

Tokio Marine Group Launches "Mobile Library"



(left - right) President Director TMLI, David J. Beynon and Chairman Director TMLI, Josef Gunawan Setyo, are introducing Mobile Library Program to the children in Penjaringan Sub District.

Jakarta, 27 May 2013 - As one of routine programs of corporate social responsibility to actualize the compassion of Tokio Marine Group in developing the education and improving the intelligence of Indonesian people, Tokio Marine Group consisting of Tokio Marine Asia Pte Ltd (TM Asia), PT Asuransi Tokio Marine Indonesia (TMI) dan PT Tokio Marine Life Insurance Indonesia (TMLI) has launched a mobile library by utilizing the motorcycle to reach people, especially for children who resides in Penjaringan area, North of Jakarta.

In this social activity, TM Asia, TMI and TMLI are cooperating with WVI Foundation, which is the partner of World Vision Indonesia, a humanitarian organization focusing on children, as counterpart. The launching event is held on Monday, May 27, 2013, at front office of RW 13, Pejaringan, North of Jakarta and will be attended by the management of Tokio Marine Group, WVI Foundation, local communities and the media.

Penjaringan Sub-district is selected as a beneficiary area with consideration that this region is one of a densely populated residential areas inhabited by nearly 5,000 people per square kilometer. Penjaringan Sub-district is also one of the areas which expressed their commitment to support the efforts to realize Jakarta as a city of worthy children.

With respect to this social activity, President Director of TMLI, Mr David J. Beynon, said, "The presence of a mobile library is aiming to increase the interest and reading culture among children, particularly for children who have underprivileged economic and living in the dense population areas that are hard to be reached by four-wheel vehicles. We are pleased to be the first insurance company in Indonesia who conducts this mobile library program with motorcycle."

Meanwhile, the Chairman Director of TMI, Mr Josef Gunawan Setyo, mentioned, "By this mobile library, we attempt to increase the knowledge and literacy for underprivileged children. Besides that, this facility is providing other activities such as fun learning, story telling, drawing and coloring."

Mr Tjahjono Soerjodibroto, National Director of World Vision Indonesia, also stated, "We appreciate the concern from Tokio Marine Group in improving the welfare of the children in Indonesia. This mobile library is the precise answer for the educational and entertainment needs for children in Penjaringan, North Jakarta, as it is more flexible in reaching the small roads and traffics."

For the facility of this mobile library, Tokio Marine Group and WVI Foundation provide 2 units of motorcycle for carrying children books. This activity is also involving TMI and TMLI employees by donating the children books to the book donation box provided in office area.

In order to maintain the quality of mobile library for this 1 year, Tokio Marine Group and WVI Foundation have prepared the routine activities which include the operational schedule, activities with volunteers from TMI & TMLI's employees, and other interesting activities, such as story telly, drawing and coloring.