

Into the Future Safely

Innovation. Collaboration. Empathy.





Into the Future Safely

Innovation. Collaboration. Empathy.

CONTENTS

Foreword	02
1. Mr Puneet Anand, Chairman, SIAM CSR & Community Services Group	02
2. Mr. Rajeev Taneja, Co- Chairman, SIAM CSR & Community Services Group	03
3. Mr. Rajendra Raut, Co- Chairman, SIAM CSR & Community Services Group	04
4. Mr. P K Banerjee, Executive Director, SIAM	05
Corporate Social Responsibility	06
About Indian Automobile Industry	08
About SIAM	10
SIAM CSR Initiatives	12
CSR Pillars	14
1. Skill Enhancement & Education	15
2. Healthcare & Sanitation	16
3. Environment Rejuvenation	17
4. Road Safety	18
List of Projects by SIAM Members	19
Strategic Direction & Outlook	57



Mr Puneet Anand

Chairman, SIAM CSR & Community Services Group
& Associate Vice President and Vertical Head,
Hyundai Motor India Ltd.

Purpose finds its meaning only through sustained action.

As the Indian automobile industry undergoes a phase of rapid transformation, our responsibility to society has never been more relevant-or more structured. The SIAM CSR Platform was conceived with a simple yet powerful intent: to bring the industry together to collectively deliberate, align, and act on social priorities where we can create tangible and lasting impact.

Over the years, this platform has enabled member companies to converge around four core pillars- Road Safety, Health & Sanitation, Education & Skill Development, and Environment Rejuvenation. These focus areas reflect not only national development priorities, but also domains where the automotive sector's expertise, scale, and resources can meaningfully contribute to societal progress.

One of the most important learnings from our collective journey has been the centrality of execution excellence. CSR impact does not emerge from intent alone-it requires thoughtful design, realistic planning, strong partnerships, and sustained engagement on the ground. Well-conceived initiatives, if weakly implemented, fail to create value. This insight continues to shape how the industry approaches CSR today: with greater discipline, accountability, and outcome orientation.

Equally encouraging has been the spirit of collaboration fostered through the SIAM CSR Platform. OEMs have shared knowledge, aligned strategies, and increasingly worked together demonstrating that collective action can generate outcomes far greater than what any single organization can achieve in isolation.

This CSR Compendium captures that shared commitment. It showcases how SIAM member companies are translating responsibility into action across the four pillars, with a clear focus on sustainability, scale, and measurable impact. As we move forward, our collective responsibility is to ensure that CSR efforts do not merely deliver services, but truly empower communities to progress-independently, confidently, and sustainably.

Foreword

Sustainability is achieved when communities are empowered to drive long-term progress.

The SIAM CSR journey has been one of learning, refinement, and growing maturity. What began as a forum for exchange has evolved into a collaborative platform for action, enabling the Indian automobile industry to address complex social challenges with clarity and shared purpose.

Through continuous dialogue and engagement, the industry has identified four priority areas where CSR interventions can deliver enduring value namely Health & Sanitation, Education & Skill Development, Road Safety, and Environment Rejuvenation. These pillars serve as a common framework, allowing diverse companies to align their efforts while responding to local needs and contexts.

One of the most important shifts we have witnessed is the move from short-term interventions to long-term, system-linked, and ground-anchored solutions. Whether it is strengthening healthcare access, building skills for employability, improving road safety through design and behavior change, or restoring ecological balance, the emphasis has steadily moved toward outcomes that can be sustained beyond the life of a project.

The platform has also strengthened confidence across the ecosystem, confidence built through regular interaction with CSR experts, implementation partners, and peer organizations. These engagements have helped sharpen impact measurement, improve accountability, and ensure that learning feeds back into better project design.

This Compendium reflects that evolution. It brings together the CSR initiatives of SIAM member OEMs, mapped clearly across the four pillars, and rooted in the shared belief that true impact lies in empowering beneficiaries to drive their own progress. As we look ahead, our focus remains on social empowerment and sustainable impact, delivered collectively, responsibly, and with intent translated into action.



Mr Rajeev Taneja

Co- Chairman, SIAM CSR & Community Services Group
& Vertical Head of CSR Operations
Honda Motorcycle & Scooters India

Collective intent, when aligned with execution, creates lasting social value



Mr Rajendra Raut

Co- Chairman, SIAM CSR & Community Services Group
& Director (Corporate & Govt. Affairs)
JSW MG Motor India

The strength of the SIAM CSR platform lies in its ability to bring together diverse organizations around a shared social mission. In an industry as varied as ours, alignment is not automatic, it is built through dialogue, trust, and a clear framework for action. Over the years, the SIAM CSR Group has played that unifying role, enabling member companies to converge on common priorities while retaining flexibility to respond to local realities.

The identification of four focus pillars, Health & Sanitation, Education & Skill Development, Road Safety, and Environment Rejuvenation, has provided clarity and direction to the industry's CSR efforts. These pillars are not abstract themes; they represent real, lived challenges faced by communities across the country, and areas where the automotive sector can apply its engineering mindset, systems thinking, and long-term planning capabilities.

An important outcome of this collective approach has been the gradual shift toward scalable and replicable interventions. Projects are increasingly designed with sustainability in mind, strengthening local institutions, building community capacity, and embedding ownership at the grassroots level. This ensures that benefits continue even after formal CSR support tapers off.

This Compendium documents that journey. It reflects not only what individual OEMs are doing, but how an industry, acting together, can contribute meaningfully to national development. As we move ahead, our shared responsibility is to deepen impact, strengthen partnerships, and remain focused on outcomes that truly matter.

Foreword

Responsible industry growth must go hand in hand with responsible social engagement

The Indian automobile industry has been a consistent driver of India's economic growth, technological advancement, and employment generation. Alongside this growth comes a shared responsibility to contribute meaningfully to the nation's social and developmental priorities. The SIAM CSR platform reflects the automobile industry's collective commitment to fulfilling this responsibility in a structured, strategic, and impactful manner.

With the active support and participation of its member companies, SIAM has, over the years, facilitated collaboration to identify priority areas where Corporate Social Responsibility initiatives can deliver sustainable and measurable outcomes. The focused alignment around Health & Sanitation, Education & Skill Development, Road Safety, and Environment Rejuvenation mirrors both the evolving needs of society and the areas where the automotive industry's capabilities, expertise, and reach can be most effectively leveraged.

A notable and encouraging trend across SIAM's CSR initiatives is the growing emphasis on strong governance frameworks, impact assessment, and continuous learning. Member companies are increasingly strengthening project design, implementation oversight, and outcome monitoring, ensuring that CSR investments translate into tangible improvements on the ground and create long-term value for communities.

This SIAM CSR Compendium presents a consolidated view of the industry's collective efforts across the four focus pillars. It captures the breadth of initiatives undertaken by OEMs, the wide geographical outreach, and the depth of commitment demonstrated by SIAM members. More importantly, it reinforces the understanding that CSR is not peripheral to business, it is an integral component of building a resilient, inclusive, and sustainable mobility ecosystem for India.



Mr P K Banerjee
Executive Director, SIAM



Corporate Social Responsibility

Corporate Social Responsibility (CSR) in India has evolved from voluntary philanthropy to a structured, impact-driven framework that integrates social development with responsible business conduct. It reflects the recognition that long-term economic growth must be inclusive, sustainable, and aligned with the needs of society.

The enactment of Section 135 of the Companies Act, 2013 marked a global first by mandating CSR for qualifying companies. Under the Act, companies meeting specified thresholds of net worth (\geq INR 500 Crores), turnover (\geq INR 1000 Crores), or profitability (\geq INR 5 Crores) are required to allocate at least 2% of their average net profits of the preceding three years towards CSR activities. The law outlines eligible activities under Schedule VII, covering areas such as healthcare, education, environmental sustainability, rural development, gender equality, and road safety, among others.

Beyond compliance, CSR in India has increasingly matured into a strategic function, emphasizing outcome orientation, transparency, and accountability. Amendments to the CSR framework have further strengthened governance through requirements related to impact assessment, unspent CSR amounts, implementation timelines, and reporting disclosures. These provisions have reinforced the shift from short-term interventions to long-term, sustainable programmes that address root causes rather than symptoms.

For the Indian automobile industry, CSR holds relevance. With its extensive footprint across manufacturing hubs, supply chains, and communities, the sector is uniquely positioned to contribute to nation-building. Industry capabilities in engineering, technology, systems integration, and safety lend themselves naturally to interventions in healthcare access, skill development, road safety, and environmental stewardship.

CSR initiatives today increasingly focus on community empowerment, strengthening local institutions, building human capital, and enabling

communities to sustain outcomes independently. Effective CSR programmes are characterized by strong partnerships with government agencies, civil society organizations, and subject-matter experts, coupled with robust monitoring and evaluation mechanisms.

The SIAM CSR platform embodies this collective approach. By aligning member companies around shared priorities and facilitating knowledge exchange, SIAM enables the industry to amplify impact while respecting the diversity of local contexts. This Compendium captures that collective journey, documenting how structured CSR, guided by law and driven by purpose, can create measurable and lasting social value.





