Mahindra Employees undertake relief work in flood-hit areas of Bihar

Brand

Author : mahindraadmin Category : Brand Published : 9/15/2008

ESOPS (Employee Social Options) initiative sees tremendous response from company workforce.

Mumbai: Employees of the Mahindra Group, one of India's leading business houses, are undertaking on-site relief activities to help those affected by the devastating floods in Bihar. These include distribution of food, clothing and other essential items to the flood affected.

'Employees from across the Group have responded admirably to the crisis in Bihar. From donating a day's salary, matched by an equal amount from the company, to undertaking relief work in the worst affected areas, Mahindra employees have truly demonstrated the spirit of voluntary giving to help alleviate the suffering of others. The floods in Bihar are a national crisis and corporate India must play its role in the relief and rehabilitation effort,' said Mr. Rajeev Dubey, President (HR, After-Market & Corporate Services) and Member of the Group Management Board, Mahindra & Mahindra Ltd.

The Regional Offices of Mahindra and Mahindra in Patna, along with local dealers, have been undertaking relief work since August 27, 2008 at Saharsa, Madhepura, Seopol and parts of Purnia, which are among the worst hit regions in Bihar. The Mahindra team has been distributing essential items including food (Chura, Gur, Sattu (processed gram), glucose biscuits and Salt), baby food, as well as tents, plastic sheets, candles, mattresses, mosquito repellent, plastic mugs, plates, soap and clothes (dhoti & lungi, saris, T shirts, infant vests and children's clothes of all age groups) to the affected persons.

In order to ensure that the above material reaches the flood victims, a team of 60 employees from the company are working on the field in batches with the help of the local Dealer, M/S Brijesh Automobiles. Till date, the employees have distributed relief material to more than 5000 flood victims in these camps.

In addition to the above, the Mahindra Group now aims at not just addressing immediate relief but also long term rehabilitation in chosen sections of the flood affected areas.

Corporate Social Responsibility at M&M

Corporate Social Responsibility has always been an integral part of the vision of the Mahindra Group and the cornerstone of our core value of Good Corporate Citizenship. The Mahindra Group believes that CSR is an opportunity and a privilege for us and goes far beyond managing corporate image. In order to ensure maximum impact, our CSR initiatives focus mainly

on education and health.

The scope of our initiatives 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 several thousand 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.

CSR received a major boost in 2005 when M&M celebrated its 60th Anniversary by pledging to dedicate 1% of its annual Profit after Tax to social activities every year. As a way of thanking the nation and its stakeholders for 60 years of trust, M&M announced its own unique ESOPs, or Employee Social Options, programme with the goal of having a Mahindra employee contributing to society every day of the year, somewhere in the world.

About The Mahindra Group

The US $6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-

utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputation list.

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