

Yili Launches Personal Safety Education Initiative for Girls to Celebrate International Day of the Girl Child

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The International Day of the Girl (IDG), Yili Group, its Cute Star brand and the “Yili Ark” Project, join hands with Western China Human Resources Development Foundation and China Foundation for Rural Development to launch the “Let there be love for every girl” personal safety education initiative. The “Yili Ark” project has now ventured abroad for the first time.

It has been rolled out at several schools at home and abroad, including campuses in China, Myanmar, Indonesia and Thailand, and will soon be promoted to over 500 “Yili Safe Campus” around China.

IDG was declared by the United Nations General Assembly in 2011 to address the challenges girls face and to promote empowerment and the fulfilment of their rights. Girls are at a disadvantage due to a lack of equal opportunities and access to resources and are more vulnerable to social problems. Relevant prevention and response schemes are urgently required given the recurrent incidences of violence against children.

The “NONO” Radio Calisthenics was later translated into several languages for students in Myanmar, Indonesia and Thailand. Yili collaborates with the China Foundation for Rural Development to teach “NONO” Radio Calisthenics to local girl students in Myanmar. Ms Moe Myint Nwe, the headmistress of the No. 18 Basic Education Primary School in Yangon, acknowledged positive student comments. In addition, the company gifted 48,000 cartons of pure milk to 10 schools in Hlaingthaya, Yangon.

Yili has been committed to assisting with the development of non-profit education. Since 2012, Yili’s children’s safety project “Yili Ark” has been introduced to over 500 schools in China, providing safety training workshops, including earthquake response, personal safety, and drowning prevention. Yili will continue to promote activities dedicated to personal safety education for girls and invest more resources in non-profit programs for civic education and school education, contributing to a brighter future for children.