

SIAM

Society of Indian
Automobile Manufacturers

Building the Nation, Responsibly.

STEERING TOWARDS SUSTAINABILITY



2017 Compendium of CSR Activities of
the Indian Automobile Industry

“Creating a strong business and
building a better world are not conflicting goals
- they are both essential ingredients for
long-term success”

William Clay Ford
Jr. Executive Chairman, Ford Motor Company

CONTENTS

Message from Chairman SIAM CSR Group	3
Sustainability and the Indian Auto Sector: An Emerging Leader by Size, Intent and Action	4
About SIAM	6
Towards a Greener Environment	15
Encouraging Skills Development and Education	23
Healthcare & Sanitation	31
On the Road to Safety	41
Glossary	52
SIAM Members	54

'GIVING IT BACK' TO THE SOCIETY

“Concentrate your CSR efforts, build a deep understanding of the benefits, find the right partners implementing CSR with consistency and determination to go in with a long-term commitment.”



Naveen Soni
Chairman, SIAM CSR Group

India is a large country with many social inequality issues that need to be addressed in a sustainable manner. As a country, various governments are trying to resolve such issues by initiating social upliftment policies.

While the Government which has the primary responsibility of solving such issues, has taken up many programs for social upliftment and inclusive growth, it has also mandated via the CSR Law, the role and responsibilities of corporates (both public and private enterprise) to positively contribute to the nation building process.

The SIAM CSR Committee is aware that member companies are cognizant of their responsibilities of social good and 'giving it back' to the society. However, we share a common goal of social upliftment of the society. Most member companies have been organizing social upliftment activities irrespective of their profits. This indicates their commitment to the cause of social good.

Automobile companies like other socially responsible stakeholders have been doing their CSR activities from societal point of view rather than legislation point of view. The efforts have been to be more towards making the interventions sustainable, impact oriented with measurable outcome.

Integrating business into CSR is very essential. This will enable the company to be responsible socially and environmentally. Involvement of stakeholders is the right approach to address the need and ensure that the benefits reach the right end users.

Indian automobile companies are evolving to align their interventions with strategic and sustainable CSR to see the change in the community.

For example, most of the member companies are focusing on skill enhancement / driver training and road safety -- CSR initiatives which not only lead to more employability but finally results in safer roads in India.

Companies are exploring various platforms like employee volunteerism, engaging customers, creating social value chain through involvement of dealers and suppliers. This will enhance the reach and depth of involvement and engagement. Some of our members are also using technology to create awareness through the development of apps. The corporate goal should be not to grow profitably, but to solve the problems faced by the society through its goods and services.

Identify what a corporate can offer in capabilities, knowledge, resources, relationships that would make a difference in addressing the challenges, both for your business and society. **Concentrate on your CSR efforts, build a deep understanding of the benefits, find the right partners to implement CSR with consistency and determination and a long-term commitment.**

CSR should be seen as about doing good business and creatively addressing significant issues that face business and society, not simply feeling good.

We need to strengthen the collaboration with all the stakeholders in order to achieve the larger social cause like road safety to achieve the desirable outcome. As Winston Churchill said, "We make a living by what we get, but we make a life by what we give."

Naveen Soni



SUSTAINABILITY AND INDIAN AUTO SECTOR: AN EMERGING LEADER BY SIZE, INTENT, AND ACTION

A little over two decades back when the Indian automobile sector opened to global players, it was still in its nascent stage and the expectations were high. A country of 1.2 billion people and their rising affluence was a market every auto maker's dream come true. The Japanese and South Koreans came first, soon followed by the Americans and Europeans. Joint ventures between Indian and global auto marqueees became the norm of the day. The excitement in the air was unmissable. After decades of scooting around in cars and two-wheelers that were not exactly of global standards in terms of sophistication, safety or tailpipe emission, Indians finally started to get a taste of best in class automobiles. Of course, this did not happen overnight. The progress was slow and cumbersome and yet tenacious.

The Japanese taught us the value of quality and know-how to get there, while for a good measure we learned the art of selling from the Americans and Europeans. The decades leading to the new millennium saw new auto plants sprouting all over the country. Chennai in the South, the Mumbai-Pune stretch in the West and Gurugram and later Manesar in the North became the three pivotal auto hubs in a new India on a fast lane.

Nameplates from around the world were not just eyeing the country as a market to sell more cars, trucks, and bikes but were also keen on taking advantage of a relatively lower cost of manufacturing in India for exports to discerning customers the world-over. Soon a handful of models were manufactured exclusively in India and shipped globally.

While the quality of the vehicles, sales and service were fast catching up to exacting international benchmarks, the Indian auto sector was also quickly adapting to global standards in other equally important areas like production processes, emission, waste management and vehicle safety.

Cleaner tailpipes

At the turn of the new millennium, the Euro standards for emission were introduced in India as BS-I (Bharat Stage I) standard. India was a generation behind the more advanced markets but was nevertheless keen to show the world it meant business. The time lag in adapting to higher global standards narrowed, and Indian automobiles were catching up with every successive generation of products.

Today India is ready to skip Euro V standard and hop from BS-IV to BS-VI by 2020. The Indian oil and gas industry has committed to investing USD 6 billion to ensure the fuel needed to meet the new emission standards will be ready by mid-2018 in the National Capital Region (NCR).

The journey from the introduction of catalytic converters (1995) to BS-VI, will be accomplished in just 25 years, a truly remarkable achievement by all standards.



Cleaner process

Simultaneously environmentally responsible manufacturing processes have also been adopted in quick time. The paint shops in Indian plants, for example, thanks to extensive robotization, has helped auto companies achieve global recovery standards of 8-9 percent. This means, nearly a tenth of the paints sprayed on the new vehicles are recovered and reused. Further, in most plants, the 'grey water' generated from the manufacturing processes is recycled to hydrate the greenery within the plant, saving not only precious water but also creating a healthy lung space within the plants. Many auto plants in India also use the same water to fill man-made lakes that nurture fishes.

The auto industry is also taking on the challenge of water shortage by initiating 'dry wash' at the service end of their business. Two leading car makers in India have already launched these project with some success. The results have been encouraging. One leading car manufacturer has reported that dry washing in its service centers saves as much as 97.5 percent of the water used earlier and in volume terms save 216 million liters of water annually.

Greener vehicles

Another important area where India is taking a lead in sustainability is the introduction of electric vehicles on a mass scale. Today, due to high costs, less than half a percent of the three million cars sold in India are electric. Fossil fuel based cars (petrol and diesel) are unsustainable not just due to depleting global energy resources but also due to the heavy damage it causes to the air we breathe. As a signatory to the Paris Agreement (COP21), India is now moving towards making electric cars universal by 2030. While this has not been officially announced as a policy by Government of India, the country is steadily moving toward meeting this challenge.

On the sustainability front, the initiatives taken by the Indian auto sector so far have also been far beyond just products, services and processes. From education and skill development to advocating road safety to saving the green cover in several parts of India to promoting healthcare in remote parts of India, the Indian auto sector has stood out as a model corporate citizen for rest of the country to follow. As a major automobile manufacturing country, India has learned well and learned fast. **The phenomenal growth of the auto sector in India is today standing firmly on two strong feet – economically enriching and socially responsible.**

A SOCIALLY RESPONSIBLE SIAM IN 2017

ENABLING CHANGE

BY SUPPORTING A HEALTHY

AND CLEAN ENVIRONMENT

As the apex industry body, the Society of Indian Automobile Manufacturers (SIAM) represents the best vehicle and vehicular engine manufacturers in India. It acts as a catalyst for change by supporting the sustainable development of the Indian automobile industry with a vision to make India the destination of choice in the world, especially for the manufacture of automobiles.



The Indian auto industry is among the five largest in the world. It accounts for 7.1 percent of the country's Gross Domestic Product (GDP) and employs over 20 million people directly and indirectly. As per the Automotive Mission Plan 2026, the industry targets to be the third largest in the world, contributing to 12 percent of the nation's GDP and employing an additional 65 million people by 2026.

SIAM provides a window to the Indian automobile industry, through its channels of communication with the central and state governments and other national and international organizations, and has elevated the technical capabilities of the Indian industry to match global standards. Among other international bodies that SIAM interacts with are the International Organization of Motor Vehicle Manufacturers (OICA) and International Motorcycle Manufacturers Association (IMMA). In partnership with the Confederation of Indian Industry (CII) and Automotive Component Manufacturers

Association of India (ACMA), SIAM organizes the biennial Auto Expo - India's premier exposition for the automobile sector.

