

'Healing Touch' to ex-armymen

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Project 'Healing Touch' gives a new life to retired Indian soldiers so that they can become self-reliant. Under this project, Mission Vijay-II is serving to support Indian soldiers who, after having spent most of their lives protecting their country, are faced with the hard reality of the lack of viable livelihood options open to them after retirement.

This project was launched in the aftermath of the Kargil war in 1999 by Mukesh Anand, a 50-year-old Rotarian, to help servicemen of the Indian Army earn a sustainable livelihood after they retired from armed forces.

"Mission Vijay-II is an effort to provide self-employment opportunities

for our soldiers who have defended our frontiers, and now it's our turn to help them defend their future," Anand said.

He added: "I am extremely happy that PepsiCo believed in this cause strongly enough to partner with us. The support that PepsiCo has provided Project Healing Touch and each ex-army participant who is a part of the project has been very valuable."

Along with PepsiCo, the companies that have pitched in to assist Mukesh Anand include Apollo Tyres, ICICI, MICO, Castrol, IOC, Hero Honda and Tata Motors. Project 'Healing Touch' expects to double its network in 2007.