

MG further strengthens its association with Save the Children under the ‘Back to Learn’ initiative

New Delhi, March 24, 2021: MG Motor India has further extended its association with Save the Children under the “Back to Learn” initiative.

The initiative primarily focuses on online teaching classes and a safe return to schools for girl children. It includes reaching out to parents of girls that have dropped out of school, and starting Community Paathshalas with social distancing, to enable the girls to resume studies. It further includes upgradation of database of children in SDMC schools, distribution of education kits and sports kits, and online and offline psychosocial support to school staff. Other activities include enrichment of school libraries and introduction of a ‘WASH package’ as schools reopen.

Speaking on the programme, **Rajeev Chaba, President and Managing Director, MG Motor India**, said, “MG and Save the Children began their association in 2020 intending to empower marginalized girls through quality education. The ‘Back to Learn’ initiative takes our partnership forward by helping girl children enroll back in school and not get engaged in other activities such as household work. We continue to work with various NGOs and other partners in the field of education.”

To further promote the campaign amongst the local communities in Delhi, Mobile Audio-Visual vans will be sent to raise awareness.

Sudarshan Suchi, Chief Executive Officer, Save the Children, said, “We are extremely pleased to further extend our relationship with MG Motor. We strongly believe that when girls are educated, families, communities, and countries become stronger and more prosperous. We are humbled by the support of MG Motor India to ensure the continued education of girls. With the right support they can become change makers for their families and the generations to come”.

MG has previously worked with several NGOs including IIMPACT, a Gurugram-based NGO, to conduct online learning classes for children in the new normal.

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 work force. 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.

About Save the Children

[Save the Children](#) works in 18 states/UTs of India to address children’s most pressing issues on education, healthcare and protection. It is also providing life-saving humanitarian relief during disasters and emergencies. Globally, Save the Children is present in more than 110 countries.

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