About Indian Automobile Industry

The Indian automotive industry stands as one of the key pillars of the nation's manufacturing and economic progress. Contributing nearly 7.1% to India's GDP and about 49% of the manufacturing GDP, the sector is not only a driver of mobility but also of large-scale employment and technological advancement. Over the past three decades, India has evolved from being a small-scale vehicle producer to the world's third-

largest automobile market, with annual production reaching around 31 million vehicles across passenger, commercial, three-wheeler, and two-wheeler segments in FY 2024-25.

The industry provides direct employment to about 4 million people and supports nearly 26 million more through its extensive value chain of dealerships, logistics, service centres, and allied industries. Its influence extends deep into both rural and urban India, with two-wheelers serving as essential enablers of mobility and passenger and commercial vehicles driving urban connectivity and goods movement.

Vehicle exports from India have shown consistent growth, touching approximately 5.1 million units in FY 2024-25 and reaching over 100 global markets, including regions in Africa, the Middle East, Latin America, and South Asia. Passenger Vehicles and Two-Wheeler exports form the bulk of this, while commercial vehicles continue to expand their footprint in emerging markets.

Government initiatives, such as Make in India, FAME and the Production Linked Incentive (PLI) schemes for automobiles have further strengthened India's position as a global automotive hub. With increasing investments in electric vehicles, alternative fuels, and

advanced mobility technologies, the sector is transitioning towards cleaner, smarter, and more sustainable mobility solutions.

The Indian automotive industry today is not just an engine of economic growth, it is a reflection of India's aspiration to lead the global shift towards sustainable transportation, innovation, and inclusive development.



About SIAM

The Society of Indian Automobile Manufacturers (SIAM) is an apex national body representing all major vehicle and vehicular engine manufacturers in India.

It is a society with charitable objectives registered under the Societies Registration Act, 1860. Its objectives include enhancing the contribution of automobile industry to the growth and development of Indian economy, assisting the automobile industry to meet its social obligations and encouraging the efficiency of industry in general and automobile industry particularly in India. SIAM focuses on activities related to improvement of environment and ensuring safety and protection of automobile vehicle users and public at large. Recognising these objectives, SIAM has been granted registration under the Income Tax Act, 1961 as an institution with charitable purpose.

To meet these objectives, SIAM works closely with stakeholders in the formulation of the economic and commercial policies, regulations and standards relating to automobiles. It provides economic and statistical information as well as technical and public policy services to the stakeholders on behalf of Indian Automobile Industry. It publishes Monthly Industry Statistics, Monthly Commodity Price Monitor and other periodic reports. SIAM organises seminars and workshops on the subjects of topical relevance and interest to the industry. It also carries out various public policy activities, particularly in the field of Road Safety and Environment.

SIAM works closely with various Government departments, both at Central and State level and with international bodies like International Organisation of Motor

Vehicle Manufacturers (OICA), International Motorcycle Manufacturers Association (IMMA) and coordinates with other counterpart international associations.

SIAM, along with ACMA and CII organises Auto Expo, a widely acclaimed biennial auto exhibition showcasing the trends in the Auto Industry.

SIAM aims to promote Sustainable Mobility through focused initiatives and campaigns on **जैविक पहल** (Bio Initiative), **हरित हाइड्रोजन** (Hydrogen Mobility), **गैस गतिशीलता** (Gas based mobility), **विद्युतीकरण** (Electrification), **चक्रीयता** (Circularity) and **सुरक्षित सफर** (Safe Journey) in alignment with Sustainable Development Goals, 2030 and Net Zero by 2070.



SIAM CSR Initiatives

In an era of accelerated economic development and evolving societal expectations, Corporate Social Responsibility (CSR) has emerged as a defining pillar of responsible industry leadership. It represents a collective commitment to strengthen communities, advance national priorities, and ensure that growth remains inclusive and sustainable. For the Indian automobile industry, CSR is not peripheral, it is integral to the sector's role as a catalyst for social progress and nation-building.

The Society of Indian Automobile Manufacturers (SIAM), as the apex body representing India's automobile sector, has long championed responsible and community-focused development. Alongside its member companies, SIAM has played a pivotal role in aligning industry capabilities with social needs, translating scale, technology, and systems thinking into meaningful on-ground impact. Across the

country, SIAM members have undertaken initiatives spanning health and sanitation, education and skill development, road safety, and environmental stewardship, reflecting a shared commitment to inclusive growth.

Beyond enabling and coordinating member-led CSR efforts, SIAM itself actively undertakes and anchors sector-level social initiatives. A flagship example is SAFE (Society for Automotive Fitness & Environment), SIAM's dedicated platform for promoting road safety awareness and safer mobility practices. SAFE works closely with stakeholders including government agencies, law enforcement authorities, schools, and civil society to build awareness, improve behaviour, and strengthen institutional capacity around road safety, particularly among children, youth, and vulnerable road users.

A key example of SIAM's direct intervention is the SIAM Kendriya Vidyalaya Sangathan (KVS) Road Safety Online Education Programme, launched in partnership with KVS under the guidance of the Ministry of Road Transport & Highways and Ministry of Education. This nationwide initiative integrates road safety education into school learning through curriculum-aligned digital modules covering pedestrian safety, helmet and seatbelt usage, traffic rules, safe travel practices, and legal awareness. Designed for students across foundational, middle, and senior secondary levels, the programme aims to instil responsible road behaviour at an early age and build a culture of safety that extends beyond classrooms into households and communities. Supported by a dedicated digital learning platform, the initiative reflects SIAM's belief that long-term change begins with informed and empowered youth.

SIAM's CSR approach is guided by the principle that lasting social value is created when communities are enabled, not merely supported. Accordingly, the emphasis across SIAM-led and member-driven initiatives is on capacity building, institutional strengthening, and outcomes that endure beyond the lifecycle of individual projects. Collaboration with government bodies, non-profit organisations, academic institutions, and domain experts remains central to this approach.

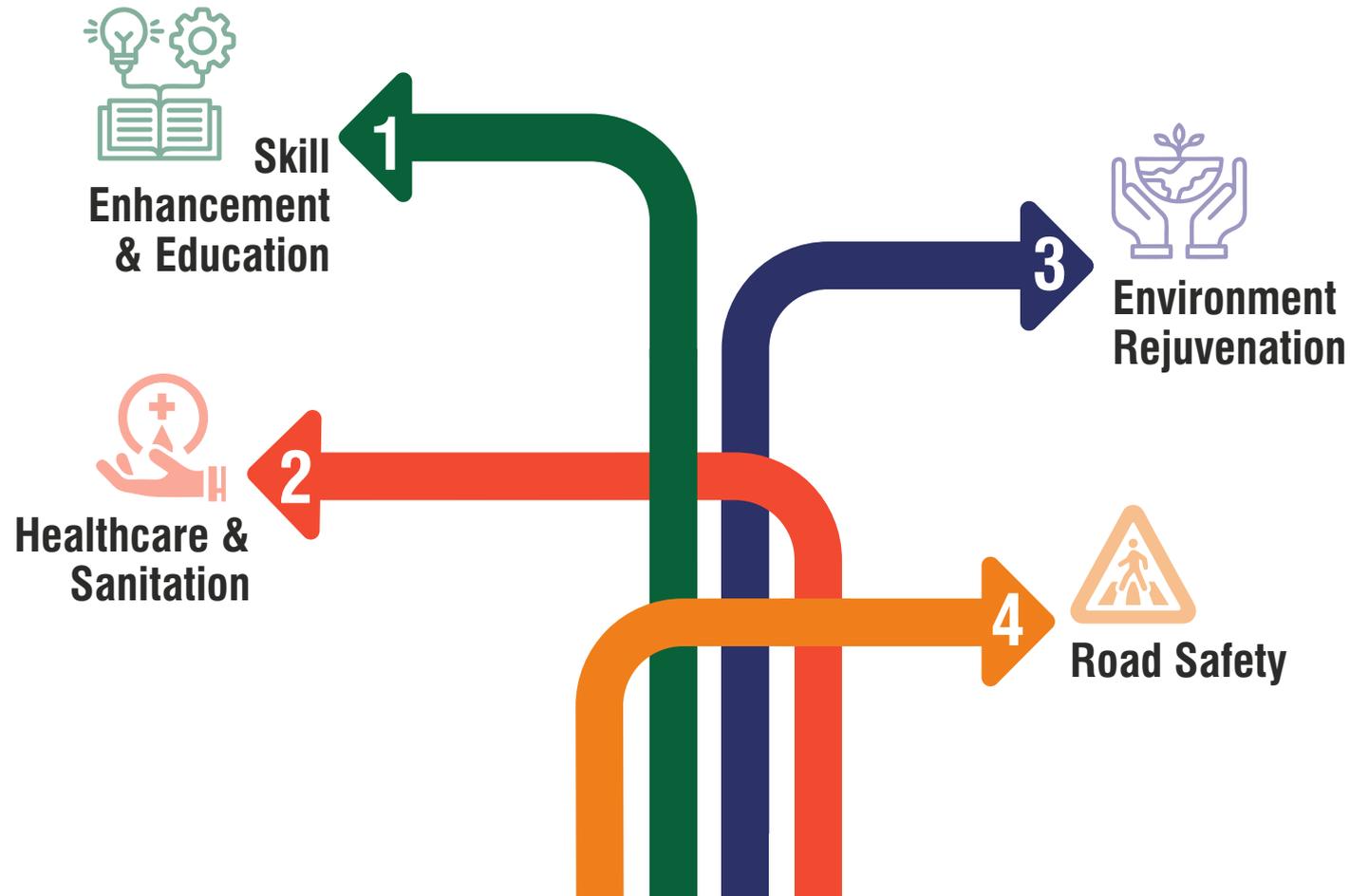
As the automobile industry navigates rapid technological transformation and changing mobility paradigms, SIAM's CSR vision continues to evolve in step. The focus is increasingly on strategic alignment with national development priorities, outcome-driven implementation, and transparent impact measurement. By fostering knowledge sharing, encouraging collaboration, and anchoring collective action, SIAM seeks to ensure that the industry's social contributions are coherent, scalable, and deeply rooted in community realities.

