

# *Into the Future, Safely*

Innovation. Collaboration. Empathy.

**2018 Compendium of CSR Activities of the Indian Automobile Industry**





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**Naveen Soni,**  
Chairman, SIAM CSR Group,  
Vice President,  
Toyota Kirloskar Motor Pvt. Ltd.

“While the term ‘Corporate Social Responsibility’ was coined much later, the Indian automobile industry had already taken it upon itself that nation building is a natural responsibility.”

## “The penalty of leadership”?

On January 2, 1915, a renowned auto maker released a full-page advertisement in all major newspapers in the US, that was never repeated. It was a message from the company titled **“The penalty of leadership” starting with the words, “In every field of human endeavor, he that is first, must perpetually live in the white light of publicity.”** That is the truth about leadership. The constant focus is on what the leader does, how the leader behaves and how the leader positively impacts—the world has expectations from the leader. True leadership is when the expectations are met and the promises are kept, consistently and over time.

The Indian automobile industry has always led and continues to lead the country's progress into a new world order. One where we find our rightful place, of recognition and respect as a true socio-economic powerhouse. We have perpetuated inclusive growth since independence that positively impacts the 35 odd million that work directly and indirectly with the industry and all the communities, cities, towns and villages that our products reach, touch and serve.

Since the first automobile assembly line that was set up in India, we have worked for the development and sustainability of the communities around us and society at large, through initiatives in education, health, skilling, employment, cultural preservation and environmental protection.

Since 2016, we have been organising the annual CSR Conclave, which is now in its third year. The purpose was to collate all the activities of individual member companies onto one platform. This platform allows us to share best practices and focus on certain aspects of community life, which the entire industry can work on together. In the first year, we decided upon the four pillars of the industry's CSR programmes. In the second year, we deliberated on how to make the programme sustainable.

This year, we have decided to focus on the specific pillar of Road Safety. Each year, we lose close to 150,000 lives to traffic accidents. This cannot be the price we pay for progress, mechanisation and development. This cannot be the penalty of leadership.

Hence, here will be a concerted effort by the industry to improve road safety across the country from 2019. While there are organisations, bodies and agencies working on road safety, the industry believes it is time for us to get into the act through co-creative and collaborative action.

*Naveen Soni*



# DRIVING TOWARD ZERO ACCIDENT

In October 2018, 80 members of the UN Road Safety Collaboration that represents governments, international organisations, NGOs and other groups convened at the WHO Headquarters to determine the next steps in global road safety. The timing was important.

In just over two years, the Decade for Action for Road Safety 2011–2020 comes to a close. The group met to discuss ways to accelerate road safety initiatives as well as implement the UN General Assembly resolution 72/271 which was adopted in April 2018. Based on current trends, road traffic crashes are expected to become the world's 5<sup>th</sup> leading cause of death by 2030. Hence, the urgency to do something decisive and effective.

Over the last decade, many countries have made significant improvements in reducing road fatalities. The International Traffic Safety Data and Analysis Group (IRTAD), part of International Transport Forum (ITF) at the OECD that tracks road safety says they have experienced a downward trend in road deaths since the decade begun.

This is good news, but concerns remain high with regard to the 1.3 million fatalities associated with road transport. In the words of the secretary-general of the Forum, Young Tae Kim, "The 1.3 million deaths from road crashes every year are 1.3 million too many."

India has made significant strides in improving road safety. The number of road accidents has fallen from 501,423 in 2015 to 480,652 in 2016, and further to 464,910 in 2017, down 7 percent over two years. The number of persons injured has also declined since 2015; in percentage terms, the number of accidents in 2017 decreased 3.3 percent and injuries by 4.8 percent compared to 2016. But on the other hand, lives lost due to road fatalities reduced by just 1.9 percent. A government report suggests that the number of fatal accidents has reduced (accidents involving at least one death), with 134,796 fatal accidents reported in 2017, (-0.9 percent). However, road accident severity (measured by the number of persons killed per 100 accidents) increased marginally by under 1 percent in 2017 over the previous year.

**With over 400 road-related deaths a day, India has a long way to go to make its roads and highways safe. With the country set to be the world's third-largest car market by 2020, more lives can potentially be lost to road accidents. Even more reason for governments and corporates to double their efforts to enhance road safety.**

## Global perspective

As part of the United Nations Sustainable Development Goals (SDGs) established in 2016, a 50 percent reduction target for road deaths has been set by 2020 as compared to 2010. The centrepiece of this was the #slowdown campaign that urged countries to act on speed management to reduce road accidents and fatalities. Sadly, based on the IRTAD research also, only five-member countries have made good progress on this score, and not as much as the SDG mandates. These star performers are Norway, Lithuania, Portugal, Greece and Switzerland.

