More Than 4.5 Million Citizens Joined Mahindra Group To #CelebrateDifferently and Plant a Tree

Brand

Author : mahindraadmin Category : Brand Published : 8/30/2019

Mahindra Hariyali will plant 4.5 million trees over a period of four years in commitment to the citizen movement promise

India, Mumbai, August 29, 2019: Mahindra Group reinforced its long-term commitment towards the environment with the announcement of its maiden citizens' movement initiative, #CelebrateDifferently. Mahindra Group recognized that organizations alone cannot drive exponential impact to combat climate change, hence the citizen movement was brought to life. The three months long campaign has culminated with engagement (likes, shares and comments on the hashtag) from 4.5 million citizens on #CelebrateDifferently. Under the Mahindra Hariyali initiative, Mahindra Group will now plant equivalent number of trees over the next four years to #RiseAgainstClimateChange.

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. As per research, more than 90% of young people agree that humans are responsible for climate change. 48.8% believe climate change is a more serious issue than war or inequality. Being the largest demographic group in India, millennials want to curb the effects of global warming and live a sustainable life. With millennials as the key catalyst of the initiative, #CelebrateDifferently was also conceptualised to encourage citizens to include tree plantation as part of their key celebrations. Alternately, individuals who are not able to do so, could simply like, share or comment on #CelebrateDifferently and Mahindra Hariyali committed to plant a tree on their behalf.

Sharing his thoughts on the success of the campaign, **Ruzbeh Irani, President Group Communications and Ethics & Chief Brand Officer, Mahindra Group,** stated “The idea behind our citizen movement initiative was to collectively work towards giving back more than we take from our planet. Driven primarily by the millennials, our campaign has received an overwhelming response from citizens. Although campaign is concluded, we sincerely hope that #CelebrateDifferently continues to be a way of life for every citizen hereon."

Citizens can continue to #CelebrateDifferently by planting with the help if NGOs such as, Grow Trees, etc. Grow Trees can help them give back to the environment by planting a tree in their name, which they can track.

As a part of the ongoing effort towards environment conservation, Mahindra Group aims to become net carbon neutral by 2040. Twenty companies of the Mahindra Group have committed to science-based targets that are in line with the decarbonisation required to keep global temperature increase below 2°C.

You can plant a tree here: https://www.grow-trees.com/mahindrarise/

You can watch the campaign here:

Youtube: https://youtu.be/fl399UTPB3s

Facebook:

https://www.facebook.com/MahindraRise/videos/440798453388124/

Linkedin:

https://www.linkedin.com/feed/update/urn:li:activity:6541615184824365057

Twitter: https://twitter.com/MahindraRise/status/1135849427308953601

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

Media contact information:

Ankita Upadhyay

Group Communications, Mahindra & Mahindra Ltd.

upadhyay.ankita@mahindra.com

Mobile : +91 8826946333

Neha Soni

20:20 MSL

neha.soni@2020msl.com

Mobile : +91 9769154393

Tags :

Celebrate differently | tree plantation | Rise for Good