



MORRIS GARAGES  
Since 1924

## **MG launches 2<sup>nd</sup> Edition of 'Drive Her Back' returnee-ship program**

**New Delhi, October 15, 2020:** Reinforcing its commitment to gender diversity and women empowerment, MG Motor India has now launched the 2<sup>nd</sup> Edition of the 'Drive Her Back' initiative. The returnee-ship program will engage 32 women for one-year internship across marketing, communications, sales, after-sales, and product functions.

Launched in 2019, Drive Her Back is a unique program that enables experienced and qualified women to resume their careers with dignity and pride. The selected women are extended personalized coaching and assigned internal mentors for adapting to the corporate environment. MG also provides all candidates with networking opportunities and professional development.

Speaking on the launch of the second edition of the Drive Her Back initiative, **Yeshwinder Patial, Director-HR, MG Motor India**, said, "MG Motor India is committed towards community and diversity-based initiatives targeted towards key societal challenges. Amongst MG's workforce, women are active change-makers and can be seen leading several departments. However, despite featuring one of the highest gender diversity ratios in the automobile industry, it is our continuous endeavor to achieve the perfect 50:50 ratio."

The carmaker will begin inviting entries for the program on its website ([mgmotor.co.in](http://mgmotor.co.in)) 14<sup>th</sup> October onwards. The candidates' performance will be reviewed, and they will garner a permanent role at MG Motor India, in case they are shortlisted. For more information about the program, please visit: <https://www.mgmotor.co.in/drive-her-back>.

MG Motor India has previously also driven and supported several women empowerment via initiatives like Girl Child Education, 'Drive Her Back', support of Patan Girls, dedicated hostels for women employees, and more.

### **About MG SEWA**

MG SEWA is an umbrella platform to serve immediate communities with whom the company interacts, especially in Vadodara, Halol, and Gurgaon. Under the Program, the carmaker started supporting the education of girl students in 2019, and more than 60,000 girls have benefitted from it so far. Other initiatives under MG SEWA include skilling unemployed women to make masks, educating 100 teachers and more than 4 Lakh children on road safety in Gurgaon, and sanitising 4,000 police cars. Furthermore, MG has also facilitated enhanced production of ventilators by providing technological and infrastructure support to an MSME player, Max Ventilator, at Vadodara. The production has been ramped up to 4 times in the last 2 months. Recently, the carmaker provided more than 100 Hector cars to frontline workers and donated Hector Ambulances as part of the same. The company has been at the forefront to ensure that migrant labourers received food during the nationwide lockdown. More information can be found at <https://www.mgmotor.co.in/mg-sewa>.



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### **About MG Motor India**

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 96 years. MG Motor India has its car manufacturing plant at Halol in Gujarat.

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