The UN Road Safety Trust Fund set up last April hopes to build on best practices and expertise developed through the Decade of Action for Road Safety, and support concrete interventions to achieve the SDG's road safety-related targets. Clearly, the Fund has its task cut out.

Yet another initiative is the Global Road Safety Leadership Course. Jointly organised since 2016 by the Global Road Safety Partnership (GRSP) and Johns Hopkins University's International Injury Research Unit (JH-IIRU), the twice-yearly two-week course has seen 60 participants from over 20 countries. The course aims to build the capacity of municipal entities to implement road safety measures and supports governments in their legislative efforts to improve road safety.

## India perspective

India has taken several initiatives in road safety, both in the private and public domains. India has also announced the National Road Safety Policy in 2017 that stipulates measures for road safety. These include creating awareness, setting up a road safety information database, training and sensitisation of drivers and providing medical facilities for accident victims.

Regarding technical specifications pertaining to road safety, the country signed the UN WP 29 1998 Agreement in February 2006 and now participates in the Global Technical Regulation (GTR) formulation by contributing with data and expertise. SIAM members chair the different expert groups formed to formulate India's position on safety regulations.

India has urged corporates to promote road safety via their corporate social responsibility initiatives. The roads ministry says corporates could begin by providing ambulances on highways as well as setting up new and upgrading existing trauma centres. However, experts suggest that the government itself can do much more. Reports suggest that the ministry spent under 1 percent of its total budget on road safety. Compare that with the US which spends about 20 percent of its road budget on safety measures.

# SIAM's involvement

The Society for Indian Automobile Manufacturers has always been committed towards developing a sustainable road safety model by creating awareness among all stakeholders. SIAM-SAFE engages with road users, governments, policymakers, and other stakeholders to identify the most pressing road safety issues, and leverage the members' knowledge, data, technology and global networks in support of the Five Pillars of the United Nations Decade of Action for Road Safety. SIAM aims to make a meaningful impact globally and within local communities, delivering on its vision of where Indian roads are safe for all people.

SIAM's interventions have focused on spreading the awareness among all groups, e.g., students, parents, drivers, general masses and regulation authorities.

Through the Society for Automotive Fitness and Environment (SAFE), an independent body created by SIAM, awareness drives on road safety and environment issues have been held across the country. SAFE also supports the Ministry of Road Transport and Highway (MoRTH) and all the state transport and traffic police departments in the planning and execution of awareness drives.

**In 2017-18 SAFE and its members organised various initiatives on road safety and environment protection, e.g., reaching out to schools and college students, driver training/awareness, health check ups including eye checkup camps for drivers at toll plazas. SAFE and SIAM organised workshops/seminars as listed below for creating awareness among transport departments :**

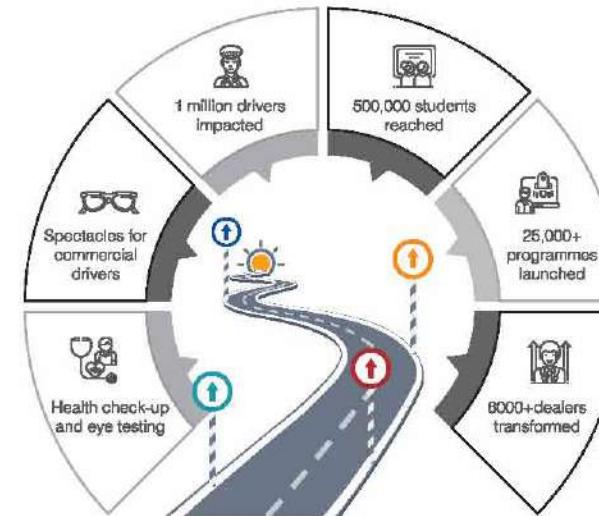
- 21th July 2017, Chennai: Conference on Road Safety & Future Safety and Emission Regulations for Automobiles
- 12th & 13th October 2017, Pune: Interactive Session on Future Technologies and Regulations for Automobiles in India
- 6th December 2017, Chandigarh: Workshop on Vehicular Technologies, Emission and Inspection and Certification Regulations in India

