

Panasonic lights up Jhajjar with 400 solar lanterns under its 'Light Up the Future' initiative

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New Delhi, Jan 13: Reinforcing its commitment to inclusive growth and sustainable development, Panasonic Life Solutions India (PLSIND) has rolled out its global CSR initiative, *Light Up the Future*, in and around its manufacturing facility in Jhajjar district. Under the programme, Panasonic has distributed 400 solar lanterns across the nearby villages of Jahangirpur, Shura, and Kaloi, aimed at improving access to clean, reliable lighting for communities with limited electricity infrastructure.



The initiative was formally launched at the Senior Secondary School in Jahangirpur, bringing together village leaders, students, and representatives from Panasonic Life Solutions India. The event marked Panasonic's continued engagement with communities around its manufacturing operations and underscored the company's focus on creating long-term social impact through sustainable interventions. Speaking at the programme ceremony, **Tadashi Chiba, MD and CEO, Panasonic Life Solutions India**, said,

"Guided by our founder Konosuke Matsushita's philosophy that business must contribute meaningfully to society, Panasonic has always believed that access to essential resources is the foundation of strong and resilient communities. Through our global 'Light Up the Future' initiative—which began in 2009 and has reached communities across more than 30 countries, we are proud to bring sustainable lighting solutions to underserved regions. We hope these solar lanterns become a source of opportunity supporting children's education, strengthening households

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opportunities, supporting children's education, strengthening healthcare, and enabling safer, more productive lives after sunset."

Commenting on the initiative, **Anju Malhotra, Head, Corporate Social Responsibility, Panasonic Life Solutions India**, said,

"Community welfare remains central to Panasonic's efforts in India. The initiative is designed to address everyday energy challenges in rural areas. The solar lanterns are expected to deliver a meaningful impact by optimizing time for education and entrepreneurial activities among youth, enhancing household safety, and enabling productive activities after sunset. We appreciate the cooperation and participation of local village representatives and residents in making this initiative successful."

"Light Up the Future" is Panasonic's global CSR programme, implemented with on-ground support from Eco Roots Foundation (NGO partner), focused on delivering clean, sustainable lighting solutions to underserved regions. Through continued investments in education, skill development, healthcare, and renewable energy, Panasonic remains committed to driving social progress and strengthening rural communities across its areas of operation.

0 | By Neel Achary

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