

FINOLEX INDUSTRIES AND MMF TAKE GIANT STEP FOR WOMEN EMPOWERMENT

As we near International women's day, let us take a sneak peek into the projects Finolex Industries Limited (FIL) has invested in via its CSR partner, Mukul Madhav Foundation (MMF).

MMF has been working tirelessly over the last two decades, across the verticals of healthcare, education, water conservation & sanitation, to serve our society. Concerns around women's health, education, employability and empowerment have been at the helm. With like-minded partners and collaborations they have been able to succeed in creating impact.

60% of women farmers in Osmanabad have been able to repay their debts & support their children's education. This was possible owing to an intervention by MMF & FIL in 2019 wherein the 312 widow farmers who were identified were educated about the best farming practices, soil testing & selling techniques post harvesting. For this initiative, MMF collaborated with Krishi Vidyan Kendra and at the hands of Shri Chandrakant Dada Patil, former State Agriculture Minister 30 kg of Soya Seeds and 15 Kg of Tuar Seeds were donated to each widow for their first harvest.

In continuation with the agriculture vertical, 100 women farmers in rural Maharashtra were exposed to mechanised farming and crop productivity enhancement techniques in association with BISLD. These 100 champions equipped with knowledge and skill are now training 1000 fellow women farmers in turn. They have been able to complete the cycle – not only empower themselves but

**Mukul Madhav
Foundation**
Established 1999

also share the knowledge amongst their community. Before the foundation stepped in, these women have been actively farming and putting their plots of land to optimal use.

FIL & MMF have been working closely in Palghar, Maharashtra since 2017 where they have successfully completed the construction of 500+ individual toilets for the tribal village inmates in collaboration with Yuva Parivartan. In 2019 MMF extended its work with Yuva Parivartan to build safe, hygienic and equipped Menstruation Homes for women who were otherwise banished into unsafe huts when on their period, as per the village customs. Banishing menstruating women is an unhealthy practice amongst certain tribes in Gadchiroli - a tribal, naxal affected and underdeveloped village.

The home built by MMF is eco-friendly, well equipped with bedding, ventilation and electrification. 2 sewing machines have also been provided so that the women can be occupied during their stay and in turn upskill themselves.

Vulnerable HIV positive mothers and sex workers have been reached out to and are provided with dry groceries on a monthly basis and regularly counselled for their rehabilitation. The affected have been provided with sewing machines to create a livelihood opportunity for themselves. Internationally renowned garment house, Kashka, is providing them training and buying



"My motto is Live to Give. As I always say, there is a lot to be done and in collaborating with like-minded partners, MMF has been able to intervene in the remotest parts of the country and bring about ripples of positive change. It is admirable to see men stand up and support – as is known it takes two hands to clap."

Mrs. Ritu Prakash Chhabria,
Managing Trustee Mukul Madhav Foundation

back the finished goods.

An unconventional project saw MMF guide 30 self-driven young ladies to ITI, Pune girls college where



Womens farmer from Osmanabad.

Finolex Industries is honoured to be able to serve the society with utmost transparency. We have a great employee engagement program with our CSR partner. Our teams pan India have been involved in various initiatives that are taken on by Mukul Madhav Foundation. It is heart warming to have Finolex participating and ensuring that each of our initiatives are well maintained and sustained.

- Mr. Prakash Pralhad Chhabria, Executive Chairman,
Finolex Industries Limited

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they were trained in Plumbing, a vocation which is generally not associated with females. This small batch has created a stir amongst peers and the foundation is likely to support more individuals in the years to come. In addition to providing scholarships to girls in BSc Agriculture and BSc Nursing, a unique initiative – Aaji Bai Chi Shaala (grandmothers go to school) was launched where in 100 senior women in rural area of Junnar district, Pune were provided with basic literacy courses to enable them to be more self-sufficient. In the periphery of Mhada, Solapur

100 girls were provided with bicycles to ensure lack of transport and distance does not deter them from continuing their education.

The NGO has strived to make healthcare accessible to all age groups of women – the young with cervical cancer vaccination, middle aged women with Mammography camps and the senior citizens with geriatric screening camps.

Over the last five years the Foundations focus has been on women – to engage, enable & empower across age groups.

