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## **MG Motor India to adopt 30 learning centres for girl child education in remote villages**

***Carmaker aims to contribute to a better tomorrow through partnership with IIMPACT NGO***

**New Delhi, March 6, 2019:** Underlining its commitment towards community development and diversity, carmaker MG (Morris Garages) Motor India today signed an MoU (Memorandum of Understanding) with IIMPACT, an NGO engaged in providing quality education to the girl child through its learning centres in remote villages across the country. Under the programme, MG Motor India will adopt and support 30 learning centres run by the NGO across India.

Founded by IIM alumnus, IIMPACT aims to reach out to the girl children from socially and economically disadvantaged backgrounds. Through the programme, MG Motor India plans to impart education with subject-wise classes up to 5<sup>th</sup> standard for a period of 5 years. The programme will endeavour to provide access to quality education to at least 1,000 girl children in 2019. To begin with, the programme will cover various centres in the remote districts of Haryana, Rajasthan, and Orissa.

Speaking on the occasion, **Rajeev Chaba, President & Managing Director, MG Motor India**, said, "As part of our community development initiative and focus on gender diversity, we aim to provide quality education to girl children hailing from socially and economically underprivileged households in remote areas across India. Our association with IIMPACT will help us achieve that vision and ensure a strong foundation for a better tomorrow. As part of the initiative, we aim to contribute a certain amount from the sale of every MG vehicle to the learning centres operated by IIMPACT. The initiative also gives an opportunity to the owners of MG vehicles to contribute and support a good social cause."

Commenting on the initiative, **Rema Harish, Executive Director, IIMPACT**, said, "We are proud to associate with MG Motor India, which is focused on diversity as a principle within its organization. Our aim is to provide access to quality education to the girl child, particularly in areas lagging in basic social services and economic development. Regional inequalities are compounded by historical social inequalities, particularly for the girl child and our program seeks to bring about social change through education. We are grateful for this partnership which will help address these issues in the specific areas."

The carmaker has launched its community connect programme focusing on health, road safety, and clean environment, even before its first vehicle hits the market. MG Motor India recently announced a partnership with TRAX NGO to train teachers and educate school students across 300 schools in Gurugram and Faridabad around road safety. Since its launch



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in November last year, the programme titled 'Road Safety and Juniors Programme' has already impacted 295 teachers and 165,000 school students so far, across 257 schools in Gurugram and Faridabad.

MG Motor India is a future-ready organization that is trying to set the industry benchmarks not only in terms of a young & smart work culture, but also in terms of diversity; female employees already account for 31 percent of the company's total workforce, with plans to further increase the number of women hires in the future. With a focus on three key pillars of innovation, diversity and community, the carmaker is building a strong base for its future operations ahead of the MG Hector's launch in Q2 2019.

### **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 more than a million loyal fans, making it by far one of the world's largest clubs for a single brand. MG has evolved into a modern, futuristic and innovative brand over the last 94 years. With plans to soon introduce its brand of vehicles in the Indian market, MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat. The first of these modern MG cars - "HECTOR" will be made available to the Indian customers in the second quarter of this year.

### **About IIMPACT**

IIMPACT NGO was founded 16 years ago with an aim to educate the girl child. The inspiring initiative established by Alumni of IIM-Ahmedabad, through which 60,000 girls of the poorest villages in India have benefited from free primary education. People can join and help us in our mission to free more girls from the shackles of illiteracy, visit [www.iimpact.org](http://www.iimpact.org).