

**MARUTI**  **SUZUKI**

**Way of Life!**

**Community Wellbeing at the Core of Maruti Suzuki's CSR**

Maruti Suzuki is committed to serve the society through its social initiatives. The Company considers local community and society as a direct stake holder group. The CSR projects of the Company can be categorised into three broad areas namely Community Development, Skill Development and Road Safety.

In 2015-16, Maruti Suzuki was able to increase its CSR spend to `784.6 million from `372.5 million in 2014-15, a growth of 110.6%. In 2015-16, the Company not only spent the required 2% as per the requirement of the Companies Act, 2013 but also fully utilised the unspent amount carried forward from the previous year. In 2015-16, the Company spent 2.4% of the average net profit of the previous three years. The trend of CSR spends in the last five years is given below:

#### Trend of CSR Spend in last 5 years (Rs in millions)



#### Benefiting Communities:

Maruti Suzuki has taken up various community development initiatives to improve the water and sanitation of the villages. Projects are undertaken in 21 villages across Gurgaon, Manesar, Rohtak (all in Haryana) and Hansalpur (Gujarat). All the projects are based on community needs and preliminary baseline surveys. The Company has followed a holistic approach and taken up comprehensive sanitation programmes to address the sanitation issue in the villages.

#### Water and Sanitation

##### IMPACT ASSESSMENT

The findings of the impact assessment survey for water and sanitation conducted in 2015-16 are given below:

- Laying of sewer lines has reduced the number of water-borne diseases such as diarrhoea
- Construction of toilets has helped in making villages open defecation free
- Repair of streets has reduced water logging during rainy season
- It was observed that toilets provided privacy and security for female members of the household
- Pucca toilets constructed by the Company are easier to maintain and gave a sense of pride to the Households



“ Maruti Suzuki is the first company that has shown it can walk the talk. Many have come before but they only indulged in baatein aur khaali vaade. We are so happy that the Company cares for us. We will do everything to support them because in doing so we are benefiting ourselves. ”

Ishwar Singh, Village Head, Bass Hariya village, Manesar

#### Achievements for 2015-16

##### Liquid and Solid Waste Management

- 4.9 km sewer line laid in 2 villages in 2015-16
- 11.3 km sewer line laid in 4 villages so far
- Repaired open drains and paved streets
- Benefitted over 1,500 households in 4 villages of Manesar
- 65 sweepers and 9 waste collection vans deputed to cover 7,500 households on daily basis

##### Construction of Toilets

- 1,400 household toilets constructed in 2015-16
- 1,506 household toilets constructed so far
- 15 community toilets installed in Manesar villages



### The future lies in education:

The Company's intervention in the field of education started in 2007-08 with infrastructure upgradation of Government schools in villages. Since 2008, the Company has upgraded infrastructure of 22 Government school campuses (20 primary, 6 middle, 3 higher secondary and 9 senior secondary schools), benefiting over 33,000 students.

#### Achievements for 2015-16

- 8 schools upgraded in Haryana in 2015-1
- 14 new toilet blocks constructed in 2015-16 and 38 new toilet blocks with
- 224 WCs and 161 urinals constructed so far
- 18 new water tanks constructed in 2015-16
- 1,051 windows and doors installed to improve natural lighting in classrooms
- 34 supplementary teachers provided
- 16 Multi-media projectors installed in 13 schools
- 85 Academic Excellence Awards and 158 Scholarships distributed for students pursuing ITI, Diploma and Engineering



#### School Infrastructure Upgradation

The Company is constructing toilet blocks for boys and girls, water tanks, providing furniture, repairing classrooms, boundary walls, etc. The objective of infrastructure upgradation is to create an enabling environment in the schools.

#### Improving Learning Levels of the Students

The Company has designed this project, based on the outcome of a comprehensive study conducted in select Government schools and the experience of working in these schools for the last eight years. After upgrading physical infrastructure of schools, a holistic approach has been taken to address multiple issues impacting the learning level of students. The Company has also signed MoU with the Government of Haryana to improve learning level of students.



#### IMPACT ASSESSMENT

In 2015-16, the Company conducted an impact assessment survey for school infrastructure upgradation programme. The assessment validated that construction of new water tanks and separate area for washing mid-day meal utensils has increased the hygiene habits among students.

It was observed that over 80% students wash hands before and after meals and also after using the washroom.

In addition to that improved classroom environment was one of the reasons for better attendance among students. Wider windows ensured proper inflow of natural light and air in the classroom.

Awarding of Academic Excellence Awards for meritorious students boosted the morale of students, with better results and a spirit of healthy competition being seen.



“ Earlier when a teacher used to leave, we had no replacement teacher for months in the school. This used to impact performance and exam results. Extra teachers provided by Maruti Suzuki have brought fresh approach and our classes are also regular. ”

**Pinki Devi, Principal, Bass Khusla Government Middle School, Manesar**

#### Enabling aspects related to rural development:

The Company facilitates creation and maintenance of common community infrastructure. The Infrastructure is revamped and repaired as per needs of the community. In 2015-16, the Company undertook projects like construction of community halls, crematorium repair, construction of roads and upgradation of veterinary hospitals.

## Skill Development: Aligning employer expectations with appropriate skill development

Maruti Suzuki is addressing the mismatch between industry demand and technical training provided in Industrial Training Institutes (ITI) by actively engaging with 131 ITIs across India. The Company is committed to contribute actively to the Government's vision of Skill India.



