



Ms Durga Mallu Gudilu wins the “IMC-LW Jankidevi Bajaj Puraskar-2021” for Women COVID Warriors

Bajaj Electricals Limited along with the IMC Ladies' Wing recognises Ms Durga Mallu Gudilu for being a staunch social activist and sarpanch of the 3-lakhs strong Vaidu community

11 January 2022, Mumbai: Bajaj Electricals Ltd., India's preeminent Consumer Durables Company along with the IMC Ladies' Wing confers the coveted 28th IMC Ladies' Wing Jankidevi Bajaj Puraskar 2021 on Ms. Durga Mallu Gudilu – Trustee, Anum Foundation, and a Social Activist. The event Chief Guest Mr. Shekhar Bajaj, Chairman, and Managing Director, Bajaj Electricals Ltd. accolated Durga for her contribution towards the betterment of her community and its people during the COVID - 19 pandemic.

The COVID 19 pandemic outbreak and the nationwide lockdown brought a grinding halt to the lives and adversely affected the livelihood of the Vaidu Community, who mostly worked as daily wage workers, house helpers, hawkers, and manual scavengers. Durga took responsibility head-on, as she collected funds to provide ration as well as distribute medicines and other essential supplies to 10 thousand families. She conducted a vaccination drive and awareness program. She ensured technological access to education, by starting 'Mera Sapna', an open study circle, benefitting around 450 children. She also helped distribute mid-day meals to 20,000 children and provide sanitary napkins to over 15,000 vulnerable girls. Durga has been enthusiastically working for the development of the Vaidu community in the field of education, health, nutrition, environment, employment, and women empowerment through her NGO – Anum Foundation and the Maharashtra Vaidu Vikas Samiti.

Mrs. Nishreen Khorakiwala – President IMC Ladies' Wing speaking at the occasion stated, *“Trailblazer - Empowered Women, Empower Women” is the IMC Ladies' Wing motto for the year. And our winner for this year - Durga is a trailblazer in every sense of the word. She has transformed the lives of hundreds of people from her community and most importantly helped them with their livelihoods during the trials and tribulations of the pandemic. She truly combines grace, strength, intelligence and fearlessness to bring out her community of the shadows to take their rightful place and live a life with self-respect and dignity.”*

The IMC Ladies' Wing Jankidevi Bajaj Puraskar is an initiative that recognises, promotes, supports and honors women entrepreneurs working towards improving living conditions in rural India. The award is named after Smt. Jankidevi Bajaj, for all her pioneering work in the area of rural development.

The event also witnessed the release of 'Meri Jeevan Yatra' - the fourth edition of an autobiography of Smt. Jankidevi Bajaj. The book offers an insight into the transformation of a rich and privileged 27-year-old Marwari bahu into a social worker and activist who gave up all her wealth and owned only her weathered khadi bag and a few meagre belongings.

About Bajaj Electricals:

Bajaj Electricals Limited, a globally renowned and trusted company, with a turnover of ₹INR 4,585 crores (FY 20-21), is a part of India's leading business conglomerate "Bajaj Group". With a business portfolio that spans across Consumer Products (Appliances, Fans, Lighting) and EPC (Illumination, Power Transmission and Power Distribution), Bajaj Electricals also has a strong presence in premium home appliance and cookware segments with brands like Morphy Richards and Nirlep. The company has an expansive network of 18 branch offices, 500+ distributors and more than 2.18 lakh + retail outlets across India combined with over 500 consumer care centres, fortifying its dominant presence in the consumer products sector. The portfolio under the EPC segment of Bajaj Electricals Limited includes EHV transmission line projects, EHV substations, monopoles for transmission and distribution, electrification projects, high mast and street lighting, sports lighting, industrial and commercial lighting, specialised illumination projects on turnkey basis and other solutions. Bajaj Electricals Limited has always lived up to its ethos of putting the consumer first and meeting its core brand value of "Inspiring Trust".

To know more about Bajaj Electricals Limited, please visit our website www.bajajelectricals.com

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