Through these efforts, SIAM and its members reaffirm a shared belief: that responsible industry leadership extends beyond manufacturing vehicles, it includes strengthening lives, safeguarding the environment, and contributing to a safer, more equitable future for India.





CSR Pillars



CSR Pillars

CSR Pillars

1. Skill Enhancement & Education



India's economic future is closely tied to how effectively it can equip its youth with employable skills. With more than 12 million individuals¹ entering the workforce annually, the country faces both a challenge and an opportunity to convert its demographic dividend into a skilled, productive force. The automobile industry, being one of the largest employers and technology adopters, has taken a leading role in nurturing this human capital.

Across manufacturing hubs, companies are establishing vocational training centers, upgrading ITIs, and introducing industry-aligned certification programs that prepare students for real-world roles in assembly, maintenance, mechatronics, and EV technology. Many manufacturers have gone beyond technical training, promoting digital literacy, soft skills, and entrepreneurship to create well-rounded professionals. School infrastructure projects such as classroom

renovations, science labs, and e-learning initiatives, are also bridging the rural-urban education divide.

Under Schedule VII of the Companies Act, activities promoting education, enhancing vocational skills, and improving livelihoods qualify as CSR. By engaging in these initiatives, the automobile industry directly contributes to national programs like Skill India and Digital India, helping align education with employability.



¹ World Bank

2. Healthcare & Sanitation



A healthy population is the bedrock of a productive economy. Recognizing this, the automotive industry has prioritized health and sanitation as central pillars of its CSR agenda. Manufacturing clusters often include large worker populations and surrounding communities that lack access to adequate healthcare facilities. Through CSR initiatives, companies have extended medical care, sanitation facilities, and clean drinking water to these areas, bridging crucial public health gaps.

Mobile health units supported by automakers now visit remote villages and industrial zones, offering free medical consultations, diagnostics, and essential medicines. Regular health camps focus on maternal and child care, eye health, and occupational safety for drivers and factory workers. Sanitation drives in schools and villages, along with the construction of toilets and handwashing stations, have improved hygiene practices and reduced disease incidence. Additionally,

companies have introduced water purification and rainwater harvesting systems to ensure year-round access to clean drinking water.

These efforts fall directly under Schedule VII of the Companies Act, which recognizes promoting healthcare (including preventive healthcare), sanitation, and safe drinking water as CSR activities. They also support flagship government missions such as Ayushman Bharat and Swachh Bharat Abhiyan.



CSR Pillars

CSR Pillars

3. Environment Rejuvenation



Sustainability lies at the heart of India's development journey, and the automotive industry has been actively participating in restoring ecological balance. Environmental rejuvenation efforts under CSR aim to replenish natural resources, promote biodiversity, and mitigate the environmental footprint of industrial activity.

Companies have launched extensive afforestation and watershed development programs, transforming degraded lands into thriving green zones. Lake and river clean-up projects have revived aquatic ecosystems, while rainwater harvesting systems have strengthened groundwater reserves in water-stressed regions. Many automakers also engage in waste-to-wealth initiatives, converting industrial and community waste into compost and biogas, thereby promoting circularity and reducing pollution.

Such initiatives align with Schedule VII of the Companies Act, which includes ensuring environmental sustainability, ecological balance, and natural resource conservation as valid CSR activities. These efforts also contribute to national goals under the National Water Mission and the National Biodiversity Action Plan, reinforcing India's commitments to the Sustainable Development Goals.



4. Road Safety



With India's vast and rapidly expanding road network, ensuring safety has become a national priority. The country witnesses over 4.5 lakh road accidents annually², leading to the loss of around 1.7 lakh lives². As producers of vehicles and key stakeholders in mobility, automotive manufacturers bear a shared responsibility to make roads safer for everyone.

Through their CSR programs, companies are working to build awareness, improve driver behavior, and support safer road infrastructure. School children are being taught the basics of traffic discipline and pedestrian safety through interactive workshops and digital campaigns. Professional drivers receive structured training on defensive driving, fatigue management, and vehicle maintenance. Awareness rallies, safety carnivals, and partnerships with local traffic authorities are reinforcing the culture of safe mobility across age groups.

Although road safety is not explicitly listed in Schedule VII, it falls under

preventive healthcare and education-related CSR activities due to its direct impact on public health. The industry's collective platform, SIAM's Society for Automotive Fitness & Environment (SAFE) has become a unifying force driving road safety education nationwide.



List of Projects by SIAM Members



Ashok Leyland Ltd
BMW India Pvt Ltd
Daimler India Commercial Vehicles Pvt Ltd
Hero MotoCorp Ltd
Honda Motorcycle & Scooter India Pvt Ltd
Hyundai Motor India Ltd.
India Yamaha Motor Pvt Ltd
Kia India Private Ltd
Mahindra & Mahindra Ltd
Maruti Suzuki India Limited
Mercedes Benz India Pvt Ltd
JSW MG Motor India Pvt Ltd
Skoda Auto Volkswagen India Pvt Ltd
Stellantis India Pvt Ltd
Suzuki Motorcycle India Pvt Ltd
Tata Motors Ltd
Toyota Kirloskar Motor Pvt Ltd

Ashok Leyland Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Ashok Leyland's CSR approach to education and skill development is embedded within its broader community development philosophy, focusing on long-term capability building. This year's CSR portfolio places stronger emphasis on health and environment, education-linked outcomes are integrated through community engagement programmes that enhance awareness, resilience, and self-reliance among beneficiary groups, particularly in operational geographies. The company's education-oriented interventions align with its objective of empowering communities through structured, needs-based support mechanisms, complementing its healthcare and environmental initiatives and contributing to holistic social development.

Healthcare & Sanitation

Health and sanitation form a central pillar of Ashok Leyland's CSR engagement, with a strong emphasis on improving access to healthcare for underserved and high-need populations. This year, the company continued its support for Type-1 Diabetes (T1D) care programs across Mumbai, Pune, and Chennai, committing approximately ₹3.5 crore towards long-term treatment support for children diagnosed with T1D. The initiative focuses on enabling sustained medical care, insulin access, and disease management, addressing both health outcomes and financial stress on families. In parallel, Ashok Leyland operates Mobile Medical Units in partnership with Aster Volunteers, delivering doorstep primary



healthcare services in regions including Bengaluru, Kolhapur, Hyderabad, Kalaburagi, and other locations. With an investment of ₹57 lakh, these mobile units provide consultations, diagnostics, and basic medicines, strengthening last-mile healthcare delivery for communities with limited access to formal medical infrastructure.

Environment Rejuvenation

Environment rejuvenation is a prominent pillar of Ashok Leyland's CSR strategy, with targeted interventions in water conservation and sustainable natural

LIST OF PROJECTS BY SIAM MEMBERS

resource management. The company implemented the Sustainable Water Management Programme in Alwar district, Rajasthan, with an investment of ₹1 crore, focusing on water stewardship and community empowerment.



Additionally, Ashok Leyland supported the Springshed Management Programme in Pant Nagar, Uttarakhand, also backed by ₹1 crore, aimed at restoring natural water sources and improving groundwater recharge. These initiatives contribute to long-term water security, ecosystem resilience, and sustainable livelihoods in water-stressed regions. Collectively, Ashok Leyland's environmental initiatives demonstrate a structured approach to ecological restoration, addressing critical challenges related to water availability, climate resilience, and sustainable community development.

Road Safety

Road safety is an inherent area of focus for Ashok Leyland, aligned with its role as a commercial vehicle manufacturer and its responsibility toward safer



mobility ecosystems. The company's CSR interventions incorporate community-level safety awareness, preventive approaches, and infrastructure-linked risk reduction, particularly in regions surrounding its operational locations. Through stakeholder engagement and community outreach initiatives, Ashok Leyland contributes to promoting responsible road usage, awareness of traffic norms, and safer commuting environments. These efforts reinforce the company's broader commitment to reducing road-related risks and supporting safer transportation systems.

