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## **MG Motor and Baroda Citizens Council launch 'Prerna', a one-year Skill Development program for 100 underprivileged women**

**Vadodara, Gujarat, October 17, 2020:** With MG SEWA's strong focus on 'Community' and 'Equality', MG Motor India and Baroda Citizens Council today launched 'Prerna', a one-year Skill Development program aimed at training 100 underprivileged women. 'Prerna' aims to create a financial platform for them and their families in the long-term.

Speaking at the event, **Ms. Tejal Amin, Philanthropist and Chairperson, Navrachna University**, said, "Baroda Citizen Council (BCC) has been doing very important community work for decades. I am very happy that MG Motor India has partnered with BCC under this initiative. The 'Prerna' project is the need of the hour which helps women **develop** skills to attain a better livelihood. We believe that such initiatives will contribute towards the sustainable development goals of the society."

Speaking on the initiative, **Yeshwinder Patial, Director-HR, MG Motor India**, said, "It gives us immense pleasure to launch Prerna, an initiative that perfectly aligns with the Skill India campaign. The idea is to ensure that these women and their families become 'Atmanirbhar' (self-dependent) financially."

MG Motor India has further brought **Dineshbhai Thakur Raval** onboard as the program's Master Trainer, who himself is an inspiration for many. Dineshbhai has been stitching since the age of 14 years and was diagnosed with polio when he was 17-year-old. It left his right hand and leg dysfunctional. However, Dineshbhai didn't let his disability overpower his passion and has worked across Mumbai as well as Surat since then.

### **About MG SEWA**

MG SEWA is an umbrella platform to serve immediate communities with whom the company interacts, especially in Vadodara, Halol, and Gurgaon. Under the Program, the carmaker started supporting the education of girl students in 2019, and more than 60,000 girls have benefitted from it so far. Other initiatives under MG SEWA include skilling unemployed women to make masks, educating 100 teachers and more than 4 Lakh children on road safety in Gurgaon, and sanitising 4,000 police cars. Furthermore, MG has also facilitated enhanced production of ventilators by providing technological and infrastructure support to an MSME player, Max Ventilator, at Vadodara. The production has been ramped up to 4 times in the last 2 months. Recently, the carmaker provided more than 100 Hector cars to frontline workers and donated Hector Ambulances as part of the same. The company has been at the forefront to ensure that migrant labourers received food during the nationwide lockdown. More information can be found at <https://www.mgmotor.co.in/mg-sewa>.

### **About MG Motor India**

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's



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largest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 96 years. MG Motor India has its car manufacturing plant at Halol in Gujarat.

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