Apart from these, SAFE organises various programmes with school students, driver training, free PUC check up camps for vehicles across the country on 5 June every year as part of the World Environment Day, workshops/seminars and regular interactions with ministries, transport and traffic police departments of respective states. The Annual Report gives you details about the activities carried out by SAFE in the year 2017-2018. **During the National Road Safety Week in April 2018, SIAM – SAFE took forward the theme given by the Ministry of Road Transport and Highway (MoRTH) "Sadak Suraksha – Jeevan Raksha."**

Under this banner, SIAM-SAFE along with their members organised various awareness drives, which are as follows :

- More than 6,000 Automobile Dealers participated in National Road Safety Week 2018 and organized various awareness programmes
- More than 25,000 programmes were organised during the National Road Safety Week
- Approximately 10,00,000 drivers given information on Road Safety
- Approximately 5,00,000 students got the knowledge on Road Safety
- Health Check up and Eye testing and spectacles given to commercial vehicle drivers
- Road Safety Vehicle display at GMR, Delhi & Road Safety Awareness programmes for students and drivers with GMR at Delhi Airport

## Powering the Future



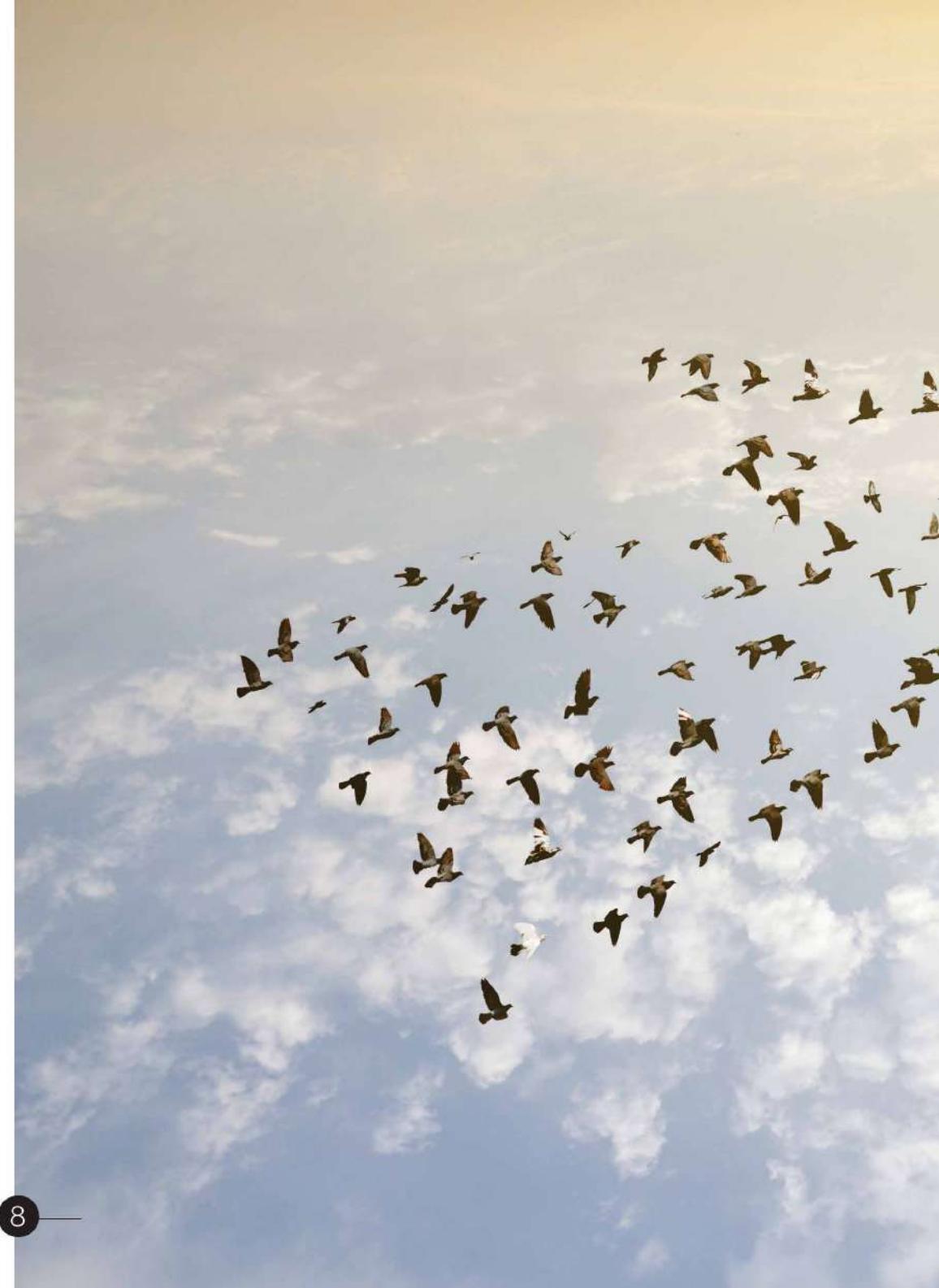
## Four ways technology can improve road safety

