

Fevicol Champions' Club celebrates Yoga Day

Over 1400 woodworkers come together to celebrate the First ever international Yoga Day

FCC's Step towards Inner Peace and Fitness

June 26, 2015, Mumbai: Over a thousand members from Pidilite's Fevicol Champions' Club (FCC) turned out to mark the first-ever International Yoga Day on Sunday, taking part in yoga camps all over India organized by the club.

A total of 70 clubs participated in the camps organized by the FCC across various cities with more than 1,400 members turning out across Ahmedabad, Delhi, Bangalore, Hyderabad, Mumbai, Kanpur, Chandigarh, Chennai, Udaipur, Ujjain, Ratlam, Mandor, Silliguri, Cuttak, Kolkata & Mysore.

The main aim of organizing the nationwide initiative was to increase the reach and influence of the FCC also to create awareness among the FCC members while emphasizing the importance of fitness and inner peace to its members. FCC with the support of its members also undertakes other activities like Shram Dhaan Divas for the society at large.

Given the success of the Yoga day initiative, the FCC, going forward, plans to organize the camps every year.

About Fevicol Champions Club (FCC)

FCC, a non-profit organization set up by Pidilite, 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 and pulse polio drives, eye check-up, health check-up etc. The FCC has also organized celebrations for festivals like Diwali, Chhat festival, Navratri etc. It has contributed to society by organizing cleanliness and tree plantation drives, feeding the poor, etc and held activities for children like baal mela and scholarships to name a few.

Today, the FCC comprises 300 clubs in about 145 cities with over 40,000 members across the country.

About Pidilite:

Since its inception in 1959, Pidilite Industries has been the pioneer and market leader in adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our product range also includes paint chemicals, automotive chemicals, art materials and stationary, fabric care, maintenance chemicals, industrial adhesives, industrial and textile resins and organic pigments & preparations. Most of the products have been developed

through strong in-house R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are M Seal, FeviKwik, Fevistik, Roff, Dr. Fixit, Sargent Arts, Hobby Ideas and Cyclo.

Brighten Up Your Rainy Days, With Hobby Ideas Monsoon Masti Camp

'Capture your favorite season on canvas forever'

Monsoon is about playing in the rain, enjoying delicious snacks and basking in the visual treat offered by nature in the form of a rainbow in the sky and greenery all around. Although, most of us welcome this incredible season with lackluster umbrellas and gumboots, let's do it differently this time. Let us enjoy this monsoon with loads of wacky crafts and colors and make our own personalized umbrella designs in the Hobby Ideas Store.

Hobby Ideas, India's first premium chain of art, craft and hobby stores presents **"Umbrella Painting & Canvas Painting Workshops" in the Monsoon Masti Camp**. These workshops have been designed for kids in the age group of 6-12 years as well as grown-ups in the age group of 25-45 years.

The craft experts at the Hobby Ideas stores will train participants in the following activities:

- **Umbrella Painting with multiple designs**
- **Canvas Paintings - Themes based on Rainy Season**
 - **For kids**
 - **For adults**

Hobby Ideas store is also offering SALE up to 50% off on a number of categories such as Decoupage, Card Making, Children DIY Kits, Scientific Kits, Air Drying Polymer Clay, 3D painting Kits & Puzzles.

Why wait? Visit the store and indulge yourself and your child in some innovative & creative activities and help shape their imagination.

Fees: Workshops are available in the range of Rs.550 to 1000/-. The workshop cost covers material charges & training by a Hobby teacher.

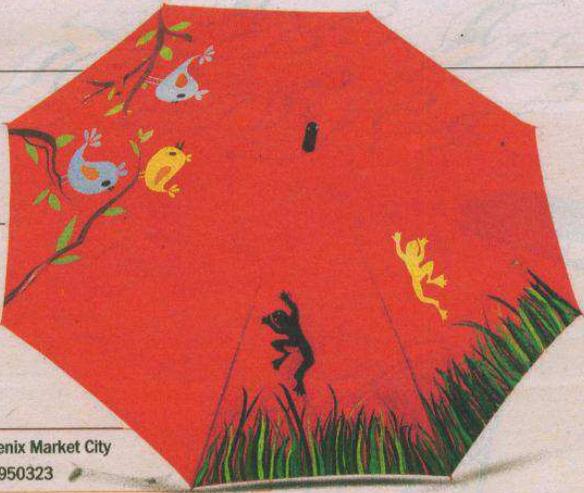
Venue and Contact number:

Mumbai: Kemps Corner 022-23825621 | Malad - Infiniti Mall 022-66490239 | Vashi - Inorbit Mall 022-27814501 | Bhandup - Neptune Magnet Mall 022-67105434

For more details visit: <http://www.hobbyideas.in>

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Add zing to your otherwise dull monsoon apparel and accessories with bright colours and creative designs. The Monsoon Masti Camp organised by Hobby ideas will hold an umbrella and canvas painting workshop for both kids and adults. Participate in this creative activity to customise your umbrellas and monsoon accessories to suit your taste. All materials required for the workshop will be provided at the venue.