



Sustainability: The defining characteristic of Bosch social engagement

“Invented for life” is not just the Bosch slogan. It’s a commitment. A pledge that our actions in the present and the future must be socially sustainable and impactful. Since the company’s inception, the concepts of sustainability, responsibility and social welfare have been woven into its corporate ethos. Robert Bosch’s philanthropic concerns are a part of the Bosch Group’s overall business strategy. True to his vision, a charitable foundation – Robert Bosch Stiftung – holds a 92 percent stake in the share capital of Robert Bosch GmbH.

Responsibility: A core Bosch value towards employees and society

Ever since Bosch (earlier, Mico) set up its first plant in 1951 at Bangalore, the company – apart from business – also worked towards the upliftment of communities. These activities consciously aimed to provide sustainable solutions which brought about abiding improvement in the lives of the indigent individuals and communities.

In today’s scenario, a CSR Steering Committee meets regularly to manage, guide and support the CSR teams at various Bosch locations. The aim is to take social engagement by Bosch to a higher level of performance for achieving integrated and sustainable social impact.



A Bosch-funded dispensary building at Bangalore in the year 1970.

Thrust areas

In India, the company’s social engagement program focusses on three thrust areas: Health & Hygiene, Vocational Training and Community Development.



Health & Hygiene

A number of initiatives, supported by the company and carried out by ‘Boschlers’, are undertaken to provide better sanitation, clean drinking water and medical aid to the underprivileged in the vicinity of the company’s locations.

- ▶ The Child Health Development Program (CHDP) aims to improve the basic health of children. What started with a few hundred kids in Bangalore a few years ago covers over 10,000 children today. It has also helped to reduce school dropout rates. Around 15 partners, including NGOs and hospitals, support this key project.
- ▶ In 2013, Bosch India made a difference to 528 lives through five healthcare programs, while over 2,800 children have received attention over the last five years.
- ▶ Financial aid has helped the Gujarat Cleft and Craniofacial Research Institute (GCCRI) to perform surgical rectification surgeries of cleft palate and lips in about 236 children and adults.
- ▶ In a two-month residential program in Karnataka, 66 underprivileged patients with spinal cord injury were rehabilitated.

Vocational Training – rehabilitating school dropouts and unprivileged youth

Bosch aims to impart vocational training to youth to address two basic issues – shortage of skilled employable people in India and rehabilitation of school dropouts. The company specifically targets youth who are not in education, employment or training (NEET), and impart industry-relevant skills for entry-level employment in areas like automotive dealerships, services industry, retail and



telecom. In collaboration with National Skills Development Corporation (NSDC), this model has been successfully implemented in eight cities across India.

Bosch has tied up with Canara Bank for sanctioning loans, and with other companies to increase the employability of unprivileged students.

- ▶ In the last five years, Bosch India has supported the training and placement of over 14,000 youth.
- ▶ So far, 81 vocational skills training programs in 32 trades have been provided in partnership with NGOs.
- ▶ In 2013:
 - Through 85 projects in 17 locations, 6,936 people received vocational help from Bosch India.
 - 275 school dropouts were trained and employed in various sectors such as automotive dealerships, Power Tools, Electricals and Car Service.
 - Over 1,900 youth were trained for placement in technical trades, such as fitter, automobile mechanic, mobile repair, plumbing, motor rewinding, compressor repair, welding, electronic hardware, etc.
 - Over 2,000 rural youth, who distress-migrated to cities and suburbs, were equipped with the skills of masonry, carpentry, painting and electrician.
 - 179 differently-abled youth were successfully employed in the rural trades of sericulture, agriculture, dairy farming and tractor repair.

Community Development – partnering for progress

Community development is the requisite for inclusive growth and progress in India. Towards this, Bosch has adopted schools, health care centers, anganwadis, and entire villages. It has undertaken renovation of buildings/facilities, livestock and agricultural development, self-help group formation and clean-up campaigns, among others. These projects aim to resolve the specific issues that communities face, apart from making them competent and self-supporting.

Bosch has also donated vans for carrying healthy and hygienic mid-day meals to Bangalore’s poor school children, via the highly successful ‘Akshaya Patra’ program.



Local projects in plant neighborhoods

Nashik

In 2003, Bosch partnered with neighboring corporates and formed the Nashik Run Charitable Trust to raise funds for the city’s underprivileged. Since then, India’s famed ‘Nashik Run’ has grown steadily in size and popularity.

Bosch has adopted Dubewadi and three other remote tribal villages to address the issues of water scarcity, lack of education, health problems, limited income and unproductive agriculture.

Community development initiatives include regular camps for general health, blood donation, malnutrition, dental health and hygiene awareness; self-help group formation; livestock development; an ‘Annual Agri Plan’ for improved agricultural practices and yield in coordination with ICRISAT (International Crops Research Institute for the Semi-Arid Tropics); vocational training and income-generating programs; solar lamps and planting of fruit trees.



Bangalore

In collaboration with the NGO Agastya International Foundation, this Bosch plant operates a ‘Mobile Science Lab’ in 40-60 government schools in its vicinity. The NGO’s special ‘Lab-in-a-Box’ (LIB) program has taught science creatively to about 10,000 children.

The plant also supported the rural education initiative, ‘Project Vasantha’, by providing 30 solar lamps to electricity-deficient villages.

A ‘War on Waste’ program was initiated in 2013 for better waste management. Measures included a mechanical composting machine; conversion of wet waste to manure; and eliciting people’s participation through street plays and door-to-door canvassing. Now, about 1,000 kg less waste per day goes to the BBMP landfills!

Since 1993, Bosch has been outsourcing assembling work, through the registered society Ability in Disability (AID), to differently-abled young people to make them gainfully employed and self-reliant.

Jaipur

Clean water and presence of excess fluoride are serious concerns in Rajasthan’s villages. With an NGO and the panchayat, Bosch addressed these issues by setting up a Reverse Osmosis (RO) plant at Goner and Vatika villages. These plants now support more than 2,000 families with clean drinking water.

These RO projects are uniquely self-sustaining – all expenditure is met by the revenue generated, and water is sold on a no-profit basis. This success has attracted NGOs to provide other infrastructure to the villages like solar power.

“We are on a journey, much more can and will be done.”

“Our associates* are involved in a whole range of voluntary activities in local communities. Today, hundreds of Boschlers in India are selflessly engaged in various social initiatives. Their active commitment prepares us for future challenges, while ensuring that Bosch is reputed for being a responsible company that has sustainable business practices in place.

We are on a journey, much more can and will be done. And, most importantly, it has to be done not by head, but by heart.”

- Soumitra Bhattacharya
Joint Managing Director
Bosch Limited