

## **Mahindra spearheads Sustainability initiative**

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*Mahindra & Mahindra and IIT, Bombay organize Sustainability workshop*

*Dr. Amory Lovins, eminent American environmentalist keynote speaker*

**Mumbai:** Dr. Amory Lovins, eminent American environmentalist addressed a workshop on sustainable vehicle and building innovation at IIT, Bombay, organized jointly by Mahindra and Mahindra, Ltd. and IIT-Bombay, in an effort to augment awareness on green design and manufacturing. Held at the FC Kohli Auditorium IIT Bombay campus in Powai. Dr. Kavi Arya, Technical Advisor, Mahindra & Mahindra, who spearheads the sustainability initiative at Mahindra & Mahindra and who had organized this initiative was also present. Other speakers include eminent faculty from IIT Bombay and senior Government functionaries. Topics discussed included The Role of Composites in Sustainable Mobility and Advanced Design Integration for Efficient and Affordable Urban and Rural Buildings.

As an environmentally conscious organization, Sustainability is a major initiative at Mahindra & Mahindra. Environment issues such as global warming and its consequences occupy front seat and the organization is in the forefront of any proactive measures and innovation in this space. The event marks an important first step in the Mahindra Group's goals of reducing their ecological footprint and re-strategizing their businesses towards more sustainable practices. The automotive sector and the

infrastructure development sector are two areas in which M&M hopes to become a recognized leader in sustainability.

'This workshop reflects our commitment to sustainability which is not just about being a green business, but is an important step in Mahindra's bid to proceed to the next stage in its pursuit of quality in an environment friendly manner, which is for the benefit of all stakeholders,' says Dr. Kavi Arya, Technical Advisor who is spearheading sustainability activities at M&M. 'We see our pursuit of sustainability as an engine of innovation where often complex conflicting issues need to be resolved in order to attain a sustainable resolution,' says Dr. Arya.

In an attempt to engage the world's brightest in these fields, Mahindra and Mahindra has invited Dr. Lovins, founder and principle of the Rocky Mountain Institute, to deliver the keynote addresses the event. Dr. Lovins has received numerous honorary degrees, fellowships, and awards, including the Time Hero of the Planet Award. Newsweek has called him, 'one of the Western world's most influential energy thinkers.'

Dr. Lovins detailed Rocky Mountain Institute's typically progressive thinking on sustainable vehicle design and the construction of green buildings. Dr. Lovins said, 'I am delighted that Mahindra & Mahindra has helped IIT to organise this event that will bring together leading experts to explore this exciting approach to sustainable mobility and its profound implications for India's development.' He continued, "New ways to integrate ultralight composite or metallic structures, ultra-low drag, and advanced propulsion can radically improve the efficiency and economics of all kinds of vehicles, with better safety and no compromise.'

Additionally, several professors from IIT Bombay, the event's co-sponsor, presented case studies of their work carried out with composite materials throughout India. The university is a leader in research in the field and

hopes to facilitate dialogue between academia and the industry through this forum. 'Sustainability means being most economical in terms of consumption of energy and materials. Composites reduce energy consumption since being light weight the mobile devices made using them consume low energy. They also consume low energy while manufacturing them. Due to long life and low density, material consumption is also low,' said Professor Subhash Lakkad, who will present his research at the conference.

For additional information on Mahindra's Sustainability Workshop, contact: [sustainability@mahindra.com](mailto:sustainability@mahindra.com)

### **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. 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 Logan, a product of its JV with Renault SA. The Group has a leading presence in key sectors of the Indian economy, including the financial services (Mahindra & Mahindra Financial Services Ltd, Mahindra Insurance Brokers Ltd., Mahindra Rural Housing Ltd.), trade and logistics (Mahindra Intertrade Ltd., Mahindra Steel Service Ltd., Mahindra Middleeast Electrical Steel Service Centre FZE, Mahindra Logistics) automotive components, information technology (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City. With over 62 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 and has recently announced the setting up its retail venture, Mahindra Retail. 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. 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.

### **About IIT Bombay**

IIT Bombay, set up by an Act of Parliament, was established in 1958, at Powai, a northern suburb of Mumbai. Today the Institute is recognised as one of the centres of academic excellence in the country. Over the years, there has been dynamic progress at IIT Bombay in all academic and research activities, and a parallel improvement in facilities and infrastructure, to keep it on par with the best institutions in the world. Institutes in positions of excellence grow with time. The ideas and ideals on which such institutes are built evolve and change with national aspirations, national perspectives, and trends world - wide. IIT Bombay, too, is one such institution.

Tags :

Sustainability initiative