

Community Wellbeing at the Core of Maruti Suzuki's CSR

MARUTI SUZUKI

Way of Life!

Over the years, Maruti Suzuki has earned for itself a pride of place not just in its factories and offices but communities that are part of the industrial areas where it has a presence, namely Manesar, Gurgaon, Rohtak and Gujarat.

Initial Conviction: Growth must be inclusive and People a part of it

The Company's endeavour has been to set up its manufacturing facilities in ways that are profitable but also which benefit local communities. As part of a well-rounded social strategy, it works to strengthen road safety issues, creating a more employable force, by skilling personnel in automobile industry and upgrading lives of employees, their families and community members.

Safe driving initiative: Having achieved its initial corporate agenda of providing affordable cars that met mobility needs of millions of Indians, the company defined a new social agenda in the year 2000. This entailed sensitising people on how to drive safely, follow traffic rules and prevent accidents. State-of-the-art driving training infrastructure with Institutes of Driving and Traffic Research (IDTR) and Maruti Driving Schools (MDS) were institutionalised. Highlight of the 345 MDS set up across states is their having women instructors on the panel. This has resulted in more female enrolment, with many preferring MDS over local driving schools.

Adding value to select ITIs: As interface with consumers intensified and better understanding of the country's road infrastructure emerged, a need was felt to strengthen technical training infrastructure set up by the government. In 2006, a plan was finalised to partner state governments to adopt government run and managed Industrial Training Institutes (ITI). This entailed reviewing existing curriculum and infrastructure facilities, identifying gaps and enhancing quality of teaching and providing exposure to students who enrolled for automobile related courses.



Giving wings to women too

23-year old Poonam Singh is the only girl in her village Timakiya in Meerut, Uttar Pradesh, who wears "pants", working in a Maruti Suzuki dealer outlet, doing a job men do. She is the first girl in the country to complete her automobile mechanic course followed by an apprenticeship from the Government-run ITI, going on to win a President's Award for the same. She earns Rs. 10,000 a month plus incentives at a Company dealership in Meerut.

Sowing the seeds for CSR

Creating awareness around safe driving

Empowering communities around company factories

Giving 'add-on' input to auto courses and upgrading ITIs

Fine tuning existing curriculum to make it more industry relevant

Students were learning on outdated models. By having latest Maruti Suzuki Swift DZire with spare parts and cuts generated enthusiasm. Books and lesson plans became more relevant as students opened up vehicles and familiarised themselves with technology and electrical aspects. This helped dealers too who hired them since they did not have to spend time training and could place them on-the-job immediately.

Pawan Sharma, staff member of a Maruti Suzuki Dealer outlet in Meerut



Raising the bar at community level:

Sporadic efforts to strengthen community development initiatives in and around areas where Maruti Suzuki had a presence were consolidated through strategic planning in 2007 when the Manesar manufacturing facility was set up. Four adjoining villages were adopted and initiatives in education, water & sanitation and rural development taken up. This was later scaled up to 20 villages across Gurgaon, Manesar, Rohtak and Gujarat locations.

Developing a more robust CSR policy to provide direction and scale

In 2014-15, Maruti Suzuki aligned its CSR agenda with the New Companies Law 2013 by setting up a CSR Committee of the Board and formulating its own CSR Policy, implemented by in-house teams. Special partnerships are forged with specialised agencies undertaking professional work in domains the company lacks resources and expertise.

ROAD SAFETY: Building awareness and a culture for safe driving

Maruti Suzuki's road safety programme that began in 2000 with setting up of an IDTR at Loni in partnership with Department of Transport, Government of Delhi grew to include one at Sarai Kale Khan, two in Haryana and one each in Gujarat and Uttarakhand. These institutes are spread over 10 acres with scientifically engineered driving tracks, simulators and classrooms for training driving, traffic rules and other soft skills.

To expand reach of its road safety initiatives, MDS was set up in 2005 in partnership with dealers. These schools have similar infrastructure as IDTR except for test tracks. All instructors at MDS are trained and certified to impart training at IDTR. The Company promotes awareness on road safety and safe driving with awareness campaigns, contests and annual events in schools, colleges and corporates. Road Safety Knowledge Centres were set up in partnership with Haryana traffic police in 2009. Violators of road safety/

traffic rules were trained for two hours prior to submitting penalty.

Going the extra mile: Road Safety initiatives

- Trained over 2.4 mn people in safe driving since inception of road safety programme in 2000
- Covered over 5 lakh children in road safety awareness campaigns in 11 states in 2014-15
- Over 40,000 drivers trained at Driver Education Centers and 7000 through IDTR
- Signed MoU with National Minorities Development and Finance Corporation to train SC/ST youth in professional driving skills; more than 7000 tribal youth trained, of which 5400 placed in jobs in 2014-15
- Road safety for truck drivers who transport Maruti Suzuki cars organised with programmes like "Jagriti"; health camps, HIV/AIDS awareness, films, games, quizzes and nukkad natak held regularly

Building on the initial CSR work to Develop a strong Agenda

Creating a culture for road safety amongst all stakeholders

Taking up skill development in a more focused manner

Raising wellness and lifestyle quotient of local communities



SKILL DEVELOPMENT: Aligning employer expectations with appropriate skill development

In 2006, the Company joined hands with Haryana Government to upgrade four ITIs. This model of ITI upgradation largely caters to skilled manpower requirement of manufacturing facilities across industries. The programme which was expanded to cover 27 ITIs in eight states will be further scaled up to 50 ITIs by end 2016.

