



**BRIDGESTONE**

# OUR WAY TO SERVE

Bridgestone India Private Limited, wholly-owned subsidiary of Bridgestone Corporation, Japan, the world's largest tyre and Rubber Company. Our founder Shojiro Ishibashi always believed that businesses which only exist for profit making cannot sustain for long. They must contribute to the communities they are a part of. This is the thought behind Bridgestone's global Mission of Serving Society with Superior Quality. This mission is the foundation behind our strategic focus on Social Responsibility, our global CSR commitment which we call 'Our Way To Serve'.

Our Way to Serve focuses on three key priority areas of: - **Mobility, People and Environment.**

The current approach of CSR in Bridgestone is strategic and multidimensional, keeping in view the UN Sustainable Development Goals as well as national and local development priorities. We have always been focussed on creating a long term impact and therefore, the problem areas are always addressed at their core. Over the years, our initiatives include skilling of commercial drivers for safer mobility, free of cost healthcare camps for people unable to afford this, drinking water conservation project in part of Maharashtra, and various initiatives focussed on skilling and vocational training for women and creating employment opportunities, among others.

## Our Way to Serve



**MOBILITY**



**PEOPLE**



**ENVIRONMENT**



When the country was first hit by the pandemic, it was soon evident that the maximum efforts and support needed to be extended on this front. The organisation was quick to devise a 3 phased plan in order to provide maximum support on all fronts:

**Our 3 phased strategy against COVID-19 includes:**



# 1. RELIEF:

- Provided PPEs for frontline workers in hospitals, rural health centres, sanitation workers, mortuary staff and police
- Supported testing and screening of police personnel
- Survival kits for stranded truckers and cab drivers
- Meals and staples for below poverty line migrant workers during the lockdown period
- Contribution for ventilators, clinical support instruments, patient care items, blood donation camps

# 2. RESTORATION:

- Promotion of mask and safety practices
- Provision for safety kits to vulnerable groups
- Sanitization of neighbouring communities and vehicles
- Support to tyre fitters to recover from the loss of livelihood
- Developed and promoted COVID 19 awareness generation film and posters specially for tyre fitters and truck drivers
- Upgradation and renovation of a ward in COVID management hospital



# 3. REHABILITATION:

- Long term and sustainable recovery plan for livelihood and health of the most impacted communities
- Training the most impacted community stakeholder groups

Channelizing relief material and awareness generation drives through our project partners, business partners, fleet operators, beneficiary groups, employee volunteers not only enabled us to reach out pan India but also helped us build stronger relationships with these key stakeholder groups.

Bridgestone prides itself as an organisation where our employees as well truly embody the spirit of serving society, and the COVID efforts were no different. Apart from the organisation's initiatives, the employees too volunteered to help their local communities.

This is **Our Way to Serve.**