In a move to align the auto industry with the country's most significant tax reform to date, SIAM organised a workshop on the new Goods & Services Tax for the auto industry executives, helping them understand the implication and for better compliance.

Members of SIAM have realized the need of the hour and have been doing their own bit to contribute towards a greener environment for several years. Some of the core areas that they have focused on are – afforestation and water conservation and it is heartening to note that their programs have achieved remarkable results.

1st SIAM CSR Conclave

November 2016
New

SIAM
Society of Indian Automobile Manufacturers

BUILDING
RESPON

NAVEEN SONI

KENICHI AYUKAWA

GIRISH SHANKAR

SUSHANT NAIK

A socially responsible SIAM

In 2015-16, CSR spending by Indian companies witnessed a 28 percent jump over the previous year. Listed companies in India spent USD 1.23 billion (INR 83.45 billion) in various programs ranging from education, skill development, healthcare, and environmental protection and conservation. India's largest car maker and SIAM's member, Maruti Suzuki India, invested INR 89.45 crore during FY 2016-17 on its CSR initiatives, up by around 14 percent over the previous fiscal.

Underlining its pledge to the nation, SIAM inaugurated its first ever CSR conclave in New Delhi. Based on the theme 'Building the Nation, Responsibly', the conclave saw SIAM members coming together to ensure the development of the society while protecting the environment and ecology.

Over the years, SIAM has been vigorously pursuing frontier technologies for telematics, alternative fuels and harmonisation of safety and emission standards, among other initiatives. Its various public policy activities, especially in road safety and environment, has spurred SIAM, along with its partners and stakeholders, to set up the Society for Automotive Fitness and Environment (SAFE).

Over the last several years, SIAM has been leading the industry's CSR initiatives. SIAM's CSR falls under four categories -- Skill Enhancement & Education, Healthcare and Sanitation, Environment Rejuvenation and Road Safety.

From water conservation to helping underprivileged of society, providing nutritious food to women and enabling women empowerment, the members of SIAM have graduated from participants to change agents towards a more humane, safe and equitable society for all stakeholders.

From its first initiative of setting up emissions checking infrastructure and issuing Pollution under Control or PUC certificates, SIAM has also successfully implemented various initiatives to increase awareness of road safety.

SIAM and its members have partnered with diverse stakeholders that include the Union Ministry of Road Transport, state transport departments, traffic police, pollution control organizations and educational institutes. SIAM and its members in association with Delhi Traffic Police observed the 28th National Road Safety Week 2017 in New Delhi organizing various awareness camps and nukkad nataks (street plays).



Over the years, SIAM and its members have participated in programs like the National Safety Week, the UN Global Safety Week and World Environment Day. SIAM has also aligned with national missions such as Skill India and Swachh Bharat Abhiyan, and has gained wide recognition by setting up a solar-powered auto showroom and implementing various programs to eradicate poverty, hunger, and malnutrition.

In designing and implementing successful CSR projects, SIAM has supported various sections of the society by progressively introducing change. Its inclusive initiative to reach out to young adults and children through various awareness programs and drives has brought huge success in creating responsible citizens for tomorrow.

Triggering responsible growth of the nation

SIAM, in its initiative to develop a strategic framework to promote safety and improve air quality, ensures compliance with standards and encourages growth with responsibility. SIAM and its members organize various drives to encourage vehicle owners to ensure regular and proper maintenance of their vehicles and help in the reduction of pollution. SIAM held a free pollution checking camp initiative in New Delhi during Diwali season this year.

SIAM, along with its initiative SAFE, observed World Environment Day on June 5, 2017, across 6,000 automobile dealers throughout the nation. It organized various activities related to environmental safety and conservation along with a pledge to spread awareness around sustainable environmental protection. Free day-long PUC (pollution under control) checks were organized for over a lakh vehicles.

For the betterment of society

Over the years, members of SIAM have undertaken pioneering efforts in the area of CSR. From education and women empowerment to health, nutrition, community development, to road safety, afforestation, water conservation and skill management for the automotive manufacturing, the list is long and commendable.





SMDF द्वारा आयोजित
राष्ट्रीय पेयजल परियोजना "अमृतधारा" अंतर्गत
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श्री. जी. एस. उप्पल (प्रमुख इ. आर. सी. एस. प्रशासन)
यांच्या हस्ते
दिनांक १७/०५/२०१९

CSR Conclave

September 16, 2016
New Delhi, India



SIAM
Society of Indian Automobile Manufacturers







TOWARDS A GREENER ENVIRONMENT

“ We do not inherit the earth from our ancestors, we borrow it from our children. ”
-Native American proverb



The Indian economy has been developing at a skyrocketing pace, and has created many jobs, higher standards of living and better quality of life on the whole. The rapidly growing cities of the country with a melting pot of cultures and their fair share of skyscrapers and mass rapid transit systems have made the entire world sit up and take notice.

While we enjoy the fruits of a growing economy, we must also keep in mind that development always comes at a cost and unfortunately, in our case, nature has paid a heavy price for it. Trees have been cut to make way for facilities like wider roads, flyovers and metro rail. Water bodies have been drained out to create record-breaking structures to house and meet the needs of an ever-growing population.

Rising pollution, depleting groundwater levels and deforestation are pressing issues that need to be addressed and among the industries that are blamed for these problems is the automobile industry. However, the members of SIAM have realized the need of the hour and have been doing their own bit to contribute towards a greener environment for several years. Some of the core areas that they have focused on are – afforestation and water conservation and it is heartening to note that their programs have achieved remarkable results.

Water conservation

Leonardo da Vinci once said that ‘Water is the driving force of all nature’ and he couldn’t have been more right. Without water, there would be no plants without which there would be no food for us or fodder for livestock. So the first step that needs to be taken on the journey towards a greener tomorrow is the protection of this ‘elixir of life’. The members of SIAM have taken many initiatives to conserve water and replenish the groundwater table.

When Aurangabad suffered from a series of droughts between 2011 and 2015, **Mahindra & Mahindra** joined hands with NGO Dilasa Janvikas Pratishthan to restore the ecological balance of watershed areas and create drought-proofing strategies in the region to enhance farmers’ incomes. As a result, the ‘Shiv Jal Kranti Project’ was born. Focusing on 35 villages in Aurangabad, the project worked towards building new water storage structures and repairing the old ones to increase water availability during the dry season. At the end of it, around 822 million liters of waters were stored through a total of 77 structures, which benefitted 80,269 villagers.

The company also implemented two watershed management projects in 32 villages, spanning 9,600 hectares of land, in the district of Damoh. This public-private partnership with the Government of Madhya Pradesh, focused on soil and water conservation, water resources development, and productivity enhancement of crops. The project led to an increase in the groundwater table from 9 m to 6 m, but also the conversion of 2,941 ha of rain-fed area to irrigated land and seed replacement over 6,548 ha for wheat, paddy, maize and pulses, thereby benefitting more than 9,420 farmers. The company along with the government now plans to implement a similar project in the upper catchment of ‘Bada Talab (Bhoj Lake)’ in Bhopal, which spans an area of 12,140 ha.

Volkswagen India has joined the efforts to make villages drought free. The company is preparing a set of interventions, which can help the district transition from drought-prone



to drought-proof. Till date, water conservation projects in two villages have been undertaken, the water resources mapping of Solapur district in association with CII Foundation, has been completed. In April 2016, Volkswagen constructed two new bandharas that can store 75 lakh liters of water, and repaired an old one in Naiphad village.

The ‘Jalyukta Shivar Abhiyan’ project of the Government of Maharashtra received support from **Fiat India**, Ranjangaon. The project aimed at harvesting rain water and increasing rain water storage structures. As part of its water conservation program, the company undertook the de-silting and widening of river tributaries that were 15 kms long to harvest **2,03,000 kiloliters**, and percolation ponds to harvest 800 kiloliters in order to provide water to the parched villages of Nimgaon-Mhalungi, Nhavra, Kamble, Karde and Morachi Chincholi in Shirur, Pune. Similar water harvesting projects have been planned by the company in 2018 in association with the Department of Irrigation, District Administration, Gram Panchayat and village community.

Many lakes in big cities are choking and crying out for help and stepping in as their savior is **Ford India**, which has decided to organize effective lake clean-up drives on a regular basis. The company is all set to start the scientific restoration of the Thirukachur Lake, near Chennai. The process will involve de-silting of the lake to improve the quality of groundwater and enrich the flora and fauna of the region. The water-holding capacity of the lake will be enhanced too to benefit the local community.

