



**P&G with CRY & Sony launches "Shiksha" to help educate Underprivileged Children**  
**Each time you buy a P&G product, you help support one day's education of one child**

**Mumbai, 5<sup>th</sup> April 2005:** Did you know that India not only has the world's largest number of children but also the world's largest number of children who are unable to access education? With a mission to make a difference to this alarming situation, Procter & Gamble (P&G) has joined hands with India's premier child rights organisation Child Relief and You (CRY) and Sony Entertainment Television to launch '**Shiksha**', a program to help educate underprivileged children across India. Under **Shiksha**, P&G and Sony will appeal to their consumers and viewers to support the cause and make it easy for them to do so - all an individual has to do is purchase a large pack of either **Tide, Ariel, Pantene, Head & Shoulders, Rejoice, Vicks VapoRub or Pampers** during April, May and June 2005, and he/she will help support **one day's education of one child** per pack purchased.

Irrespective of the sale of its brands from Shiksha, P&G has committed a minimum of Rs. 1 crore to CRY, which will be allocated by CRY to projects with a focus on education, spread across India; Delhi, Barrackpore (West Bengal), Ongole and Chilkaluripet (Andhra Pradesh), Bellary (Karnataka), Salem (Tamil Nadu), Bolangir (Orissa), and Osmanabad, Wardha, Navi Mumbai, Borivali (Maharashtra).

Said **Mr. Ashok Chhabra, Executive Director, P&G India**, "*Shiksha is a part of P&G's global cause credo 'P&G Live, Learn & Thrive' to support Children in Need the world over. In India we specifically chose to support children's 'education' because our country is home to the world's largest number of uneducated children and that makes education of these disadvantaged children the most fundamental need. In Shiksha, each time a consumer buys a large pack of Tide, Ariel, Pantene, H&S, Rejoice, Vicks Vaporub or Pampers in April, May, June'05 she supports one day's education of one child! And irrespective of the sale of our brands, we have committed a minimum of Rs. 1 crore to CRY towards this worthy cause.*"

**Ms. Ingrid Srinath, CEO, Child Relief and You (CRY)** said, "*The everyday choices we make as citizens, consumers and corporates determine the future of our country. It's up to us to decide*

*whether we are willing to permit a situation where over 60 million Indian children are deprived of education and millions more have to make do with sub-standard schooling. Daunting though the numbers are, CRY's experience demonstrates that fundamental, long-term change is possible when each of us pledges our support to address the root causes of the situation. 'Shiksha' will enable millions of individuals to help transform the future for our children."*

Project *Shiksha* is being supported by renowned personalities from myriad fields, leading actors like Kajol, Kiran Bedi, Mandira Bedi, Perizaad Zorabian, Pallavi Joshi, Revathy, Keerthi Reddy, cricket commentator Harsha Bhogle, singer Sonu Nigam, educationist Dr. Snehalata Deshmukh (Former Vice Chancellor - Mumbai University), and tennis prodigy Sania Mirza via their strong endorsements for 'children's education'.

Commenting on her support towards the Shiksha campaign, **Actress & Mom Kajol** said, "*Just like education is the basic right of my little daughter Nysa, so it should be for all little girls in India! Education is the first step to building her confidence, to tap her potential, to be independent, and to speak her own mind. Only when we recognize this and act on it, will a change be seen. We must come together & contribute in our own way. I urge people across India to participate in Shiksha and make a tangible difference to the lives of the little ones.*"

**Dr. Snehalata Deshmukh, Educationist & Former Vice Chancellor - Mumbai University** said, "*There is no doubt that the overall literacy rate in India has increased to 65.4 per cent from 52.2 per cent in 1991. Even then, India has the largest number of uneducated children in the world, 2/3rds of which are girls. UP, Bihar, MP, Orissa and Rajasthan have a higher proportion of out-of-school children. There is a growing need for more people to actively participate in ensuring the children of India, have access to quality education. I urge student, parents and all educationists to support Shiksha and look forward to the day when every child's right to education is met, helping make their young and vibrant dreams, a reality.*"

**Mr. Rohit Gupta, Executive Vice President Sales & Revenue Management, Sony Entertainment Television** added, "*Sony Entertainment Television is glad to partner with P&G for a second time in a row to drive awareness and gather large support for a worthy cause such as Shiksha. As part of our commitment, we have built the program into our popular show 'Ye Meri Life Hai' which is about a young middle-class girl's struggle to come up in life. We hope our viewers will appreciate and contribute widely to the effort.*" Pooja, the young protagonist of 'Ye Meri Life Hai' will be the face of Shiksha, educating viewers about the abysmal state of 'children's education' in India and encouraging them to participate in Shiksha by purchasing a large pack of either Tide, Ariel, Pantene, H&S, Rejoice, Vicks Vaporub or Pampers from April-June end 2005 and help support one day's education of one child, per pack purchased.