BMW India Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement and Education

BMW Group India advances youth employability through its “Youth Skill Development and Livelihood” initiative implemented by the BMW India Foundation in partnership with Magic Bus Foundation. Active since 2015, the program focuses on disadvantaged urban youth aged 18–25 in Delhi NCR and Chennai, equipping them with work-readiness, financial literacy, life skills, basic computer proficiency, and spoken English. The curriculum integrates domain training, employability skills, and sports-based learning to enhance engagement and retention. The initiative also provides structured pre- and post-placement support. Since inception, over 14,000 youth have been trained, enabling sustainable livelihood pathways and long-term career progression.



Healthcare and Sanitation

Under the “Water for Future” initiative, BMW India Foundation addresses access to safe drinking water in rural Haryana districts including Nuh, Palwal, and Gurgaon Rural. Implemented in partnership with S.M. Sehgal Foundation, the program establishes roof rainwater harvesting systems in government schools located in high groundwater salinity zones. With storage capacities ranging from one to three lakh liters per school, the systems provide year-round potable water and are sustained through village contribution models. The initiative currently benefits approximately 12,000 students, improving health outcomes, school attendance, and educational continuity in water-stressed communities.

LIST OF PROJECTS BY SIAM MEMBERS



Environment Rejuvenation

Through the “BMW for Nature” initiative, BMW Group India supports large-scale reforestation and biodiversity restoration across Delhi NCR. Since 2022, the program has planted and nurtured over 100,000 native trees across 80 acres, focusing on long-term post-plantation care to ensure ecological sustainability. Implemented with partners such as Give Me Trees Trust and the Heartfulness Institute, the initiative also engages students and communities through environmental awareness programs. By restoring green belts and fallow zones with indigenous species, BMW Group India contributes to biodiversity enhancement, climate resilience, and ecological balance in urban ecosystems.



Road Safety

BMW India Foundation implements the “Be Safe Be Smart” Road Safety Awareness Education Programme, targeting children aged 5–8 years across Delhi NCR. Designed as an experiential learning model, the initiative combines classroom workshops with simulated traffic environments where students practice safe road behavior using toy vehicles. The curriculum covers pedestrian safety, helmet and seatbelt usage, traffic rules, accident prevention, and the role of emergency services. Implemented in partnership with The Social Lab, the program has reached over 85,000 students across more than 200 schools since 2016, fostering early behavioral change and responsible mobility awareness.



Daimler India Commercial Vehicles Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Education and skill development form an important pillar of Daimler India's CSR strategy, with emphasis on capability building, innovation, and long-term employability. The company supports initiatives that strengthen access to quality education, promote technical learning, and encourage innovation-driven problem solving like Anganwadi renovations in the Uthiramerur Block of Kanchipuram District in Tamil Nadu. These renovations directly improved access to education for 354 children of 2-5 age group. The company also collaborated with IIM Calcutta To foster a new generation of socially responsible entrepreneurs who can deliver scalable, sustainable, and tech-driven solutions aligned with India's development goals and DICV's CSR vision. In addition to these initiatives Daimler developed customized school buses for special children to empower them by fostering self-reliance, confidence, and dignity while enabling safe, accessible transportation to and from school in Prayagraj.

Healthcare & Sanitation

Daimler India's CSR interventions in health and sanitation focus on strengthening access to primary healthcare and improving community well-being in regions surrounding its operations. The company supports healthcare infrastructure enhancement, medical outreach programs, and preventive health initiatives delivered through partnerships with hospitals, government institutions, and non-profit organizations. The company also developed static health clinic for



Truckers and Community in Selam District in Tamil Nadu. With beneficiaries These interventions aim to improve availability of essential medical services, promote hygiene awareness, and support vulnerable populations during periods of heightened need. By focusing on community-level healthcare delivery and sanitation-linked support, Daimler India's CSR efforts contribute to improved health outcomes, reduced barriers to care, and stronger resilience within local communities.

Environment Rejuvenation

Environment rejuvenation within Daimler India's CSR approach focuses on

LIST OF PROJECTS BY SIAM MEMBERS

community-oriented environmental stewardship and sustainable use of natural resources. The company supports initiatives aimed at improving environmental awareness, promoting responsible resource management, and strengthening ecological balance in local ecosystems. The pond rejuvenation activity by



Daimler in Tamil Nadu was aimed at restoration of Vallakulam pond in Oragadam village in Sennakuppam Panchayat to its complete recovery and maximum hydrological efficiency of the wetland. By integrating environmental responsibility into community development efforts, Daimler India contributes to long-term ecological resilience while supporting sustainable and inclusive development in the regions where it operates.

Road Safety

Road safety is addressed within Daimler India's CSR framework through awareness-led and capacity-building interventions that promote responsible road behavior and safer mobility practices. Recognizing its role in the



commercial vehicle ecosystem, the company supports initiatives that encourage traffic discipline, safe driving practices, and risk awareness among road users. These efforts focus on education and behavioral change rather than enforcement, contributing to safer commuting environments in communities connected to Daimler's operational footprint. By reinforcing road safety awareness at the community level, Daimler India's CSR initiatives support broader national objectives of reducing road-related risks and enhancing public safety.

Hero MotoCorp Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Skill development and inclusion are driven by Project Saksham, Hero MotoCorp's flagship initiative to empower women in the automotive ecosystem. Launched in collaboration with the Automotive Skills Development Council, Saksham trains women as two-wheeler technicians and sales professionals across 21 states, covering ICE, EV, and sales skills. Since inception in 2024, 4,113 women have been trained, 3,555 certified, and 1,660 placed, directly advancing economic independence and gender inclusion. Beyond technical training, the programme delivers soft skills, workplace readiness, and confidence building—challenging gender stereotypes and creating visible role

models. Saksham contributes to SDGs 1, 5, and 8, while building a skilled, future-ready mobility workforce.

Healthcare & Sanitation

Hero MotoCorp advances inclusive healthcare through Mobile Medical Units (MMUs) and Satellite Vision Centres, ensuring last-mile access for underserved communities. MMUs operated across 94 villages in 5 states, delivering free primary healthcare to 1,20,419 beneficiaries, including women, children, elderly, and transgender persons. Services included OPD consultations, diagnostics, counselling, and chronic disease management, eliminating wage loss and travel costs for daily wage earners. Complementing this, Satellite Vision Centers in partnership with AIIMS provided free eye care to 12,003 patients, including 272



LIST OF PROJECTS BY SIAM MEMBERS



cataract surgeries, restoring vision and livelihoods while saving families up to ₹40,000 per surgery. These interventions align strongly with SDG-3: Good Health & Well-Being.

Environment Rejuvenation

Environmental stewardship under Hero MotoCorp's Hero We Care umbrella focuses on water conservation, biodiversity restoration, and green cover enhancement. Through Hero Green Drive, over 1 lakh trees are being maintained across Halol and Chengalpattu with a ~90% survival rate, creating emerging biodiversity hotspots and improving local air quality. Water security initiatives include the development of 50 farm ponds in Jaipur, adding ~10 crore litres of water storage capacity, directly benefiting marginal farmers and supporting multi-season cultivation. Hero has also adopted the Aravalli Biodiversity Park, Gurugram, for a 10-year restoration programme, now recognised by IUCN as

India's first OEM site enhancing groundwater levels, conserving native flora and fauna, and strengthening long-term ecological resilience.

Road Safety

Road safety is the cornerstone of Hero MotoCorp's CSR strategy, led through its flagship initiative Ride Safe India, aligned with a comprehensive 4Es framework- Education, Engineering, Enforcement, and Emergency Care. Active for over a decade, the program operates six Traffic Training Parks across Haryana, Delhi, Uttar Pradesh, and Telangana, complemented by large-scale community campaigns. Ride Safe India has cumulatively reached over 15 lakh people over ten years. Behavioral assessments show 70%+ adoption of safer riding practices, including helmet use and lane discipline. Pan-India awareness during National Road Safety Month alone reached 8.5 million people, positioning Hero as a national leader in responsible two-wheeler mobility.

Honda Motorcycle & Scooter India Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement and Education

Honda's education and skilling initiatives focus on unlocking long term employability and learning opportunities for youth and women across India. Programs such as 'Honda Ki Pathshala' strengthen foundational education

through scholarships, school infrastructure upgrades, teacher training, and digital tools. Project Pragati and Project Buniyaad build industry linked vocational capabilities ranging from hospitality to technical trades, ensuring job placement and economic mobility for underserved youth. Additionally, HSVK and the Girls' College at Tapukara provide structured learning, certifications, and community-based training, supporting inclusive growth and women's empowerment.



LIST OF PROJECTS BY SIAM MEMBERS



Healthcare and Sanitation

Honda expands healthcare access through mobile and static medical units that deliver primary care, medicines, diagnostics, and preventive health awareness to remote communities. Large scale outreach through MMUs and SMUs reduces barriers to treatment and strengthens local health systems. Complementing this, Project Swabhiman focuses on women's and adolescent girls' health through nutrition interventions, anemia screenings, menstrual hygiene awareness, and maternal care support. Together, these efforts improve health outcomes, promote behavioral change, and equip rural families with tools to manage long term wellbeing.



