Bringing smiles to children’s faces

Special Correspondent

CHENNAI: As they danced to some peppy numbers, smiling at each other and at the audience most adorably, there seemed to be an instant feeling of reassurance. Students of various special schools and orphanages put up a passionate performance on the occasion of Toshiba handing over 15 LCD televisions to organisations attached to the Shakti Foundation here on Wednesday. It was a corporate social responsibility (CSR) initiative of Toshiba.

Speaking on the occasion, Pranab Mohanty, business head—consumer products division, Toshiba India said that he had no words to describe his appreciation for the students’ performances. Shinichi Minouch of Toshiba commended the children too. “Last month, when Japan experienced the earthquake, the Indians sent us a lot of food and helped with the rescue operations. I would like to thank the people of India,” he said. Vasanth Raghuram, chairperson of the Shakti Foundation thanked Toshiba for its support. “Many of these children are combating not just disability, but also poverty. By donating the LCDs, Toshiba has brought smiles to their faces,” she said.

Pranab Mohanty, business head—consumer products division, Toshiba India, hands over an LCD television to students of a special school, at a function organised by the Shakti Foundation in Chennai on Wednesday. – PHOTO: K. PICHUMANI
Pranab Mohanty, business head-consumer products division, Toshiba India is seen handing over LCD television to students of a special school, at a function organised by the Shakti Foundation in city.

Toshiba donates LCD TVs to spl kids at Shakti Foundation

Chennai, Apr 21: As they danced to some peppy numbers, smiling at each other and at the audience most adorably, there seemed to be an instant feeling of reassurance. Students of various special schools and orphanages put up a passionate performances on the occasion of Toshiba handing over 15 LCD televisions to organisations attached to the Shakti Foundation. This was a corporate social responsibility (CSR) initiative of Toshiba.

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"Last month, when Japan experienced the earthquake, the Indians sent us a lot of food and helped with the rescue operations. I would like to thank the people of India," he said. Vasanth Ragnuvir, chairperson of the Shakti Foundation thanked Toshiba for its support.

"Many of these children are combating not just disability, but also poverty. By donating the LCDs, Toshiba has brought smiles to their faces," she said.
Smile, the big screen is here

Special children from 15 schools in the city received LCD TVs as part of the Toshiba India Private Limited’s CSR initiative

Express News Service

Chennai: Over 1,300 children from 15 special schools across the city will be wearing their smiles extra long, thanks to a CSR drive to donate LCD screens to them for entertainment.

Toshiba India Private Limited donated 15 LCD TVs to the children through the Shakti Foundation. The event took place at the Shakti Foundation premises in Kilpauk, where children from these schools put together dance programmes for the Toshiba officials who came there to give away TV sets to the school representatives. Colourful costumes and moments of smiles, tears and gratitude dominated the event.

Pranab Mohanty, business head from Toshiba, was moved to tears watching the performance of these children who tried to put their best foot forward to peppy Tamil numbers. J Yuvashree, studying in Class 4 in Malthri Special School, said that she was going to watch cricket on her new TV set. Her headmistress, C Sasikala, said that there were about 60 students in her school and while other activities were aplenty, the entertainment element on the premises was missing. "Children get excited when they see movie songs and try to emulate them. We had budgeted for a TV and a DVD player but thankfully, the television sets have been donated. We plan on bringing in a lot of CDs for the children, apart from the other activities that we have for them,” she said.

The event took place at the Shakti Foundation premises in Kilpauk, where children put together dance programmes.

Children suffering from Cerebral Palsy perform a dance sequence at the function | Pjawahar

Vasanth Raghuvir, chairperson of Shakti Foundation, said that this was a medium to provide an audio-visual experience to these kids. “Music and dance is a stimulus and these LCDs will be a great opportunity,” she said.
Special children get TV sets

A child suffering from cerebral palsy receiving a gift from businesshead of Toshiba India Pvt Ltd Pranab Mohanty after a dance performance at a function in Chennai yesterday.

NT Bureau
Chennai, Apr 21
Abhinaya, a class-two student of Mythri Special School, can watch her favourite cricketer Dhoni playing in IPL in a new LCD TV from this week. She along with her friends have been waiting for many years to watch their favourite sportsmen, cine stars perform on the small screen.
This has been made possible from yesterday, thanks to Toshiba India Pvt. Ltd which distributed 15 TV sets to special schools, orphanages and homes through Sakthi Foundation as part of its corporate social responsibility.

