

For Immediate Release

Moser Baer Trust launches 'Aakar' - a centre for capacity building amongst marginalized women in Noida, UP

Noida, 22 April 2010: At a unique event organized today at village Nagla, Noida, Moser Baer Trust (MBT) inaugurated '**Aakar**' - the mother centre, which will help build capacities amongst marginalized women and promote sustainable livelihood in the adjacent communities. *Aakar* will offer specialized & focussed programs in skill development, gender sensitization and capacity building towards developing entrepreneurial skill set among womenfolk. It aims to directly engage with 400 women in the current financial year, who will also be trained in managing accounts (book keeping and maintaining ledgers), taking stock of inventory and managing time schedules of workers. The centre would work as a model livelihood unit promoting fair trade practices, drudgery reduction and women empowerment.

Nita Puri, Chairperson, Moser Baer Trust, said: "Aakar is not a training centre alone; it is going to unfold as an integrated capacity development programme in villages in and around our operational areas in next few years. The concept is to capture market demands (like packaging, embroidery, and bakery and sundry demands generating from nearby garment export houses) and enable a group of women to become enterprising and seize the economic opportunity. We see a set of 5 to 7 such centres of *Aakar* mushrooming in the vicinity of our plant at NOIDA and Greater Noida in next 4 to 5 years time. It's our dream that they will eventually form a Federation of their own which is self reliant, profitable and sustainable."

During the ceremony, the Trust awarded certificates to 70 young people on successful completion of training imparted under the digital literacy program by **Moser Baer Trust** in partnership with the **NASSCOM foundation**. The digital literacy program, running in three villages in Noida and Greater Noida has catered to more than 700 young people.