

#CelebrateDifferently Urges Citizens To Take Action Against Climate Change

Brand

Author : mahindraadmin Category : Brand Published : 6/4/2019

Launches #CelebrateDifferently, a citizens' movement to empower them to take action

India, Mumbai, June 4th, 2019: On World Environment Day, the Mahindra Group reinforced its long-term commitment toward the environment with the announcement of its 'citizens' movement' initiative- #CelebrateDifferently. Part of the larger theme of #RiseAgainstClimateChange, Mahindra's new initiative aims to motivate citizens to plant a tree to celebrate the joyous milestones in their lives. Alternately, individuals who are not able to do so, can simply like, share or comment on #CelebrateDifferently and Mahindra will plant a tree on their behalf as a part of the Mahindra Hariyali initiative.

Planting trees, including improving forest management, conservation, and regeneration, will help offset India's annual greenhouse gas emissions, as well as providing a host of wider environmental and socio-economic benefits.

Reiterating his thoughts on environment preservation, **Anirban Ghosh, Chief Sustainability Officer, Mahindra Group**, stated, "We will truly overcome the challenges posed by climate change only if we engage every citizen of India to join the movement. We are delighted to provide a platform

for fellow Indians, particularly millennials, to contribute towards building a greener India. This would also enable the nation to meet its commitment to create a carbon sink of 2.5 to 3 billion tons as promised in the Paris Climate Change Agreement. We are all in it together to #CelebrateDifferently by giving back more than we take from our planet!"

"The World will always need people who think differently – what better way to celebrate a birthday than by planting a tree? Our commitment is to support them, for the benefit of everyone," said **Ruzbeh Irani, President Group Communications and Ethics & Chief Brand Officer, Mahindra Group**

Under the Mahindra Hariyali project, the group has planted more than 16 million trees in the past 12 years with an annual commitment to plant 1 million trees every year. With this campaign, Mahindra group aims to motivate every citizen to be a part of this action, which will lead to realizing the aspiration i.e. 'A Tree for Every Indian.'

Bittu Sahgal, Editor Sanctuary Asia and Founder, Sanctuary Nature Foundation, added, "Our climate crisis is real, and India is on track to be one of the most affected nations in the world on account of our large population that is cramped into a finite subcontinent. But within our cultures and our values lies the power to unite and fix what must be recognized as an existential problem. The opportunity lies in naturally regenerating India's ecological systems - mountains, coasts, forests, grasslands, rivers, wetlands and lakes - that gave rise to our ancient civilization and making it a part of our celebration is a good starting point."

The biggest challenge from a climate perspective is to become net carbon neutral or net carbon positive by the second half of the century and all of Mahindra's commitments are a step towards this goal. Mahindra Group is committed to be 100% carbon neutral by 2040. Twenty companies of the

Mahindra Group have committed to science-based targets that are in line with the decarbonization required to keep global temperature increase below 2°C.

To watch the video, click here: <http://bit.ly/CelebrateDifferently->

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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