

Marubeni

Marubeni India distributes flood relief materials in and around Purasawalkkam, Chennai

Marubeni India Private Limited (MIPL) has paved the way for a new paradigm in Corporate Social Responsibility (CSR) by not limiting itself to "Benevolence" but moving itself towards a new vision of "Emancipation of communities through Empowerment and Enabling Choices" as it is committed to the highest standards of CSR.

Drenching rains in Chennai in December 2015 were an enormous natural disaster which ravaged the city with massive flooding and displaced millions of people who lost access to basic needs of food, clothing and shelter.

On January 9, in order to extend a helping hand towards flood-hit Chennai and also to facilitate relief operations, MIPL distributed relief materials consisting of daily necessities such as rice, clothes and cooking utensils to families affected by the flood. MIPL succeeded in its aim to reach out to 2000 affected families.



With the prodigious support of Chennai Corporation and Mrs. Ramani Krishnan, MC ward No. 104, the relief activity was inaugurated by Mr. Ichiro Tsuzuku – Chairman & Managing Director – MIPL and was led by Mr. Shinichi Yoshinaga, CFO and Mr. Daigo Odawara, DGM together with other staff members as volunteers for distribution and thorough arrangements (Mr. Ranjit Ahluwalia, Mr. Jothi Prakash, Mr. Kshitij Kumar, Mr. P L Anand, Mr. Pradeep Sharma, Ms. Ranjula Kapoor, Mr. N P Raveendran, Ms. Sabari Datta, Ms. Sheetal Vermani and Ms. Subi Pal).



The event was graced by many VIPs and key government representatives including Mrs. B Valarmathi, Minister for Social Welfare & Nutritious Noon Meal Programme, Ms. Gokula Indira, Textile Minister of Tamil Nadu, Mr. S R Vijay Kumar, Member of Parliament, Central Chennai and Mr. S Srinivasan, District Head Secretary, North Chennai – AIDMK.

The affected families were delighted to receive high-quality relief materials from MIPL and highly appreciated the company's effort. MIPL will continue to focus on its CSR approach by behaving responsibly towards people, society and the environment. We pray and hope that Chennai will emerge much stronger from the catastrophe.