

Way of Life!

MARUTI SUZUKI INDIA LIMITED

Maruti Suzuki, India's largest passenger car manufacturer, was established as a joint venture between the Government and Suzuki Motor Corporation (SMC) in 1981. The company is today the largest subsidiary of SMC and produces 14 car models at its manufacturing plants in Gurgaon and Manesar. The company has the largest sales and service network amongst car manufacturers in India.

The company's focus on expanding its portfolio and continuously improving its products is inclusive of its social responsibilities. Maruti Suzuki's Corporate Social Responsibility (CSR) initiatives started in 2000 with its road safety programme. The CSR portfolio has steadily grown since and has included other programmes such as ITI upgradation, community development work at Manesar, and an employee volunteering programme.

The company's CSR policy has stakeholder engagement and creation of shared value as its cornerstones and acts as a guide for the selection and implementation of all its CSR programmes.

"While working to enhance shareholder wealth, Maruti Suzuki will regularly engage with all stakeholders to assess their needs and through its products, services, conduct and management initiatives, promote their sustained growth and well-being."

CSR is integrated with Maruti Suzuki's business processes. All decisions related to CSR, such as selection of activities, allocation of resources, project execution and monitoring are carried out exactly as core business activities. The company has a dedicated CSR department at the corporate level; however, some CSR activities have been assigned to specific business verticals according to the nature of the activity. For example, the road safety programme is implemented in partnership with dealers, and therefore falls under the Marketing and Sales business vertical. This approach has helped the company in developing sustainable and scalable CSR programmes and ensuring company-wide participation. Wherever possible, the company has partnered with the government, business partners and civil society to strengthen its programmes and extend their reach. This has also helped in bringing on board the best resources and field-expertise and in scaling up successful projects.

ROAD SAFETY

The company selected road safety as its flagship programme as it addressed an unmet need of the society- that of a proper driving training infrastructure. The lack of a proper driving training infrastructure and driver's competency is a major cause for the high number of road accidents and fatalities in the country. As per the Ministry of Road Transport and Highways (MoRTH), 1 25,660 people were killed and over 500,000 injured in around 490,000 accidents in 2009. Drivers' fault is the single largest factor responsible for road accident. Considering the scale of injuries and fatalities due to road accidents, road safety is a major concern in India and company's road safety programme

responds to this concern.

The company has two partnership models for imparting driving training skills to existing as well as new drivers- the Institutes of Driving and Traffic Research (IDTRs) and Maruti Driving Schools (MDS's).

Institute of Driving and Traffic Research: The IDTR is a state-of-the-art driving training facility set up in partnership with the government. It caters to both commercial and passenger vehicles drivers. The driving training at IDTR includes theoretical training in the class room, practical training on simulators and actual driving training on scientifically designed tracks. The company manages 6 IDTRs – two in Delhi, two in Haryana and one each in Gujarat and Uttarakhand.



TRAINING TRACK AT IDTR

Maruti Driving Schools : MDS have been set up by Maruti Suzuki in partnership with dealers. These schools require smaller infrastructure and lower investment as compared to IDTRs. MDS impart training for driving passenger vehicles. The training components at MDS are the same as those at IDTRs except that the practical driving training is imparted on the road instead of test tracks. There are over 195 such driving schools in cities.

IDTR and MDS together have trained over 10 lakh people in safe driving so far.

On completion of 25 years of sustained operations, the company launched the National Road Safety Mission in December 2008, with a commitment to train 500,000 persons in safe driving within three years, a lakh of whom would be from underprivileged backgrounds & their training cost would be borne by the company. Awareness about road safety and advocacy were also components of the mission. The company has successfully achieved this target within the time frame and trained 147,000 underprivileged persons.

In a new initiative a Road Safety Knowledge Centre was set up in partnership with the Gurgaon police recently. This new platform targets to enhance traffic education and inculcate safe driving habits for commuters in Gurgaon. In addition to existing driving training modules, the centre has been equipped to offer specialized training to traffic violators.

