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## Godrej 'Nupur Jagruti'- Dahej Ke Khilaf Ek Awaz

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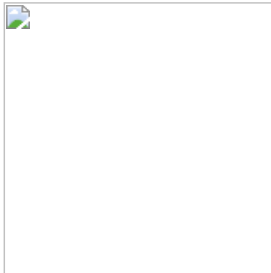
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On the occasion of Women's Day, Godrej Nupur, the Mehendi brand of Godrej Consumer Products Limited. (GCPL) launched 'Nupur Jagruti-Dahej Ke Khilaf Ek Awaz' an initiative to Stand against Dowry. Citizens pledged their support to this anti-dowry campaign by forming a human chain in a bid to express their stance at the Gateway of India, Mumbai.

The campaign was flagged off by Pirojsha Godrej (son of Adi Godrej). Also eminent personalities, like Poonam Dhillon, Sam Balsara - Chairman & Managing Director-Madison World, Mr. Hari Singh Arora - President, Rotary Club of Mumbai, along with R. K. Sinha - Executive Vice President-Marketing & Operations, GCPL and B. S. Sodhi - Executive Vice President-Sales, GCPL joined hands for the cause.

Announcing this initiative, Mr. Pirojsha Godrej stated, "It is unfortunate that even in these modern times, the dowry system prevails in our country in various forms. It is so ironic that Indian women have made their presence felt on the global level, but still Indians haven't been able to entirely shake off this age-old tradition. 'Nupur Jagruti', is India's biggest anti-dowry campaign, which will build awareness against dowry, empower women and citizens and I am glad to be a part of this valiant initiative. I am sure that this campaign will be instrumental in changing the mindsets and curbing this evil practice"

To make the occasion a memorable one, GCPL has also launched a website, [www.nupurjagruti.com](http://www.nupurjagruti.com). The website provides help to women, oppressed by dowry, by furnishing them with useful information such as helpline numbers, contact details of NGO's, relevant government laws & regulations extra. Every individual who wants to pledge support to this cause can do so by logging on the website.

Mehendi forms an integral part of Indian marriages. 'Nupur Jagruti - Dahej Ke Khilaf Ek Awaz' has been aimed to

provide a platform for not only those oppressed by dowry, but for every individual who is deeply concerned about this issue and wish to help.

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