

CavinKare in association with Freedom Trust To Organize Limb Measurement Camps for Amputees in Haridwar

~ Organized as part of the 9th Walk India Campaign, the special camp will take place till 15th December 2023, interested beneficiaries are encouraged to contact +91 7992421850 ~

Haridwar, 7th December 2023 – FMCG major CavinKare, in association with Freedom Trust have today announced special camps in the city of Haridwar for amputees as part of its annual, flagship CSR initiative – **9th Edition of Walk India Campaign**. This noteworthy campaign includes assessment and measurement camps scheduled to happen end of December 2023. Amputees in the city are invited to register for the assessment camp. **Interested beneficiaries are encouraged to contact +91 7992421850 to avail themselves of the necessary support.**

The camps will be facilitated by a proficient rehabilitation team comprising prosthetic engineers and doctors. This expert team will assess, measure, and provide personalized fitment assistance to amputees. Qualified prosthetic technicians will take precise measurements for the limbs, fabricate the socket, and distribute the artificial limbs to beneficiaries at no cost. Additionally, a qualified physiotherapist will conduct training sessions to guide amputees on limb care, stump maintenance, and provide exercises for balance and gait improvement.

CavinKare's commitment to supporting Freedom Trust's Walk in India campaign dates back to 2017. Over the years, more than 850 artificial limbs have been distributed to amputees in regions including Erode, Kanchipuram, Cuddalore, Krishnagiri, and Assam. As a trailblazer for disabled rights in India, CavinKare has partnered with reputable NGOs to introduce various initiatives and programs, fostering a disabled-friendly society. The 'Walk India' campaign represents a concerted effort to bolster support for the disabled community and raise awareness across different regions of the state and country.

About CavinKare Pvt. Ltd: CavinKare is a diversified FMCG major with a business interest in Personal Care, Professional Care, Dairy, Snacks, Foods, Beverages & 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). Under some of its key personal care brands, CavinKare also offers hand sanitizers and liquid soaps. Most of the brands are clear winners in their respective product categories. A dedicated R & D center equipped with the latest equipment and technologies constantly supports the divisions in their endeavor. CavinKare has achieved significant milestones and a competitive edge with a 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 in its corporate mission 'We shall grow significantly better than the industry by fostering innovation and building preferred brands, through passionate and delighted employees.'

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About Freedom Trust: Freedom Trust is an NGO founded by Dr. Sunder, M.D. Physical Medicine and Rehabilitation in the year 1997. The mission of Freedom Trust is to limit the disability of economically backward people with a desire to improve their quality of life and make them independent. Freedom Trust identifies physically handicapped persons in association with local NGOs in villages and provides mobility aids like wheelchairs, artificial limbs tricycles & callipers. Since its inception in 1997, over 500 camps have been organized and more than 37500 handicapped persons have received mobility aids free of cost all over. Dr. Sunder has been bestowed with several recognitions and awards both by the Central & State Governments. The Trust also offers scholarships to differently abled children in the field of arts and music and five of our scholars namely Vidarte, Mehtab Allam, Suvedha, Lokesh & Aiswarya have bagged the "most creative individual" National award from the President of India on World Disability Day for the year 2005, 2006, 2010 & 2011 respectively for their exceptional talent in arts.