Honda too recognizes the concern of inadequate and inconsistent availability of water for farming and has introduced drip-irrigation technique to help farmers save water and minimize fertilizer loss as part of its ‘Harit Udaan’ programme. Another one of its water conservation projects in association with the Government of Rajasthan and MJSA benefitted 50,000 villagers of the state.

Afforestation

Rising pollution and depleting green cover as a result of rapid urbanization have raised serious concerns about the environment. Take for instance the recent case of a smog-filled Delhi that has not only left Delhi-ites gasping for fresh air but also rung the warning bell for the entire nation. Planting trees is the only solution towards a greener and cleaner future, and undertaking numerous tree plantation and sapling donation drives are the members of SIAM who have greatly contributed towards the preservation of the environment.

‘Mahindra Hariyali’, a project of the **Mahindra Group**, aims at planting and nurturing one million saplings annually and improving the livelihood of farmers. Since its inception in 2007, around 13.39 million trees have been planted of which 8.6 million trees are in the Araku Valley tribal belt. In 2016-17 alone, 2.5 million saplings were planted.

Ashok Leyland too has done its bit towards conserving the environment. As part of its green initiative, the company prepared many seed bombs and dispersed them to promote afforestation.

The employees of **Fiat India**, Ranjangaon, in association with village communities, Maharashtra Industrial Development Corporation (MIDC) and the Forest Department, go on a massive tree plantation drive every year. In 2017, the company planted 23,800 trees totally at the MIDC Ranjangaon premises, the forest land of Sone-Sangvi and Karde in Shirur, Pune and the rainwater harvesting sites of Nhavra, Nimgaon-Mhalungi and Karde.



Skoda Auto India contributed to greening the environment by distributing potted trees to Municipal Corporation School Chikalthana, Aurangabad and giving 100 saplings to Vadkha Village.

‘Harit Udaan’, a project of **Honda** in collaboration with Sankalp Taru Foundation, aims to help 200 farmer families by producing 5000 tonnes of fruits worth Rs. 12.5 million. Through this project, the company planted 100,000 fruit-bearing trees in various villages near factories in Gujarat, Karnataka, Rajasthan and Haryana, and improved the lives of 153 families in 75 villages.

The ‘Green Me’ projects introduced by **Toyota Kirloskar** in 50 government schools focus on waste water, biodiversity, climate change and community interventions. They also encourage schools and students to demonstrate their commitment towards the environment by putting their thoughts into action. In fact, as part of ‘Green Me’, more than 3000 samplings were also planted in school campuses in Ramanagara district.

Tata Motors’ ‘Vasundhara’ reached 41000 people last year in its efforts to make citizens conscious of the need to conserve the environment. Through the project, 2700 people were made aware about the alternative/renewable sources of energy. Over 100000 indigenous varieties of tree saplings were also planted last year of which, a few have turned into micro-habitats, and boast of a variety of flora and fauna.

'Go Green Hyundai', an initiative of the **Hyundai Motor**, has contributed a lot towards the conservation of environment. In 2013, the company signed an agreement with TIST India and by the end of the year, around 3.25 lakh saplings were planted in the farmlands of Thiruvallur and Kancheepuram Districts. The company also agreed to nurture these trees on an assurance that they will not be cut for at least 10 years.

Over 300 farmer families were benefitted by this project and the soil quality and groundwater table of the area, which was a dry wasteland earlier, improved a great deal with a variety of plants and smaller animals finding their home here.

Employee volunteers of **Volkswagen India** helped increase the green cover around the factory by planting around 530 trees. These trees will be maintained by the company for the next five years.



Maruti Suzuki's Waterless Dry Wash system saves 216 million liters of water

Maruti Suzuki has boosted the environmentally friendly efforts of the Automobile Industry. The company has revolutionized the way a car dealer can wash cars. The conventional process of car cleaning would involve a high-pressure wash, which incurs a wastage of millions of water and time. But with the '**Waterless Dry Wash System**', the wash time has been reduced to 20 minutes from 45 minutes on each vehicle and uses only 500 ml of water, instead of 20 liters. It could save the country around 216 million liters of water every year. Though the idea of waterless washing system with the use of various chemicals and minimal water is at a nascent stage in India, Maruti Suzuki is optimistic that this process would go a long way in conserving natural resources and the environment.

ENVIRONMENT REJUVENATION



“We appreciate the great work done by Honda and would like to express our gratitude to them for providing us the opportunity to enhance our social-economic status and improve the environment we are living in, for a better tomorrow.”

-Chandra and Shalini, beneficiary farmers under the community tree plantation program

“My wife and I planted the saplings ourselves and are very happy to learn about the new technique and eagerly await the fruit-bearing stage. With less amount of water, we are able to plant many more mango saplings.”

-Beneficiary farmer

Looking ahead

SIAM has always equated environment with wealth and understood that initiatives must be planned and implemented year after year for a positive impact on the environment. Joining hands with farmers who form the backbone of the country to protect the environment, the members of SIAM have raised hopes, and paved the way for a glorious future. After all, as a saying goes, **‘The earth does not belong to us, we belong to the earth’**





ENCOURAGING SKILLS DEVELOPMENT AND EDUCATION

“ The more we give importance to skill development, the more competent will be our youth. ”
-Narendra Modi, Prime Minister of India



A report by Ernst and Young states India is expected to have the largest workforce in the world with 64 percent of the population in the working age group of 15-59 years by 2026.

The high demand for skilled labor, especially in the services and manufacturing sector leads us to the doors of vocational and training centers, where education and skill based knowledge equips the unemployed youth with the tools to respond to the market.

Corporate educational institutions and NGOs, together with the Government can use their resources to identify gaps in financial support, organize quality checks of vocational education and training centers in the country, hire qualified trainers to create a 100 percent skilled workforce that is gainfully employed.

Members of SIAM, consider education and skill based development to be a transformational tool used to create a lasting impact on society. The core purpose of CSR initiatives is to provide support to livelihood and education, and to build a sustainable and connected ecosystem of education, employability and employment.

Skills Development

— a chance to be independent

Project Hunnar of **Mahindra and Mahindra** run, with Labor Net, reaches out to the disadvantaged youth, giving them access to employment and a chance to join the main workforce. Under Project Hunnar, many skills and training courses are run in auto sales and service, tractor operation, micro-irrigation technician, dairy, broiler and banana farming. Over 3,675 candidates were certified under different skill training programs across Bharatpur, Mirzapur, Bulandshahr, Rajgarh, Jhajjar and Coimbatore. On completion of training, 81 percent of the candidates were placed in jobs.

Under the **Tata employability program**, training is provided in auto trades, non-auto trades and agriculture and allied activities. This year, the company skilled over 87,700 members.

The new skill development program engages youth from other developing countries inviting them to the Jamshedpur Training Center for a six-month intensive mechanic motor vehicle training. During the year, 25 international students from Sri Lanka, Bangladesh, Nepal, Bhutan, Myanmar, Nigeria and Mozambique were trained.

Honda's skill development initiatives focus on providing infrastructure, educational aids and vocational training courses. Partnering with experienced organizations, Honda continues

efforts to implement projects; around 30 percent of Honda two-wheelers CSR budget is reserved for the education and skill development initiatives. Honda partnered with the government to become a funding partner at the Industrial Training Institute in Gujarat.

The company launched a vocational training center in Gurugram and Gujarat to provide training and skills, accredited by NSDC to enhance employability, especially for women.

The technical vocational training centers of Honda at five locations in Karnal, Pune, Bangalore, Lucknow and Bhubaneswar equip unemployed youth with the skills to become technicians, supervisors and advisors through certified courses and training.

BMW set up six livelihood centers across India to provide sustained employment and job based training. In 2016-2017, 1500 youths passed out of these training centers.

Under Ford's tailoring training program, seven villages close to the plant, have equipped women with an additional income and made them employable. In the last two years, over 600 women have benefitted from the program.

India Yamaha Motor in partnership with other not-for-profit organizations, government and private institutes across the country has launched Yamaha Training Schools, with a credited certification. In sync with the national government led Skill India program, Yamaha Motor is the first and only company to provide a course for technicians certified by "Automotive Skills Development Council" (ASDC) under National Skill Development Corporation (NSDC). They offer young people the opportunity to get familiar with Yamaha Motor technology and hold dealership jobs across India.



Maruti Suzuki's skill development initiatives, aligned with the Skill India mission, provides quality training and infrastructure to enhance skill based employment in the country. In partnership with local governments, the company adopted ITIs and through its various interventions upgraded physical infrastructure, workshop sessions. The company also set up the first Japan India Institute for Manufacturing (JIM) at AS Patel ITI, Gujarat. JIM provides training in shop floor best practices in Japan, and will soon offer eight technical courses in automobile manufacturing and servicing, and from August 2017 offers eight technical courses in automobile manufacturing and servicing.

