

**F**ord, in India, (which includes Ford India Private Limited and Global Business Services) is actively involved in the areas of Education, Healthcare, Road Safety, and Environmental Sustainability to make life better for communities where it operates.

Ford India supports Sanjeevi, a primary healthcare center near its plant, which has offered near-free medical services to close to 350,000 villagers over 15 years. Ford volunteers provide continued support to Sanjeevi, and take part in the healthcare camps organised by the center for communities close by.

Ford's Driving Skills for Life (DSFL) program educates licensed drivers of all ages. Launched in 2009 in India, the program is in keeping with Ford's objective of creating Safer Roads. The trainers, Ford employees with regular jobs, are motivated to take the message of safe, responsible driving to a wider audience. A mix of classroom learning and practical training, the program focuses on imparting tips on safe, economic and eco-friendly driving. More than 9,000 people across the country have been trained by DSFL so far.

# A BETTER WORLD

## A HELPING HAND FROM FORD



The annual Ford Global Week of Caring (GWC), held in September, sees active and enthusiastic participation from employee-volunteers, as they come together and engage in meaningful relationships with communities. Over the last two years during GWC, more than 2,700 volunteers from Ford in India came out to organize competitions for children from lesser-privileged backgrounds, medical awareness camps, DSFL sessions, an awareness campaign across two cities to spread the message of eye donation, planting of tree saplings towards creating a more sustainable environment and the clean-up and restoration of water bodies close to Ford's areas of operations in Chennai.

Going further to make areas around its operations in Tamil Nadu, a better place, Ford India, in association with Ford Motor Company Fund announced Operation Better World in 2012. Ford has partnered with reputed NGOs, undertaking projects in the fields of education and health, benefiting various communities in and around its areas of operation.

One of the projects under Operation Better World includes offering academic support to children in schools close to the plant, facilitated by the NGO partner, Vidyarambam. Besides this, Ford is partnering with the Rotary Club to provide infrastructural support to three charitable

organisations in the city of Chennai, and to provide vocational training for marginalised children, enabling them to become more employable. Programs have been started to address school dropout rates amongst girls and enhanced engagement with key stakeholders, including parents and teachers, in partnership with Kalanjiam.

The company is working with Architecture for Humanity, a US-based non-profit organisation, towards creating additional infrastructure in a school in Melrosapuram village, in order to enable the school to upgrade from being a high school to a higher secondary school. Currently, many students in this region drop out before completing higher-secondary education. Ford partnered with Technology and Advancement for Rural Action (TARA - a social enterprise from the Development Alternatives group) for building school and community toilets as well as providing water filters.

Ford in India has been working with communities to improve school infrastructure and through its 'Sponsor a Child' program, it has donated books and bags for children.



The company has undertaken a project with Society for Poor People Development (SPPD) to enable skill development among women in the seven villages around the Chennai facility, through tailoring training classes. Having successfully trained as many as 120 women in the first year, some of whom have started leveraging their newly-acquired skills, the program aims to reach out to 500 women in its second year.

Ford undertook the Sustained Urban Mobility with Uninterrupted Rural Reach (SUMURR) pilot project in 2012, a multi-partner project with Hand in Hand India (the on-ground NGO partner), Tamil Nadu Health Department, U.S. Department of State, Indian Institute of Technology Madras and its Rural Technology and Business Incubator, Reliance IITM Telecom Center of Excellence, and George Washington University. The project in Kalvarayan Hills, Villupuram, Tamil Nadu is working towards creating more mobility and access to better healthcare facilities for expectant mothers in that region.

Ford has been named the largest Voluntary Blood Donor in the Industrial Category in Tamil Nadu for 14 consecutive years (from 2000-2012) and has been the recipient of the Red Cross trophy in 2012.

With the company's second manufacturing facility coming up in Sanand, Gujarat, Ford will undertake projects in the spheres of education, health and skill development, which will benefit the communities in regions near the upcoming facility.

V. Sauthamani (22) of Peramanur village, a sleepy hamlet just 3 km away from Ford's Chennai plant, is among the five women who have been employed with LEAR Automotive for stitching seat covers for Ford vehicles after receiving training in tailoring from SPPD.



*"It has been a great help. Now I'm able to support my old parents and see my sister through school,"* **says an excited Sauthamani.**

Jayakodi, a new mother in her early twenties, gets emotional and revels in the joy of motherhood in the village of Erikarai in the remote Kalrayan Hills.



*"Thanks to the Ford Endeavour, many women like me could be taken to the hospital when in labour. Earlier, we'd risk being taken on a two-wheeler through the hills at the dead of the night, and then there are snakes,"* **remarks Jayakodi.**



Mahalakshmi, a student of class IX at Gudvanchery Government Girls High School in Kancheepuram district was very stressed as the restrooms, constructed along with the classrooms 15 years ago, gradually fell into disrepair due to lack of maintenance, and eventually became unusable.

*"We were very distressed not to have proper restrooms at school, but now I do not have to worry about that,"* **says a relieved Mahalakshmi.**



Muthu, 6, a student of class II in Peramanur Government Primary School, belongs to a traditional farming community in a sleepy hamlet near Ford's Maraimalainagar plant, and has to walk nearly one and half km to school every day. Like many of his classmates, Muthu's parents are too poor to afford a pair of shoes for him.

*"These fit me perfectly. I am happy to have them and can wear them to school,"* **an elated Muthu says as he flaunts his new shoes.**