

Corporate Social Responsibility

Maruti Suzuki India Limited recognizes the need and responsibility to maintain harmonious relations with neighbouring communities and provide support for their economic and social development. Additionally, the Company acknowledges its responsibility to address broader social issues relevant to the automobile industry in India namely road safety and skill development. The Company's social development projects in the areas of community development, road safety and skill development are aligned with national and international human development goals. The Company undertakes needs assessment during project design, and impact assessment during the project life-cycle, in order to ensure timely and efficient execution of its social development strategies.

Community Development

Maruti Suzuki focuses on social development programmes in 26 villages around its areas of operations in Gurgaon, Manesar, Rohtak and Gujarat in order to support the local communities. During the reporting period, the Company continued to implement village development programmes, created in consultation with village councils (panchayats), in the areas of water, sanitation, education and community assets.

Water

Provision of potable water through financially self-sustainable water ATMs (21 nos. in 20 villages)

Sanitation

Laying of sewer lines
Construction of household toilets (4345 nos. in 26 villages)
Collection and disposal of solid waste



Safe drinking water provided to village communities by installing RO water purifiers (2)



General ward with 3 bed setup in PHC with advance equipment

Education

Supporting 50 schools in Gurugram through:
Provision of support teachers for select subjects
Trainings for teachers
Provision of teaching aids
Renovation of classrooms
Provision of drinking water
Construction of toilets

Detailed assessments for new projects in the areas of waste management and rainwater harvesting were undertaken in Manesar in line with local needs.

Maruti Suzuki has partnered with Zydus Hospitals (Ramanbhai Foundation), a leading provider of healthcare services, to establish a hospital in Sitapur. It is expected to serve over an estimated 300,000 persons residing in and around Sitapur. Starting with a 50-bed facility, the hospital will be progressively expanded to 100 beds.

The Company has partnered with Podar Education Network, a leading educational service provider, in order to establish, manage and operate a school in Sitapur. This school will be affiliated to Central Board of Secondary Education and Podar Education Network will design the curriculum. The school will offer education with emphasis on overall personality development of the students. Its primary wing is expected to become functional very soon.



Signing of MoA between India and Japan for setting up Japan-India Institute for Manufacturing



In joint partnership, Solid Waste Collection and Disposal mechanism setup with villages panchayats of Gujarat villages



Over 3500 Individual Household Toilets constructed across villages of Haryana and Gujarat



Eye testing with advanced equipment setup at Becharjee PHC

Skill Development

The automobile industry in India is growing steadily and is expected to continue creating demand for skilled workers. The Company's skill development programmes are aimed at providing the youth with dignified and rewarding employment in manufacturing and service sectors.

Japan India Institute for Manufacturing (JIM), the model Industrial Training Institute (ITI) set up by the Company at Ganpat Vidyadagar in Mehsana, Gujarat, saw the first batch of 254 students pass out during the 2018-19. All the students were suitably placed. Conceived through a collaboration between the Governments of Japan and India to create a pool of skilled manpower for the Indian manufacturing industry, JIM supports the Make in India and Skill India initiatives of the Government of India. It offers National Council for Vocational Training (NCVT) approved technical training in eight trades related to automobiles manufacturing. Additionally, a course on Japanese Manufacturing Practices and Processes covering soft-skills such as Kaizen, 5S, and 3G is integrated with the NCVT curriculum for all the trades. The curriculum of this course at JIM has been developed by the Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS), Japan under guidance of Ministry of Economy, Trade and Industry (METI), Japan. Unique features such as mini vehicle assembly line, engine assembly line, safety lab, virtual welding simulators and spot welding equipment provide hands-on training to students to make them industry-ready.

The Company continued to support over 110 government ITIs across the country as per a five-year ITI development plan. Various intervention areas under this plan include upgrading workshop infrastructure, providing training on manufacturing trades, enhancing industry exposure for trainers and students, and imparting soft skills to make students industry-ready. The automobile trades of Motor Mechanic Vehicle, Auto Body Paint, Auto Body Repair are upgraded in supported ITIs as per the skills required at automobile workshops. 61% of students evaluated from the automobile trades at supported ITIs cleared the Suzuki Basic test (technical and psychometric aspects) compared to 40% from the non-adopted ITIs. In all, over 8000 students passed out from the government ITIs supported by the Company.

