



Way of Life!

Maruti Suzuki, India's largest passenger car manufacturer, was established in 1981 and commenced production with the iconic Maruti 800 in 1983. The Company today operates five manufacturing plants at Gurgaon and Manesar in Haryana and produces 16 models in over 250 variants. The Company has the largest sales and service network amongst car manufacturers in India.

The Company's CSR policy guides its CSR programmes.

LOCAL COMMUNITIES

The local community is an important stakeholder of the Company. The Company carries out community development activities in the villages around manufacturing locations at Gurgaon and Manesar. The social programmes are designed as per the needs of the community.

Education

The Company upgrades infrastructure of schools to improve the overall learning environment. Infrastructure upgradation includes building repairs, whitewash, fortification of boundary wall, provision of blackboards, development of green areas, safe electrical repairs, construction of toilets and rooms and provision of furniture for students and staff. The Company has so far upgraded five government schools in Gurgaon and Manesar. Two of these captured positions in the state government's Chief Minister's School Beautification Scheme.

In addition to school infrastructure development, the Company carries out activities for improvement in the academic performance and overall development of students. The Company has instituted Academic Excellence Awards for meritorious students of class 10th and 12th.

The Company also promoted sports and culture and creates opportunities for the students to showcase their talent in these areas.



Sarhaul Senior Secondary School came 1st in the Chief Minister School Beautification Scheme (at district and block level). The Principal Mrs. Usha Rani receiving the award from Smt. Kiran Choudhary, Hon. Minister Public Health, Engineering, Excise and Taxation, Government of Haryana.

Health Care

Gurgaon district reports a large number of Dengue and Malaria cases every year. One reason for this is a lack of awareness among people. In partnership with state health department, the Company has launched a large scale awareness campaign on malaria and dengue. Informational material has been distributed in the community and schools on prevention of mosquito breeding and protection from mosquito bites. Hoardings with messages have been put up at various locations in Gurgaon. Besides, the Company carried out larvaside spraying and fogging in villages and residential areas in the city. These efforts have led to a marked reduction of reported Malaria cases in the areas.

Sanitation

As sanitation and health are closely linked and in 2012-13, Maruti Suzuki initiated sanitation drives in four villages in Manesar to address the deteriorating sanitation conditions there.

Large scale cleanliness drives were organised with the help village volunteers in Manesar. These included cleaning of streets, staging of street plays and distribution of information material.



School students participating in a sanitation awareness rally

ROAD SAFETY DRIVING TRAINING AND AWARENESS

Maruti Suzuki runs a nationwide road safety programme to impart driving skills to existing and new drivers. As per a government study, over 78% road accidents happen due to the drivers' fault. Therefore, it is imperative to focus on enhancing driving skill and behaviour. The Company has developed three models to impart driving skills to existing and new drivers.

Institute of Driving and Traffic Research (IDTR)

Established in partnership with state governments, IDTRs offer training on passenger and commercial vehicles. Scientifically designed driving tracks and simulators are used for training. Maruti Suzuki has six operational IDTRs in four states. IDTRs have trained 2,61,223 people in 2012-13 and cumulatively trained almost 1 million people so far.



Commercial vehicles drivers in a theory class in ITDR, Delhi

Training for students and teachers

Training	Nos.	Man-days	Nos.	Man-days
Students training	2484	14355	3233	14216
Teachers Training	429	733	431	856

In addition, the Company focuses on specifically upgrading the automobile trade in ITIs. As far as possible, youth trained in these trades are absorbed in the Company's service network. In 2012-13, the company had technical tie-ups with 80 ITIs and 895 students graduated from ITIs supported by Maruti Suzuki and found placement in the service network. Cumulatively, 2132 students have been placed in the service network so far.

EMPLOYEE VOLUNTEERING

Maruti Suzuki encourages its employees to contribute for the benefit of society through its employee volunteering programme e-Parivartan. All levels of employees from shop floor workers to senior management participate in the volunteering programme, often bringing along their family members and friends.

The Company has partnered with local NGOs where employees go for volunteering on an ongoing basis on Sundays and holidays. In addition to regular volunteering, the Company organises many volunteering events throughout the year such as Joy of Giving Week, Book Donation Campaign, Collection Drives for the Victims of Natural Calamities, Tree Plantation Drives, Wish Tree Campaign etc.

In 2012-13, the company employees contributed over 14,500 volunteering hours to various social initiatives.



Employees paint teaching aids on wall in Sarhaul Government school

Maruti Driving Schools (MDS)

A smaller format of imparting driving training, MDS have been being set up in partnership with dealers. These offer training for driving passenger vehicles. The course curriculum and method of teaching is the same as IDTR, except that MDS doesn't have test tracks. In 2012-13, 76 new MDS were established in the country taking the cumulative number of MDS to 282. In 2012-13, MDS trained 1,20,537 people in safe driving skills, taking the cumulative number of people trained in safe driving to over 500,000 so far.

Road Safety Knowledge Centre (RSKC)

RSKC have been setup in collaboration with Traffic Police and are specifically aimed at educating traffic violators. Presently, Haryana state has four RSKCs (Gurgaon, Faridabad, Karnal and Panipat). In 2012-13 1,29,264 people were provided with refresher training and 14,958 people attended road safety awareness programmes at the RSKCs.

So far Maruti Suzuki has trained over 1.5 million people in safe driving at the MDSs and IDTRs. In addition to driving training, the Company also spread road safety awareness among masses.

SKILL DEVELOPMENT

To bridge the gap in industry's requirement and the quality of skilled manpower available, Maruti Suzuki has partnered with state governments to upgrade Industrial Training Institutes (ITIs). Presently the company has partnership with 21 ITIs.

The Company undertakes following activities at adopted ITIs:

- Repair and maintenance of building
- Rain water harvesting structures
- Horticulture and landscaping
- Machines and automobile parts for training
- Industry exposure to students and teachers
- Additional modules on safety, quality and shop floor practices
- Facilitate participation in exhibitions, competitions and job interviews



Young boys learn the basics of a car engine

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