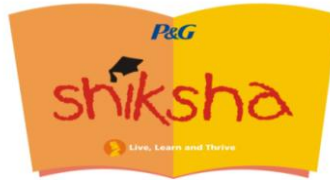


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P&G's Shiksha & IBTADA adopt a school for girls in Gwalda, Rajasthan

~A joint initiative to empower more girls in rural Rajasthan access quality education ~

Bhiwadi, February 25th 2012: P&G's Gillette plant in Bhiwadi has partnered with project Ekta, Government of Rajasthan and NGO IBTADA, to adopt an all girls' school in village Gwalda of Tijara tehsil. the Mewat Balika Vidyalaya with the mutual vision of helping girls in rural Rajasthan access quality education. As part of this, an all girls upper primary school in the village of Tijara Tehsil was inaugurated today by renowned dignitaries Shri Aimaduddin Ahmadji, Health Minister, Smt Naseema Akhtar Insaaf, State Education Minister, Smt Shafia Zuber Khan, Zilla Parmukh, Alwar, Shri A T Pednekar, District Collector-Alwar, Deen Mohammad, Ex-MLA, Tijara Smt Sita Goyal Pradhan, Panchayat Tijara and Shri Sanjay Misra, Plant Manager, Gillette.

As part of this partnership, P&G will be contribution Rs 40 lacs over the next 3 years under its SHIKSHA program – Padhega India to Badhega India. The funds will be utilized for building and maintaining education and infrastructure facilities like class rooms, toilets, drinking water, equipments and materials, good teachers & training programs, infrastructure for nourishment and maintenance and repair of school premises etc.

P & G has a plant at Bhiwadi which is in operation for about past 25 years. Gillette is regarded as one of the best companies in the region. In this Plant, Gillette Blades and Razors are manufactured. P & G is supporting this school under the ageis of its Shiksha program. SHIKSHA is P&G India's signature corporate social responsibility program that is now in its 8th year. Started in 2005, SHIKSHA was envisioned as a platform that provided consumers to make a difference to a cause that the believed in i.e. the education of underprivileged children in India. For every pack of a P&G brand sold in Jan, Feb & March, a certain amount of money is donated towards the cause of children's education which makes Shiksha fund. Over the past 8 years since its inception, Shiksha has already touched 280,000+ children's lives and built or supported over 140 schools across India to enable under privileged children access their right to education.

To support Gwalda School, P & G has partnered with an NGO called IBTADA under Project Ekta of District Administration. IBTADA is running various schools in Tijara Tehsil. Project Ekta is an initiative of the Govt of Rajasthan which seeks to provide opportunities to Industrial Units to contribute in improving lives of the people of local community.

Commenting on this occasion, **Sanjay Misra – Plant Manager, Gillette Bhiwadi plant** said, "P&G's partnership with the Government of Rajasthan & NGO IBTADA under Project Ekta is in line with the company vision of touching and improving the lives of more consumers, more completely and ensuring the socio - economic welfare of the communities we operate in. I urge all parents to send their girl child to school. After all, "Padhega India, tabhi toh Badhega India"

Shri A.T. Pednekar thanked Zilla Parmukh Shafia Khan and Honourable Minister Shri Ahmadji for supporting the Project Ekta which is showing good results in Tijara area with already 100 schools under its fold.

Shmt Shafia Khan appealed to all the residents of the village that they should use this school and the other schemes run by government to the fullest so that Mewat advances on the path of progress. Soon a community health center and training center to teach stitching, knitting etc to girls shall also be opened in Gwalda.

Shri Ahmadji thanked P&G for their contribution and spoke about the government's schemes in the arena of health and education such as 'Janani Suraksha Yojana' under which one lac four thousand ambulances have been started, around 400 crores have been spent on distribution of medicines. Soon work will begin for opening ITI s in Tijara.

He also appealed to other companies to should come forward and make their contributions like Gillette did. Girls needed to be connected to education as only education can lead to development of society. The program was attended by residents of Gwalda and neighbouring villages.