

Mahindra inaugurates *Pattori model Village in Madhepura, Bihar*

Village seen as a template for post disaster rehabilitation projects



Mr. Rajeev Dubey, President (HR, After-Market & Corporate Services) and Member of the Group Executive Board, Mahindra & Mahindra handing over the ceremonial key of the houses to Mr. Bijendra Prasad Yadav, Minister for Industries and Water Resources, Government of Bihar and Mr. Narendra Narayan Yadav, Minister for Revenue and Land Reforms, Government of Bihar.

Patna, August 17, 2010: Mahindra Group, one of India's leading business houses, today inaugurated the eco – friendly model village of Pattori Gram Panchayat, built under the Kosi Relief and Rehabilitation Scheme. Pattori is located in Singheswar Block, Madhepura District of Bihar, and its housing and social infrastructure was constructed by Mahindra Foundation & Mahindra Consulting Engineers (MACE) as part of the Mahindra Group's CSR initiatives. Funds for this project were contributed by employees across the Mahindra Group and the Management.

This follows the signing of a MoU early last year between Mahindra Foundation, and Mahindra Consulting Engineers Ltd. (MACE) with the Collector, Madhepura District, Bihar, to support the rehabilitation and reconstruction activities in Pattori Gram Panchayat.

The Mahindra Foundation, set up by Mahindra & Mahindra has been very active during national calamities and disasters and has helped contribute and mobilize resources. Mahindra Consulting Engineers Limited, with clientele across the country, is one of India's leading consultancy organization providing engineering and infrastructure advisory services.



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Present on the occasion were Mr. Narendra Narayan Yadav, Minister for Revenue and Land Reforms, Government of Bihar, Mr. Bijendra Prasad Yadav, Minister for Industries and Water Resources, Government of Bihar, Mr. Rajeev Dubey, President (HR, After-Market & Corporate Services) and Member of the Group Executive Board, Mahindra & Mahindra. Dignitaries present included Mr. Shubhabrata Bhattacharya, Senior VP, Corporate Relations, Mahindra Group, Mr. B. Suresh, President & CEO, Whole time Director, Mahindra Consulting Engineers Limited, Mr. CS Narayanan, Vice-President, Mahindra Consulting Engineers Ltd. and Mr. Sushil Singh, Head CSR, Mahindra Group, among others.

Pattori Gram Panchayat is located in one of the remotest parts of Bihar without external connectivity linkage, electricity, water supply, sanitation and is prone to frequent natural disaster. This project was conceptualized, planned and developed by MACE as an eco-friendly model village with the aim to transform the lifestyle of the affected community and narrow the gap between the privileged and underprivileged sections of society. MACE undertook a holistic planning approach and used innovative themes and ideas while drawing up this village.

Speaking at the inauguration, Mr. Rajeev Dubey, President (HR, After-Market & Corporate Services) and Member of the Group Executive Board, Mahindra & Mahindra said, “Corporate Social Responsibility is an integral part of the DNA of the Mahindra Group. This model village has been built by MACE after carrying out extensive stakeholder consultation & planning, and is built on green and eco friendly concepts. It includes permanent disaster resistant dwelling units with complete social infrastructure facilities. It is particularly gratifying to see the transformation of the flood ravaged Pattori village to a model village, and one that will serve as a barometer for such projects.”

Background and unique features of Mahindra’s model village, Pattori

The river Kosi had wreaked havoc in August, 2008. The affected districts include Supaul, Madhepura, Saharsa, Purnea and Araria where incalculable loss of life and property occurred due to the KOSI calamity, snatching away the livelihood of lakhs of people.

MACE carried before embarking on this project. The MACE team ensured full involvement of the affected communities & beneficiaries during the entire cycle of development process. It took into consideration the present socio economic profile, people’s sentiments and preferences and provided facilities and amenities such as water supply, sanitation, solar lighting, amenity building, cattle sheds, machaans (raised resting platforms), shade net greenhouse, adequate open areas including children play area, space for community participation, besides creating disaster resistant dwelling units. The MACE team ensured full involvement of the affected communities & beneficiaries during the entire cycle of development process.

Several ‘green and eco efficiency features’ were incorporated in planning, design, and construction. Additionally, MACE ensured extensive usage of locally available materials, skill sets, and employed the local workforce in this project.

As opposed to a flood ravaged village a year ago, Pattori village today has been completely transformed and today boasts of a clean environment, good ambience and safe living. It has permanent disaster resistant houses with social infrastructure facilities like water supply, sanitation, solar lighting, amenity building, cattle sheds, machaans (raised resting platforms), children play area, space for community participation etc.

About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$7.1 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The



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Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world. It is today a full-range player with a presence in almost every segment of the automobile industry, from two-wheelers to CVs, UVs, SUVs and sedan. Mahindra recently acquired a majority stake in REVA Electric Car Co Ltd. (now called Mahindra REVA), strengthening its position in the Electric Vehicles domain.

The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08 and has also received the A+ GRI rating for the year 2008-09.

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