Students getting trained by trade experts on modern tools and equipments in JIM, Mehsana



Modern Paint Booths setup in Automobile Skill Enhancement centers



First of its kind vehicle Assembly line in JIM, Mehsana



First Safety Lab across ITIs at JIM, Mehsana - Students getting trained on safety equipment



Trainers are provided by Maruti Suzuki in Automobile Skill Enhancement Centers to train students with updated course

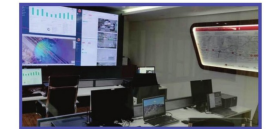
In 2018-19, the Company contributed to the setting up of International Automobile Center of Excellence (i-ACE), a state-of-the-art institute for automobile training and research in Ahmedabad, Gujarat. The model and curriculum for i-ACE has been developed in line with the industry requirements and projected skill gap in the sector. The offerings of this program are based on the automobile industry requirements and the existing level of training provisions in India.

Road Safety

While enhancing customer and pedestrian safety by providing advanced safety features in vehicles ahead of regulations, the Company has also been undertaking social initiatives targeting different aspects of road safety management.

Maruti Suzuki continued its efforts to improve driving skills through the seven Institutes of Driving Training and Research (IDTRs) that it manages in association with state governments. The IDTRs use scientifically designed test tracks, driving simulators and a well-defined course curriculum to train new and existing drivers. In 2018-19, 391,761 persons were trained under learner, refresher and evaluation courses.

The Institute of Driving Training and Research (IDTR) are established in partnership with state governments. IDTRs offer training to passenger and commercial vehicle drivers on scientifically designed tracks and simulators. In keeping with the Company's philosophy of making continuous improvement, Aritra, an app based technology has been developed to make driving learning more accurate and scientific. It also empowers the instructor to make more specific assessments of learner's driving skill.



The Company also works with truck drivers throughout the year. Maruti Suzuki provides driving training facilities that have been specifically customized to suit their needs with flexible curricula and relevant course material. "Jagruti" is a week long road safety campaign for truck drivers, which includes competitions, mock sessions, guest lectures, quizzes and interactive activities that reinforce safe driving providing information on basic traffic rules and signs and bolsters self esteem of truck drivers. Health and eye check-ups are also part of Jagruti campaign.

Maruti Suzuki has partnered with Gurugram traffic police for "Sabhya Roads Bhavya Gurugram" initiative. A study was conducted with an expert agency NATPAC to understand the traffic conditions on a dedicated corridor. Based on the study, the various events have been held to promote safe driving, reading of road signs, using reflectors and stickers and following traffic rules. Over 100 traffic marshals are deputed on a 45 km long corridor to manage traffic and reduce fatalities.

Recently, Maruti Suzuki has undertaken two road safety projects using state-of-the-art technology in the national capital, in collaboration with government authorities. The Company's endeavour is to create models which, based on their impact, may be replicated in other parts of the country.

In partnership with Delhi Police, the Company has implemented an advanced Traffic Safety Management System (TSMS) on a 19 km stretch from Mayapuri to Sarai Kale Khan, an important urban arterial road in Delhi with high density traffic. The TSMS comprises 3D radars and high-resolution cameras that simultaneously capture traffic light and speed violations and transmit the information to the central control room of Delhi Police, from where an e-challan (e-penalty slip) is sent to the offender by SMS. The project has been completed by the Company.

Maruti Suzuki has also partnered with the Transport Department of Delhi to set up 12 Automated Driving Test Centres to reform the drivers' license issuance system by making it more transparent, stringent and efficient. These centres are equipped with test tracks to evaluate driving skills as per the Central Motor Vehicles Act. They are being equipped with high resolution cameras to capture real-time footage of tests, in addition to a suite of analytics-based assessment tools and application of biometrics. As on 31st March 2019, four such centres have been made operational.

City Specific Road Safety Project - Traffic Marshals deployed better management



MARUTI SUZUKI

Way of Life!

15 people lose their lives every day in India because of not wearing seat belts.

Don't be one of them.

Before you drive, ask yourself and everyone in the car,

#PehniKya?

Source: Road Accident Data 2016, MoRTH.

#MovingIndiaAhead