Since 2007, Toyota Kirloskar Motor's Toyota Technical Training Institute has been providing certified training on automotive technology, free of cost to students in rural Karnataka. Over 650 students have benefitted from the program.

Education – fulfilling dreams

Quality education, especially for the girl child has always been a prime focus of SIAM members, who are giving this most important tool to our underserved children in rural India. As Nelson Mandela said: Education is the most powerful weapon which you can use to change the world.

Launched in 1996, **M&M's project Nanhi Kali** engaged 13,432 girls across 11 states in India last year. Under the project, learning is seen as a meaningful experience with the support of interactive teaching tools like storytelling and group games. It aims to sensitize parents and the community on gender equality to build a future with empowered, educated women.

Another CSR initiative instituted by Mahindra Truck & Bus Division, Mahindra Saarthi Abhiyaan (MSA), offers scholarships for higher education to girl children within the Heavy Commercial Vehicles community. Over 1,000 girl children were awarded the scholarships in the states of Haryana, Rajasthan, Bihar, Maharashtra and Tamil Nadu.

MSA set up awareness camps and worked with women self-help groups to make announcements at morning school assemblies, meet with school principals and contact trucker community support groups.

Tata Motors believes in holistic development in secondary schools, and its CSR educational programs focus on providing scholarships and other financial assistance to students. The company is committed to improving academic performance by giving children access to the latest technology and tools. This year, Tata Motors impacted the lives of 86,700 students.



Project TEEP (Tata Education Excellence Program) helps schools identify gaps and creates a working relationship between teachers and students to brainstorm new ideas that promote formal education.

Honda's development of model anganwadis at Vadnagar, Gujarat, provides infrastructure support, in terms of design and innovative learning methods to attract children to learn through the use of play.

The company supports Diksha, a non-profit school in Palam Vihar, Gurugram to provide formal education to street children and dropouts. The construction of six classrooms benefited 300 students in Chauma village, Dharam colony, Caterpuri and New Palam Vihar. In collaboration with Manav Rachna International University at Faridabad, Haryana, an automotive training and research center equips students with the latest trends and knowledge of the industry, automotive training and research center.

Other educational endeavors include access to affordable digital education, in government schools. In collaboration with 'Literacy India', a non-profit organization working with underprivileged children and women. This is a long term project with the department of education, government of Rajasthan that seeks to enhance the creative potential of an entire generation of school children.

At **Ashok Leyland**, the philosophy of 'Aapki Jeet, Hamari Jeet' resonates with its CSR initiatives aimed at building stronger, sustainable communities, especially through its educational initiatives. The project Road to School, provides government schools with qualified teachers to ensure education in remote areas is at par with state and national standards.



The Illiterate to Literate program encourages children to teach their parents how to write their names. This year, 70 students have moved from private schools and joined government schools in Hosur. In partnership with Dell, the Technology Enabled Learning program has benefitted 200 children of VIII class.

FIAT India supports digital literacy and the provision of innovative teaching tools to enhance education and learning in schools. Project School Leap supports digital education and was launched in six government schools in Shirur, for students in 1st to 7th standard. Other programs launched by FIAPL like Health & Hygiene Education, teach for India and Gram-Mangal have benefited 33 schools and 2794 children, between the ages of 3 to 16 years.

Saksham of FIAT India focuses on the rehabilitation of differently abled children and has led a number of initiatives that support education, livelihood and the use of assistive devices to improve quality of life. This year, 230 children were provided assistive devices.

Ford India in partnership with reputed educational NGO's launched Happy Schools program in September 2014. The program aimed to design a social intervention model identifying the gaps in the areas of academics, health, nutrition and infrastructure in schools. Under the program, stakeholders, including school management, teachers and parents, work together to create a support system for the child. The Happy Schools program has been successfully implemented in 20 schools near the Chennai plant, 10 schools near the Sanand plant, and plans to reach out to 20 schools in Gurugram and New Delhi in 2018.



Partnering with the Madras Cosmopolitan Round Table, Ford supported the construction of eight classrooms, a science lab along with a library and sanitation facilities, empowering the school to deliver higher education to children in Chennai suburbs.

Another important education initiative, the Ford-Rotary Digital Literacy Program solidifies the company's commitment to digital literacy, amongst the disadvantaged communities in South India. Close to 3,00,000 students and youth from disadvantaged communities have benefited from this program. Over 9050 computers and desktops have been donated, equipping students with the tools to attain digital literacy.

Maruti Suzuki continues to embark on its two-fold plan for government schools -- upgrading school infrastructure and improving academic performance of students. Under the program, a pilot survey indicated that 93 percent of the community members were satisfied with school infrastructure, 90 percent of community members were satisfied with the state of village streets and the roads in the adopted villages of Manesar.

Toyota Kirloskar Motors initiated educational materials support program to rural government school children in the Ramanagara district. Over 12,500 children benefitted in 140 government schools. As part of improving quality of education in government schools in Ramanagara district in Karnataka, the company partners with Regional Institute of English, Bangalore University to provide a 10-day residential teachers training program designed to enhance English teaching skills. More than 400 school teachers benefitted from this program.



Volkswagen is committed to empowering the young through education and skills development. Its four projects include scholarships for 20 girls pursuing engineering degrees. Volkswagen India has partnered Lila Poonawalla Foundation (LPF) for the scholarships.

Support for Jagriti School for Blind Girls continues in the form of orientation and mobility for 80 visually impaired students and scholarships for 30 visually impaired girls, and financial support for new hostel construction.

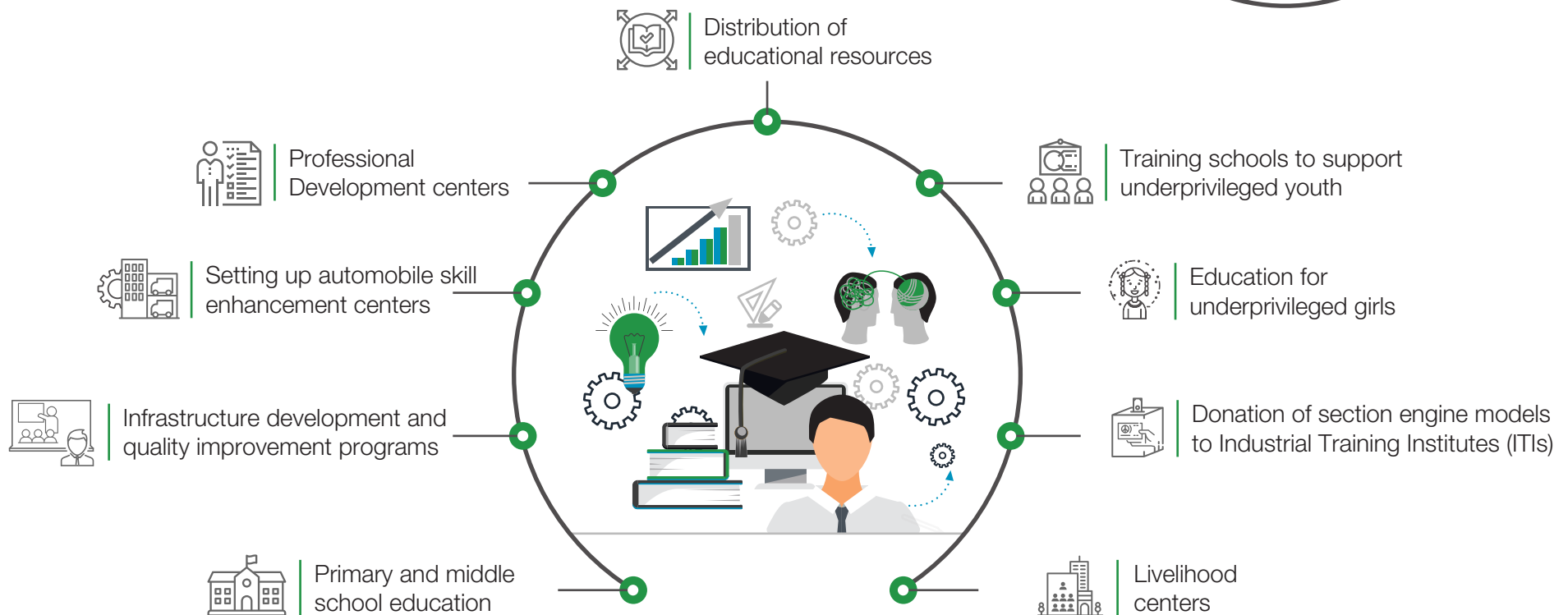
In another project, around 110 underserved students are able to continue their schooling. They would have had to drop out of school because of lack of finances or their knowledge of English was only up to Class VII. Volkswagen India has committed support for three years (2017-19) to a municipal primary school which has been upgraded to an English medium secondary school by iTeach Movement.

