



THE PRERNA WALKATHON REPORT

Oct 15th - Dec 5th 2019

Timeline



14-10-2019

Promotions began for
The Prerna walkathon with
customized emailers

15-10-2019

The Prerna walkathon to
empower women farmers aptly
began on Mahila Kisan Diwas



5X

05-11-2019

Using the 5X boost from 5 Nov - 11 Nov,
we reached the milestone of ₹ 30 Lac
in just 27 days

15-11-2019

3600+ of us took
more than 300 Mn steps
That's 6 trips around the world!



5X

19-11-2019

We reach the 80 Lakhs milestone
together with a little 5X boost from
19 Nov - 25 Nov

01-12-2019

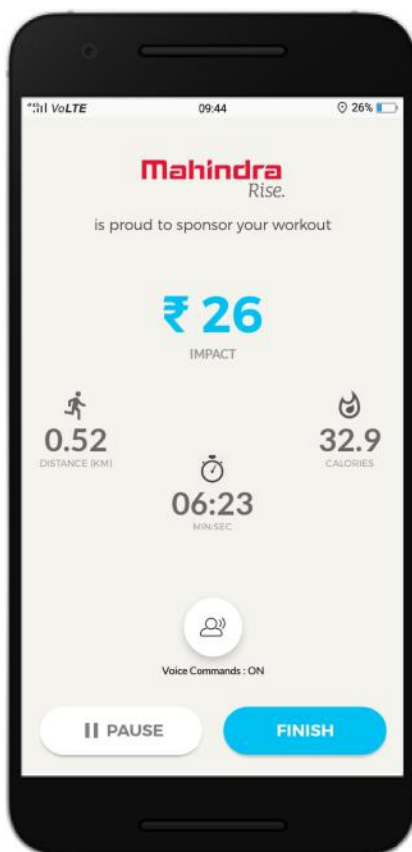
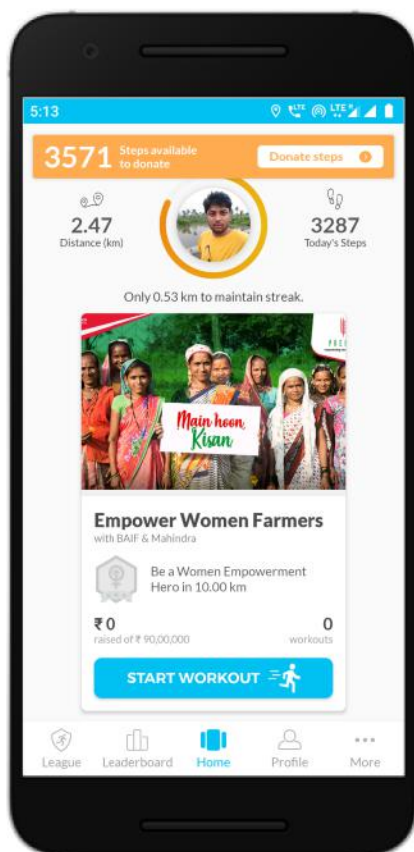
4284 people at Mahindra together
reach the Goal of ₹ 90 Lakhs of the
Prerna Walkathon in just 48 days



Causes

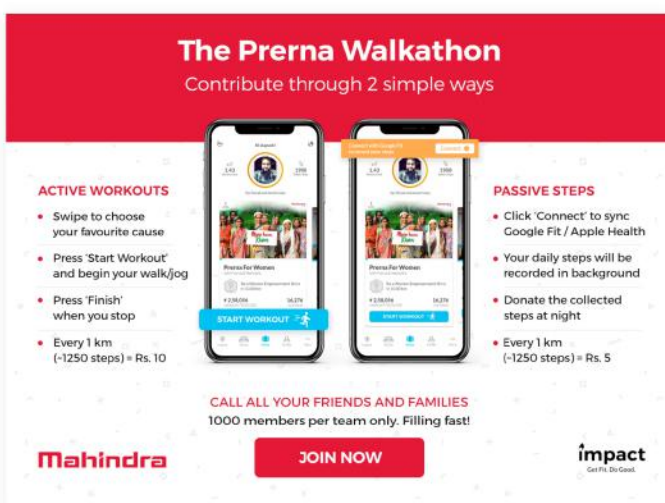
In the first season of The Prerna Walkathon, Mahindra & Mahindra decided to partner with BAIF Institute for Sustainable Livelihoods and Development (BISLD) to demonstrate an empowering model with women farmers for major crop productivity enhancement and introducing farm mechanization for at the grassroots level.

