



Moser Baer Trust celebrates 'Sangam-2011'- its 3rd annual CSR meet

- ***Rolls out 'Value from Waste' campaign and Tribal Art & Craft Development Programme for women artisans***
- ***Lauds partners –NABARD, NASSCOM, Samsung, Usha International for their support in various projects***
- ***Trust to bring positive influence to around 2 lakh people by 2012***

Noida, Uttar Pradesh, December 2, 2011: Moser Baer Trust organized **Sangam-2011** -the annual CSR meet to felicitate beneficiaries, partners and all other stakeholders of its community development programmes at village Nagla, Noida, December 2, 2011.

Keeping environment protection in mind, the 3rd edition of the annual event put immense focus on '**Value from Waste**' to strengthen awareness on the worth of recyclable waste. The theme is an extension of the Trust's ongoing initiative STEP (Step Towards Environment Protection).

The Trust had organized a competition on 'Value from Waste' at Greater Valley School, Greater Noida in November, 2011 which had participation from teachers & students of 12 schools. Winners of the same were felicitated with certificates and mementos, made out of recycled waste at the meet. There was a good display of products made out of waste materials which wowed the audience for their ingenuity. More than **790** students, who have completed their course under the digital literacy programme of the Trust, were also acknowledged.

At Moser Baer, sustainable development and deep adherence to corporate social responsibility is the way it does its business. A special emphasis is given towards



thinking newer ways in which the company can genuinely contribute to the inclusive development of the society.

Speaking at the occasion, Mrs. Nita Puri, Trustee, Moser Baer Trust, said, "I applaud the launch of Tribal Art and Craft Development Programme for women artisans by the Trust. It will certainly play a key role in contributing towards their economic & social empowerment by providing new avenues for their products and training for upgrading their skills." She further added, "A sustainable effort is joint result of skills, resources and learning of all stakeholders. I sincerely believe that if we keep working like this towards inclusive development of the society and betterment of the environment, we will be able to create a difference."

As part of the Trust's commitment towards bringing a tangible change in the health indicators of its areas of operation, it has collaborated with district health department and donated **50** vaccine carriers and **1000** ice packs for the Pulse Polio campaign. The vaccine carriers and ice packs will be used by block Bisrakh, district Gautam Budh Nagar, Uttar Pradesh. The Trust has been actively working in several villages of Noida and Greater Noida through its mobile health van services.

Moser Baer Trust also acknowledged and thanked its various partners in progress for acceding to the vision of the company and extending support. These include:

- **NABARD** – for providing financial and operational support to project PAHAL (Promotion and Advancement of Health and Livelihood). The PAHAL team, comprising of women only, produces more than 200 sanitary napkins every day marketed under the brand 'Umang' and distributed in 15 villages of Noida and Greater Noida in association with agencies like *Anganwadi, Asha*, etc.
- **NASSCOM-** for setting up Moser Baer Trust Knowledge Centres with an objective to promote digital literacy among school students of under-privileged backgrounds. So far, more than 1200 children have been trained under this programme.



- **SAMSUNG & USHA INTERNATIONAL** – as technical partners for the recently launched project YUVA- Youth Unfolding to Various Avenues- providing basic training in electronics repair to youth in village Nangla, Greater Noida.
- Along with these, the trust has also partnered with educational institutes, corporate houses and RWAs for collection and safe disposal of waste CDs/ DVDs.

After a lowdown on the notable achievements of the trust in 2010, select associates were felicitated, from each programme, for their exceptional contribution and support in the implementation and successful running of the programs.

Ranu Kulshrestha, Head CSR, said, “Moser Baer Trust has been touching lives of more than a lakh people through its various programs on inclusive development through initiatives in the areas of health, education, employability training, digital literacy, youth and women empowerment to name just a few. By next year (2012), the Trust will bring positive influence to around 2 lakh people through launch of new programs and expansion in horizons of the existing initiatives.”

She added, “**Sangam**, signifying confluence, has been strives to institutionalize social responsibility and strengthen spirit of volunteerism amongst all partners and community. It acts as a platform not only to appraise our progress but also to enthuse the team further and reinforce the Trust’s commitment towards environment and society and achievement of goals set for next year”

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 community in their own way. This year, it is being held from Nov 27-Dec 5, 2011 and has been witnessing active participation from all employees towards various collection drives, book donation campaigns, role plays, awareness drives on AIDS, green environment practices and human rights, etc. Employees with remarkable contribution in these activities were also conferred with special awards at the event.



Launched in 2009, *Sangam* was initiated as a valedictory ceremony for the students getting trained under various programmes run by the Trust. In 2010, it was institutionalized with a view to recognize the efforts of its partners, stakeholders and friends towards achieving larger goals.

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 Moser Baer India

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 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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This is what some of the partners and beneficiaries have to say about the Trust's initiatives :

- “Initially the villagers did not support us and even discouraged us. We were told that we would not get any ‘profit’ out of the involvement with MBT but, we continued coming. Now people understand and support. Many still do not support but we try our best to convince them” –**Mohamad Arif, Peer Leader, Project Nayee Roshni**
- “The programmes are very much need based. If they can train our staff on their model of social entrepreneurship and NASSCOM would like to develop similar programmes in other communities”- **NASSCOM foundation, partner, Project Digital Literacy**
- “I have been working with *Aakar* centre for past one and half years. The earnings which I got from this centre have helped me to cease all my problems, now I am able to give proper food to my family and my children and I feel so happy about it” – **Bhagwati, member of Project Aakar**