

MFL celebrates International Women's Week



March 2014: All over the world, International Women's Day (IWD) is celebrated on March 8 to recognise women for their achievements, in spite of past struggles, & to look ahead to a future full of opportunities. Given the latest statistics, women comprise over 23% of total Madura Fashion & Lifestyle (MFL) workforce. These numbers clearly prove that the company is definitely the company of choice for our women employees.

Corporate Office, Bangalore

In order to strongly re-establish this belief, & to applaud the contribution of its women employees to the overall business, **MFL celebrated International Women's Day (IWD)** in 2014 on a wide scale, across all its offices & stores

Celebrating Women

At the corporate office in Bangalore, the entire week was dedicated to hosting special events for women employees. The key initiatives were:

- Self Defence Awareness Session for Women
- Women's Wellness Talk on Healthy Weight Management & Poly Cystic Ovarian Syndrome, in collaboration with Cloud Nine
- Chocolate Making Class
- Women's Day Celebration & Fun Time.



Women's Day Celebrations

There were also a free hair & skin consultation in partnership with the Narayana Health Foundation. All these activities were built around the underlying themes of how to successfully balance your career along with the other important areas of your life, such as health.



So, while the **session on self defence** may have been what most women obviously wanted to attend, the wellness talks reminded them how important it was to stay healthy over & above all the rest. With the chocolate making workshop a hit with the ladies, the celebrations just continued till the next day.

Branch Office, Kolkata

Rangeela Regions

The regional offices stepped up to the challenge of joining the celebrations with heartfelt enthusiasm as well. The West Branch office organised a cake cutting & snacks for its women employees & also presented them with personalised gifts.

A tradition of celebrating the Power of Women

MFL's IWD celebration is part of the company's ongoing commitment to maintaining & encouraging an empowered, diverse workforce. It's our conscious effort that our workforce draws its strength from its diversity.

We have been celebrating IWD for about 3 years now. We hope to make this beautiful tradition an integral part of our DNA.



Branch Office, Mumbai