Environment Rejuvenation

Environmental sustainability and rural development form a strong pillar of Honda's CSR portfolio. The Model Village Development Project transforms villages into self sustaining ecosystems through improved roads, drainage systems, solar streetlights, RO plants, and water conservation systems. Nature based sewage treatment and large scale solar installations support cleaner surroundings, enhance groundwater protection, and reduce carbon emissions. These integrated infrastructure upgrades improve quality of life for thousands of villagers while promoting responsible resource management and long term environmental resilience.

Road Safety

Road safety is embedded deeply in Honda's community engagement strategy, with initiatives designed to build early awareness and long-term behavioral



change. The Road Safety Awareness initiative reaches millions of students and teachers through conventions, age specific learning modules, and school visits under the #ValueLifeRideSafe campaign. Interactive plant tours, safety demonstrations, and distribution of helmets further reinforce responsible mobility habits. By integrating road safety into school systems and community culture, HMSI nurtures young safety ambassadors who influence families and promote safer road behavior nationwide.



LIST OF PROJECTS BY SIAM MEMBERS

Hyundai Motor India Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Hyundai's 2025 education and skilling portfolio addresses inclusion, employability, creativity, and grassroots capability building. Samarth empowers persons with disabilities through assistive devices, para-sports support, and accessibility innovations, enabling 4 Paralympians, including two medal winners. Vidya Vahini and Youth Skill Enhancement Projects promote experiential STEM learning, ITI upgradation, driver skilling, and industry-aligned vocational training. Cultural and creative livelihoods are supported through Art for Hope, while Adhikari Connect improves digital and financial literacy by enabling access to government welfare schemes. Sports-based education through Sports Lab and rural women empowerment initiatives further reinforces Hyundai's commitment to inclusive human capital development.

Healthcare & Sanitation

Hyundai's healthcare interventions focus on strengthening last-mile access, preventive care, and advanced medical research. Through Sparsh Sanjeevani, Hyundai operates 52 telemedicine centers across 10 states and 10 mobile medical units, delivering healthcare services to 2.7 lakh beneficiaries and generating a social return of ₹9.2 for every ₹1 invested. This initiative delivers affordable primary healthcare and specialist consultations while significantly reducing travel distance and out-of-pocket expenses for rural communities. Hyundai Hope on Wheels, in partnership with IIT Madras, advances cancer

research through India's first community-based Cancer Tissue Biobank and nationwide screening initiatives. Additionally, the H2OPE - Access to Clean Drinking Water program ensures safe drinking water infrastructure in rural and tribal schools, improving health outcomes, attendance, and hygiene awareness among students.

Environment Rejuvenation

In 2025, Hyundai Motor India Foundation continues to anchor its environmental strategy around large-scale ecological restoration, circular economy, water security, and urban sustainability. The flagship IONIQ Forest initiative is expanding green cover across Maharashtra, Tamil Nadu, Andhra Pradesh, and



Haryana, with over 1.1 million plantations across 450+ acres, integrating Miyawaki forests, agroforestry, and urban park redevelopment. Complementing this, EcoGram strengthens waste management through Material Recovery Facilities and biogas plants, diverting hundreds of tonnes of waste from landfills. HMIF's H2OPE Pond Rejuvenation Program enhances water storage and groundwater recharge, while livelihood-linked agroforestry empowers tribal communities and improves biodiversity outcomes

Road Safety

Road safety remains a core pillar of Hyundai's CSR through the Easy Roads

initiative, which applies a data-driven, systems-based approach across Gurugram, Chennai, and Nagpur. Traffic Engineering Centers (TECs) analyze live camera feeds and on-ground data to guide engineering improvements, enforcement strategies, and congestion reduction. Alongside infrastructure and enforcement, Hyundai emphasizes education through large-scale student training, simulation-based learning, truck driver programs, and public awareness campaigns. Capacity-building via Organization Development Centers has enhanced traffic police and roadway engineers' skills, making the TEC-ODC model a nationally and internationally recognized benchmark for evidence-led road safety interventions.



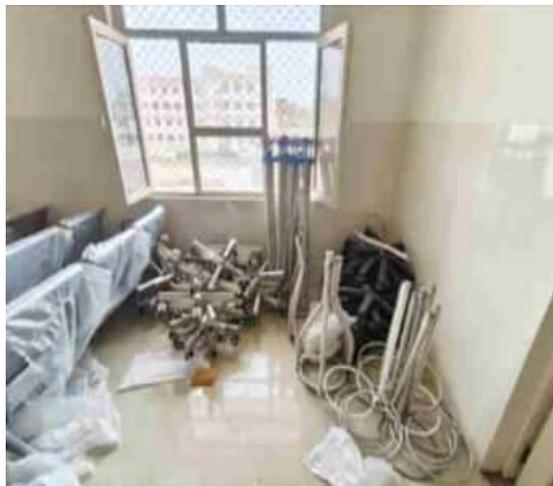
LIST OF PROJECTS BY SIAM MEMBERS

India Yamaha Motor Pvt Ltd

Overview of CSR Initiatives

Education & Skill Enhancement

Yamaha advanced inclusive learning and physical development by upgrading school infrastructure, nutrition support, and digital access across multiple states. Initiatives included establishing fully equipped computer labs in government schools, building sports complexes and playgrounds, and installing sanitary incinerators to support menstrual hygiene for adolescent girls. Midday meal programs were strengthened through delivery vehicles and direct meal support, benefiting thousands of children. Additional interventions such as shoes, stationery, and livelihood training centers for women enhanced preparedness, dignity, and long term skill development for underserved communities.



Healthcare & Sanitation

Yamaha significantly strengthened public health systems through diagnostic equipment donations, mobile medical units, and large-scale eye care interventions. Primary Health Centers received portable X-ray units, dental imaging systems, AR eye-check machines, ECG devices, and other critical equipment to expand diagnostic capacity for rural populations. Eye screening camps for students and elders, a dedicated mobile eye-testing van, and multi-specialty community health camps improved early detection, treatment access, and preventive awareness. Collectively, these initiatives enhanced healthcare reach, improved patient outcomes, and reduced dependency on tertiary hospitals.

Environment Rejuvenation

Yamaha advanced ecological restoration and sustainable development through a major lake rejuvenation program in Tamil Nadu. The initiative restores a 13 acre waterbody, enabling storage of up to 8.5 TMC and supporting groundwater recharge, flood mitigation, and biodiversity revival. Complementary afforestation and local environmental improvements enhance community resilience and environmental quality. By addressing long term water security and ecological health, this initiative strengthens rural livelihoods and ensures sustainable resource management for future generations.



Road Safety

Yamaha supported safer public environments through the installation of surveillance infrastructure, women safety booths, and technology enabled monitoring systems. Pink Booths and police booths equipped with essential amenities improved safe access to law enforcement for women in high traffic public areas. Smart road safety systems, including ANPR cameras, CCTV networks, and high mast lighting, strengthened traffic monitoring and reduced hazardous conditions along key corridors. Additionally, livelihood support for women through NRLM linked training centers promoted empowerment, digital access, and economic self-reliance across underserved districts.



LIST OF PROJECTS BY SIAM MEMBERS

Kia India Private Ltd

Overview of CSR Initiatives

Skill Enhancement and Education:

Kia India places strong emphasis on building employability and strengthening education systems in the communities around its operations. The Skill Development & Job Creation program equips young people with industry-relevant technical, digital, and administrative capabilities, improving their access to formal employment. Complementing this, the Good Neighbor Project supports school infrastructure, early childhood learning spaces, and essential classroom resources. Together, these efforts reduce barriers to quality education and enable youth to participate more effectively in India's growing economy.

Healthcare and Sanitation:

Efforts in healthcare and sanitation focus on expanding access to essential medical services and improving community hygiene conditions. The Eye Care on Wheels initiative delivers screenings, spectacles, medicines, and cataract surgeries directly to rural populations that otherwise face limited access. Kia also strengthens hospital capacity by providing advanced diagnostic and cardiac care equipment. Water conservation structures, sanitation improvements, and drinking water solutions further support healthier living conditions, helping reduce disease incidence and enabling communities to lead safer, more productive lives.



Environment Rejuvenation

Kia's environmental initiatives work toward restoring ecological balance while supporting community resilience. Through large scale tree plantation under the Uphaar program, enhanced green cover is created across multiple states, benefiting both biodiversity and farmer livelihoods. The D.R.O.P initiative promotes responsible plastic waste management and circularity, reducing environmental pollution. Integrated Village Development contributes through fruit trees, water tanks, and solar streetlights, enhancing rural sustainability. Collectively, these interventions promote long term conservation and encourage responsible natural resource use.



Road Safety

Road safety initiatives focus on building awareness, encouraging responsible behavior, and improving local safety infrastructure. Project Buckle Up educates school children on safe mobility practices through interactive workshops, helping shape long term responsible habits. Kia also supports traffic authorities with safety equipment such as reflectors, blinkers, and caution boards,



strengthening on ground safety systems. Engagement with drivers and community groups further amplifies behavioral change, contributing to safer roads and reduced accident risk for both commuters and pedestrians.



