 306 institutes. Shram Daan Diwas was celebrated across the country in cities like Mumbai, Delhi, Pune, Nagpur, Nasik, Ahmedabad, Baroda, Rajkot, Surat, Gandhinagar, Gondal, Amritsar, Ludhiana, Jalandhar, Meerut, Roorkee, Bareilly, Sahranpur, Bangalore, Chennai, Kolkata, Chandigarh, Patna, Jaipur to name a few. Institutes repaired in these cities include blind schools, tribal schools, schools for disabled, municipal schools, orphanage, government schools and hospitals, old age homes amongst others that are operated by NGO's and government.



■ Workers repairing broken school furniture on the occasion of Shram Daan Diwas at Government Model Senior Secondary School in Sector 26, Chandigarh, on Friday.

ABHISHEK SETHI/HT

Fevicol celebrates Shram Daan Diwas

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CHANDIGARH: Fevicol bonded over 22,000 woodworkers and contractors, in a unique pan-India community initiative, Shram Daan Diwas (Labour Contribution Day), on Friday.

These 22,000 woodworkers and contractors donated a

days' labour free of cost to repair and refurbish furniture at over 325 schools, institutions and organisations for underprivileged children. The activity organised under the aegis of Fevicol Champions' Club (FCC) was conducted in more than 145 locations across the country out of which 26 were in the city.

Pidilite extended support to

woodworkers and contractors by providing all participants across India with the tools and materials required for carrying out the repair work.

Over 2,189 FCC members participated in the event. Repair work was carried out at schools for specially-abled, municipal schools, and government schools.