

May 02, 2015

The Manager,
Listing Department
The National Stock Exchange of India Limited,
"Exchange Plaza", C-1, Block G,
Bandra- Kurla Complex,
Bandra (East), Mumbai- 400 051

The Corporate Relationship
Department
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400001

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Sub: Press Release

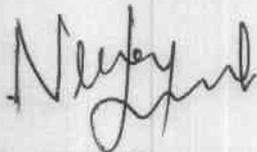
Dear Sir,

Please find enclosed herewith a copy of the Press Release which is being released today.

Thanking you,

Yours faithfully,

For Moser Baer India Limited



Company Secretary



Encl: As above

E-mail Id: shares@moserbaer.in CIN No.: L51909DL1983PLC015418



Moser Baer Trust starts ‘SAMARTH Centre’ for Noida youths

- **Moserbaer Trust’s yUDAI**.(Youth Development & Action Initiative) completes first phase of its training programme for developing ‘**Life Skills and leadership amongst local youth**’
- Supported by D.S. Group, a batch of 102 trainees is ready for the action as young change makers.
- In all MBT has trained more than 300 youngsters.
- Kick-starts the first edition of Annual Youth Festival – AAGHAAZ
- 650 students completed DLP(Digital Literacy Programme) from Moserbaer Trust, totalling to 6050 till March 2015
- ‘**SAMARTH**’ multi-service centres exclusively for adolescents and youth will train and cater to the needs of approx. 500 youth of Noida every year

New Delhi/Noida, April 26, 2015: In continuation with its commitment towards developing socially active and responsible youths, **Moser Baer Trust**, the CSR arm of Moser Baer India has established a resource centre for youth ‘SAMARTH’ in Mamura village of Noida, Uttar Pradesh today . Shri N.P.Singh, DM, Noida, the chief guest during the event along with the Trustee, Mrs Nita Puri, inaugurated the resource centre.

The resource centre will provide a platform for the youngsters to enhance their career and channelize personal interests. The centre would run various training programmes including digital training & vocational courses apart from career guidance and soft skills trainings. The centre library will over a period of time host more than 1000 books of difference genre and will run a movie club aimed at grooming the youth. The centre has focused on the importance of physical well-being and career in sports for youngsters as a result a sport academy is also included in the intervention.

The event also celebrated the first edition of the annual youth festival ‘AAGHAAZ’. During the festival, the students shared their experiences and learning and appreciate the efforts of the Trust. The students completed their 12 months of training which was conceptualized and commenced by Moser Baer Trust under its initiative **yUDAI** in 2014.

Moser Baer Trust has been working for youth skills and leadership development. The Trust felt a need of a training module besides academic studies which would focus upon developing life, intra-personal, social and leadership skills. These children belong to underprivileged families and reside in villages and resettled colonies in NCR region, where they don’t have access to quality education and guidance but get easily involved in mischievous and self-destructing activities.

The 18 months training module faced challenges in convincing the community and parents initially, has successfully completed its first phase of 12 months this week. Currently, around 300 youngsters are enrolled with the different programmes and courses of the module of which 100 from Sector 66 , 8,9 and 10 are supported by D.S. Group . The programme, not only ensures to make youngsters productive, proactive and responsible citizens but also enable them to compete in the society with good intra-personal skill and leadership qualities.

Speaking on the achievement, **Ms Ranu Kulshrestha, Group Head, CSR & Chief Executive, Mosebaer Trust** shared, “Our aim is to channelize the potential and energy of these youngsters who otherwise are caught in the challenges imposed by socio economic and cultural dichotomy in the peri-urban areas like NOIDA. After yUDAI, there are several positive noticeable changes in-terms of their perspective on issues like gender, rights etc. behaviour and responsiveness.”

The event also felicitated around 650 students, who completed the training under MBT’s the Digital literacy Programme, recognised and certified by **NASSCOM**. A panel discussion of students sharing their experiences and learning was a key highlight of the event. The inspiring and entertaining dance and skit performance culminated the event with a message for youngsters to become leaders and responsible citizens of the country

For further information please contact –

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