

Godrej Brighter Horizons Expedition Flags Off Landmark Feat to Create Greater Awareness about Inclusive Growth

Initiative with disability activist Salil Chaturvedi to create awareness about inclusive growth policies and disability rights; Godrej Group urges Indian citizens, corporates and governments to provide support and equal opportunity to meritorious challenged individuals; Godrej Brighter Horizons Expedition sets sail from Mumbai and aims to anchor in Goa on 2nd December , the eve of World Disability Day

Mumbai, Maharashtra, November 27, 2009 /[India PRwire](#)/ -- The Godrej Group has always been cited as a responsible organization due to its various philanthropic endeavours. Mr. Adi Godrej, Chairman, Godrej Group, today flagged off the 'Godrej Brighter Horizon Expeditions' at INWTC, the naval sailing centre in Colaba to support Salil Chaturvedi, a spirited individual and activist, who aims to sail from Mumbai to Goa despite being paralyzed from the waist down.

Salil was paralyzed waist below as a result of a spinal injury sustained in a road accident in 1984. Despite this, he persevered to overcome this challenge and participated in the wheel chair tennis tournament held at Melbourne in 1994. Salil has other feats to his credit such as bringing an important character to life in a popular TV show 'Gali Gali Sim Sim' which is the Indian version of Sesame Street. He is also a writer with multiple awards to his name.

It was this spirit that drove him to undertake the pioneering **Godrej Brighter Horizons Expedition**. His voyage from Mumbai to Goa is a 'first-of-its-kind' for a person paralysed waist below. It was only apt that he partnered with the Godrej Group which has been a role model for companies who act as responsible corporate citizens. In keeping with its own policy of promoting inclusive growth for meritorious individuals who are challenged, Godrej believes that supporting this landmark initiative will encourage other corporates to also emulate and enact such policies.

Whilst training hard to prepare for his expedition, Salil says, "*It's really surprising that in a nation which is trying to become an economic powerhouse, more than ten million of its disabled population find it hard to do the most basic of things such as accessing public places or places of leisure such as parks or cinema halls. It's time that this situation changes and that disabled persons are catered for in the process of nation building. Through **Godrej Brighter Horizons Expedition**, I would like to demonstrate that partnerships and commitment towards inclusiveness can make miracles happen.*"

Mr. Adi Godrej, Chairman of the Godrej Group which has partnered with Salil on this expedition said, "*We are very pleased to associate with Salil for Godrej Brighter Horizons Expedition. It is great to see him endeavour to accomplish such a feat even despite his disability. As a group we have always believed in creating an enabling environment for meritorious individuals who face social or physical challenges..*"

Salil is all set to sail from Mumbai to Goa later this month. The **Godrej Brighter Horizons Expedition** led by Salil will see his team covering a distance of 240 nautical miles over eight days. The expedition will pass through and set its anchor at natural paradises such as *Srivardhan, Ratnagiri, Devgad* and *Vengurla* on route to its final destination.

Notes to Editor

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For more information on the Company, please log on to www.godrejinds.com

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