From 2016-21, Volkswagen India has committed its support to Government ITI at Pimpri Chinchwad, Pune. The company will undertake upgradation of the institute through interventions in four priority areas -- Faculty and staff development, Training on quality, Teaching aids and instructional course materials, and Infrastructure improvement.

The 600 students, teaching and office staff will have better sanitation with the hiring of housekeeping staff, refurbishment of washrooms and garbage bins across the campus. Energy usage will be improved with the introduction of LED lights for rooms and internal street lighting. Water purifiers will be installed for clean drinking water. The finishing school will equip the students with skills in communication, positive work culture, caring for the environment, quality, and following occupational health and safety norms.



SKILLS ENHANCEMENT & EDUCATION



“ I have been to several ITIs but find an infectious enthusiasm amongst students and trainers at ITI Pusa. Professionally run with Maruti Suzuki support, there is constant effort to upgrade equipment and bring to students the latest in automobile technology and engineering. The ASEC is a unique addition that gives students hands-on knowledge of the functioning of auto parts and machines preparing them for a job in the industry and for entrepreneurship. ”

-Jitender Kumar, B.Tech

from Himachal University, and Trainer

Looking Ahead

Skills enhancement and education have been priority areas for members of SIAM, and they have made investments in partnerships with the government and not-for-profit organisations. From infrastructure development to awareness programs and the distribution of learning aids, member companies continue to be committed to creating a better and brighter future for our students, young adults and the women of India.



HEALTHCARE AND SANITATION

“Clean communities, healthy citizens.”

-Lailah Gifty Akita,
founder of Smart Youth Volunteers Foundation



Access to clean drinking water, sanitation and hygiene is essential to a nation's well-being and the social and economic development of society. A WHO fact sheet updated in 2017 shows us that more than 60,700 Indian children each year succumb to diarrhea, which is the second leading cause of death in children under five years.

The Indian government is faced with the formidable challenge of providing the second-largest population in the world with clean drinking water and effective sanitation measures, to improve the lives of billions of people. Though public health is the government's responsibility, many government-led initiatives and projects, are supported by not-for-profit organizations, charities and local support groups.

The Swachh Bharat Mission (SBM), a nationwide campaign with the aim to improve sanitation facilities by construction of toilets, education on proper waste disposal and to end the age-old issue of open defecation in public spaces by 2019, was launched by the Union Government.



“The cleanliness campaign has reduced the proportion of people defecating in the open by 40%, meaning more than 100 million people now use toilets, according to the WaterAid report.

India also ranks sixth among the top ten nations working to reduce open defecation and improving access to basic sanitation. The percentage of population without access to at least basic sanitation fell from 78.3% in 2000 to 56% in 2015, according to the WaterAid report.”

Although a long way to go, the report also states that 355 million women and girls lack access to a toilet. If they were to stand in a line, the queue could circle the Earth more than four times. India, the world’s second-largest country by population, has the highest number of people (732 million) without access to toilets.

As inadequate sanitation costs India INR 2.4 trillion, the government has made heavy investments in rural sanitation in the 1980’s with the national flagship program Total Sanitation Campaign and the national Urban Sanitation Policy, 2008 for urban areas. For a higher success rate, public sanitation facilities need to be supported by awareness drives and support groups, to initiate behavioral changes and encourage citizen participation in communities. Local governments, private corporations need to fill in the gaps of implementation and costs required to provide sanitation and health to all. For it is true, a nation who takes pride in itself, is one that makes progress.

The insatiable demand for automobiles in the Indian economy together with a growing consciousness of health challenges posed by the auto industry, marks the beginning of a new era that steers us towards electric mobility.

The National Electric Mobility Mission Plan 2020 and policy of Faster Adoption and Manufacturing of Hybrid & Electric Vehicles in India rolls out to create over seven million electric cars by 2020. The policy aims to provide incentives to buyers as well as suppliers and for undertaking R&D initiatives, to create public charging infrastructure, to encourage retro-fitment of vehicles.

Participating in these initiatives are members of SIAM, who focus their CSR on improving Health and Sanitation, and partner with local communities, organizations and government agencies to make a long lasting change to the communities in and around their plants.





Health for all'

Driven by the vision of health for all, **Honda** and Help Age India that works for the disadvantaged elderly, are ensuring that basic healthcare is accessible and available to senior citizens and families in remote areas. The primary healthcare centers are being equipped with better infrastructure. Medical mobile units, with a qualified doctor, nurse and a social mobiliser, provide basic medical facilities, and even transport patients to nearby hospitals in Rajasthan, Karnataka and Gujarat.

Under the project Aarogya Abhiyaan, through the use of medical mobile vans, Honda has reached out to 15 lakh residents in over 220 villages, benefitted 15 lakh people, performed 1.6 lakh cataract surgeries and built toilets for schools and the community.

This year, Honda's clean drinking water initiatives reached out to 130 villages, and gave 160,000 villagers access to community RO plants, water coolers and RO systems at schools.

Regular awareness campaigns on dengue, malaria and swine flu sensitized communities on preventive measures and the right medical action.

In association with the Artificial Limbs Manufacturing Corporation of India (ALIMCO), Honda runs camps in the Kolar district, to empower and motivate physically disabled people with the confidence to use assistive aids and devices.

Hyundai Motor India Foundation, launched the INKO project, an Indo-Korean center to promote inter-cultural exchange programs with opportunities for community engagement. Under the company's Model Village Program, 150 toilets were constructed in homes in Keevalur and Kattarambakkam villages. Under the dream village project, the company runs initiatives committed to sustained development in rural India. This year, 375 toilets were built in Mevalurkuppam, and three ponds were restored to their natural capacity.

Hyundai Motor India Foundation's Happy Move Global Youth Volunteer program launched in 2008, brought 3,300 volunteers to India. The Korean volunteers worked in the villages around Sriperumbudur and Kancheepuram to promote awareness of hygiene and health practices, construction of toilets in government schools and other sanitation projects.

The motto at **Tata Motors** is to give back to society, with its CSR initiatives focusing on four areas: healthcare, education, employability and environment.

Under the Tata Motors healthcare initiative, the company runs awareness programs on malnutrition in children and provides services like ante natal and post-natal tests for expectant mothers. The company treated 2100 children for malnutrition, ran 35,000 healthawareness sessions, gave 276000 patients preventive and curative healthcare, and 48000 access to safe drinking water.



In association with Impact India Foundation, the company provided education on menstrual hygiene, and subsidized sanitary napkins were given to out-of-school girls in Katkanpada, Palghar district, Maharashtra.

Mahindra & Mahindra's The Lifeline Express, a hospital on wheels that provides medical and surgical services to patients in rural India, free of cost, reached out to 11,419 patients; at Satna, in Madhya Pradesh, 883 surgeries were performed. Patients with operable orthopedic disabilities (post-polio deformities), other hearing disorders, cleft lip, dental and eye related disabilities were treated.

In support of the Government of India's national initiative, the Swachh Bharat Abhiyan, the company organized massive cleanliness drives across its locations. More than 6,500 employee volunteers participated in this initiative during the year. Other campaigns like 'Adopt a park' and the 'Dustbin drive' were organized to clean up nearby parks. Awareness campaigns included senior management lecturing at schools, and employee-led theatre at work. In Mumbai, Mahindra & Mahindra partnered with NGO Mumbai First to beautify the railway stations during the year.

Throughout the year, **Ashok Leyland** organized medical and blood donation camps, awareness drives on HIV and AIDS, encouraged proper waste disposal and supported the ban on the use of plastic, as its initiatives for the Swachh Bharat Mission.

BMW focuses on health and hygiene initiatives as part of its CSR endeavors. This year, the company provided access to clean drinking water, distributing over 1800 water filters (700 in Chennai and 1100 in Gurugram).

FIAT India launched an awareness drive to promote the use of sanitation facilities in government schools. In 2017, 688 toilets were constructed, benefitting 14404 students in government schools in Shirur, Pune. The Company's healthcare initiatives included blood donation drives, participation of 436 blood donors who supported 55 children with medical needs.

