

## Moser Baer Trust partners NABARD to start a Health and Livelihood programme 'PAHAL' in Noida

- Programme to target women and adolescent girls in the age group of 14-50 years in 200 villages over a span of next 3 years
- To involve the Self Help Group (SHG) members in the villages, existing non profit organizations/Auxiliary Nursing Midwives/ASHA workers in Gautam Budh Nagar to generate awareness for the programme.
- Market the low cost sanitary napkins innovatively by placing vending machines in schools and colleges, using the community depot holders etc.

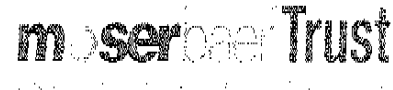
**Noida, 08 Mar 2011: Moser Baer**

**Trust**, the community development arm of Moser Baer India Limited, has started **PAHAL** (Programme and Advancement of health & Livelihood) in partnership with **NABARD** to enthuse and enable sustainable livelihood among the rural womenfolk. As a part of this programme, a manufacturing unit has been set up which will produce low cost sanitary napkin in Noida. An education campaign to generate awareness on the benefits of hygienic practices is also being launched to ensure wider reach and acceptance of these sanitary napkins. MBT is targeting to reach

out to Womenfolk in **200 villages** during this **3 year programme**. The unit will be completely managed by women and is expected to generate employment opportunities for 200-250 rural women.

### PAHAL Snapshot:

1. **To provide employment opportunities to rural women by**
  - Establishing low cost sanitary napkin unit.
  - Creating innovative sales and marketing channels.
  - Grooming SHG members as evangelists to the programme.
2. **To enhance personal health care and hygienic practices by**
  - Creating awareness about hygienic practices related to menses cycle.
  - Providing sanitary pads at their doorstep



The Trust will tie up with schools, social marketing channels, and health centres to promote the product. In order to provide easy access to the products, vending machines will be setup in Girls schools and colleges.

Speaking at the occasion, **Mrs. Nita Puri, Trustee, Moser Baer Trust**, said: "No initiative can be successful if it is not sustainable and does not positively impact the womenfolk. **PAHAL** is an initiative to encourage rural women to become self reliant and help them adopt better hygiene practices. We aim to reach out to women in **200 villages** and convert them into 'educators' who will spread the message of benefits of this initiative." She further added, "In order to promote sustainable model, a federal body is being formed and its members are being groomed to run the Unit independently. We are thankful to NABARD for joining us towards this programme."

Pointing out highlights of the programme, **Ranu Kulshrestha, Head CSR, Moser Baer India Limited**, said: "We had conducted a survey to understand the health and hygiene needs of these women. During this survey, we found that these women did not have easy access to low cost sanitary napkins because of which there was lower usage. To address this gap, we are setting up vending machines in schools and colleges, innovatively market using 'community depot holders' and other mix of marketing tools." She added, "We see introduction of low cost sanitary napkins along with proper awareness generation among the community as a tool that will have a direct and positive effect on the health and economic status of women in rural areas."

#### **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.*

**Website:** [www.moserbaer.com](http://www.moserbaer.com)

**For further information please contact**

**Abhinav Kanchan** (abhinav.kanchan@moserbaer.in)

+ 91-9958867269 / 011-40594175

**Balaji Krishnaswami** (balaji.krishnaswami@moserbaer.in)

+91-9971757474 / 011-40594338

**Sona Endow** (sona.endow@moserbaer.in)

+91-9891944882