

## CSR Initiatives

### Skill Development

With the world's largest youth demography, India's biggest challenge is to equip them with skills that are employable and to offer them avenues for sustainable growth. For long, the industry has lamented a mismatch between industry requirements and the technical training imparted, especially in Industrial Training Institutes (ITI). The Company's approach is to consult potential employers to understand their requirements, and undertake relevant initiatives such as upgrade workshops, enhance industry exposure for trainers and students and impart soft skills to make students industry-ready. The Company has aligned itself with the Government's vision of Skill India. As of 31st March, 2018, it is working closely with 110 ITIs across 27 states and running three major programmes under its skill development initiatives.

- **Upgradation of Government ITIs (covering all trades)**
- **Skill Enhancement in Automobile Trade at Government ITIs**
- **Japan India Institute for Manufacturing (JIM)**



*Latest tools and equipments provided to students in Automobile Skill Enhancement centers*

#### Upgradation of Government ITIs

In partnership with state governments, the Company is adopting ITIs and through its various interventions and upgrading physical infrastructure and workshops, training faculty while providing exposure to students on Japanese shop floor practices. The Company is also supporting the Institute of Trainers in Rohtak where on-the-job sessions on updated equipment and technology are provided for ITI faculty.

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





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

### Skill Enhancement in Automobile Trade

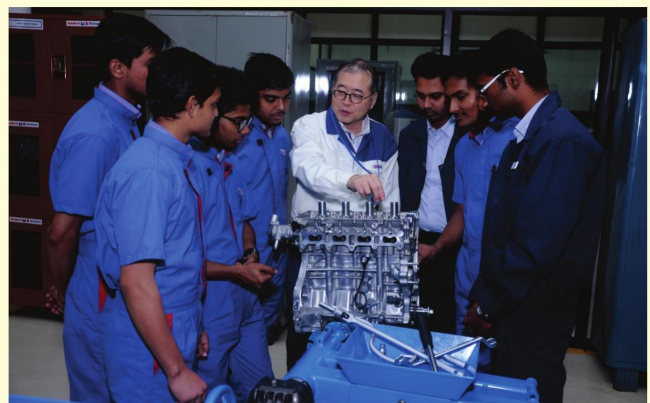
The automobile sector is evolving rapidly in terms of product technology, convenience features and customer expectations. To adapt to these changes, training curricula and infrastructure have to be upgraded regularly. To fulfil this need, the Company has set up Automobile Skill Enhancement Centres (ASEC) at 60 ITIs. Each of these centres is equipped with a model workshop on which practical training is imparted by full-time trainers provided by the Company.



Modern Paint Booths setup in Automobile Skill Enhancement centers

The Company has also introduced specialised courses on Auto Body Repair (ABR) and Auto Body Painting (ABP) – skills in high demand but with limited training facilities. Students get a feel of real work conditions by visiting workshops of partner dealers. The hands-on experience gives them access to latest information and technology, building their capacity to undertake quality service and repair of vehicles besides providing exposure on client interaction.

The Company also invites a Japanese expert through a Japan-based Human Resources and Industry Development Association (HIDA) to train teachers/students on latest technologies for a period of two weeks at ITI Pusa, Delhi. Students were imparted training on global best practices in vehicle service and repair and latest automobile technologies along with training in soft skills like discipline, punctuality, cleanliness, safety and quality in the field of service.



HIDA trainer training students in ASEC. Students are trained on Japanese Best Practices along with latest technology and tools-

## Japan India Institute for Manufacturing (JIM)

In 2016-17, the Governments of Japan and India signed an agreement to create a pool of skilled manpower for manufacturing in India. To translate the vision of this partnership, the Company embarked on setting up the first Japan-India Institute for Manufacturing (JIM) at AS Patel (Pvt.) ITI, in Ganpat University, Mehsana, Gujarat.

## Community Development

Maruti Suzuki is committed to improving the quality of life of people residing in local communities. It is working closely with communities, involving them in all aspects of project implementation, such as needs assessment, project design, monitoring and mid-course correction. The Company is working on comprehensive village development plan to develop 26 villages. Water, Sanitation, Health, Education and developing common community assets are the key focus areas on which the Company's interventions are based on. Ongoing efforts of the Company are transforming the lives of people residing in 26 villages in Haryana (Gurgaon, Manesar and Rohtak) and Gujarat (Hansalpur).