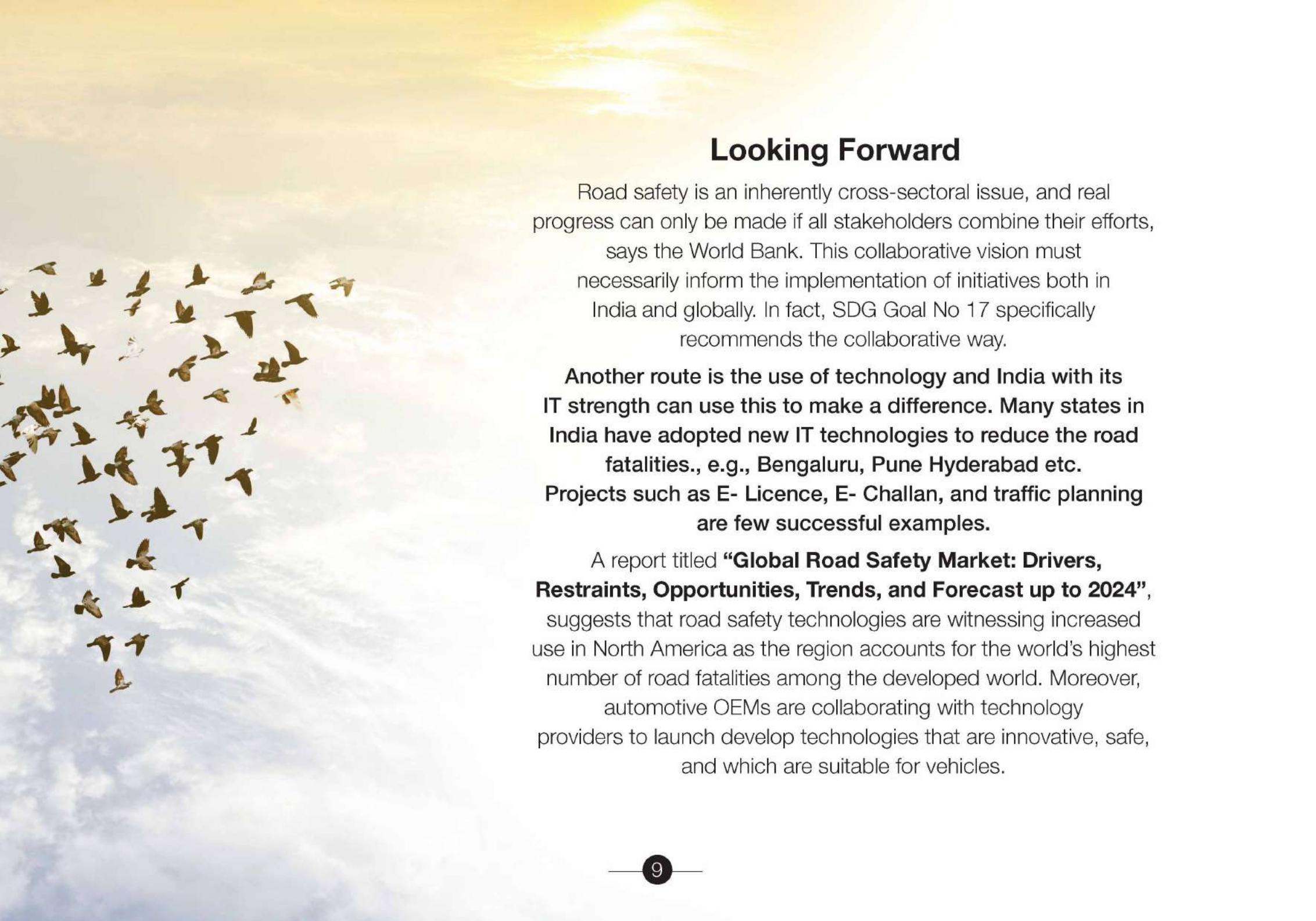
New technologies being developed today promise to save or improve the lives of thousands of the 1.25 million people who die, and the 50 million people who are injured every year on the world's roads. Through vehicle safety improvements, collection of road and vehicle data, connectivity, driving apps, and vehicle based technologies being developed every year, here are four ways in which technology can make a difference.