Maruti Suzuki's ITI upgradation programme

- Training ITI faculty members on behaviour, work culture and teaching
- Ensuring discipline, personal grooming, communication skills, sports and cultural activities and industry specific trainings
- Repairing building, machines and workshop tools
- Inviting students and faculty to Maruti Suzuki factory for exposure and interaction

Working with ITIs and dealer networks to sharpen potential employee skillsets

A need was felt to cater to growing skilled manpower requirements

Vision for a Skilled India: Maruti Suzuki's initiatives in 2014-15

- Upgraded 88 ITIs in 21 states in automobile related trades benefitting over 5500 students
- Provided jobs to 2800 students from these ITIs in service workshops of automobile dealers of Maruti Suzuki and in other companies
- Setting up Automobile Skill Enhancement Centres in 45 ITIs in 2014-15 in phased manner
- Recruiting full-time trainers to provide tools/equipment; forging partnerships with local Maruti Suzuki service workshops to upgrade skills of ITI students
- Providing students 50 days training in car service, repairs and maintenance; awarding additional skill training certificate

specifically in automobile trade for service workshops that dot the country's map. Maruti Suzuki entered into a tripartite agreement with ITI and automobile dealer for upgrading select courses linked to auto industry (mechanics, automobile and denting and painting). Theoretical training was provided at ITI and practical training at dealer workshops.

BENEFITTING COMMUNITIES: Education, Sanitation, Water and Rural Development

Maruti Suzuki supported community projects began with a modest four villages around the Manesar facility in 2007-08 going on to expand to 20 villages at four locations covering major aspects of human development, namely education, water and sanitation and rural development.

The future lies in education:

Recognising that social and economic transformation in any community can happen only when education is strengthened and made more relevant, the Company focuses on improving infrastructure and learning levels in Government schools. Academic Excellence Award for top three position holders of 10th and 12th board exams are instituted with scholarships for village youth pursuing vocational courses at ITIs, Polytechnic and Engineering colleges. Government Middle School, Bas Hariya Dhana in Manesar, for instance has come a long way. From having wedding processions, stray cattle and cyclists using school premises as a thoroughfare they now have a boundary wall and gate.

Providing 100% sanitation solutions:

The Company is laying sewer lines, constructing individual household toilets, providing sweepers for solid and liquid waste management in villages. Additionally, water pipelines, bore wells and water storage tanks have been built as per community needs. The villages have become cleaner, less infection and bacteria infested and more organised with their garbage collection systems. Many of the villages are fast acquiring Open Defecation Free (ODF) status.



Creating a strong sporting culture



Students make the stretch to achieve academic excellence



Sewer lines being laid in Manesar



Garbage vans are a familiar sight in the villages

“Maruti Suzuki has the interest of people at heart. Putting up solar panels, building community halls, levelling cremation grounds, installing benches, donating garbage trucks, hiring sweepers and holding awareness camps on hygiene and sanitation – theirs is a 360 degree effort to identify gaps and find right solutions.”

Ishwar Singh, Sarpanch Baas Hariya Village, Manesar



How lives have changed for these proud owners of toilets!



Maruti Suzuki employees contribute more than 20,000 hours a year to CSR

Enhancing aspects related to rural development:

Common community infrastructure has been revamped, repaired and newly created as per requests shared by community members. Many employee volunteers visit schools and villages talking/counselling/guiding students, young people and village leaders. This has contributed to making community members more

participatory in their development process. Little wonder then that five of the upgraded schools were declared “Most Beautiful Schools under Chief Minister’s Beautification Scheme. In 2014-15, Bass Hariya – Aliyar village, a Company adopted village in Manesar was declared as Nirmal Gram by Government of India.

Tangible Impact

Education:

- 24 toilet blocks in 14 schools constructed to benefit over 20,000 students
- Drinking water facilities installed and green areas developed
- Classrooms repaired, safe electrical fittings installed
- Sports facilities upgraded, sports kits provided and individual excellence encouraged
- Boundary walls created, gates repaired
- Ad hoc teachers, sports coaches, sweepers, gardeners and other support staff hired

Sanitation:

- 6.5 km of sewer lines laid in 2 villages of Manesar benefiting over 30,000 people; covering 2 more villages in 2015-16
- Constructed over 200 Individual Household Toilets making 3 villages of Manesar ODF; 1000 more under construction in 7 villages
- Provided over 40 sweepers to 10 villages and 4 waste collection vans for daily cleaning of streets and disposing solid waste

Intangible Impact

Education:

- Huge relief for students, especially girls who now have the privacy of toilets
- Less chances of disease, illness, diarrhoea with better hygiene and water
- Greater motivation to study in rooms that are better aired and lit
- Better attendance, lesser drop outs, improved academic and sporting performance
- Fewer cases of indiscipline
- Dreams of pursuing careers and achieving success

Sanitation:

- Greater awareness on sanitation, hygiene and their link with disease
- Community efforts intensified to make homes, lanes, parks and villages clean
- Ownership to create model villages and achieve ODF status

The CSR arm of Maruti Suzuki has indeed succeeded in creating a trusted relationship with the communities, opinion leaders, householders and volunteer networks it engages with. The Company’s CSR budget has more than doubled in last five years, from Rs 23.28 cr to

Rs 37.25 cr in 2014-15. Appreciation and accolades have come from multiple quarters. It received the Madan Mohan Malviya award for best CSR in Education and one of 50 most caring companies award by World CSR Congress, amongst others.