

## Orient Electric's Ujjwal CSR initiative aims to upskill 5000 electricians

**National, March 22, 2024:** Orient Electric Limited [BSE: 541301, NSE: ORIENTELEC], part of the diversified USD 2.9 billion CK Birla Group, has recently rolled out 'Ujjwal', a comprehensive Electrician Upskilling Program as part of its Corporate Social Responsibility (CSR) commitment, in association with DEE Foundation. The NSDC-certified program, aimed at enhancing skills of 5000 electricians across the country during FY24, underscores the company's dedication to empowering communities and bridging the skill gap in the industry.

**Deepak Khetrpal, Vice Chairman & Managing Director, Orient Electric Limited said,** *"We believe that electricians are like everyday heroes, playing an important role in ensuring the seamless functioning of homes, businesses, and industries. Therefore, it's imperative that we, as an industry, continue to uplift and empower them through upskilling initiatives. Our CSR initiative 'Ujjwal' is a step in the same direction, reinforcing our commitment to empowering communities. Our goal is clear - to upskill, train, and recognise the electrician community. This program not only aligns with our corporate values but also contributes to the larger goal of bridging the skills gap in the industry. With this program, we envision a brighter and happier future for electricians."*

The program's reach is extensive, with training sessions being organised across locations in India, including Delhi, Mumbai, Chennai, Meerut, Kanpur, Lucknow, Ghaziabad, Coimbatore, Trichy, Pune, Nagpur, Jaipur, Bikaner, Jodhpur, Patna, and Muzaffarpur. This pan-India coverage ensures that electricians from diverse backgrounds and regions can benefit from the initiative, contributing to a more skilled and empowered workforce nationwide.

Each session, facilitated by certified and experienced trainers, focuses on critical aspects of the electrical trade, interpersonal skills, and digital and financial literacy. By equipping electricians with a broader skill set, the CSR program aims to enhance their employability and empower them for long-term success. On successful completion of training, electricians receive 'Skill India' certification.

### About Orient Electric Ltd.

*Orient Electric Limited is part of USD 2.9 billion diversified CK Birla Group, with strong manufacturing capabilities and presence in over 30 countries. It is a trusted brand for consumer electrical products in India, offering a diverse portfolio of fans, lighting, home appliances and switchgears. In the domestic market, it has penetration up to the small towns with a well-organised distribution network reaching 1,25,000 retail outlets and a strong service network covering more than 450 cities. Orient Electric has established itself in the market as one-stop solution provider of lifestyle electrical solutions. For more information, visit [www.orientelectric.com](http://www.orientelectric.com).*

## About CK Birla Group

*The CK Birla Group, with a revenue of USD 2.9 billion, is an Indian multinational conglomerate. With over 35,000 employees, the group operates 49 manufacturing facilities across India and internationally, with a presence in diverse sectors, including technology, automotive, home and building and healthcare. The companies share a common ambition of serving customers, partners and communities to create long term value through trust-based relationships and philanthropy. The Trusts and Foundations established by the family over the last seven decades actively support social development and healthcare advancements, through the promotion of science, technology, education, art and culture. The CK Birla Group companies include Birlasoft Limited, GMMCO Limited, HIL Limited, National Engineering Industries Limited (manufacturer of NBC Bearings), Orient Cement Limited, Orient Electric Limited, Orient Paper & Industries Limited, AVTEC Limited, and CK Birla Healthcare Private Limited which operates CK Birla Hospitals and Birla Fertility & IVF Centres. For more information, visit [www.ckbirlagroup.com](http://www.ckbirlagroup.com).*

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