**Technology is making vehicles safer.** Vehicle safety improvements, including seat belts, airbags, child safety seats, mounted brake lights, and electronic stability control, to name a few, have saved an estimated 600,000 lives in the USA over the last 50 years. In the coming years, there will be more of these innovations. One possibility: seat belts that adjust automatically according to the impact of the crash and the size and position of either driver or passenger.

**Data collection points to best ways to reduce crashes.** In most parts of the world, data about road safety and crashes is lacking. In some parts of Africa, road crash deaths may be six times higher than what is reported. Safety information, such as average driving speed, use of seat belts and child restraints, drunk driving statistics, availability of trauma care, and other data is often unavailable in many developing countries. Improvements in data collection can help analyse challenges and solve crash problems in specific locations.

**Smarter vehicles could lead to fewer crashes.** Increased connectivity can alert drivers to road traffic conditions and connect them to help in case of an emergency. In time, driverless (automated) and shared cars could significantly improve road safety, while also lowering traffic congestion.





## Looking Forward

Road safety is an inherently cross-sectoral issue, and real progress can only be made if all stakeholders combine their efforts, says the World Bank. This collaborative vision must necessarily inform the implementation of initiatives both in India and globally. In fact, SDG Goal No 17 specifically recommends the collaborative way.

Another route is the use of technology and India with its IT strength can use this to make a difference. Many states in India have adopted new IT technologies to reduce the road fatalities., e.g., Bengaluru, Pune Hyderabad etc. Projects such as E- Licence, E- Challan, and traffic planning are few successful examples.

A report titled **“Global Road Safety Market: Drivers, Restraints, Opportunities, Trends, and Forecast up to 2024”**, suggests that road safety technologies are witnessing increased use in North America as the region accounts for the world's highest number of road fatalities among the developed world. Moreover, automotive OEMs are collaborating with technology providers to launch develop technologies that are innovative, safe, and which are suitable for vehicles.

# SIAM CSR Conclave

September 21-22, 2017, New Delhi, India

## STEERING TOWARDS SUSTAINABILITY





# BUILDING THE NATION, RESPONSIBLY

The auto industry has decided to focus on four key areas of inclusive social development—**skills, health care and sanitation, environmental rejuvenation and road safety**. SIAM formed the CSR Group to aggregate information about CSR activities of SIAM member companies who are at the forefront of community development, social projects and general economic upliftment across the country.

The Group has organised an Annual SIAM CSR Conclave since 2016 to share the best practices focussing on four key areas of inclusive social development – Skills, Healthcare and Sanitation, Environmental Rejuvenation and Road Safety.

SIAM inaugurated the Second CSR conclave in New Delhi and aptly themed it as 'Building the Nation, Responsibly', with sessions on Environmental Rejuvenation, Skill Development, Health and Sanitation, and Road Safety. The conclave saw all the key SIAM members coming together to ensure inclusive social development of the society, while protecting the environment and ecology.

The CSR Conclave was inaugurated by Smt. Anupriya Patel, Hon'ble Minister of State for Health and Family Welfare, Government of India. While addressing the delegates, Smt. Patel highlighted the fact that the auto industry has the potential to reach out to the masses and impact them in a major way. She said, "I urge SIAM to support the National Health Mission and Prime Minister's endeavour of nation building, 'Swachh Bharat Abhiyan' and 'Digital India'. Automobile Industry is the potential partner in the expansion of reach to the social sector in terms of sanitation and education."

"SIAM should continue with its efforts to educate people on health and safe driving. In today's rapidly changing world, self-driving cars will soon be a reality. I insist that SIAM should educate the citizens about safety, as well as fuel-efficient cars, in order to ensure a better environment for tomorrow. Auto industry is moving towards responsibly building the nation." Patel said while sharing her views on the corporate social responsibilities that the automobile industry is entitled to perform.

