



## Greaves Cotton Limited's reskilling program DEEP empowers the youth

**Aurangabad, 20<sup>th</sup> April 2018:** After establishing a strong foothold in the last mile transportation solutions and services sector in India and reaching over 5 million customers with 'Made in India' engines, Greaves Cotton Limited aims to continue contributing to the betterment of the society.

To set itself as a responsible global conglomerate, Greaves Cotton Limited had recently announced its Corporate Social Responsibility (CSR) project focusing on Reskilling called – **DEEP**, a concerted effort to provide skill to those people who aspire to grow but lack financial support. Through DEEP, Greaves Cotton Limited provided around 60,000 hours of theoretical and practical training and helped students from the underserved population of Aurangabad work in assembly lines and get proficient in repairing engines.

Talking about the company's CSR initiative, **Mr. Nagesh Basavanhalli added**, *"We believe in the philosophy of **Care, Commitment and Compassion** towards a safer environment, service to our customers, the progress of our nation and contributing to the betterment of the society. We're supporting the needy sections with reskilling programs under project **DEEP**, as part of being a responsible corporation."*

With this reskilling program, Greaves Cotton Limited aimed to empower 50 selected beneficiaries by helping them rise in knowledge, workmanship skills and become independent to earn and provide livelihood to other people. These beneficiaries came from low income families who due to financial constraints could not afford to get educated and skilled further. Through DEEP's extensive classroom training followed by a practical hands-on approach, these beneficiaries got an opportunity to work in the plant and raise substantial earnings for their family, thereby elevating their living standards. Greaves Cotton Limited also provided cycles to all beneficiaries to enable them to travel to work. Through this reskilling program, Greaves Cotton Limited envisioned these beneficiaries to become future growth catalysts in their families and societies, around the company's Aurangabad plant.

With its 6 large manufacturing plants, Greaves Cotton Limited already employs thousands of people and provides indirect employment to vendors, associates and agencies. Greaves Cotton Limited remains thankful to all who have contributed towards this historic journey of 5 million engines and is elated to be able to contribute to the benefit of the society and nation, while taking big steps in developing new products and services, and continuing to produce under the 'Make in India' mission.

**About Greaves Cotton Ltd:**

Greaves Cotton Limited, a Rs.1800 crore, multi-product, multi-locational company is one of the leading engineering companies in India with core competencies in fuel agnostic powertrain solutions and services, farm equipment and Gensets. The Company sustains its leadership through six manufacturing units which produce world class products backed by comprehensive spares and service through its 3500 plus service outlets across India. It also manufactures approximately 400,000 engines annually at their plants in Pune, Aurangabad and Ranipet. This segment provides affordable mobility solutions to the majority of population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. More at [www.greavescotton.com](http://www.greavescotton.com)

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