

Press Release

M3M Foundation commemorates International Women's Day by honouring achievements of the marginalized women

-A booklet on government schemes was also unveiled on the occasion

Gurugram, 8th March 2021: M3M Foundation, a philanthropic arm of M3M Group, commemorated International Women's Day by celebrating the achievements of the marginalized women, including wives of construction workers and their daughters at 65th Avenue iMpower Club, Gurugram. M3M Foundation honoured them for their contribution to the household as well as their relentless struggle to make ends meet. The initiative is a part of iMpower- a flagship initiative of M3M Foundation, in partnership with Aide et Action. The Accredited Social Health Activists (ASHA) workers and Auxillary Nurse Midwives (ANMs) were felicitated for their selfless service. A Government Scheme Booklet was also unveiled by Aishwarya Bansal, Trustee, M3M Foundation and Dr Aishwarya Mahajan, Director, Livelihood Education- South Asia, Aide et Action to disseminate awareness on entitlements for the marginalized.

"The initiative is a part of our efforts to celebrate women workforce's achievements at M3M on the occasion of the International Women's Day. As a responsible organization, M3M Foundation is committed to ensuring the safety and holistic empowerment of women through various interventions in healthcare, education and environment sectors," said **Dr Payal Kanodia, Trustee, M3M Foundation.**

The Women's Day celebration was an eclectic medley of activities such as a cultural dance performance, a group dance, Nukkad Natak, games and activities and a prize distribution ceremony. M3M employees, contractors and construction workers and their families also shared their views on the empowerment of women.

"It is heartening to see women making a difference in various fields, be it healthcare, defence or even space. International Women's Day is an apt occasion to recognize their contribution to society. We would like to thank M3M Foundation for celebrating our achievements. We enjoyed the event," said **X**, an awardee.

International Women's Day (IWD) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality.

IWD has occurred for well over a century, with the first IWD gathering in 1911 supported by over a million people. Today, IWD belongs to all groups collectively everywhere. IWD is not the country, group or organization specific.

The objective of iMpower is to build community-led worksite upliftment programmes in identified worksites, in the Gurugram district of Haryana. This is being done by ensuring their entitlements to basic requirements such as education, health, financial and social security, legal aid and their access to State and Central welfare schemes. The children of construction workers are being provided safe and clean places to play, where they can learn and interact with each other and will be protected and nurtured in a healthy environment. In addition to proper nutrition, the children also have access to immunization and regular health check-ups.

This collaboration envisions making a real difference in the lives of the children as well as the women present at the construction sites. The project engages with the age groups from 0 to 35 in and around the worksites of M3M through a multi-functional resource centre. This resource centre is not only a space for supporting children in education but also links the community with government entitlements/schemes. The Resource Centre is also a hub for promoting digital literacy, health, hygiene & nutrition, and space for imparting skill training to the youth.

M3M Foundation, the philanthropic arm of M3M Group, is working towards bringing an equitable development for attaining a brighter India. Education, environment, health, disaster management and socio-economic development are its key areas. The Foundation believes in taking an innovative approach to address social issues by developing a self-sustained program.