Mahindra pledged to support BAIF with up to Rs 90 Lakhs when the money is raised through their employees' steps. Together, 4000+ people raised 90 Lakhs by 1st Dec, four days before the league end date of 5th Dec - World Soil Day!



Communication

A total of 13 emails & 12 in-app push notifications (with Gozoop) were created to keep the energy high.



Statistics



Total Charity Raised
₹ 90 Lakhs



Total Changemakers
4284



Total Steps taken
72+ million



Lost calories equivalent to
4313 Pizzas



Avg daily engagement time
25 min



Avg km per day per employee
1.92 km

Results

Top 5 Changemakers

- | | | |
|----|-----------------------|----------|
| 1. | Jai Vaish | ₹ 43,776 |
| 2. | Nitin Patil | ₹ 43,631 |
| 3. | Gurpreet Singh Bijral | ₹ 38,135 |
| 4. | Rajiv Ranjan Sinha | ₹ 33,912 |
| 5. | Jai Prakash Kumar | ₹ 32,268 |



Results



All Teams

1. Mahindra FD - Mfg & Quality	₹ 19,19,062
2. Mahindra AD - Mfg & Quality	₹ 17,47,124
3. Mahindra AFS	₹ 12,82,230
4. Mahindra Agribusiness	₹ 9,51,141
5. Mahindra Auto Sector	₹ 9,37,889
6. Mahindra Product Development	₹ 6,90,139
7. Mahindra FES	₹ 4,92,629
8. Mahindra AD Area Offices	₹ 4,51,523
9. Mahindra Trucks & Buses	₹ 3,24,206
10. Mahindra FD- Head Office	₹ 1,83,138
11. Mahindra FD- Head Office	₹ 1,69,678

Testimonials



Mr. Anand Mahindra tweeted about the initiative on Nov 6 which gave a strong boost to the spirit of all the participants. Here is the screenshot of the same.

Employee Feedback

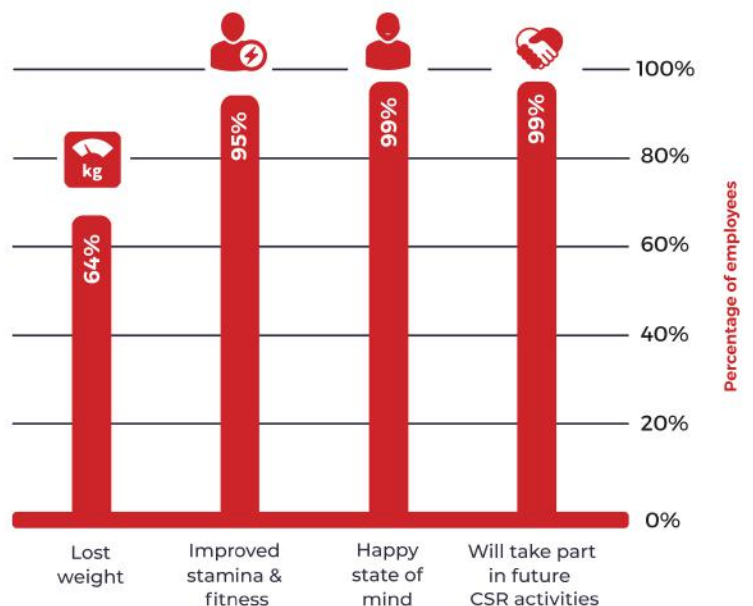
Survey Responses

"This was indeed very proud moment to participate for such noble cause. I would love to participate for such noble cause in future also. I am currently using this app during my daily exercise walk."

Sandeep Ghule

"Indeed it was great. I am abide walker and jogger, however, connecting my personal routine to help someone was a great. I delighted with my small contribution and want to keep it up."

Rameshwar Rattan



Pictures

Mahindra employees walk with their leaders in the office campus during The Prerna Walkathon.



On Nov 5, The Prerna Walkathon Stall in the Mahindra Experience Zone gets a lot of love and fetches 500+ downloads. We also witness a super successful farmer's market!



“Be kind whenever possible. It is always possible.”

- The Dalai Lama

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