



Moser Baer Trust organizes 'Sangam'- the confluence of its community development programmes

Flags off 3 new programmes on the occasion

Greater Noida, December 4, 2010: Moser Baer Trust organized *Sangam* - an annual confluence of its community programs to felicitate the myriad beneficiaries of its various programmes. The landmark event for community development also witnessed the launch of some major programmes in the areas of (1) enhancing livelihood opportunities and (2) health practices among womenfolk and youth. Additionally a programme towards **safe disposal & recycling of CDs and DVDs** to reduce environment impact was also flagged off. The event also marked the conclusion of **Moser Baer Responsibility week** observed through out the week from 29th November till 4th December 2010. Approximately lives of **25000 beneficiaries** were positively impacted through various programmes of the Trust and in addition approx 1000 more beneficiaries would potentially influenced during the current year. These new programmes under partnership with credible entities like NABARD, GMR and other government agencies aim to replicate the success achieved through earlier programmes of the Trust.

Speaking at the occasion, Mrs. Nita Puri, **Trustee, Moser Baer Trust**, said: "Our philosophy of *Coming together is a beginning, Keeping together is progress and Working together is success* has helped the communities reap the benefits of these programmes. I would like to extend my gratitude to our various partners who share our belief in empowerment and self-reliance and have worked towards achieving success in these endeavors." She further added, "Some of these beneficiaries after completing their training are gainfully employed and are contributing to the income of their families. I am also equally happy to note that lot of these people have become **ambassadors** of the Trust and are successfully engaging with the community."



At Moser Baer, sustainable development and deep adherence to corporate social responsibility is the way it does the business. A special emphasis is given towards thinking newer ways in which the company can genuinely contribute to the development of the society. 'Sangam' is an initiative to salute the spirit of the community to evolve and empower themselves to become self-reliant.

Commenting on the occasion, **Ranu Kulshrestha, Head CSR, Moser Baer India Limited**, said: "The launch of these new programmes is the next step in our plan that will usher in a greater degree of self reliance and empowerment of these beneficiaries. Our vision of inclusive growth should equip these children to actively participate in the society with ease. This new initiative is in line with our overall focus towards empowering the youth, particularly women. Every year, a large number of women from under privileged backgrounds are gaining immensely by joining MBT programmes." She further added, "We have declared 29th November till 04th December as the **Moser Baer Responsibility Week** - a week where every employee can make his or her contribution to the community in their own way."

About Moser Baer Trust:

Moser Baer Trust is a community development vehicle of Moser Baer India Limited (MBIL). Its programmes are framed and rolled out after a detailed stakeholder dialogue. It has an independent budget and a plan of action. Its community development programmes are designed to meet the Millennium Development Goals (MDGs) as part of MBIL's contribution towards nation building. At Moser Baer, we believe that Corporate Social Responsibility (CSR) is the way to conduct business that achieves a balance or integration of economic, environmental and social imperatives while at the same time addressing stakeholder expectations.

About MBIL:

Moser Baer India Limited, headquartered in New Delhi, is a leading global technology company. Established in 1983, the company has successfully developed cutting edge technologies to become one of the world's largest manufacturers of Optical Storage



media like CDs and DVDs. The company also emerged as the first to market the next-generation of storage formats like Blu-ray discs in India. In recent years the company has entered into exciting areas of home entertainment, consumer products and is set to lead the technology curve in tapping renewable energy resources in the high growth photovoltaic space. Over the years, Moser Baer India has emerged as one of the most credible brands focussed on hi-tech manufacturing and R & D activities. It is continuing to unfold the next generation innovative technologies that will catapult India into a respectable manufacturing hub.

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