INVESTING IN SKILLS TRAINING

To address the issue of shortage of skilled manpower, essential for economic growth, the government has launched a programme to transform Industrial Training Institutes (ITIs) into centres of excellence in partnership with industry. Maruti Suzuki is a part of this effort and has undertaken to upgrade select ITIs across the country. The company is presently working with nine ITIs, one each at Kerala, Tamil Nadu, Maharashtra, two in Goa and four in Haryana.

As part of its affirmative action initiative, the company has chosen to work with the ITI at Elathur, Kerala and Thirukkuvilai, Tamil Nadu that specifically caters to the Scheduled Caste and Scheduled Tribe (SC/ST) community and the women's ITIs in Gurgaon and Jhajjar in Haryana.

Maruti Suzuki partners with the ITIs for their overall upgradation, including :

Basic infrastructure development such as classroom furniture, maintenance of green areas and rain water harvesting.

- Repair and maintenance of machines.
- Provision of teaching aids.
- Industry exposure to students and faculty through factory visits and internships.
- Development of an Institute Development Plan.
- Additional training sessions in subjects like spoken English, interpersonal skills, work ethics, computer education and other soft skills for the all-round development of students.
- Teacher training for motivation and behaviour, skills & technical knowledge about the latest technologies in the market.

The service division of the company also engages with ITIs all over the country for the upgradation of the automobile trade. The division is actively working with 28 government and private ITIs. Several trained personnel from these institutes have been absorbed in the company's service network.

CONNECTING WITH COMMUNITIES

Maruti Suzuki is actively involved in community development in four villages surrounding its Manesar plant. Healthcare, education, infrastructure development and skills training are the focus areas for its interventions.

Health camps are held periodically around the year to make curative health care services available to the villagers. Based on community requirements, speciality camps such as eye camps and camps for women and young girls are held with the help of professional doctors. Awareness sessions on relevant health care topics are also held.



VILLAGERS VISIT THE PLANT AT MANESAR

In education, the company holds evening classes for first generation school-goers. These classes are conducted by teachers identified from the community. On the request of the villagers, a computer literacy centre has been set up at village Aliyar in partnership with Learning Links Foundation. In an example of community participation, the space for the centre was provided by the village panchayat, who also assisted in the selection of teachers. Infrastructure investments in the community include upgradation of government schools, pathways and common community assets such as chaupals.

Vocational training in Manesar has focused on imparting driving training to unemployed youth. Maruti Suzuki has so far trained 134 unemployed youth; 65% of them are now gainfully employed, either by an existing enterprise or by starting their own taxi/auto service. Some of are also employed at Maruti Suzuki's vehicle dispatch operations at the Manesar plant.

BEING THE CHANGE

Maruti Suzuki's employee volunteering programme, e-Parivartan, encourages employees to devote their personal time to a cause close to their heart. Its employees have put in 7,095 hours in volunteering activities since the launch of the programme in November 2008. The company has tied up with NGOs such as Literacy India and Ashran Orphanage to facilitate this programme. Many employees are joined by their families and friends in these activities. Both the volunteers and the NGOs benefit from this association.



EMPLOYEES AT AN E-PARIVARTAN EVENT

With this bouquet of programmes under its corporate responsibility wing, Maruti Suzuki has constantly endeavoured to meet society's needs in a manner that complements the efforts of the government and civil society, collectively creating economic and social value addition. Maruti Suzuki is committed to respond to society's changing needs and aspirations through its CSR programmes. Its interventions are designed to empower its stakeholders to traverse the spectrum of social transformation from the cognitive to the value stage, ultimately resulting in a healthier, happier and safer society.

It is Maruti Suzuki's endeavor to continuously meet society's needs through its CSR programmes in a manner that compliments the efforts of the government and civil society and collectively creates economic and social value. The company is committed to respond to the changing needs and aspirations of the society through its CSR programmes.

For further information, write to zz_corp.responsibility@maruti.co.in or visit www.marutisuzuki.com