# **NEWS RELEASE**



Shiodome City Center 1-5-2, Higashi-Shimbashi, Minato-ku, Tokyo 105-7122, Japan MITSUI CHEMICALS, INC. http://group.mitsuichemicals.com

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## The Second Activity of Support for Rural Community in India through Do Green<sup>™</sup>

 $\sim$ Fulfilling our responsibility as a good corporate citizen $\sim$ 

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: Tsutomu Tannowa) is conducting its initiative, Do Green<sup>TM</sup> \*1), to help overcome social issues facing Indian farmers producing raw materials used in the Company's plant-derived products and residents in surrounding rural areas. As the second activity of this Do Green<sup>TM</sup> initiative, from November 12 to 15, 2016, the Company conducted "Activities for Eye Health" including eye examinations for 805 farmers and residents of Mathura, Uttar Pradesh, India. These activities were undertaken in the second round of the Do Green<sup>TM</sup> initiative, following the first activity from October 27 to 29, 2015, and its outline and features are as follows.







Local residents waiting for eye examinations

### Outline of the second activity of the Do Green $^{\text{TM}}$ initiative

Period	November 12 to November 15, 2016 (4 days)
Subjects	(A total of 805) farmers of Mathura, Uttar Pradesh, India and residents in surrounding rural areas
	Questionnaires on health condition
	Eye examinations by doctors
Content	Distribution of simplified eyeglasses and eye-drops to those identified with an eyesight problem
	by doctors
	Call for fund-raising to local groups for those identified with a problem in their Eye Health
	The Institute of Cultural Affairs (Director: Shizuyo Sato)
Support	Holistic Child Development India (Director: N.Thomas Rajkmar)
groups	Naujhil Integrated Rural Project for Health and Development (Director: Dr. Shobha Yohan)
	Community organizer and volunteer

The Mitsui Chemicals Group develops a plant-derived product named Do Green<sup>TM</sup>.  $MR-60^{TM}$  and  $MR-174^{TM}$  of Do Green<sup>TM</sup> are high-refractive index lens monomer materials for vision correction made of plant-derived raw materials for the first time in the world.  $MR-60^{TM}$  and  $MR-174^{TM}$  have

acquired the biomass certifications of JORA\*2) and USDA\*3) and ensure quality of the same level as fossil material-driven lens materials in the past.

The Group will continue to help realize a cohesive society that is in harmony with the environment through Do Green<sup>TM</sup> products.



Do Green<sup>™</sup> members

#### «Reference» Outline of the previous (first activity) of the Do Green™ initiative

Period	October 27 to October 29, 2015 (3 days)	
Subjects	(A total of 153) farmers of Gujarat, India and residents in surrounding rural areas	
Content	Questionnaires on health condition	
	Eye examinations by doctors	
Support groups	The Institute of Cultural Affairs (Director: Shizuyo Sato)	
	Holistic Child Development India (Director: N.Thomas Rajkmar)	
	Lensya Ltd (Director: Kazuyoshi Furuya)	
	Jayant Agro Organics Ltd (Chairman : Abhay Udeshi)	
	Ihsedu Agrochem (Director: Mulraj G. Udeshi)	

#### Do Green<sup>™</sup> initiative:

Activities to contribute to the solution of social issues, as well as consideration for the global environment, through Do Green $^{TM}$  products

- Certification of JORA (Japan Organics Recycling Association):
   Provided to environmentally friendly products using plant-derived resources (biomass) certified by the Japan Organics Recycling Association and which meet certain quality, related laws, standards and regulations, etc.
- 3) Certification of USDA (U.S. Department of Agriculture): USDA BioPreferred<sup>®</sup> provided to plant-derived products certified by the United States Department of Agriculture