LIST OF PROJECTS BY SIAM MEMBERS

Mahindra & Mahindra Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Education and skill enhancement are driven through Project Nanhi Kali and Project Kaabil, focusing on girls and women from underserved communities. Project Nanhi Kali supports secondary school girls from grades six to ten across multiple states through a holistic education model that integrates twenty first century skills, sports-based leadership training, and essential learning kits. The initiative impacted more than 170,000 girls, strengthening confidence, life skills, and school retention while improving learning outcomes. Complementing this, Project Kaabil enables women from marginalized communities to achieve sustained financial stability through skilling and livelihood opportunities. Implemented pan India for nearly a decade, Kaabil has supported over 1.1 million women cumulatively, improving income, agency, and long-term economic participation.



Healthcare & Sanitation

Healthcare and sanitation outcomes are supported indirectly through integrated community development, education, and water security interventions. Improved access to safe water and enhanced soil moisture under Jal Samridhhi contributes to better hygiene practices, reduced water stress, and improved overall community wellbeing across rural geographies. Under Project Nanhi Kali, the provision of sanitary napkins and life skills education promotes menstrual hygiene awareness and health dignity among adolescent girls. Together, these interventions strengthen foundational health conditions, reduce vulnerability linked to water scarcity and poor sanitation, and enable communities to pursue healthier and more stable livelihoods.



Environment Rejuvenation

Environmental rejuvenation is advanced through Jal Samridhi, a comprehensive water management and watershed development initiative implemented across seven states. The project focuses on increasing water availability, improving soil moisture, and strengthening sustainable water use through groundwater recharge and surface water conservation structures. Jal Samridhi covers more than 100 villages and has benefited more than 48,000 farmers and community members. A total of 611 water structures were created or renovated, generating 3,758.2 lakh litres of water harvesting potential and enhancing irrigation across 1,900 hectares. By integrating soil conservation, water harvesting, and community participation, the initiative strengthens climate resilience, agricultural productivity, and long-term water security.



Road Safety

Road safety initiatives focus on reducing accidents and saving lives through engineering interventions and education led support programs. Under Rise for Safe Roads on the Mumbai Nashik Highway, Mahindra and Mahindra collaborate with national and state stakeholders to implement targeted engineering measures including crash cushion attenuators, hazard markers, and rumble strips. These interventions have resulted in a twenty eight percent reduction in fatal accidents, along with significant declines in serious and minor injuries, benefiting over sixty thousand daily road users. Complementing this, Mahindra Saarthi Abhiyan supports the education of daughters of truck drivers through scholarships, enabling continued schooling while strengthening road safety awareness across plant locations through rallies and institutional engagement.

LIST OF PROJECTS BY SIAM MEMBERS

Maruti Suzuki India Limited

Overview of CSR Initiatives

Skill Enhancement and Education

Aligned with the Government of India's flagship 'Skill India' mission to impart the relevant skill training to create livelihood opportunities for the country's youth. The Company has set up four state-of-the-art Japan-India Institute for Manufacturing (JIM) in Haryana & Gujarat.

Born out of a collaboration between the Government of Japan and India, JIM is a flagship and state-of-the-art training infrastructure that offers relevant vocational training on technical and behavioural skills to youth. The program combines classroom theory with Japanese manufacturing practices, structured on-the-job training, and placement with reputed companies. Every year nearly 900 ITI students receive training and over 2500 individuals undergo short-term vocational programs at JIMs.

Aiming to build a workforce ready for the manufacturing industry, Maruti Suzuki supports training of nearly 20,000 students annually across more than 130 Government ITIs. The Company has set up Automotive Skill Enhancement Centres (ASECs) within it is to further bolster hands-on learning in automobile service trades.

Beyond skilling, Maruti Suzuki invests in foundational education through the Maruti Suzuki Podar Learn School in Sitapur. Contributing to the long-term educational development in the project villages in Haryana and Gujarat, the Company has set up libraries



and STEM labs in government schools in the region.

HealthCare and Sanitation

Maruti Suzuki strengthens rural communities surrounding its facilities in Gurgaon, Manesar, Rohtak and Mehsana through focused interventions in healthcare, sanitation, and access to safe drinking water. In 2021, the Company partnered Ramanbhai Foundation to set up a multispecialty hospital in Sitapur, Gujarat delivering affordable and specialized tertiary healthcare to nearly 350 surrounding villages. More than 1.45 lakh patients have benefited from improved access to quality healthcare closer to home.

The Company also drives preventive health initiatives including anemia reduction, menstrual hygiene awareness programs and other health camps from time-to-time in the project villages across Haryana and Gujarat.

Hygiene and sanitation are closely associated with health in local communities. Keeping this in view, the Company has constructed 5,000 individual household toilets, supporting villages in becoming open defecation free. Maruti Suzuki has also set up 28 Water ATMs across 25 villages, ensuring reliable access to safe drinking water for all. Together, these integrated efforts are improving public health and fostering long-term well-being for rural communities.



LIST OF PROJECTS BY SIAM MEMBERS

Environment Rejuvenation

Maruti Suzuki India Limited is undertaking a large-scale plantation initiative in Haryana, under which over 50,000 trees will be planted across more than 60 acres to enhance green cover and support local ecological balance.

The effort is reinforced through the Company's employee volunteering

programme, with employees actively participating in plantation drives and nurturing environmental stewardship within the workforce. Together, these initiatives contribute to environmental restoration, strengthen community awareness, enrich local green spaces, and support India's broader afforestation goals.



Road Safety

Maruti Suzuki promotes Road Safety through the 5Es, i.e., Engineering, Education, Evaluation, Enforcement, and Emergency Care.

Promoting education, the Company has established 8 Institutes of Driving and Traffic Research (IDTRs) and 23 Road Safety Knowledge Centres (RSKCs) in collaboration with various State Governments to enhance driver capability and awareness.

To ensure only skilled drivers receive a driving license, the Company has deployed 46 Automated Driving Test Tracks (ADTTs) across Uttar Pradesh, Delhi, Bihar, Uttarakhand, Haryana, Chhattisgarh, Jammu & Kashmir, with expansion underway in Rajasthan, Tamil Nadu, and Andhra Pradesh, taking the network to over 80 ADTTs. Equipped with high-definition cameras, RFID sensors, real-time analytics, and an integrated IT system, ADTTs enable a standardized, transparent, and fully automated testing process aligned with Central Motor Vehicle Rules. This eliminates human bias and improves evaluation accuracy.

Maruti Suzuki also implements Integrated Traffic Safety Management System (ITMS) projects with real-time monitoring and surveillance in selected areas to support law enforcement and promote disciplined driving behavior. Under Emergency Care, the Company offers First Responder training to commercial drivers and other stakeholders and has trained over 25,000 drivers to date.



LIST OF PROJECTS BY SIAM MEMBERS

Mercedes Benz India Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Education and skill development form a core CSR pillar for Mercedes-Benz India, spanning school transformation, clean-energy infrastructure, and women-focused higher education programmes. The Green School Transformation Project upgraded WASH facilities, smart classrooms, rainwater harvesting, and solar power across 34 schools, benefiting 25,000+ students and teachers. Solar installations across 152 rural schools enabled uninterrupted digital learning while avoiding ~620 tonnes of CO₂ annually. At the tertiary level, the Undergraduate Scholarships and Skill Building Programme and Katalyst initiative supported 100 girl students, delivering 300+ learning hours per student,

mentoring, industry exposure, and leadership training, strengthening employability, confidence, and long-term career readiness.

Healthcare & Sanitation

Mercedes-Benz India's CSR approach prioritizes community well-being and livelihood resilience, which indirectly strengthens health and sanitation outcomes. Through structured community development interventions implemented via credible NGOs, the company supports vulnerable populations by improving access to basic services, income stability, and social infrastructure, key enablers of long-term health and sanitation improvements at the household and community level.



Environment Rejuvenation

Mercedes-Benz India's environmental rejuvenation initiatives focus on water security, ecosystem restoration, clean energy, and responsible waste management, primarily across rural Maharashtra. Through water tank construction and watershed development projects, the company created over 93 million litres of groundwater recharge capacity and 65 million litres of surface water storage, benefiting 3,000+ people, livestock, and farming households. Afforestation and tribal livelihood programmes planted 4,050 native and fruit-bearing trees across 18 acres, integrating ecological restoration with income generation via SHGs and nature-linked livelihoods. In urban settings, the E-Waste Management Project reached 2.5+ lakh individuals and ensured 92+ tonnes of e-waste were responsibly recycled. These interventions collectively strengthened climate resilience, biodiversity, and sustainable resource use.

Road Safety

Mercedes-Benz India's road safety strategy is anchored in data-driven, corridor-level interventions implemented under the Zero Fatality Corridor (ZFC) program on NH-44 (Hyderabad-Nizamabad) and the Samruddhi Mahamarg (Mumbai-Nagpur Expressway). Following detailed crash vulnerability audits, targeted engineering improvements, strengthened enforcement, upgraded emergency care systems, and sustained awareness campaigns were implemented under a comprehensive 4Es framework. On NH-44, fatalities reduced by 12% year-on-year, with zero fatal crashes recorded at treated black spots during the post-intervention period. On Samruddhi Mahamarg, fatalities declined by 29%, supported by improved trauma response and enforcement capacity. Complementing corridor safety, school-based road safety education reached 17,500+ students across 175 schools, strengthening early behavioral change.