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## Upgradation of Government Vocational and Technical Training Institutes

In partnership with the state Government, the Company is working towards improving the quality of training by upgrading infrastructure. Broadly, the Company offers support in infrastructure improvement, faculty training, exposure to manufacturing facilities, training in acclaimed Japanese work practices like 5S, Kaizen and 3G along with soft skills like personality development and teamwork.

### Achievements for 2015-16

- **1,749 TWs and apprentice** were hired in 2015-16
- 2,722 TWs and apprentice hired in last 2 years
- **2,546 students visited factories** for Industry Connect from ITIs in 2015-16

**In 2015-16, the Company trained over 14,500 students and 889 teachers in its 131 ITIs spread across 27 states of India**



## Skill Enhancement in Automobile Trade

To take its skill development initiatives to scale, the Company is setting up Automobile Skill Enhancement Centres (ASEC) at select ITIs. Tripartite partnerships have been forged with ITIs and dealers with an objective to upgrade select courses linked to the auto industry. With the growth in number of vehicles on the roads, quality repair and maintenance offers a major employment opportunity.

These ASECs set up by the Company provide hands-on experience to trainees, making them capable of undertaking quality service and repair of vehicles. Each of these centres is equipped with a model workshop, full-time trainers and with tools and equipment. Partnerships are established

with local Maruti Suzuki service workshops to upgrade skills of ITI students and make them job-ready.

In 2015-16, the Company started the country's first auto body denting and auto body painting courses at ITI Pusa, Delhi and ITI Dhoraji in Rajkot.

“ Ever since Maruti Suzuki partnered with our ITI, more students are stepping forward to enroll in our courses, confident of acquiring in-demand skills and finding good jobs at better salaries. ”

**Satyendra Singh Yadav, Faculty Member, Gurgaon ITI, Haryana**

### **Road Safety: Building awareness and a culture of safe driving**

Maruti Suzuki has been promoting road safety since 2000 through quality driving training curriculum and infrastructure. These initiatives have grown into nationwide programmes focused on providing scientific driving training and generating awareness amongst masses on safe driving.

### **Institute of Driving and Traffic Research (IDTR):**

Established in partnership with the state Government, the IDTRs offer training to passenger and commercial vehicle drivers on scientifically designed driving tracks and simulators. Health check-ups and soft skills training are also offered to commercial vehicle drivers.



### **Maruti Driving Schools (MDS):**

These have been set-up in association with Maruti Suzuki's dealer network in a smaller format to impart driving training. Unlike IDTRs, here practical training is offered on road instead of test tracks, so that learners get a first-hand feel of the road before they actually start driving. These schools offer classroom as well as attitudinal training. In 2015-16, a special job oriented driving training course 'Unnati programme' was launched in 5 cities.



### **Road Safety Knowledge Centres (RSKC):**

Set-up in partnership with the traffic police wherein traffic violators and learner license applicants are given training on road safety and traffic rules.

### **Train the Trainer Programme:**

The key objective of the programme is to develop high quality, dedicated road safety professionals for the Company's driving schools and to standardise training delivery across India as per Maruti Suzuki standards.

### **Achievements for 2015-16**

- Over **3 lakh people trained** at six IDTRs in 2015-16
- In Gujarat IDTR, 8,500 tribal youth trained in driving and soft skills, of these **6,600 youth are in gainful employment**
- **31 new MDS added** taking the total number of MDS to 364 in 2015-16
- Under Unnati Programme **150 women trained** in 2015-16 and **89 women employed** with various taxi operators
- Over **45,000 commercial vehicle drivers trained** at Driver Education Centre located in Manesar and Gurgaon factory premises till 2015-16
- Over **8,500 drivers** participated in awareness campaign in 2015-16
- **258 new and 287 existing trainers trained** in 2015-16
- **Deputed 100 traffic marshals** on select routes to educate people on road safety and traffic rules
- **15 road safety awareness campaigns** organised and over 100 schools covered in 2015-16

### Road Safety for Truck Drivers:

Week-long safety campaigns, called 'Jagriti' are organised for truck drivers. The hugely successful campaign covers health and eye check-ups along with HIV/AIDS awareness and testing camps. In these campaigns the Company rewards drivers who practice safe driving while transporting vehicles. Mock sessions, quizzes, street plays and demos are held to reinforce correct driving, reading of road signs and managing risky situations.

Many truckers admitted that they had never received any such inputs in their long career as truck drivers. They had mostly learnt on-the-job and a majority had transitioned from being helpers to conductors to drivers. The 'Jagriti' campaign has been well received both by truckers as well as the dealers who depute the truckers to attend the sessions.



**Road Safety Education:** The Company promotes road safety through various campaigns. The programme helps in bringing about behaviour change amongst people on road safety issues.

**City Specific Road Safety Programme:** Launched in partnership with Gurgaon traffic police, the 'Sabhya Roads Bhavya Gurgaon' initiative aims at improving driving sense and creating awareness about traffic rules among city commuters.

“ Never have I got so much respect in my life as at the 'Jagriti' event. Though we have been driving for decades, we were never trained on the scientific principles of truck driving, managing overflowing goods, reading road signs and minimising accidents. ”

25-year-old Karambir Singh, Chhatra District, Jharkhand

### Employee Volunteering

Employee volunteering is a significant means of engaging employees in a socially useful activities. Through volunteering initiatives, employees contribute to the Company's various CSR projects. Employee volunteering activities are conducted actively throughout the year and all employees are free to participate. Employees volunteer in programmes linked to Road Safety, Education, Sanitation and Rural Development. In 2015-16, more than 15,000 hours of employee volunteering were clocked through different CSR activities. This serves as a huge motivator to the beneficiaries who look forward to these interactions.

