

## moserbaer Trust

Moser Baer Trust celebrates 'Sangam-2012' - its 4th annual CSR meet

*Trust to bring positive influence to around 41 villages in India by 2013*

Greater Noida, Uttar Pradesh, December 5, 2012: Moser Baer Trust (MBT) organized **Sangam-2012** - the annual CSR meet to felicitate beneficiaries, partners, employees and other stakeholders of its community development programmes at the company's Greater Noida premises today. Along with felicitation, **Sangam** is a platform to appraise MBT's progress and to chart out goals for the next year.

Giving a glimpse of MBT's achievements in 2012, Ranu Kulshrestha, Head CSR, shared that the Trust has now expanded its reach to other states of the country. MBT has introduced knowledge-based initiatives, reaching out to more than 2000 farmers to help them learn innovative techniques of agriculture for betterment in the crop yield. The Trust also aims to launch solar power and LED based street-lighting initiative in rural areas.

Team MBT acknowledged and thanked its various partners in progress for acceding to the vision of the company and extending support. These include NABARD, NASSCOM, Samsung, Empower Pragati, Usha International, Smile Foundation, ITS Dental Collages, State education and health departments, etc.

Apart from external stakeholders, **Sangam** also reaches out to the internal associates by holding Moser Baer Social Responsibility week where employees of all Moser Baer business entities contribute to the vision of the Trust in their own way. This year, the week had the theme - 'I for change' signifying the importance of an individual's effort in bringing the change. The logo of the campaign was unveiled by Ms. Nita Puri.

Celebrated from 29<sup>th</sup> Nov- 5<sup>th</sup> Dec, 2012, the week had special programs focusing on three causes - water conservation, work life balance and disability. Employees contributed to the cause by participating in poster making, slogan writing, role plays, showcasing of short films, a CSR tour to the Trust's support centre, etc.

Speaking at the occasion, Nita Puri, Trustee, Moser Baer Trust, said, "At Moser Baer, sustainable development and deep adherence to corporate social responsibility is the way it does its business. I applaud the active inclusion of Moser Baer employees in the cause via the 'I for Change' campaign. This reiterates our steadfastness towards thinking of newer ways to genuinely contribute to the inclusive development of the society."

Ranu Kulshrestha, Head CSR, said, "With inclusion of new facets in the portfolio such as rural development, innovative agriculture practices, electrification and secondary education, we are hopeful to bring positive influence to around 41 villages of the country by 2013."

After a lowdown on the notable achievements of the trust in 2012, all the participants and winners were felicitated with certificates and mementos. The experience sharing session of the beneficiaries and the performance of MBT children was hugely appreciated by the audience.

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## Editor's note :

Some of the notable achievements of MBT in the fields of education, livelihood and health, in 2012, have been:

- Imparting computer education to 1600 students through 8 computer centres under the Digital Literacy Program.
- Support to 284 and 101 students including school drop-outs and girl children through its non-formal education and *Sarva Shiksha Abhiyan* programs respectively.
- Adoption of 2 rural government schools in MP and introduction of the unique "Building as Learning Aids" concept focusing on quality and cost-effective education model : opening of support centres and primary education centres.
- Opening of bag making units at Anuppur as an extension to its ongoing initiative AAKAR- a livelihood development program for skilled and unskilled women associates.
- Pilot Debt Recovery Agent training program for young people in association with the NGO Empower Pragati.
- PAHAL (Promotion and Advancement of Health and Livelihood) - the sanitary making unit run by women only, has now presence in 16 villages of Noida and Greater Noida through 40 depot holders.
- Health care to 11,500 people residing in Noida and Greater Noida through its mobile health units.

## **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.*

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**About MBIL:**

*Moser Baer India Limited headquartered in New Delhi, is a leading global tech-manufacturing 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. Over the years the company has entered into exciting areas of content replication, home entertainment and is a market leader in the high growth photovoltaic space. It is the only company worldwide to receive the prestigious 5-star rating from TÜV Rheinland for 3 years in a row maintaining highest standards of quality in manufacturing PV modules. Moser Baer India has emerged as one of the most credible brands focused 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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