Ford India's CSR reflects its 'Go Further' journey in India, to create a better world for communities within its reach. The company's healthcare initiatives and centers create awareness and provide quality medical facilities in nearby communities. The maternal and child healthcare intervention for expectant mothers, especially in Villupuram, 300 kms from the Chennai plant, has been welcomed.

Ford has an 18-year association with Sanjeevi, a primary healthcare center that provides subsidiary medical care to over 500,000 patients. They also organize medical awareness camps in nearby villages.

Under the sustainability program, Ford engages employees in regular cleanliness drives to remove garbage and restore the lakes near the plant.



As part of its CSR program **Maruti Suzuki**, undertakes social community development projects to make a difference in the lives of people around its facilities. In support of the Swachh Bharat Mission, the company has undertaken the laying of sewer lines, construction of household toilets in homes, and educates the community on solid waste management. Along with its NGO partners, Maruti Suzuki has reached out to 24 villages in Haryana (Gurugram, Manesar and Rohtak) and Gujarat (Hansalpur) through projects and awareness drives on health and hygiene.

Skoda Auto India as part of its CSR is educating schools and communities in nearby villages on hygiene and cleanliness. Under these initiatives, the company successfully refurbished toilets and supplied clean drinking water to the Zilla Parishad school in Vadkha.

Toyota Kirloskar Motor launched a campaign 'Swachh Bharat Swachh Vidyalaya' to provide toilets for girls in government schools. Over 742 toilets were constructed in 274 government schools.

Toyota initiated an awareness project ABCD, which organised behavioral change demonstrations in schools, and reached over 49,200 children; 59,443 community members benefitted and 74 villages in Ramanagara District Karnataka became open defecation free.

Launched in 2016, the mobile medical units of Toyota have strengthened the government

healthcare system in rural villages, benefitting 1500 residents in the six villages of Ramanagara district of Karnataka.

Since 2015, **Volkswagen India** has endeavoured to improve access to healthcare through the Mobile Health Clinic. More than 26,000 free medical consultations and free medicines have been provided to residents of two villages and two *wastis* (small village communities); they do not have access to a primary healthcare center or a resident doctor. The mobile health clinic team provides medical consultations and medicines for minor health conditions and also conducts health camps to increase awareness about preventive healthcare

Volkswagen India has set up a Centre for Paediatric Orthopaedic in Deenanath Mangeshkar Hospital, Pune as part of its CSR initiatives in the healthcare space. It was inaugurated in September 2017.

The center is equipped with state-of-the-art surgical devices including 3D c-arm and spine navigation system that enable surgeons to perform complex surgeries with precision and safety. The center is among the very few healthcare facilities in the country that provide comprehensive pediatric care all at one location. Among the specialties are surgeries to correct deformities of the spine to enable children in the age group 0-18 years to walk, use their limbs and lead a better quality of life.



HEALTHCARE & SANITATION



“ Imagine a newly-wed bride, on her wedding night, being escorted to the fields by the groom; or a pregnant woman, who wants to use the toilet, having to beg someone in the family to accompany her; or a woman who has just delivered a baby, braving the stitches and discomfort and dragging herself to what could be a half to one kilometer walk one way, to relieve herself. Each day was an ordeal for these women. Many more girls and women in the village had their share of toilet stories to tell, till the time Maruti Suzuki came and constructed toilets in their homes, thus helping to restore dignity and pride to these women. ”

-Rekha Devi, mother of one-year-old, Bas Hariya village, Manesar

“ Water is life and the 1000-odd homes in our constituency were denied this right in the absence of corporation water. We feel a sense of ownership towards the Water ATM, since it has brought together different agencies and has been installed in consultation with the community. Our village is a recipient of the government's Nirmal Gram Award and with initiatives like Water ATM, we hope to soon be declared an Adarsh Gram (ideal village). ”

-Savita Chauhan, Sarpanch, Village Baas Hariya in Manesar, Haryana

Looking Ahead

Water, Sanitation and Education have emerged as the three most critical needs of the community. Ongoing CSR initiatives of members of SIAM focus on these important needs that will improve the quality of life of the residents of the local communities. Especially in schools, SIAM members have heeded the concern of our Prime Minister Modi's concern that **“Cleanliness and good sanitation in schools is a matter of high importance”**. And this can be achieved only by working closely with communities, involving them in all aspects of project implementation, such as needs assessment, project design, and monitoring to ensure that the initiatives are successful.





Inauguration
of
**Police Assistance
Booths**
by
Shri Manohar Lal
Hon'ble Chief Minister Haryana



at
80-1 Bypass
on
17th October
2016

ON THE ROAD TO SAFETY

“To those who think they are too important (or too cool) to use a seat belt in the front seat. Even the PM uses one, and he doesn't do it out of fear of traffic police.”
-Omar Abdullah, former CM of Jammu & Kashmir



With the automobile industry manufacturing more and more affordable vehicles, the Indian middle class is a happy lot. Most families in metros can own a car and a two-wheeler if not more. Though it's great news for the sector and the economy, a big problem stares us in the eye. With an increasing number of vehicles on the road, accidents are on the rise in the country and many people are losing their lives.

A report on road accidents in India 2016, published by the Transport Research wing under the Ministry of Road Transport & Highways (MRTH), the Government of India, revealed that the country recorded at least 4,80,652 accidents in 2016, leading to 1,50,785 deaths. Though the accidents were few compared to 2015, the casualties were more when compared to the 1,46,133 deaths that took place in 5,01,423 accidents in 2015. That's an alarming number, and the members of SIAM are trying their best to reach out to the people of the country and impart good road safety and driving skills to all.

These power players of the automobile sector have joined hands with the authorities many a time (including the Union Ministry of Road Transport, state transport departments, local municipalities, traffic police, pollution control organizations and educational institutes) to make roads safer and accidents fewer. Be it safety drives, training programs, classroom sessions or even games and quizzes on road safety, the members of SIAM have adopted varied and innovative ways to make driving easier and safer for all.

Educating the little ones and the experienced drivers

Delhi's roads have been declared dangerous many a time and there's an urgent need to educate the youngsters of the city about road safety. **BMW** held an interesting program for 3000 students (from class I to III) in 10 schools (both private and government) in the Delhi-NCR region. The program consisted of both classroom and simulation sessions which not only engaged the students but also provided them ample information on traffic rules. While the classroom session consisted of a discussion on traffic rules and safe road behavior; the simulation session focussed on experiential learning driving toy car and bike in a replicated traffic scenario.

Around 250 people from areas like Karmad, Sillod and Paithan in Aurangabad benefited from a road safety awareness and safe driving campaign organized by **Skoda Auto India**. Supported by the Superintendent of Police, Aurangabad Rural, the participants of the program included commercial vehicle drivers and auto drivers.

Driving Skills for Life', a safety awareness program, launched by **Ford Motor Company**

in 2009, continues to encourage old and new drivers to pay heed to tips and techniques for safe, economic and eco-friendly driving. The company, in partnership with Devpost (a platform for software engineers), recently invited developers to build apps that will allow pedestrians, bicyclists and motor vehicle drivers share the road safely and equitably.

In Indore, one of India's 15 largest cities, road safety issues are of particular concern, in spite of the efforts of the police to raise awareness. In 2015, Indore recorded 5,873 road accidents, ranking it fourth in India behind Mumbai, Delhi, and Chennai. The 'Hack and Roll Indore' brought together individuals and teams, which created tech solutions to help the residents of Indore abide by traffic safety rules, respect the rights of their fellow travelers, and enjoy a safe commute every day.

Yamaha Motor constantly conducts training programs in schools, colleges and across communities on safe riding skills, traffic rules and basic etiquette, to transform them into more responsible citizens, and paving the way for safer, accident-free roads.

Volkswagen India regularly connects with students of classes VIII and IX to make them aware of road rules and regulations and good road user behaviour; around 500 students and employees were familiarised with traffic discipline.



