Toshiba India organises Voluntary Social Service to mark the UN International Volunteers Day

New Delhi: In line with Toshiba Corporation's new global initiative - "*Simultaneous Social Contribution Action by Toshiba Group's 200,000 Employees 2014*", Toshiba India Pvt. Ltd, a 100% subsidiary of the Toshiba Corporation organized "*Voluntary Social Service*" activity on the occasion of UN International Volunteers Day in Delhi. 53 Toshiba Group employees, along with the support and guidance of Delhi Parks and Gardens Society (DPGS), initiated the cleanliness drive at a community park in Mayur Vihar Phase III, New Delhi on 7th December 2014 with an objective to contribute towards **'Swachh Bharat Abhiyan'** launched on Gandhi Jayanti (2nd Oct 2014) by Government of India.

Mr. Hisao Tanaka, President and CEO, Toshiba Corporation is the driving force behind Toshiba's Volunteer Day. Since his appointment in June 2013, Mr. Tanaka has continuous emphasis on CSR as the guiding force for Toshiba Group's commitment to society.

Mr. Kenji Urai, MD, Toshiba India Pvt. Ltd. participated in the activity and shared his views on everyone's responsibility towards environment. Mr. Urai said, "I thank everyone for their participation in making this day successful. We have come together in making Toshiba's commitment towards the society a reality. In future we will continue to conduct such kind of activities which would help in further upliftment of society."

During the cleanliness drive, **Dr. S.D. Singh, CEO, Delhi Parks and Gardens Society** said, "I am thankful to Toshiba for this effort. We would recommend Toshiba to do such kind of activities in Delhi and adopt some parks of a RWA. We will support Toshiba for all such efforts".

The activity was highly appreciated by the residents of the locality and a commitment was given by them to maintain cleanliness and take this activity to the next level. Toshiba employees, who also came with their family members, taught their children to be conscious of their responsibility towards environment. All employees and local residents along representatives from Delhi Parks and Gardens Society, East Delhi Municipal Corporation participated in tree plantation activity in the area. The initiatives are aimed at creating awareness about environmental issues by involving the people of the city to make a difference.