### Water & Sanitation

The Company has a dedicated team working with communities, sarpanches and ward members to improve the water and sanitation condition in their villages. The programmes are aligned with the Government's flagship programme -Swachh Bharat Abhiyan.



Clean and Safe drinking provided to communities in 20 villages

Overall, standards of sanitation and hygiene have improved with laying of sewer lines, construction of household toilets and undertaking of solid waste management. Simultaneously, behavioral change projects and awareness drives on health and hygiene are carried out with NGO partners on an ongoing basis. So far, Company has installed 20 water ATMs and built over 3800 household toilets in 18 villages and laid 36.3 Km of sewer line.



Sweepers with waste collections vans are provided to villages

### Education

In 2006-07, the Company embarked on a two-fold plan for government schools: improve school infrastructure and also bring about a qualitative difference to academic learning levels. Working closely with the school administration, projects were identified and taken up in phases. As of March 31, 2018, infrastructure in 50 schools has been upgraded, making them into a happy and safe place to be for over 25,000 students.

### School Infrastructure Upgradation

Constructing separate toilet blocks for boys and girls guaranteed privacy and convenience, sparing many from having to rush home to relieve themselves. Constructing water tanks along with providing furniture, lights and fans, whitewashing walls and repairing blackboards made in-classroom teaching more effective. The overall objective of infrastructure upgradation project is to create an enabling environment in the schools for learning.



Construction of water tanks in schools for providing drinking water facility

### Improving learning levels of students

While school infrastructure upgradation motivated students and faculty on a physical level, it was important to address the intellectual and academic aspects as well. The Company undertook a comprehensive survey of learning levels and the various forms of support required to improve academic performance. In line with that study, the Company offers support through subject teachers, institutionalised academic scholarships for meritorious students, tuitions in special cases and teaching aids such as projectors.

# Road Safety

Maruti Suzuki is committed to improving safety on Indian roads by imparting quality driving training and education. Providing skills, knowledge and attitudinal inputs to both road users and road drivers, the Company has strategically reached out to key segments of society since the year 2000. The Company is now using the latest technologies to improve safety on roads.

The efforts for road safety can broadly be classified into 4 verticals or 4Es i.e. Engineering of both roads and vehicles, Education in terms of training and awareness, Enforcement of safety laws and Emergency Care to road accident victims. As an auto maker and industry leader, the company is committed to support and meaningfully contribute to make our roads safer.

## Institute of Driving and Traffic Research (IDTR)

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/trainer to make specific assessments of the learner's driving skills.

## Unnati

A special employment oriented driving training programme, "Unnati", launched in 2015-16. Leading corporates are partnering with the Company to train their company drivers and employees. The Company has partnered with Punjab government to set up driving schools within RTO premises. So far, 22 schools have been set up in various RTOs of Punjab. Following a PPP model, these "smart RTOs" are now producing quality trained drivers, setting an example for other states.

## Road Safety for Truck Drivers

The Company works with truck drivers throughout the year. They provide driving training facilities that have been specially customised to suit their needs with a flexible curricula and relevant course material. "Jagriti" is a special week-long road safety campaign for truck drivers, which includes competitions, mock sessions, guest lectures, quizzes and interactive activities that reinforce safe driving, provide information on basic traffic rules and signs and bolster self-esteem of truckers. Health and eye check-ups along with confidential testing for HIV/AIDS are also part of Jagriti.

## Road Safety Education

The Company's constant endeavour is to promote road safety through campaigns designed to suit different target groups aiming at behaviour change amongst road users. It acquaints them with information on road safety, expanding the network of well informed and careful drivers and pedestrians who taking responsibility for their safety and of other road users. The Company has partnered with TV and radio channels to further promote messages on road safety. Special programmes reach out to school students, in an effort to prepare the next generation of road users with correct information on road safety and driving.

## City Specific Road Safety Programme:

Launched in partnership with Gurugram traffic police, the '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, various events have been held to promote safe driving, reading of road signs, using reflectors and stickers and following of traffic rules. Over 100 Traffic marshals are deputed on a 45 Km long corridor to manage traffic and reduce fatalities.



City Specific Road Safety Project - Traffic Marshals deployed better management

**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?**