

# MANA RISES on Founder's Day

*October 2<sup>nd</sup>, 2017  
Detroit, MI—*

Mahindra's RISE philosophy was again put into action on October 2<sup>nd</sup> when over 120 MANA employees volunteered to plant trees and perform farm work across the city of Detroit. For Mahindra October 2<sup>nd</sup> is Founder's Day, and this year it marked 72 years since our company was first established. Volunteering on Founder's Day has become a MANA custom since our own inception in 2014 and is undertaken as a tribute to Mahindra's RISE initiative. RISE means taking an active role in sustaining the wellness of the population and the planet by building and enriching the communities in which Mahindra businesses exist. This Founder's Day we did just that.

At 7:30am on a Monday, over 120 MANA employees gathered at Northend Christian CDC's Oakland Avenue Farm in Detroit to drink coffee and eat breakfast in preparation for a day's work. After an encouraging address by MANA CEO Rick Haas, employees split up to volunteer at three distinct farms across Detroit. Roughly 50 MANA employees were bussed to Balduck Park in East Detroit, where they spent the morning working alongside a group of The Greening of Detroit's Citizen Foresters. Foresters taught MANA volunteers how to plant trees, demonstrating the proper measuring and digging techniques to ensure each planted tree's survival. Having learned the process, MANA volunteers split up in groups of three, each of which proceeded to plant two trees on their own. By afternoon, 40 new maple and ash trees proudly fringed the borders of Balduck Park.



Pingree Farms, located in Central Detroit just off 75, was the destination for 50 additional MANA volunteers. An urban farm founded by Jim and Shelly Green, Pingree Farms is an ever-growing sprawl of



land dedicated to providing produce and meaningful outdoor educational opportunities for the young people of Detroit. After a brief tour of the grounds, MANA volunteers were divided up and put to work. Some of the most rigorous work involved digging up hundreds of yards of underground water lines to ensure they wouldn't freeze during the winter. A second group of volunteers painted a newly converted greenhouse on the farm grounds, while another cleaned chicken coops and hung them with Visqueen plastic sheeting. Pingree Farms

features a large collection of traditional farm animals and many MANA volunteers also enjoyed petting goats or feeding cows and chickens.

The remaining MANA volunteers stayed at Northend Christian CDC's Oakland Avenue Farm where they passed the morning harvesting the last of the vegetables and readying the garden beds for winter. These volunteers were also able to spend time enjoying the farm's student art gallery—set in a large warehouse on the grounds—that featured plaster masks, paintings, and detailed, student-made models of Northend Christian CDC's expansion plans for the property.

MANA is proud to report that all the farms participating in Mahindra's Founder's Day were either current or past recipients of Mahindra Urban Agriculture grants, and that our day of volunteering helped to further the stated missions of those grants. Founder's Day concluded with MANA volunteers and farm officials sharing a (well-earned) meal. It felt good to rest and relax at the end of another day spent RISING.

