

Provident Housing Limited Commits to Empower Marginalised Children; Partners with NGO Vidyanikethan

Provident Housing, a 100% subsidiary of Puravankara, will achieve this through 'Har Ghar Roshan' initiative

The company has successfully made contributions towards two orphanages under the NGO

National, 4 December 2021: Ahead of the festive season, Provident Housing Limited (PHL) had launched 'Har Ghar Roshan' to drive positive social outcomes. As part of the initiative, the company partnered with a renowned NGO, Vidyanikethan, to provide homes to children from unprivileged communities. This humanitarian endeavour transcends PHL's CSR efforts.

For every unit sold by PHL during the festive season, the company has extended a significant portion of the profits towards this cause. The company could successfully donate essential home appliances to two orphanages -Mugulur Makkala Mane is an organisation based in Mugulur which provides free education and accommodation for children from the rag-picking community. Margasusi, based in Hosur, educates and supports girl children who have been subject to abuse and poverty. Through this undertaking, homebuyers are encouraged to make a buying decision that leads to a greater societal impact.

Commenting on the initiative, **Amanda Puravankara, Executive Director, Provident Housing Limited**, said, *"We strongly believe that business entities can and should do more. By partnering with Vidyanikethan, we wish to accelerate their mission of empowering marginalised children and transforming their lives.*

The pandemic had a detrimental impact on organisations across the country, especially non-profits. By directing resources towards organisations like Vidyanikethan, we wish to address this challenge and contribute to a future where everyone can compete on equal ground.

We will continue to introduce more initiatives like 'Har Ghar Roshan' across our verticals. Our customers can be assured that when they choose to buy a home from us, they also contribute to a larger solution."

Vidyanikethan is an NGO that works in the urban, peri-urban, and rural areas of Bangalore and other parts of Karnataka. It was founded in 1988 and aimed to improve the lives of marginalised communities

M. Nagaraj, Director, NGO Vidyanikethan said, *"We are grateful for the support extended by Provident Housing. The resources help us to significantly improve our facilities, enhance access to quality education and ensure a better standard of living for underprivileged children. By partnering with us for this noble cause, Provident has set precedence for other companies to collaborate with non-profits and ensure meaningful societal action."*

About Provident Housing Limited:

Provident Housing Limited, a 100% subsidiary of Puravankara Limited, was established in 2008 to meet the aspirations of teeming millions by offering premium affordable homes. It is also one of the pioneers in making premium, affordable homes in the country. www.providenthousing.com

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