



Panasonic Lights Up The Future for Haridwar

by CSRBOX

Panasonic - a diversified technology company in association with BAIF Livelihoods (NGO partner) recently implemented its global initiative -**Light up the Future**_at Inayatpur, Haridwar. This initiative aims at offering an alternate source of electric light from renewable energy. Here, along with BAIF Livelihoods, Panasonic Life Solutions India distributed indoor solar home kits to 140 households. The solar home kit will aid in **enhancing electricity, empowering youth** – optimising time for education and entrepreneurial purposes and **reducing socio-economic disparities** for the residents in Inayatpur, Haridwar.

Commenting on the occasion, **Yasuhiro Masui, Joint Managing Director, PEWIN, Panasonic Life Solutions India** said, “Light Up The Future initiative started in 2009 and till date Panasonic Global has distributed over 120,000 solar lanterns to more than 30 countries. At our Panasonic Life Solutions India too, we distributed solar lanterns in 2023 as part of this initiative in Jhajjar, Haryana. I am extremely delighted to be a part of this initiative, as Electric Works India has already been doing several community initiatives in Haridwar. Aligned to our global sustainability mission these steps aim at empowering the society which will not only help drive economic development, advance educational opportunities for the youth but, foster social equity too.”

Akash Sangole, CHRO, PEWIN, Panasonic Life Solutions India stated, “Since 2023, we have been associated with our NGO partner, BAIF Livelihoods to enhance the livelihoods, ecosystem restoration and improve quality of life of the rural families in Haridwar. Through strategic community initiatives such as Skill School, Aarogya, self-defence to name a few, we are looking at a holistic development of the individuals and the overall society. Infact, we continue to upgrade the skillsets of youth through Anchor Skill School and till date have absorbed 160 youth at our manufacturing plant in Haridwar. As a “public entity of society” we at Panasonic, will continue to stay committed and look forward to contributing to the society development through such sustainable initiatives.”

To read more about Panasonic's sustainability initiatives click here: <https://www.panasonic.com/in/corporate/panasonic-group-corporate-citizenship-activities.html>

About the Panasonic Group

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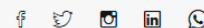


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ive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022, with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of 8,496.4 billion yen for the year ended March 31, 2024. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>

Established in 1963, Panasonic Life Solutions India Private Limited, (PEWIN Division) headquartered in Mumbai, a wholly owned subsidiary of Panasonic Corporation. With a constantly expanding product range and growing market share, it is one of the leading manufacturers of electrical construction materials with presence across India. Being a prominent player in Indian electrical segment the company has about 30 domestic offices and more than 9,500 employees.

Currently, company's 6 manufacturing units at 4 locations in India are manufacturing electrical products for the ECM industry and it's offerings are synonymous with quality. It has a dominant market share in Wiring Devices and is constantly expanding its product range and growing market shares in Switchgears, Wires, Cables & Tapes, Conduit pipes, Lighting, Solar, Housing, Power Tools and Indoor Air Quality. It has seven state-of-the-art manufacturing units in India and is manufacturing cutting-edge electrical products, synonymous with quality. Recognized as one of the Best Brands in the Electrical Construction Material segments, Panasonic Life Solutions India has established itself as a market leader as a one-stop solution provider of commercial, industrial, and home solutions in the electrical, renewable, and housing solutions. With 1 lakh stores and 3500 channel partners across India.

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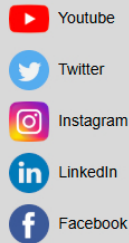
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