



mahindra  
KABIRA  
FESTIVAL  
18 - 20 NOVEMBER, 2022

VARANASI

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## Mahindra Kabira Festival 2022 returns to Varanasi with its Green Avatar

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The 2022 edition of the Mahindra Kabira Festival is all set to take place on the historic *ghats* of *Varanasi* from 18th-20th November 2022. On the *ghats* of the timeless *Ganga*, the festival will celebrate the 15th -century mystic-poet Kabir.

Due to the Festival's continued sustainability initiatives during its past editions, the Mahindra Kabira Festival has received a 'Platinum Level Green Event Certification' from the University of Yale in previous years. The Festival spreads the philosophy of a clean environment, preservation and sustainability through cleanliness in thought and deed. Apart from segregating waste and avoiding the use of plastic, it has ensured that sustainability and Green practices have been ingrained within it right from curation to execution.

The festival has been taking a number of measures on different aspects of sustainability and Green practices have been ingrained within it right from curation to execution. With responsible and effective waste management, over 80% of the festival's waste have been reduced or diverted away from the local landfills in the past editions.

**Jay Shah, Vice President, Head - Cultural Outreach, Mahindra & Mahindra Ltd.** said, *"The sustainability initiatives undertaken by the Mahindra Group cover a wide spectrum. Through the Mahindra Kabira Festival, we intend to increase awareness about the environment, climate change, and the vitality of a greener tomorrow. The festival promotes the usage of sustainable products and employs environment friendly practices."*

Like previous editions, this year the festival will procure colour coded dustbins (in blue and green) and garbage bags along with venue clean-up and moving trash bags to waste sorting area. Ensure responsible disposal of the event waste food scraps will be sent to composting units/ biogas plants and recyclable materials to recycling facilities. Furthermore, the reusable items will be sent to local NGOs and only the reject waste will be handed over to the local municipality for disposal.



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The festival partners with Skrap to run the entire process. Skrap is an environment sustainability firm that helps events and organisations adopt sustainable practices and zero waste solutions. The firm also runs workshops for school children & delegates a sustainability and an art competition for school children on an environment theme at the festival.

~ENDS~

### NOTES TO EDITORS

#### **About Mahindra:**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federations of companies with 2,60,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ for updates subscribe to <https://www.mahindra.com/news-room>

#### **About Teamwork Arts:**

Teamwork Arts is a highly versatile production company with roots in the performing arts, social action and the corporate world. For over 30 years, Teamwork Arts has taken India to the world and brought the world to India, presenting the finest of Indian performers, writers, change makers and visual artists in the knowledge and arts space in India and abroad. Every year, we produce over 33 festivals in 42 cities and 17 countries in the fields of performing & visual arts and literature. We produce the world's largest literary gathering: the annual Jaipur Literature Festival;

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JLF international now travels to the US, UK, Canada, Australia and the Maldives and soon in Europe.

Even amidst the upheaval and unsettling times of 2020 and through 2021, Teamwork Arts successfully launched the digital series, 'JLF Brave New World' and 'Words Are Bridges', which were viewed by over 4.8 million people in their first season. Through its digital avatar, the Jaipur Literature Festival reached over 27 million viewers in January 2021. Our initiative 'Art Matters' empowers artistes across India to collaborate across genres by commissioning them to create new works thereby effecting change & raising awareness. The digital series 'Be Inspired' was launched in 2021 – a series that crystal-gazes into the future with conversations on science, technology, innovation, environment and more.

More information at: [www.teamworkarts.com](http://www.teamworkarts.com)

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