



Procter & Gamble and District Collector launch health & hygiene programs at Satlapur High School, Mandideep

Mandideep, February 3, 2012: Procter & Gamble today introduced two news programs to improve the health and hygiene of the students at Shashkiya High School in Satlapur Vilalge Mandideep - a school adopted by the company's plant in Mandideep over 10 years ago under the aegis of its national CSR Program Shiksha. This was made possible with the active support of Honourable District Collector, Shri.Mohanlal Meena, Raisen, who was present as Chief Guest to inaugurate the revamped Mid Day Meal Programme and launch P&G's national Parivartan Program at the school.

The Mid Day Meal program, which has already been running at the school by the State Government, was further strengthened with necessary supplements by P&G and with Shri Mohanlal Meena's support. This was initiated after a thorough analysis by the P&G team during annual health camps conducted at the school, which revealed nutritional deficiencies in Protein, Vitamin A, Iron and Vitamin C in the children's regular diet. P&G's Mid-day school program, in partnership with NGO NIWYCD Bachpan, aims at an optimized diet plan for the children in alignment with the state government's plan. Along with this initiative took place the launch of P&G's National Parivartan Program, a decade-old program that reaches 2.5 million girls across India every year with timely menstrual education and product samples and helps keep them in school. The program will now be conducted on a yearly basis at the Shashkiya High School in Satlapur, to empower girl students with better health and hygiene.

P&G, in keeping with its purpose to touch and improve the lives of consumers across India, is committed towards the development of communities it operates in. P&G's manufacturing facility at Mandideep, established in 1989 and producing leading brands like Tide & Ariel, Pampers and Whisper, has invested over Rs.1200 Crores in the State while creating over 3300 local jobs directly or indirectly. These programs have been launched with the help of the Satlapur School Administrative committee at P&G's Mandideep Plant, which enables active engagement in the Shiksha Program from every employee.

Shashkiya Satlapur School was the first school supported by P&G's Shiksha, which started mobilizing the government school in 1998. P&G's Mandideep plant adopted the school in 2000, which now empowers 1050 village students including 600 girls with quality education. Mandideep's initiative has inspired P&G's National CSR program Shiksha. Through Shiksha and the support of NGO partner, NIWYCD Bachpan, P&G has been able to transform the school which had just 40 children (10 girls), 1 classroom, 2 teachers and no basic infrastructure to one which now has over 1050 children, 9 classrooms, 20 teachers as well as all basic amenities and a fully equipped library.

Present at the event, **Shweta Shukla, Associate Director & Head, External Relations, P&G** said, *"I am very honored to be here today, as we launch our efforts to strengthen the Government's Mid Day Meal Programme as well as our National Parivartan Programme at the Shashkiya High School in Satlapur Village. Both these programmes are aimed at improving the health of the students at this school, which P&G has been supporting for over 10 years, so that they can better benefit from the quality education provided to them. I am also thankful to the State Government for giving us an opportunity to partner with them on our common vision to educate and empower the girl child. We will continue to invest in the economic and social development of the region through our Manufacturing Facility present in the area, in keeping with our commitment to touch and improve the lives of consumers in Madhya Pradesh and in India."*

**About Procter & Gamble:**

P&G is one of the largest and amongst the fastest growing consumer products companies in India. Its presence spans across the Beauty & Grooming segment, the Household Care segment as well as the Health & Well Being segment, with trusted brands that are household names across India. These include Vicks, Ariel, Tide, Whisper, Olay, Gillette, Ambipur, Pampers, Pantene, Oral-B, Head & Shoulders, Wella and Duracell. P&G operates under 3 entities in India, 2 listed entities 'Procter & Gamble Hygiene & Health care Limited' and 'Gillette India Limited', as well as 1 100% subsidiary of the parent company in the U.S. called 'Procter & Gamble Home Products'. Please visit www.pg-india.com for further details.

About Shiksha:

Now in its 8th year, Shiksha has been successful in impacting 280,000 children thus far, in association with leading NGOs - Round Table India (RTI), Save the Children (STC), Army Wives Welfare Association (AWWA) amongst others. Shiksha has till date built and supported over 140 schools across India.

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