*Shiksha* is in keeping with P&G's global cause credo 'P&G Live Learn & Thrive' to support *children in need* across the globe. Some of P&G India's past successful social responsibility initiatives include: PEACE - an environmental education program; FUTURE FOCUS - the first-ever write-in career guidance service; Project DRISHTI - with the National Association for the Blind (NAB), a Sight

Restoration project that gave over 150 girls their vision back; Project OPEN MINDS - a project with UNICEF aimed at education of working children; Project POSHAN - with UNICEF, to combat malnutrition; in partnership with Swayam Shikshan Prayog P&G opened seven Community Resource Centers to generate self-employment, education and micro-credit for the earthquake victims of Kutch and most recently P&G employees volunteered and donated a total of Rs. 32 Lac towards Tsunami Rehabilitation via the PM's Relief fund. P&G India's contributions were recognized when in 1998 it received the Bombay Chamber of Commerce and Industry Civic award for Education, Health and Hygiene for its PEACE Program. Its Project POSHAN received a special Cause Marketing Award at the Economic Times Awards 2000.

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**For more details, please contact:**

- Shweta Shukla, Procter & Gamble, +91 22 2826 7341 / shukla.s@pg.com
- Sonia Huria, Sony Entertainment Television, +91 5693 7275 / soniaH@setindia.com
- Madhura / Latika - CRY, +91 22 2306 3651, cryinfo.mum@crymail.org
- Christopher Samuel / Michelle D'Souza, Madison Public Relations  
+91 22 2826 6000 Extn. 7154 / 7130 / samuel.c@pg.com / dsouza.m.1@pg.com

#### **About P&G India**

P&G is one of India's fastest growing Fast Moving Consumer Goods Companies that has in its portfolio P&G's Billion dollar brands such as Tide, Ariel, Pantene, Whisper, Pampers, Head & Shoulders, and leading brands such as Rejoice – Asia's No. 1 Shampoo, and Vicks – India's No. 1 OTC Brand. With a **turnover of Rs. 1,000+ cr.** and **employee strength of 500**, the Company has carved a reputation for delivering high quality products to meet the needs of consumers. P&G India takes pride in being consistently voted among **India's Best Employers**. Procter & Gamble is committed to making every day in the lives of its stakeholders better through the quality of its products and the sincerity of its service.

#### **About Sony Entertainment Television**

Sony Entertainment Television (SET) India, India's No. 2 general entertainment television channel, is backed by Sony Pictures Television International (SPTI). Its channels include Sony Entertainment Television, MAX, AXN and ANIMAX.

Launched in October 1995, Sony Entertainment Television is a Hindi general entertainment channel, focused at providing quality and innovative entertainment to viewers across India. Over the years, the channel has created significant marquee properties through an impressive line up of programs ranging from the light hearted to the supernatural, exploring various genres complimented by an explosive mix of glamorous events and Bollywood blockbusters. Known for its innovative concepts and exciting formats, Sony Entertainment Television has been providing strong platforms for over 700 brands to reach over 38 million households in India. In addition, Sony Entertainment Television is also available in US, UK, Africa, Middle East, Europe, Canada, Australia, New Zealand, Singapore, Pakistan, Nepal, Bangladesh, Maldives, Malaysia and Indonesia.

Sony Entertainment Television is a part the network of channels distributed by TheOneAlliance - a joint venture between SET India Pvt. Ltd. and Discovery Communications India. Other channels in TheOneAlliance network include MAX, Discovery, Discovery Travel & Living, MTV, Animal Planet, AXN, ANIMAX, NDTV 24X7, NDTV India, NDTV Profit NICK and Ten Sports.

You can download our releases from <http://www.setindia.com/press.htm>. For further information on Sony Entertainment Television, please log onto <http://www.setindia.com/>

#### **About CRY:**

CRY is a leading Indian non profit organization working for child rights. CRY believes that every child has a right to survival, protection, development and participation in an environment of equal opportunity. CRY's approach to sustainable development is based on the firm belief of community empowerment and citizen action whilst holding the state responsible for ensuring children's rights. CRY's objective is to demonstrate that real, sustainable change is possible through the building of grassroots models and through concerted advocacy for child rights. Started in 1979, today CRY partners 157 child development projects across India. To celebrate its 25<sup>th</sup> year CRY has initiated an awareness campaign on the rights of the child. It is represented by a symbol, the pinwheel called the 'Free a Child Chakri'.

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