LIST OF PROJECTS BY SIAM MEMBERS

JSW MG Motor India Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Education and skill development form the core of MG Sewa's long-term social impact strategy, with a strong focus on girl child education and women empowerment. Programs span school infrastructure development, higher education scholarships, mentoring initiatives such as Udayan Shalini, and fee support through Savera, benefiting hundreds of girls annually. Special education initiatives include AI-enabled English learning across 75+ government schools, reaching over 8,300 children, and mathematics programs covering 1,767 schools. Livelihood-focused interventions such as Perna EmpowerHER and Sewa Diwali Mela supported income generation for women, while MG Womentorship nurtured women entrepreneurs through structured mentorship.

Together, these efforts enable learning continuity, employability, and financial independence.

Healthcare & Sanitation

Healthcare and sanitation initiatives under MG Sewa focus on breaking taboos, improving awareness, and strengthening preventive health practices. WASH and Menstrual Health and Hygiene programs addressed adolescent health concerns through structured life-skills and health education sessions. MGs life-skills training reached 2,789 girls and boys, while 4,082 women participated in menstrual health and hygiene sessions. Women's hygiene camps conducted in Goghamba village near Halol further expanded access to information and support. These interventions promote dignity, reduce health risks, and enable informed health choices, particularly for women and adolescents in underserved communities.



Environment Rejuvenation

MG Sewa's environmental efforts are closely integrated with community resilience and disaster response. Support extended to flood-affected areas focused on rapid relief and recovery, with employees and dealers mobilizing to distribute essential supplies to affected households. These interventions helped stabilize communities during crisis periods and reduced immediate environmental and livelihood stress caused by natural disasters. By aligning relief efforts with local needs and on-ground participation, MG Sewa strengthens community preparedness and collective response capacity. This approach reflects a broader commitment to environmental stewardship that prioritizes human resilience alongside responsible community engagement during climate-related disruptions.



Road Safety

Road safety under MG Sewa is approached through empowerment, awareness, and practical skill building. The "Wings to Fly" initiative enables women to progress from learning to drive to acquiring licenses and accessing employment opportunities, directly strengthening safe and confident road usage. Through targeted interventions, 50 women were upskilled, with 11 receiving permanent driving licenses and 21 obtaining learner's licenses. By combining mobility skills with employment support, the initiative enhances independence while embedding responsible driving practices. Through this hands-on approach, MG Sewa links road safety with livelihoods, ensuring long-term behavioral change and safer participation of women in public mobility systems.

LIST OF PROJECTS BY SIAM MEMBERS

Skoda Auto Volkswagen India Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Skoda Auto Volkswagen India supports long-term learning and professional advancement through scholarships, vocational training, and infrastructure development. Scholarships for academically strong but financially disadvantaged girls in engineering and nursing enable access to higher education, mentoring, and industry internships. The upgradation of five all-women ITIs in Maharashtra further strengthens employability by modernizing labs, refurbishing tools, and introducing training modules in robotics, mechatronics, and paint technologies. These initiatives collectively advance

gender equity, technical capability, and economic mobility for youth and women

Healthcare & Sanitation

The company strengthens public health systems through early intervention, mobile healthcare, and supports chronic and life-threatening illnesses. Programs include blood transfusion support for children with thalassemia, pediatric orthopedic surgeries, and nutritional assistance for children undergoing cancer treatment. The Mobile Health Clinic, serving 35 villages, delivers essential diagnostics, medicines, and emergency support, benefiting nearly 150,000 residents. Together, these initiatives expand access to care, reduce financial burdens, and improve long-term health outcomes for vulnerable communities.



Environment Rejuvenation

Skoda's environmental stewardship is reflected in large-scale ecological restoration, afforestation, and water security projects. Tree plantation across three green parks in Shendra Industrial Area enhances biodiversity and community well-being, while rejuvenation of 17 water ponds across Maharashtra strengthens groundwater recharge by over 600 million liters annually. Barren land restoration in Pune supports native species revival, rainwater harvesting, and sustainable rural livelihoods. Clean energy initiatives in Ladakh further reduce carbon emissions and promote climate resilience in high-altitude communities.

Road Safety

Skoda promotes safer mobility through comprehensive road safety interventions implemented under the Vision Zero framework. The Zero Fatality District model in Assam and the Zero Fatality Corridor in Uttar Pradesh address engineering gaps, strengthen enforcement, and improve trauma response systems. These initiatives reduce crash fatalities, enhance pedestrian safety, and introduce speed-calming measures near schools and high-risk zones. The programs demonstrate replicable, evidence-based approaches to improving road safety outcomes and contribute significantly to national road safety goals.



LIST OF PROJECTS BY SIAM MEMBERS

Stellantis India Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement and Education

Stellantis is implementing Project INSPIRE, a CSR-led initiative focused on strengthening industry-aligned skill development and employability among youth in Tamil Nadu (Chennai) and Maharashtra (Pune). With an investment of ₹3.5 crore, the program targets over 2,500 students from ITIs, polytechnics, and engineering institutions, along with 200+ faculty members. Implemented in partnership with ASSIST Development Foundation and supported by TN Auto Skills, NITTTTR, and THL, the initiative delivers hands-on training in emerging technologies and automobile skills. The project integrates technical upskilling, teacher capacity building, assessments, job fairs, internships, and placement

linkages, enhancing Industry 4.0 readiness and strengthening institutional-industry collaboration.

Healthcare and Sanitation:

Stellantis supports community well-being through targeted healthcare and sanitation interventions in regions surrounding its operational footprint. The company's CSR approach in this pillar focuses on improving access to preventive healthcare services, strengthening local health infrastructure, and promoting hygiene awareness among vulnerable communities. Initiatives include health camps, awareness drives, and support for essential medical services delivered through credible implementation partners. By emphasizing preventive care and community engagement, Stellantis contributes to reducing health risks,



improving sanitation practices, and enhancing overall quality of life in underserved areas through structured, need-based interventions.

Environment Rejuvenation

Environmental responsibility forms an integral part of Stellantis' CSR framework, with initiatives aimed at ecological restoration and sustainable resource management. The company supports plantation drives, water conservation efforts, and community-led environmental awareness programs in its operational geographies. These interventions are designed to improve local green cover, promote biodiversity, and encourage responsible environmental practices among communities. Through structured environmental initiatives and stakeholder participation, Stellantis contributes to long-term ecological resilience while reinforcing its commitment to sustainable development and environmental stewardship at the community level.

Road Safety

Stellantis advances safer mobility through structured awareness initiatives, notably its collaboration with the Muskaan Foundation under a multi-city road safety campaign. This initiative focuses on educating school children, youth, and community members on responsible road behavior, pedestrian safety, helmet and seatbelt usage, and adherence to traffic norms. Conducted across multiple cities, the campaign combines interactive sessions, on-ground engagement, and community outreach to promote behavioral change. By partnering with credible civil society organizations and adopting an education-led approach, Stellantis reinforces preventive road safety practices and contributes to building a culture of responsible and informed road usage in urban communities.



LIST OF PROJECTS BY SIAM MEMBERS

Suzuki Motorcycle India Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Suzuki Motorcycle India's education and skill development efforts are centred on strengthening technical training infrastructure in Gurugram. The company undertook school renovation and infrastructure development, including upgrading a Two-Wheeler Weld Shop at ITI Jahangir Puri to enhance hands-on vocational training. Implemented through direct execution, the initiative benefited 1,500+ students, particularly those pursuing technical and ITI-aligned education. By improving learning environments and practical exposure, the programme enhanced employability and skill readiness among youth. This

intervention reflects Suzuki's focus on building industry-relevant skills and supporting India's manufacturing and mobility workforce through targeted educational investments.

Healthcare & Sanitation

In the healthcare and sanitation pillar, Suzuki Motorcycle India supported community health infrastructure through an OPD Centre and Mobile Medical Van initiative in Gurugram. Implemented in partnership with Niramaya Charitable Trust, the program focused on improving access to basic healthcare services for underserved populations. The initiative included medical equipment support and mobile healthcare delivery, enabling early diagnosis and treatment, particularly





for eye care and primary health needs. The company also provided equipment support for an eye care center at Narsingpur, village and also supported underserved population of cataract and other eye related surgeries & treatments for other ocular conditions. By strengthening last-mile healthcare access, the program contributed to improved health outcomes and reduced dependency on distant medical facilities, reinforcing Suzuki's commitment to inclusive and accessible community healthcare.

Environment Rejuvenation

Suzuki Motorcycle India continues to recognise environmental stewardship as a core CSR priority. The company's approach is aligned with responsible manufacturing practices, resource efficiency, and compliance with environmental norms across operations. Through continuous improvement in energy efficiency, waste management, and responsible use of natural resources, Suzuki supports broader sustainability objectives. The organisation remains committed to integrating environmental responsibility within its long-term CSR strategy and exploring opportunities for community-centric green initiatives in

the future, in line with national sustainability goals and industry best practices.

