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## Cholamandalam Investment and Finance Company Limited organizes "Sacha Saathi"



Cholamandalam Investment and Finance Company Limited (CIFCL) the financial service arm of Murugappa Group organized a two day social awareness camp "Sacha Saathi" in Auto Nagar, Vijayawada. The camp was conducted with an objective to understand the needs of truckers, drivers and small fleet operators and support them by adding value to their life through expert guidance and counseling. The camp included activities like free health check-up, vehicle maintenance tips, safe driving training, first aid training, awareness on loans and schemes and special career counseling for their children. The camp received enthusiastic

response and was attended by more than 300 truckers on the first day who were seen having a great time at the camp.

As a part of the Camp a Health awareness exercise was conducted wherein medical counselors explained the importance of health and hygiene to the participants. They were given advice on safe food habits and prevention from erratic eating disorders. Check-ups like blood pressure, blood sugar, eye test and body mass index, etc were also conducted.

The camp offered expert training and essentials for defensive driving and personal safety.

Sacha Saathi is corporate social responsibility initiative of Chola Finance. This initiative is designed and conducted with the intent of imparting right knowledge and creating a platform for engagement and dialogue to empower truckers, drivers and fleet owners. This camp is organized to help them see more value in their livelihood and to inculcate ownership and responsibility. Chola Finance's mission is to understand their needs, recognize their contribution towards the development of the economy and support them in leading a better life.