

## **Arvind Ltd. drives better hygiene facilities for Raigarh village, Tapi District**

31<sup>st</sup> March, 2014

Gujarat, India- Arvind Ltd. supported by *PVH Corp* inaugurated Sanitation Block for the community on 6<sup>th</sup> March in Raigarh Village located in Tapi district, South Gujarat. The project was funded by 'ZERO TO HERO' foundation founded by *PVH(Phillips-Van Heusen) Corp*; USA, and executed by Narottam Lalbhai Rural Development Fund (NLRDF) and Arvind Limited, Ahmedabad.



The objective of the project was to create social awareness on good health, clean environment & proper sanitation amongst local village people. Sanitation being the basic need, the project ensured to provide proper sanitation facility for the village people with separate facilities for women. It drove to educate the community on the importance of cleanliness, water consumption and ultimately reduce open defecation by providing community sanitation block facility. The facilities were located across 4 strategic areas to benefit village population which is approximately 4993 as per government records.

# ARVIND



“Our commitment towards society is one of the foundation pillars of Arvind’s business culture. Foray into sustainable agriculture, working with leading groups like PVH Corp & inception of NLRDF are some initiatives with the attempt of improving the living conditions of under-privileged communities.” said Punit Lalbhai, Executive Director at Arvind.

Arvind has been working with local farmers since 2011 on various initiative like farming activity training, monitoring and guiding farmers for better cotton production in addition to creating social awareness.

## **About Arvind**

Arvind Limited is an innovative Indian textile-conglomerate headquartered in Ahmedabad, Gujarat, India. It is part of \$ 1.3 billion Lalbhai Group which was formed in 1897. Today, Arvind has diversified into major segments like Garments, Advanced Materials, Chemicals & Dyes, Retail, Engineering, Real Estate, Sustainable Agriculture and Telecom. As we create our footprints globally, Arvind has carved its niche with brand names Arrow, Flying Machine, USPA, New Port, Mega Mart and The Arvind Store.

## **Contact Us**

[media\(at\)arvind\(dot\)in](mailto:media(at)arvind(dot)in)

Tel: +91-79-30138000

Fax: +91-79-30138680