

Press Release

## Nominations Now Open for the CAVINKARE ABILITY Awards 2020

Chennai, 5<sup>th</sup> November 2019: CavinKare and Ability Foundation are now seeking nominations for the 18<sup>th</sup> edition of **CAVINKARE ABILITY Awards** that recognises and celebrates the astounding accomplishments of achievers with disabilities across the country. These awards honour people with disabilities for their path-breaking successes and salute the spirit of individuals who have fought against odds to scale great heights and made a difference to India.

Since its inception in 2003, the CAVINKARE ABILITY Awards has honoured over 70 recipients and brought to the fore their exemplary achievements and is today, a much sought after recognition, country-wide for the disability sector.

The CAVINKARE ABILITY Awards comprise two categories - **Eminence and Mastery**

- **The CAVINKARE ABILITY Award for Eminence:** This is a single award given to just one person with disability, from across the country, saluting the exemplary triumph of a person, who has not only overcome great odds but has also contributed significantly to society by initiating an organisation of his/her own. The award carries a citation, a trophy and a cash prize of Rs. 2 lakhs.
- **The CAVINKARE ABILITY Mastery Awards:** These are three awards given to three individuals with disabilities from across the country, in recognition of their extraordinary achievement in any field of their choice - be it arts, film, medicine, science & technology, adventure, human rights, sports or more. The awards carry a citation, a trophy, and a cash prize of Rs.1 lakh each.

The last date for receipt of nominations for CAVINKARE ABILITY Awards 2020 is **12 November 2019**. A person can be nominated for any one category only. Any Indian national with disability (as per the Persons with Disabilities Act, 1995) who has done exceptional work in his/her chosen field is eligible to apply. The nominations go through a process of short-listing through interviews and site visits and are then selected by a discerning jury. For more information and to send in your nominations, please log on to [www.cavinkare.com](http://www.cavinkare.com) or [www.abilityfoundation.org](http://www.abilityfoundation.org) or call +91 9962386773

**About CavinKare Pvt. Ltd:** CavinKare is a diversified FMCG conglomerate with business interest in personal care, professional care, dairy, snacks, foods, beverages Ambient & salons. The brand portfolio consists of Shampoos (Chik, Meera, Karthika and Nyle), Hair Wash Powders (Meera & Karthika), Coconut Oil (Meera), Fairness creams (Fairever), Deodorant & Talc (Spinz), Pickles & Snacks (Ruchi, Chinni's & Garden), Hair Colours (Indica), Retail Salon Products (Raaga Professional), Beverages (Maa), Dairy (Cavin's), and Beauty Salons (Green Trends & Limelite). Most of the brands are clear winners in their respective product categories. A dedicated R&D centre equipped with latest equipment and technologies constantly supports the divisions in their endeavour. Today, with a turnover of over Rs. 1600crore, CavinKare has achieved significant milestones and a competitive edge with sound understanding of mass marketing dynamics and has established a firm foothold in the national market. CavinKare 's success is based on it being firmly grounded to its corporate mission 'we shall achieve growth by continuously offering unique products and services that would give customers utmost satisfaction and thereby be a role model'.

*“Cavinkare Pvt. Ltd has been ranked as ‘India’s most trusted FMCG diversified Brand’ by The Brand Trust report India study 2016.”*

**About Ability Foundation:** Ability Foundation is a national cross disability organisation established in 1995, which strives for inclusion, empowerment and rights of persons with disabilities. Headquartered in Chennai, Ability Foundation is involved in a wide range of activities that include publishing, media, education, employment & employment related training, advocacy, law & public policy and human rights. 2019 marks twenty-five years of Ability Foundation’s work towards an inclusive society. Over the years, Ability Foundation has organized several events and initiated numerous programmes, all of which aim at dispelling stereotypes and changing public perceptions about disabled persons. The Foundation works towards an inclusive society and equal opportunities and a level playing field for all persons with disabilities, stressing on the need for the right opportunities at the right time and an open mind, sans bias.

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