MB Power CSR adds another milestone for women empowerment by providing sewing machines and training certificates.

Jaithari, 22 May, 2023. Adding another milestone in its effort for women empowerment and employment generation, CSR arm of MB Power has successfully not only ensured training for 15 local girls and women in apparel design and sewing from USHA INTERNATIONAL LIMITED, but gifted sewing machines to many of them also. Plant Head and COO BK Mishra felicitated them with training certificates from Usha International Limited and gifted sewing machines free of cost to those 10 candidates who did not have sewing machine at their home.

• 10 beneficiaries were provided with Usha Silayi School Teacher Certificate and 5 other beneficiaries were handed over with the Usha Silayi School Learner Certificate by BK Mishra in the presence of Plant HR/Admin head Mr. R.K. Khatana, CSR team and other officials. Mr. Mishra said that such initiative not only contributes in self-reliance for women, but paves way for leveraging of such skilling on larger scale in society. On the occasion, said Mr. RK Khatana, “This inspiring initiative is shared vision and dream of CSR, USHA and MB Power management.”

 The company CSR took the service of renowned apparel design trainer in India i.e. USHA INTERNATIONAL LIMITED under their USHA SILAYI SCHOOL Initiative. The trainer Ms. Jyoti Mahara from Usha International Limited took 9 days (9.30 am to 5.30 pm) training for all the beneficiaries from Amgawan, Guwari, Mahuda, Kewtar and Jaithari and covered sewing machine installation and its maintenance, drafting, sewing and stitching of kids, girls and women garments and hand embroidery. The training also included behavioral, gender and business aspects related to sewing and stitching micro enterprises.

CSR official Satyam Salil confirmed that so far around 1800 girls and women have benefited from the various vocational courses conducted for women. Says one of the beneficiary Padma Rathour, “I am lucky to receive certificate for USHA international. It is a bigger dream for me as now I can contribute financially in grooming and progress of my family.”

CSR has been working since 2015 in the area of women empowerment through enhancement of different vocational skills by apparel design training, beauty parlor training, cushion training, mobile phone repairing training etc. with certification. The flagship initiative/course under the vocational training program has been 4 months “Apparel Design Training” (sewing and stitching training). MBPMPL CSR has provided a trained instructor, Ms. Durgeshwari Rathour, for providing trainings to local eligible girls and women for the flagship course under the supervision of Program-in-Charge Ms. Rashmi Lakhera.