Around 1,300 differently abled children in various special care schools and homes in the city were made to smile, thanks to the initiative.
Speaking during the function, business head of consumer products division of Toshiba India Pranab Mohanty said this initiative would give children an opportunity to experience the visual medium and help increase knowledge. Earlier, the children of each school performed for some cine songs imitating the dance movements and costumes of the original song from the film. Chairperson of Sakthi Foundation Vasanth Raghuvir also spoke.
DANA MANI

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சீராம்போட்டில் முதலாம் வருடாமலை சின்னாக்கல் நடைபெற்றது. வருடாமலை சின்னாக்கல் போட்டிகள் உலக சட்டமன்றத்தின் ஆட்சியில் நடைபெற்றுள்ளன. நடைபெற்ற சின்னாக்கல்கள் போட்டிகளை சுற்றியுள்ள உலகே விளக்கும் போட்டிகள் போட்டிகளை நம்பிக்கையாக நடைபெற்றுள்ளன.
Special children get TV sets

A child suffering from cerebral palsy receiving a gift from business-head of Toshiba India Pvt Ltd Pranab Mohanty after a dance performance at a function in Chennai yesterday.

NT Bureau
Chennai, Apr 21:
Avinayas, a class-two student of Mythri Special School, can watch her favourite cricketer Dhoni playing in IPL on a new LCD TV from this week.
She along with her friends have been waiting for many years to watch their favourite sportsmen, cine stars perform on the small screen.
This has been made possible from yesterday, thanks to Toshiba India Pvt. Ltd which distributed 16 TV sets to special schools, orphanages and homes through Sankri Foundation as part of its corporate social responsibility.

Around 1,300 differently abled children in various special care schools and homes in the city were made to smile, thanks to the initiative.
Speaking during the function, business-head of consumer products division of Toshiba India Pranab Mohanty said this initiative would give children an opportunity to experience the visual medium and help increase knowledge.
Earlier, the children of each school performed for some cine songs imitating the dance movements and costumes of the original song from the film. Chairperson of Sankri Foundation Vasanth Raghurir also spoke.
பெண்கள் போன்ற பெண்களின் மாநிலம் தொடர்பான செய்தியின் பின்னர் பல அறிக்கைகளை வைக்கவும் வைக்கவும் கூறுவதற்கான பட்டியலை மேலே வகிக்கவும்.
Toshiba India to pump in $100m on ad, marketing

S SHYAMALA
Chennai

ELECTRONICS company Toshiba India plans to invest about $100 million (close to Rs 50 crore) this year on advertisement and marketing. Though the company started direct sales in India since 2006, business was bleak and started to pick up only last year, senior company official said.

“This is our first major investment in the market in the last few years,” said Pranab Kumar Mohapatra, business head - consumer product division, Toshiba India. “We plan to expand our presence through aggressive advertising. Toshiba aims for about five per cent market share in the LCD TV segment this year.”

Toshiba’s business operations encompass LCD TVs, personal computers, home appliances including refrigerators and washing machines, semiconductors, and thermal and hydro power plant systems.

Business has been encouraging in the last three months across the consumer product business, he added. Toshiba aims to fully leverage the brand image of its ambassador Sachin Tendulkar who it signed last year. This will help the brand to increase sales and presence this year, Mohapatra said.

“Our market share was only about one per cent before the World Cup. It went up to three per cent during the season. While there was a general sales improvement across the television segment during the World Cup, our aggressive marketing also helped to increase market share,” he added.

Plans for this year include expanding to the southern market, increasing the number of exclusive outlets and presence in multi-brand stores.

“We have covered about nine states for now. Toshiba intends to expand to 19 states with over 3,000 to 4,000 multi-brand outlets and about 30 exclusive outlets. We have set up a couple of our own stores on a pilot basis in the Delhi region. Fridges and washing machines are sold only in the northern and western markets. We also plan to take the products to other markets,” he said.

The Japan earthquake tragedy does not seem to have affected the business of the Japanese major’s business in India. While all of the company’s TVs are imported from Indonesia, the other consumer products are imported from Thailand.

The company is also looking for original equipment manufacturers in India to manufacture its products here in the future, he added. However, Mohapatra refused to divulge further details stating that the talks are only in the preliminary stages.