

Press Release

Dr APJ Abdul Kalam Launches 'Window to the world' a unique CSR project by Bilcare Foundation

Pune, December 16, 2007: Bilcare foundation has launched a unique program 'Window To The World' as a part of its CSR initiative for school children. This unique initiative was launched by Former President of India, Dr. APJ Abdul Kalam. About 500 children from 14 schools in and around Rajgurunagar were present at the function to interact with Dr. APJ Abdul Kalam. This function also commemorated the launch of Bilcare Center of Excellence, Bilcare Research's new R&D center.

'Window to the world' is an initiative to reach out to the children in order to familiarize them with the English language and Internet which would help them to explore the world. This programme devised by Bilcare foundation for the children in the age group of 14-17 would involve a fully equipped Audio Visual Van with all the latest AV devices. These vans will go around all schools in Rajgurunagar on a regular basis to impart wholesome knowledge with assistance from school teachers and Bilcare Foundation's volunteers. The teaching methodology includes Interactive English, documentaries on science and technology etc.

Speaking on this occasion Mr. Mohan Bhandari, Managing Director, Bilcare Ltd said that 'It is our endeavor to extend the resources of our company to the society in a constructive way. School children have a great grasping power and this is the right age to make them familiar with the digital world outside.'

In connection to this CSR initiative, Bilcare foundation had organized an Essay and Drawing competition for schools in and around Rajgurunagar near Pune. The competition was held at the respective school campuses. 14 schools participated in the competition in two phases. The topic for the essay as well as drawing competitions was "My World My Dream". In all the competition received 1800 essay entries and 1000 drawing entries from schools located in Rajgurunagar as well as surrounding areas like Vadgaon Patole, Shirol, Jambhildhara, Ladwad, Retawadi, Kiwale etc. Most of the participating schools were Zilla Parishad schools and the competition received tremendous support and encouragement.

The children expressed their creative talent through their drawings and essays and Dr. APJ Abdul Kalam felicitated the winners at the grand function. At the prize distribution Dr. Kalam released a book of 50 essays and drawings selected from the competition. Dr APJ also gave the autographed versions of these books to the winners.

About Bilcare Research:

Headquartered in India, Bilcare provides integrated packaging solutions across the entire spectrum of pharmaceutical value chain through five focused business activities – Research Services, Clinical Supplies, Design Lab, Research Academy and Packaging Materials. Bilcare operates state-of-the art manufacturing facilities in India, Singapore, US & UK and has regional offices in Brazil, Germany, China & Australia which caters to global clients including J&J, Merck, GSK, Sanofi, Pfizer, Novartis, Wyeth, Ranbaxy, Dr. Reddy to name a few. Bilcare Research is increasingly changing the face of pharma industry by enabling global pharmaceuticals companies and their brands with better communication, patient compliance, cost, convenience and checking counterfeit through its innovative solutions.

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