



Shishir Joshipura,
Managing Director
and Country Head,
SKF in India

“ At SKF, we believe that we are accountable for the social and environmental impact of our actions, whilst ensuring that the Business grows sustainably. Our approach to sustaining growth while meeting environmental and social challenges is to integrate the long-term sustainable development approach into our business practices and processes, as well as the products and solutions we offer to the market and industry. ”



SKF Community Care in India: Business beyond profits

At SKF India, CSR has been an integral part of business much before it became a mandatory requirement. As an organization that is continuously scaling up in terms of business, reach and impact, SKF India has a highly evolved community care program in place through deliberations amongst stakeholders, which enables us to actively and effectively engage with communities outside the organizational charter. We are committed to ensuring that our community care program makes a meaningful difference in the lives of the communities we touch, across our regions of presence. The social commitment of SKF has developed over time and is based on the following vision and mission.

The Vision

To create a positive change in the communities neighbouring our operations and create a meaningful difference for the recipient

The Mission

The vision will be achieved by working in following areas:

1. Empowerment of youth
 - Vocational skill training for youth
2. Education, Empowerment and Environment
 - Holistic education of boys and girls from underprivileged communities through sports
 - Enabling girls from underprivileged sections for higher education programs through sponsoring and mentoring
 - Sustainability initiatives like green energy through structured short and long term programs, encouraging employees to participate

Based on this vision, SKF's community care program operates with the mission of working with underprivileged communities neighbouring our operations through its three flagship programs in year 2014-2015



**Empowerment:
Towards developing skilled,
employable youth**

Youth Empowerment at SKF (YES) is SKF India's Flagship CSR program for vocational skill development of underprivileged Youth.

Objective: With a growing automobile base in India, the demand for skilled service mechanics is high. It is observed that majority of the existing garage mechanics are equipped with only the basic on the job skills, which they acquire



5 centres
to be set up in the
next five years,
5000 youth
to become fully self
reliant automotive
service specialists.

informally. The program aims at empowering under-privileged youth with the know-how of modern automobile maintenance and servicing skills in order to help them gain employment at Automotive OEMs or become entrepreneurs. The beneficiaries are 18 to 25 year old men and women,

from the neighbouring community, who belong to families with total income of less than Rs. 3000 per month. The program is fully sponsored by SKF and the beneficiaries are provided with lodging and boarding facilities as well in the same premises.

The program: The course contains 25% classroom and 75% practical training on two and four wheeler repair and maintenance. The program additionally trains students in personality, communication skills, customer service, goal setting, financing and business management skills, for holistic development and growth.

SKF India started its first skill centre under YES program in Pune in 2015 in the premises

85% students
from the first
batch already
placed

of Don Bosco Private Industrial Training Institute in Chinchwad. SKF has established a dedicated SKF YES centre equipped with a class room, practical training laboratory and an interactive learning centre. This centre was inaugurated on July 20, 2015.

The second such skill centre is currently under establishment in Bangalore with Sambhav Foundation as the partner for implementation. There are plans to scale-up the project and set up a total of five centres in the next five years.



Vidya Chaudhary,
Force Motors

“ Initially, when I joined the course, I was slightly apprehensive, as I was the only girl in my batch. The teachers and SKF staff made me feel extremely comfortable. The course has the right mix of practical and theoretical training. ”

Education: Enabling holistic development of children through sports



SKF Sports Education Program:

Objective: SKF Sports Education program aims to provide children from underprivileged backgrounds, opportunities for both physical and mental development through nationally recognized sports activities.

The program:

In Pune, the program is run within the SKF premises, in collaboration with Pune Football Club. In Ahmedabad, the Sports Education Program is run in collaboration with Kahaani Sports Academy, at Bakeri ground.

The Pune Centre trains a boys' and a girls' team and there is one boys team in Ahmedabad. There are plans to train a girls' team in the near future.

Selection process:

In Pune, hundreds of underprivileged students from various schools, in and around SKF facility, participate in the selection process for the SKF Sports Education Program. Coaches from Pune Football Club (PFC) and the SKF team select promising children on the basis of their skills, readiness for the sport, physical and aptitude tests. This is followed by a meeting with the shortlisted children and their parents to understand align them with the goals of the program. Once admitted to the program, the children are trained for a period of 5 years. A similar process is followed by the Program in Ahmedabad.

SKF India teams participate in Gothia Cup – Sweden:

Gothia Cup is the world's biggest international youth football tournament. More than 10,000 players, leaders and parents from all over the world participate. The boys' team from SKF Sports Education Program in Pune has been participating in Gothia Cup since 2009. **In 2015, SKF girls' team made its debut in Gothia Cup a milestone achievement in the history of the Sports Education Program.**

Holistic Development-Education beyond Football:

Besides professional football coaching, the children are also engaged in a host of other development activities including soft skills training, health education, English language classes and coaching in academics. Moreover, the whole team gets together every month to celebrate birthdays. The team of volunteers at SKF is actively involved in these activities.

Stars of SKF Sports Education Program:

At just 11, Nusrat Shaikh was selected to play as part of the Maharashtra state under- 12 football team.

The first Gothia Cup experience for the girls team



Chitra,
Class IX student

Chitra is a class IX student from PCMC Madhyamik Vidhyalay Kalbhornagar school. Chitra says...

“ Gothia Cup taught me that it's not winning or losing that's important, working together as a team is what counts. ”

Empowering Young girls through educational support



The SKF team with the scholarship awardees

At SKF, we believe that the empowerment of girls and women begins in school and college, with quality education and access to information. Through the Lila Poonawalla Foundation (LPF), SKF supports the education of deserving girl students pursuing Graduation and Post-Graduation courses in science and engineering in leading colleges across Pune. SKF strives to contribute to the empowerment of women in India, and encourage more women to step into the engineering domain. SKF also imparts soft skills training career counselling programs for the students at the SKF Campus.

