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MG & IIMPACT inaugurate 15th digital learning center for girl children in Mewat, Haryana

Mewat, Haryana, December 7, 2020: MG & IIMPACT today inaugurated their 15th digital learning center in Mewat, Haryana. Taking further their partnership to ensure a better tomorrow for underprivileged girl children, the inauguration was a part of the ‘Digital Centres – E-Shiksha Ek Nayi Disha’ campaign launched in June 2020 that aims to establish e-learning centres across the remotest regions in India.

The e-Shiksha online digital learning centers were launched with the onset of the COVID-19 outbreak in March to support girl child education. MG has so far assisted the transformation of 15 out of the 50 IIMPACT learning centers to IIMPACT-ech Studios (digital learning centers) by driving tech-enablement. MG and IIMPACT entered into a partnership back in 2018 to aid the education of underprivileged girls in India. The partnership is aimed at imparting quality classroom education to girls aged between 6 years and 14 years.

The inaugural ceremony in Mewat, Haryana, witnessed the participation of multiple dignitaries including Mr. Rakesh Sidana (National Sales Head, MG Motor India), and Ms. Shubhangi Sharma (Executive Director, IIMPACT), and Preeti Munjal (Head- Training & Development, IIMPACT). The event was attended by the local community with representatives from the local panchayat, teachers, and parents of girl children.

Speaking on the inauguration, **Mr. Rajeev Chaba, President & Managing Director – MG Motor India** said, “At MG, we always lay emphasis on the key problem areas in society. The e-Shiksha initiative, which was launched in the wake of COVID-19, has taken a step further with 15 such centers converted into digital learning centers to support girl child education. As part of our commitment to gender diversity, our partnership with IIMPACT is based on the premise that girl child education is the first step towards women empowerment as it opens several avenues for their financial and social independence.”

Commenting on the occasion, **Ms. Shubhangi Sharma, Executive Director, IIMPACT**, said, “The learning crisis faced by children, particularly in rural areas, has necessitated all concerned with education to devise new strategies for addressing the need gaps. In this context, the collaboration between MG Motor and IIMPACT for *E-Shiksha - Ek Nayi Disha* has a great relevance, especially as the IIMPACT learning centers cater to the rural, first-generation learners from underprivileged communities. A sudden and unprecedented outbreak of COVID-19 has lowered the learning levels for these rural children. The support provided by MG Motor for tech enablement of IIMPACT centres will be an aid in the process of learning. It serves as an important tool in the hands of teachers to re-engage with children. The smart TVs and other devices provided will not only support ALAs (Alternate Learning Arrangements) for children but also help teachers in effectively using the time available.”

As part of its CSR activities under MG SEWA, the automaker has previously collaborated with IIMPACT NGO to support 50 of its Learning Centres (LCs) across Haryana, Rajasthan, Bihar, Odisha, and Uttarakhand. MG Motor is using technology to drive the development of content, create, and disseminate Teaching Learning Materials (TLMs). It further aims to impart training that would directly impact the quality of education provided at these centres. MG will also support tech interventions at a central level to enhance the child’s attendance, participation, and retention.



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At the event, MG Motor India employees also shared the best practices on hygiene and awareness with the parents of the girl children to be better prepared in the new normal.

About MG SEWA

MG SEWA is an umbrella platform to serve immediate communities with whom the company interacts, especially in Vadodara, Halol, and Gurgaon. Under the Program, the carmaker started supporting the education of girl students and many other initiatives like skilling unemployed women to make masks, educating 100 teachers and more than 4 Lakh children on road safety in Gurgaon, and sanitising 4,000 police cars. Furthermore, MG has also facilitated enhanced production of ventilators by providing technological and infrastructure support to an MSME player, Max Ventilator, at Vadodara. The production has been ramped up to 4 times in the last 2 months. Recently, the carmaker provided more than 100 Hector cars to frontline workers and donated Hector Ambulances as part of the same. The company has been at the forefront to ensure that migrant labourers received food during the nationwide lockdown. More information can be found at <https://www.mgmotor.co.in/mg-sewa>.

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-Ahmadabad, 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.

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 thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 96 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 professionals. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented the across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, and India's first Autonomous (Level 1) Premium SUV – MG Gloster.

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