No stopping – continuous learning

Road safety has been a global priority for **Honda** since 1970 and in India, the company has been promoting road safety awareness right from its inception. The company has reached out to over 10 lakh people of all age groups and some of its initiatives are as follows:

- To ease the flow of traffic on NH1 and make it safer, Honda Motorcycle & Scooter India (HMSI) signed an MoU with the Haryana Police to develop over 20 highway traffic assistance booths in 2016. These were placed 10 km apart from each other on the 200 km stretch between Delhi and Ambala and around 20 fully equipped bikes with siren, police flash lights, safety helmets and first aid boxes were provided to all 80 personnel in addition to special jackets, reflectors and belts.
- The same year, the company gave 15 body worn cameras to Gurugram Traffic Police to educate citizens and improve compliance with traffic safety regulations. Eleven traffic booths were also set up for police personnel at key points in Gurugram city to ensure smooth and safe traffic movements on roads. This was done on October 22, 2016.
- Between 2015 to 2017, Honda adopted 12 traffic parks across India and equipped them with safety signals, simulator training vehicles, training aids and games on traffic themes. These parks were used, along with the local police and administration, to educate and increase awareness safe riding techniques and traffic rules.
- Honda's dedicated corporate team steers the road safety promotion activities across all its dealerships. It also trains riding advisors who provide Pre-Delivery Safety Advice (PDSA) to customers so that they can inculcate safe riding habits.
- 'Riding Trainer', another unique initiative of Honda, is a state-of-the-art, compact, computer driven, easy-to-use simulation that puts riders through various real life traffic scenarios. Each simulation is followed by an assessment in which the rider's performance is assessed and customized feedback is provided.
- The company's 'Dream Riding' initiative seeks to prepare women for two-wheeler riding. Its trained female instructors schedule the training and take the aspirants through a specially designed four-hour module. Special days of global and national importance like the International Women's Day or the National Road Safety Week are observed to raise awareness among women and encourage them to learn to ride and ride responsibly.



From driving schools to partnering with traffic

Volkswagen India set up a centralised traffic management center to support the Pune Police-Traffic Branch. The center, inaugurated in August 2017, undertakes remote surveillance of traffic violations through real time data from cameras installed in 260 key locations in the city. Over 60,000 traffic violations were recorded and penalty levied in the first two months of the center's operation.

Hyundai Motors established a driving school on its premises in Chennai to provide trained and disciplined drivers to the society. The company's program Hyundai Traffic Volunteers Scheme (HTVS), encourages volunteers to assist traffic police during peak hours.

The company's third phase of Safe Move - Traffic Safety Campaign was conducted in association with the Ministry of Road Transport and Highways in 150 schools and 14 prominent malls across India. The campaign focused on spreading awareness on the importance of traffic safety to bring about a significant behavioral change in the public.

The BeTheBetterGuy initiative of Hyundai received an overwhelming response on social media with eyeballs crossing 1 crore (10 million) in less than a month. The second phase of the campaign, which consisted of a film, has been creating a positive change in the society and inspiring people to adhere to traffic rules.



The Toyota Safety Education Program (TSEP) of Toyota Kirloskar believes in practical involvement, and who better to do it than school children and teachers through classroom training, which includes an interactive course on traffic safety, a film and traffic safety games. Around 30,000 children take part in the project every year in Bengaluru, Delhi and Mumbai.

At the airports, many taxi drivers in Bengaluru, Delhi and Hyderabad have benefitted from the road safety training and free health and eye check-up drives of Toyota.

Maruti Suzuki too has been at the forefront when it comes to improving safety on Indian roads.

- **Institute of Driving and Traffic Research (IDTR):** Established in partnership with state governments, IDTRs train passenger and commercial vehicle drivers on scientifically designed tracks and simulators. Aritra, an app-based technology, has been developed to make driving learning more accurate and scientific.
- **Maruti Driving Schools (MDS):** Through an updated curriculum, the company is trying to build a safe driving culture in the country. A special employment-oriented driving training program, 'Unnati', launched in 2015-16, was scaled up in 2016-17, with leading corporates partnering to train their company drivers and employees. Maruti has also collaborated with the Punjab Government to set up driving schools within RTO premises.
- **Road Safety Knowledge Center (RSKC):** Set up in partnership with the traffic police, Haryana, the RSKC provides training on road safety and traffic rules to violators and applicants for learner licenses.



- **Train the Trainer Program:** Trainers are taught about the latest technologies and standardized training delivery modules, and they in turn impart this training, in an engaging and informative way, to drivers of light and heavy motor vehicles.
- **Road Safety for Truck Drivers:** The company engages with truck drivers throughout the year, using a specially designed training module 'Jagriti', a special week-long road safety campaign for truck drivers, includes competitions, mock sessions, guest lectures, quizzes and other interactive activities that boost the self-esteem of truckers. Health and eye check-ups along with confidential testing for HIV/AIDS are also part of 'Jagriti'. In 2016-17, a lung and pulmonary test and session on nutrition and healthy diet too were added to the program.
- **Awareness through Animation Videos:** A new addition to the training curriculum has been a set of animation videos with messages for advocacy and wider dissemination. The company has partnered with TV and radio channels to further promote messages on road safety and created special programs to reach out to school students.
- **City Specific Road Safety Program:** Launched in partnership with Gurugram Traffic Police, the 'Sabhya Roads Bhavya Gurgaon' initiative is in its second year of implementation. Special pedestrian drills are held with the Gurugram Traffic Police at major traffic junctions. A study was conducted with an expert agency National Transportation Planning & Research Center (NATPAC) to understand the traffic conditions on a dedicated corridor.

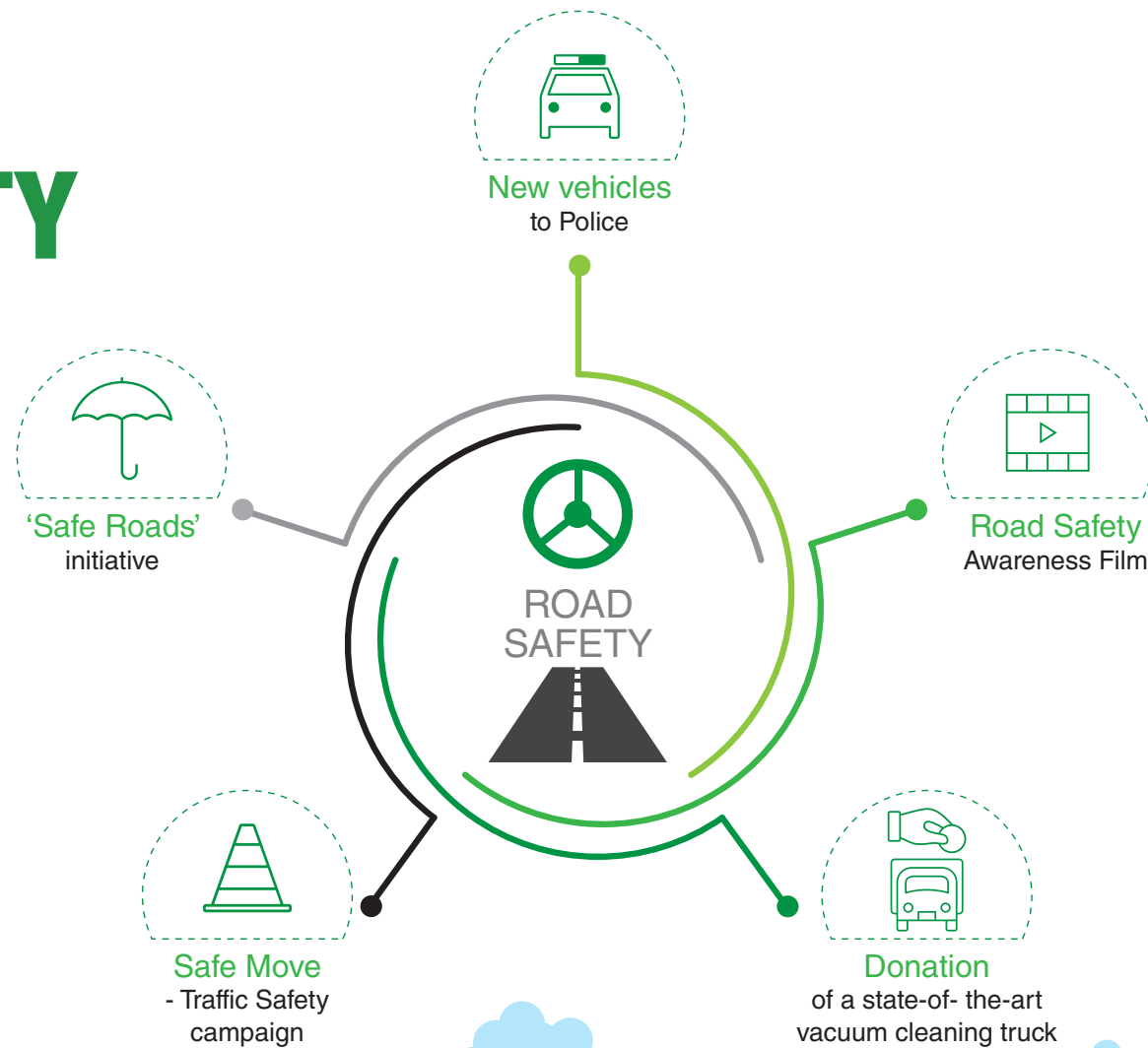
Mahindra & Mahindra has partnered with the NGO Save Life Foundation (SLF) and has signed an MoU with Maharashtra State Road Development Corporation (MSRDC), to initiate an innovative project titled 'Rise for Safe Roads' which has two objectives:

- Reduce the number of road crash deaths on the Mumbai-Pune Expressway by converting it into a 'Zero Fatality Corridor' by 2020.
- Train 5,000 commercial drivers in techniques of anticipatory driving to enable them to avoid accidents under Anticipatory Driving and Accident Prevention Training (ADAPT) program. ADAPT trains high-risk commercial drivers to cope with day-to-day situations and risk factors that they encounter on the road.

