

# Steel becomes the shield



CSR PROGRAM



Stop Girls Feticide



प्रारब्धी मृत्युनी,  
जन्मी शैला जन्तु।



कोरे मरण माया,  
को - कुलका पावक,  
अन्त पोस्तर सुदुर्गिनी





# No home is complete without a woman

In ancient time birth of a girl child was considered as auspicious. As per an Indian proverb, "A home without a daughter is like a body without soul". No ceremony was considered to be complete in absence of women.

At least, I cannot imagine my existence in this world had there been no girl. I would not have come to this beautiful world and enjoyed my life had there been no girl. I am born because of a woman. I am married to a woman. The woman is my mother, my sister and my wife.

The situation has drastically worsened these days. Women suffer badly, infanticide have become widespread. Sex-selective abortion or female foeticide has led to a sharp drop in the ratio of girls born in contrast to boy infants in some states in India. It has been a most important topic as a social awareness in the Indian society which youths of the country must know about.

Dinesh Rathi,  
Managing Director





India is growing dynamically and has witnessed innovation and advancements that have bettered the lives of Indians. But the bias against the girl child still prevails in the country.

Traditions and rituals outline the existence of the Indian girl child. Amidst uproars of gender equality and law enforcement, female infants are still found dumped in trash, by the dozens, while fetuses continue to be snuffed out in the womb. Every child is special. They bring immense joy into our lives. They make our lives feel complete. Every child, boy or girl, holds the future of our nation. So each time you deny a girl child her rightful life, you are robbing your country of an opportunity to progress.

Rajuri Steel is a company driven by a mission to give India a better tomorrow. Its values, initiatives and products work towards making this dream a solid reality. As a responsible corporate, the company has introduced numerous programmes to tackle the menace of female infanticide and to spread awareness among the community. Partnering with the company's distributors across the nation, combined with advertising campaigns, road shows, seminars, Rajuri Steel had made a small but definite beginning to bring a difference in every girl's life.





# The Save Girl Child campaign gain momentum

Seasoned actors and drama enthusiasts unite to regale audiences with gripping tales of girl infanticide. With active encouragement from Rajuri Steel, this Touring Street Play was able to reach people even in the otherwise remote areas and begin the process of social awakening. The Street Play have performed across all over Maharashtra more than 1500 places.



# SAVE GIRLCHILD



आपल्या देशामधून मुलींविरुद्धचा  
भेदभाव नाहीसा करा.

तुमच्या जीवनातील सर्वात उत्तम निर्णय घ्या.  
मुलीला सन्मानाने आयुष्य जगू द्या.





# The Save Girl Child Poster exhibition across Maharashtra

When full-time artists and the general public were invited to design posters on the Save Girl Child campaign, the results amazed everyone. It was heartwarming to see such wholehearted participation and unique expressions on one topic. The shortlisted posters were then exhibited across 26 cities of Maharashtra to wide acclaim by one and all.





**Take the best decision of your life.  
Give the girl child a better life.**

Every child is special. They bring immense joy into our lives. They make our lives feel complete. Every child, boy or girl, holds the future of our nation. So each time you deny a girl child her rightful life, you are robbing your country of an opportunity to progress.

Rajuri Steel is a leading company driven by a mission to give India a better tomorrow. Our values, our initiatives and our products work towards making this dream a solid reality. As a responsible corporate, we now wish to tackle the gender bias affecting India. Partnering our distributors and dealer network across the nation, we aim to educate and raise awareness among future mothers. It may be small beginning but it can bring difference in every girl's life.



RAJURI 500D

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