Road Safety

Suzuki Motorcycle India's road safety initiatives focused on strengthening public awareness and responsible riding behavior in Gurugram. The flagship intervention involved deployment of Digital Safety Message Display Vans, designed to disseminate road safety messages directly to commuters in high-traffic areas. Implemented with the support of DVnity Serves Welfare Association, the program leveraged on-ground outreach to reinforce helmet usage, speed discipline, and safe riding practices. The initiative aligns with Suzuki's broader commitment to promoting two-wheeler safety through behavioral change and education. By taking safety messaging directly to road users, the program contributed to improved awareness among daily commuters and supported local efforts toward safer urban mobility ecosystems.



LIST OF PROJECTS BY SIAM MEMBERS

Tata Motors Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Education and skill enhancement form a core pillar of Tata Motors' CSR through programmes such as ENABLE (Engineering and NEET Admission Bridge Accelerated Learning Engagement) and IVDP-linked livelihood skilling. ENABLE supports 18,000 students annually across 557+ Jawahar Navodaya Vidyalayas, providing academic coaching, mentoring, digital learning, and career guidance for engineering and medical entrance exams. Expanded to Eklavya Model Residential Schools, the programme has already benefited 30,000+ tribal students, with over 50% girls, through Centres of Excellence and Hindi-enabled instruction.

Healthcare & Sanitation

Tata Motors has delivered holistic rural development, particularly under the Integrated Village Development Program (IVDP) implemented in Palghar and expanded to other geographies. The program has ensured 100% availability of potable water across project villages, significantly improving hygiene and sanitation conditions. Improved nutrition, access to clean drinking water, and livelihood stability have collectively helped nearly curb malnutrition in beneficiary communities. By reducing seasonal migration by 85%, IVDP has enabled families to access continuous healthcare and social services locally. These integrated interventions have reduced vulnerability to health shocks and improved overall well-being for over 18,000 tribal beneficiaries.



Environment Rejuvenation

Environmental rejuvenation is a flagship focus area for Tata Motors, driven primarily through the Rejuvenation of Water Bodies in Water-Stressed Areas of Maharashtra programme. Since 2023, the initiative has restored 1,450 water bodies across 26 districts, creating approximately 2,250 crore litres of water storage capacity and benefiting 2.9 lakh people. Implemented through strong public-private convergence, the programme has revived ponds, percolation tanks, and groundwater systems, significantly reducing tanker dependency. Improved water availability has enabled farmers, largely from tribal and SC/ST communities to shift to multi-cropping, high-value agriculture, and allied activities. These interventions have also reduced women's drudgery and



strengthened long-term climate resilience and environmental sustainability at scale.

Road Safety

Road safety is a strategic pillar of Tata Motors' social responsibility agenda, aligned with its leadership in the mobility ecosystem. The company undertakes structured road safety education and awareness programs for children, drivers, pedestrians, and community members, focusing on responsible road behavior, traffic discipline, and accident prevention. These initiatives are delivered through training modules, school-based interventions, and community outreach, contributing to safer road environments and fostering a culture of responsible mobility.



LIST OF PROJECTS BY SIAM MEMBERS

Toyota Kirloskar Motor Pvt Ltd

Overview of CSR Initiatives

Skill Enhancement & Education

Education and skill enhancement form the cornerstone of Toyota Kirloskar Motor's CSR strategy, spanning early childhood development and youth innovation. Through TADP, Toyota transformed 580 Anganwadi Centres, improving teaching quality by 49%, increasing daily teaching time from 2 to 4 hours, and driving a 41% rise in enrolment. Children aged 3-6 years demonstrated a 42.6% improvement in learning outcomes. Complementing this, the Toyota Hackathon strengthened STEM skills, creativity, teamwork, and leadership among 15,000+ school students, enabling hands-on problem-solving through real-world road safety challenges. Together, these initiatives build strong educational foundations and future-ready skills across age groups.

Healthcare & Sanitation

Healthcare and sanitation outcomes are strongly embedded within Toyota Anganwadi Development Programmes, implemented across 580 Anganwadi Centres in Ramanagara District, Karnataka. The program promoted health, hygiene, and nutrition awareness among 6,409 preschool children, 580 teachers, and 580 helpers through structured training, hygiene education, and safe cooking practices. Dedicated interventions led to a 15% improvement in health and hygiene practices among Anganwadi workers, while upgraded infrastructure ensured cleaner, safer learning spaces. By strengthening hygiene behavior at an early age and improving institutional capacities, the initiative contributed to healthier childhood environments and improved community trust in government-run Anganwadi centers.



Environment Rejuvenation

Environment rejuvenation is an integral pillar of Toyota's social contribution framework, with initiatives centred on environmental conservation and sustainable resource management. The company undertakes afforestation drives, water conservation projects, and biodiversity enhancement initiatives to restore ecological balance in local communities. By promoting responsible environmental practices and supporting conservation-led interventions, Toyota contributes to long-term environmental sustainability while fostering community stewardship of natural resources.

Road Safety

Road safety is a flagship CSR pillar for Toyota Kirloskar Motor, led through the Toyota Hackathon - Empowering Young Innovators for Safer Roads. Implemented across Delhi, Mumbai, and Bengaluru, the initiative engaged 15,946 students from 134 government and private schools, nurturing students from Classes 9-12 as solution providers for real-world mobility challenges. Through a structured, multi-phase process, concept submissions, bootcamps, and 24-hour hackathons students developed 370+ concepts and 23 functional prototypes, with top teams receiving incubation and mentoring. By integrating STEM learning, AI/IoT applications, and policy-oriented thinking, the program cultivated road safety ambassadors and strengthened Toyota's commitment to Vision Zero



Strategic Direction & Outlook

As India advances toward inclusive and sustainable development, the automobile industry occupies a distinctive position, deeply embedded in economic growth, employment generation, infrastructure creation, and mobility access. With this scale and influence comes a responsibility to contribute meaningfully to social progress. The future direction of Corporate Social Responsibility (CSR) within the automobile sector is therefore shaped not only by statutory mandates, but by a conscious commitment to deliver measurable, durable outcomes that strengthen communities and national capacity.



CSR in the Automobile industry is steadily transitioning from a compliance-led obligation to a strategic instrument for nation-building. Increasingly, CSR initiatives are being designed in close alignment with national priorities such as Skill India, Swachh Bharat Abhiyan, Jal Jeevan Mission, National Health Mission, and the National Road Safety Policy. This alignment ensures coherence between corporate interventions and public systems, avoids fragmentation of effort, and enables CSR investments to reinforce government-led development frameworks rather than operate in parallel silos.

Looking ahead, SIAM and its member OEMs envision a more integrated and outcome-oriented CSR ecosystem. The focus will shift decisively toward interventions that are scalable, replicable, and grounded in local realities. In education and skill development, this means moving beyond basic training to employability-linked skilling, industry-aligned curricula, and pathways that connect beneficiaries to real economic opportunities. In healthcare and sanitation, the emphasis will increasingly be on preventive care, last-mile access, and strengthening local health infrastructure, particularly in underserved and high-need regions.

Environmental rejuvenation will continue to evolve from isolated activities toward landscape-level and resource-centric interventions, addressing water security, biodiversity restoration, and climate resilience in a manner that benefits both communities and ecosystems. Similarly, road safety initiatives will increasingly adopt systems-based approaches, combining awareness, infrastructure support, emergency response, and behavioural change to deliver sustained improvements in safety outcomes.

A defining feature of the future CSR approach under SIAM will be collaboration. Complex social challenges cannot be addressed by individual actors working in isolation. The coming phase will therefore see deeper partnerships between industry, government agencies, civil society organisations, academic institutions, and domain experts. These collaborations will enable shared learning, pooled resources, and collective ownership of outcomes, maximising impact while reducing duplication.

Equally important will be the transition from activity-based reporting to outcome and impact-driven governance. Greater emphasis will be placed on monitoring, evaluation, and impact assessment, supported by transparent reporting and knowledge sharing across the SIAM CSR platform. Data, evidence, and learning will increasingly guide decision-making, ensuring that CSR investments are both effective and accountable.

In this evolving landscape, SIAM's role will be to enable alignment, facilitate collaboration, and strengthen capacity across the industry. By fostering dialogue, disseminating best practices, and encouraging innovation in CSR design and implementation, SIAM will continue to support member OEMs in advancing responsible, high-impact social engagement.

Ultimately, Automobile industry's CSR journey is about enabling communities to thrive independently long after individual projects conclude. By combining strategic intent with disciplined execution, innovation with collaboration, and scale with sensitivity to local contexts, the sector's CSR efforts will continue to serve as a catalyst for inclusive growth, environmental stewardship, and safer mobility, contributing to a more resilient and equitable India.





SIAM

Society of Indian Automobile Manufacturers

Building the Nation, Responsibly.

Core 4-B, 5th Floor, India Habitat Centre

Lodhi Road, New Delhi- 110 003, India

Phone : +91-11-24647810-12, 47103010, Fax: +91-24648222, Email: siam@siam.in

Website: www.siam.in

Social Media Handles 

 [siamindia](#)

 [siam](#)

 [SIAMIndia1](#)

 [siamindia](#)

 [siamindia9379](#)