In the financial year 2016-17, 597 spots that contributed to fatalities, were set right. The State Government deployed five 108 ambulances and six back-up ambulances. Three innovative campaigns on speeding, use of seat belts and lane cutting were also designed. In addition to these, the MSRDC has also committed to fix 1,209 spots.



ROAD SAFETY



ஈ6-அஞ்செட்டி காவல் நிலையம்.
கிருஷ்ணகிரி (DT)
E6-ANCHETTY POLICE STATION.
KRISHNAGIRI (DT)



“Initially being mocked by commuters who questioned our authority was disheartening. With training, more information and mock demos we got better at managing pedestrians, commuters and vehicle drivers. We also began to feel a sense of pride and achievement as we played our part in saving precious lives.”

-Sandeep Malhotra, Supervisor Inspector

“Honda believes that if we are developing two wheelers to be used on the roads, it is also our responsibility to educate the people on safe riding techniques.”

-Sharad Pradhan,
Divisional Head-CSR & Govt. Relations, Honda

Looking Ahead

The future of road safety lies in the hands of the citizens as much as the authorities. The members of SIAM have proved that they are responsible citizens of the society by undertaking several initiatives to reduce the number of accidents on the road. While we live in an era of technological wonders with each passing day improving the world of automobiles in every aspect (including safety), ultimately the vision of a safe future lies in putting our thoughts into action. After all, as a saying goes,

‘Safety isn’t a slogan, it’s a way of life.’





THE WAY FORWARD SUSTAINABLE SOCIAL RESPONSIBILITY IS TRUE SOCIAL RESPONSIBILITY

“The objective of CSR should be to give back to the society regardless of whether we make profits. Wherever we do business, it should be our endeavor to strengthen the community we exist in”



Sushant Naik

Co-Chairman, SIAM CSR Group,
National Head –
Government Affairs, Tata Motors Ltd.

The Indian automobile industry has been at the forefront of corporate social responsibility since it took its earliest steps in the country. Over the years, we have impacted communities, townships and society in a positive way, as well as set benchmarks for other industries to follow. All in the spirit of CSR being integral to our individual and collective businesses as we continue to build the nation, responsibly.

Since 2016, SIAM has started two initiatives – one of conducting the annual CSR conclave and the second of bringing out an annual compendium of key initiatives the industry undertakes.

Both initiatives are with the purpose of creating a common platform for the industry and all key stakeholders in the field of CSR to come together and share best practices, thought, insights and initiatives to help improve on what we currently do and benefit the world around us better.

In this task, the key factor is of sustainability.

The industry has to ensure that the initiatives of individual members are effective and feasible in the long run. This is because each initiative has significant investment in the form of time, resources, passion and commitment. Each initiative has to be treated as part of a larger social commitment of the industry, and not in mere isolation.

For this to happen, three things are needed:

Co-creation: All members of SIAM and key stakeholders from the fields of policy, social activism, regulations, planning, governance and media have to work together on a common greater purpose and specific goals, like health, environmental rejuvenation, skill enhancement and road safety. We do not and cannot work at cross-purposes, which may carry individual agendas but are actually harmful to the communities we serve.

Confidence: Our on-ground activities and initiatives have to continue to help establish the credibility of the industry as one that is proactive, progressive and empathetic. The confidence of the common man and woman on the street in what we do is the biggest reward we will ever earn.

Commitment: As an industry we have to hold each other's hands as encouragement, ratification and support of what do and plan to do to ensure continued commitment to each initiative. The collective commitment to the key focus areas of health, environmental rejuvenation, skill enhancement and road safety will ensure deep down transformation that is replicable, scalable and sustainable.

That will be the best way for the industry to mark the 70th year of our country's independence. Jai Hind!

A handwritten signature in blue ink, appearing to read 'S. Naik', with a horizontal line underneath.

GLOSSARY

Anganwadis

These are 'courtyard shelters', a promising initiative by the Government of India to combat child hunger and malnutrition.

BS 1 (Bharat Stage 1)

The euro standards for emission introduced in India.

Gross Domestic Product (GDP)

It is a monetary measure of the market value of all final goods and services produced in a period (quarterly or yearly) of time.

Maharashtra Industrial Development Corporation (MIDC)

A leading corporation project by the Government of Maharashtra in India that provides businesses with infrastructure such as land (open plot or built-up spaces), roads, water supply, drainage facilities and street light.

Ministry of Road Transport & Highways

This is the apex body in the Government of India for formulation and administration of the rules, regulations and laws relating to road transport, and transport research, in order to increase the mobility and efficiency of the road transport system in India.

National Electric Mobility Mission

An initiative of the Government of India, it aims to achieve national fuel security by promoting hybrid and electric vehicles in the country.

National Skills Development Corporation (NSDC)

A private public partnership set up by the Government of India to catalyze the creation of quality vocational training institutions, provide funding, and establish sustainable support systems for skill development

Panchayati Raj

It was formalized in 1992, following a study conducted by a number of Indian committees on various ways of implementing more decentralized administration.

Public-Private Partnership

A government service or private venture that is funded and operated through a partnership of the government and one or more private entities.

Skill India

A campaign launched by the Government of India to train over 40 crore (400 million) people in India in different skills by 2022.

Swachh Bharat Abhiyan / Swachh Bharat Mission

A massive national campaign led by the Government of India that seeks to clean streets, road and other infrastructure.

Society for Automotive Fitness & Environment (SAFE)

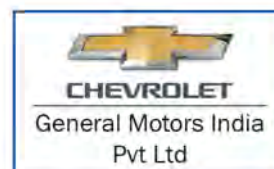
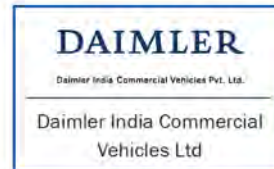
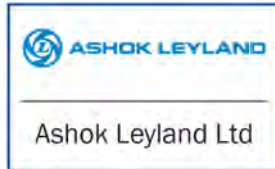
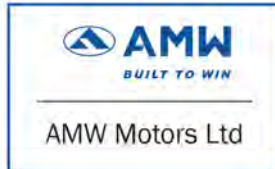
In order to achieve advancement of Inspection & Certification (I&C) of vehicles and increased safety on roads, the Society of Indian Automobile Manufacturers (SIAM) has incorporated an independent body, that would have members from industry, Government, Testing Agencies and NGOs to create awareness among the various stakeholders regarding Inspection & Certification of in-use vehicles which would lead to safer vehicles and cleaner environment.

World Health Organization (WHO)

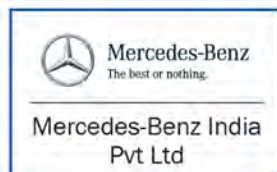
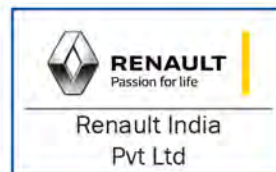
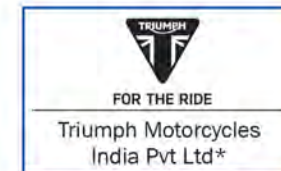
It is a specialized agency of the United Nations that is concerned with international public health. Working through offices in more than 150 countries, it aims to build a better, healthier future for people all over the world.



SIAM MEMBERS



SIAM MEMBERS



In alphabetical order
*Associate member
as on December 12, 2017

“In the next decade, the most successful companies will be those that integrate sustainability into their core businesses”

Jim Owens, CEO Caterpillar

“Business has a responsibility beyond its basic responsibility to its shareholders; a responsibility to a broader constituency that includes its key stakeholders: customers, employee, NGOs, government - the people of the communities in which it operates”

Courtney Pratt, Former CEO Toronto Hydro

SIAM

Society of Indian
Automobile Manufacturers

Building the Nation, Responsibly.

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