

Leading change



Nitisha Agrawal is making a difference. And helping her along the way is her compact SUV - the Mahindra KUV100 NXT

As the saying goes, be the change you want to see. But how many of us really follow that principle? How many of us can actually look away from our jobs, our daily routines, the eternal struggle to make something of our lives to instead, make a difference to the world around us?

Nitisha Agrawal is someone who dared to do just that. She gave up a stable job, a career that would no doubt bring her personal success, to chase her dreams. Dreams of making the world a better place. Not for herself, but for many, many others who are not as fortunate.

After nearly two decades in the retail brand communications, public relations and marketing space, she decided to do something that would impact the wider society around her. She set up the Smokeless Cookstove Foundation (SCF), a not-for-profit that is working towards the objective of reducing indoor pollution in rural Indian kitchens. It's a training and capacity building project designed to teach rural communities across India

Smokeless chulhas use far less fuel than traditional ones



to make efficient chulhas at virtually no costs. Using far less fuel than a traditional chulha and being much less polluting with the wood they burn, a Smokeless Chulha is a breath of fresh air for the choked homes and hearts of the nearly 3 billion people still using traditional cooking methods around the world.

The Smokeless Cookstove Revolution addresses three key issues facing people and the environment – deforestation, women's health and air pollution, which includes both indoor and outdoor smoke. Household air pollution is one of India's most devastating killers, claiming more lives each year than HIV, malaria and tuberculosis combined, according to World Health Organisation (WHO) figures. This amounts to 1 million premature deaths in India and more than 4 million globally.

So, what does this entail for Nitisha? Countless trips across the length and breadth of the country, to travel to the remotest rural pockets. And how does she do that? In the Mahindra KUV100 NXT, of course. Most roads in our country are in terrible



Smokeless chulhas are nearly zero cost and reduce indoor pollution



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No matter how tough the path, the KUV was the perfect companion

shape, more so, when you leave behind the cities and head into the hinterland. The KUV100 NXT's rock-solid ride and its versatile seating space lets her travel comfortably wherever she goes. And Mahindra's promise of quality ensures a reliable experience, day after day, month after month.

But the smokeless chulhas aren't the only thing keeping Nitisha busy. She's also involved in Children of Tribe, outdoor experiences based on sustainability and nature appreciation for children and young adults. It's based on the ideology of a world where everyone respects and understands nature, the environment and people, where we all learn from and within nature. Through this project, children, young adults, pets and their families are engaged in largely unstructured nature play sessions, adventure experiences that are creative, hands on and experiential led. The experiences are held in rain and sunshine, mountains and forests, river waters and waterfall, oceans and seas where the children get to experience all possible flavours of nature.

And that's exactly what the Mahindra KUV100 NXT is about. Not just helping change the way things are but leading the change, on the field. With Nitisha, the KUV fits in perfectly.

