

## **Mahindra renews commitment to society on its 62nd Founder's Day**

*Brand*

*Author : mahindraadmin Category : Brand Published : 10/2/2007*

**Mumbai:** Mahindra & Mahindra rings in its 62<sup>nd</sup> anniversary today with significant Corporate Social Responsibility initiatives focusing on health and the environment. CSR forms a vital part of the Sustainability initiative at the Mahindra Group. The initiatives being launched include Mahindra Hariyali, a programme which aims to add 1 million trees to India's green cover and inauguration of the Lifeline Express, which is being brought to Uttarakhand for the first time.

**Speaking on the occasion, Mr. Keshub Mahindra, Chairman, Mahindra Group, said,** *'We believe that it is imperative for corporations to work for the betterment of the society that sustains them. CSR is an integral part of the ethos of the Mahindra Group and the initiatives being launched today are an extension of our philosophy of giving back to society. Social service at Mahindra is a participatory activity, which sees a large number of employees devote their personal time and energy.'*

Environment: Mr. Keshub Mahindra, Chairman, Mahindra Group and Mr. Anand Mahindra, Vice-Chairman and Managing Director, Mahindra Group formally announced the launch of project Mahindra Hariyali under the aegis of which 1 million trees will be planted nation-wide by Mahindra employees and other stakeholders including customers, vendors, dealers, etc. by

October 2008. Of these, 1,50,000 trees have already been planted by Mahindra employees since September 2007. The formal launch was marked by the planting of trees by Mr. Keshub Mahindra and Mr. Anand Mahindra at Mahindra Towers, Mumbai. Mahindra Hariyali is spearheaded by Mahindra's CSR Council, an apex CSR body created by the Chairman, Mahindra Group and the Mahindra Group Management Board. Later, Mr. Anand Mahindra planted a tree at Jamboree Maidan, Worli and inaugurated a football match between Mahindra United and F United.

**Health:** As part of its health initiative, Mahindra & Mahindra, the State Government of Uttarakhand and Impact India Foundation have come together to bring the Lifeline Express to Uttarakhand for the first time. Mr. Banshidhar Bhagat, Honourable Minister of Forests and Transport, Government of Uttarakhand, and Mr. Anjanikumar Choudhari, President, Farm Equipment Sector, Mahindra & Mahindra today flagged off the Lifeline Express at Haldipur railway station, Uttarakhand. The Lifeline Express consists of five railway coaches equipped with sophisticated medical and surgical facilities and provides on-the-spot diagnostic, medical and surgical treatment completely free of charge. The Lifeline Express will benefit the needy and poor people in Uttarkhand.

**Education:** The scope of Mahindra's social initiative covers as many needy sections of society as possible, with a special emphasis on the girl child. The Nanhi Kali programme is deeply committed to the education of the girl child and currently supports the school level education of 31,000 underprivileged girls across the nation. The spectrum of CSR activities includes the K. C. Mahindra Education Trust, Mahindra Education Society, Mahindra United World College and the Mahindra Foundation.

On its 60<sup>th</sup> anniversary in 2005, the Mahindra Group had pledged to dedicate 1% of its Profit After Tax (PAT) on a continuous basis to social

causes. The company also pledged to sponsor the treatment and recovery-cum-rehabilitation of 60 profoundly hearing-impaired, underprivileged children through the Cochlear Implant program. This initiative, at a cost of Rs. 3 crore, is titled, '60 Symbols of Mahindra's Commitment to India's Future'. Other initiatives included the launch of an innovative CSR programme titled Employee Social Options (Esops) through which employees volunteer for social work in their own personal time.

### **About The Mahindra Group**

The US \$4.5 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top three tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. The Group has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has

entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. The Group recently made a milestone entry into the passenger car segment with Logan, a product of its JV with Renault SA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

Tags :

[Commitment to society](#)   [62 Founder's Day](#)