

## MTBD Salutes the efforts of truck drivers by rewarding their daughters with a Rs. 10,000 scholarship!



Chaya Jadhav, age 17, daughter of Driver Rakhmaji Jadhav gleamed with joy with tears of happiness in her eyes as she received the Mahindra Saarthi Abhiyaan Scholarship amidst the cheering crowd at Mahindra Truck and Bus Division's Head Quarters today where more than 26 such Truck Drivers' Girl children were offered their due diligence for aspiring for higher education. Little had she imagined that her father's (a Truck Driver) **will** to educate her would lead to recognition of this nature...

Sheetal Ghodke's father Navnath Ghodke, a Tipper Driver with a fleet operator that migrated to Pune from nearby Beed Taluka for better opportunities, wouldn't have been more proud of his daughter (currently pursuing Engineering in IT) while receiving the award and the Certificate. He had such a gratifying look and a sense of fulfillment.

Mahindra Saarthi Abhiyaan, our initiative for driver's girl child, with mission to salute the humungous efforts put in by the Driver community in educating their daughters up to Secondary School and thereby acknowledging them as Outperformers came to a successful culmination with an Awards Ceremony held at MTBD's Head Office in Chinchwad. It was indeed heartening to see the Daughters who with great pride along with their parents come to the stage for receiving the Scholarship Certificate and a Token of appreciation from the dignitaries - **Mr. Nalin Mehta, Mr. R. C. Mangal and Mr. Riyaz Inamdar, Managing Director, KGN Motors, our Pune Dealer.**

Speaking at the felicitation ceremony, Mr. Nalin Mehta MD and CEO – Mahindra Truck and Bus, who is also the Chairman of MAHINDRA SAARTHI ABHIYAAN Governing Board said, “True to its philosophy of driving a positive change within the transport ecosystem, through this pioneering effort we are striving to improve the life of drivers at a grass root level as they are one of the most important stakeholders in our business. There are more than 70,00,000 truck drivers in India today and I look forward to that day when every truck driver’s daughter is highly educated and self-sufficient. Mahindra Saarthi Abhiyaan, is a salute to these drivers who, despite all odds, have shown great mettle in educating their children, especially daughters. Through this initiative we salute these heroes who have ensured their daughters become the next engineers, IT professionals, Teachers etc. This is our way of thanking them, showing a sense of gratitude for this exemplary effort!”

While many of our initiatives have been industry firsts, the latest one is truly the closest to our hearts. Christened the ‘Mahindra Saarthi Abhiyaan’, the initiative aims at MTB providing scholarship of Rs. 10,000 to truck driver’s daughters who have completed their education till the 10th standard for their higher education. In today’s time we believe that women empowerment and girl child education is of primary importance not only for the safety & development of women, but for the cause of nation building at large. The drivers have challenges of their own and education of the girl child doesn’t seem to feature in the priority list. With this initiative we intend to applaud and appreciate their foresight in getting their daughters educated. As a pilot the scholarship was launched in Maharashtra, Tamil Nadu, Bihar, Rajasthan and Haryana. The first felicitation ceremony was held on the 28<sup>th</sup> Aug in Pune and there would be another half a dozen such ceremonies.

The pilot project garnered more than targeted applications to touch the lives of drivers. However, we received a roaring response of about 1100 entries, out of which 758 application were approved. The reach and response both were extremely overwhelming. A series of felicitation events have been lined up post the Pune event to recognize the other shortlisted applicants.

MTB’s constant efforts for betterment of the transport ecosystem, with each program targeted sharply at improving specific beneficiary has been lauded by the industry. We are confident of ‘Mahindra Saarthi Abhiyaan’ will ensure that not only the drivers but their daughters too will travel that extra mile. And this initiative will certainly endear the brand MTB to various constituents of our ecosystem. Here is a Picture Story:

Media Interaction in progress where more than 15 Media persons from CSR and Education domain were present for Press Conference. A few of the press clippings covering the event are attached for your perusal.



The Ceremony commenced on a pious note with the Traditional Lamp Lighting and Ganesh Vandana Renditions by Sameer Waghole followed by context setting of the initiative by Rajeev Malik:



Mr. Nalin Mehta speaking on the relevance of Education, Importance of Driver Community and their role as the SAARTHI (charioteer) of Transport!



Scholarship Felicitation Ceremony at Chinchwad Cafeteria:



**Preeti Nair** from Marketing did the honors during the felicitation ceremony. **Young Mahindra Council** played a vital role in propagating the program in the Pune area and garnered most of the entries through road shows. **Shatrunjy Baranwal** represented the YMC and proposed a vote of thanks.