**The SIAM CSR Conclave was presided by the 'Guest of Honour', Mr. Anna Hazare, a renowned social activist. During his speech to the delegates, Mr. Hazare spoke about the importance of sustainable and responsible usage of natural resources.**

Mr. Kisan Baburao Hazare popularly known as Anna Hazare led several movements to promote rural development, increase government transparency, and investigate and punish corruption in public life.

During his address to the audience, he said, "In primary terms, our way to social responsibility and the automobile sector in itself, is completely different, but we all are somehow connected. Sustainable development is imperative if preventing depletion of natural resources and reducing air pollution is the priority."



**Mr. Hazare quoting Mahatma Gandhi, also said, "If you need to develop the country, you need to first develop the villages".** He also emphasised on how development at the rural end is more important for the country's economic growth. Mr. Hazare also urged the automobile industry, while working towards their CSR initiatives, should also focus on work which can set examples and help generate employment everywhere.

SIAM CSR Group while reaffirming their commitment to building the nation responsibly has showcased how the various initiatives taken up by the industry members along with NGOs and stakeholders from the government can come together for the greater good of the society.

SIAM showed how members are working in innovative ways and launching new ground-breaking programmes to strengthen their commitment to the 'four pillars'—Environment, Health & Sanitation, Road Safety and Skill Development. During the session,

**Mr. Tomoyoshi Hisamori, Japan Plus, DIPP, Ministry of Commerce and Industry, Government of India**, informed about the collaboration of Japan and the Human Resource Development ministry in manufacturing sector. Mr. Hisamori also mentioned about Japan India Institute of Manufacturing which will help in strengthening skill and education in the country.

# 2nd SIAM CSR Conclave

December 21, 2017, New Delhi, India



**Ms. Lalita Sachdeva, Resource Mobilization & Partnership Department, UNICEF,**

said, "The auto industry has a vast consumer reach which can be converted as a messaging platform to create awareness. Change will only happen when all stakeholders come together. UNICEF has set goals for next ten years for sanitation, mortality and air pollution."

**Mr. S.K Chaturvedi, CEO, Automotive Skills Development Council**, said, "Although, there are many avenues crying for CSR focus like health care, sanitation and skill, an equal focus must be given to employment. Through ASDC, our programmes also focus on environment while creating awareness among school children, drivers and side mechanics."

The second panel on Environmental Rejuvenation and Health & Sanitation emphasised on the need for unified efforts to drive environment sustainability. During the session, **Dr. Ajay**

**Mathur, Director General, TERI**, said, "The auto industry should collaborate and derive corrective measures for environmental rejuvenation. The companies should take individual responsibility towards vehicle dumping after its life ends."

The SIAM CSR Conclave 2017 also saw participation from some key automobile manufacturers, representatives of various government departments, NGOs and other stakeholders.



**Some of the key speakers at the SIAM CSR Conclave:**

- **Ms. Anupriya Patel**, Hon'ble Minister of State for Health and Family Welfare, Government of India
- **Mr. Anna Hazare**, Bhrashtachar Virodhi Jan Andolan Nyas
- **Mr. Tomoyoshi Hisamori**, Japan Plus, DIPP, Ministry of Commerce & Industry, Government of India
- **Mr. Ketul Acharya**, COO, ISDC
- **Mr. S.K. Chaturvedi**, CEO, Automotive Skills Development Council
- **Mr. Narendra Kumar**, Head-Skills Development Programme, Maruti Suzuki
- **Mr. Vinod Kulkarni**, Dy. General Manger Corporate Sustainability, Tata Motors
- **Mr. Aman Nayar**, Times CSR, Times Group
- **Dr. Ajay Mathur**, Director General, The Energy & Resources Institute
- **Ms. Lalita Sachdeva**, Resource Mobilization & Partnership Department, UNICEF
- **Mr. A.K. Vishwanath Sharma**, Deputy General Manager Plant Administration, Toyota Kirloskar Motor
- **Mr Naveen Soni**, Chairman, SIAM-CSR Committee & Vice President External Affairs, Toyota Kirloskar Motor
- **Mr Sushant Naik**, Co-Chairman, SIAM-CSR Committee & National Head-Government Affairs, Tata Motors



SIAM is also working towards supporting sustainable development of the Indian automobile industry with the vision that India emerges as the global destination of choice for design and manufacture of automobiles.

The industry aims to promote safety, address air quality improvement, ensure compliance with standards and encourage growth with responsibility.

**It is noteworthy here that the industry is expected to generate an additional 65 million jobs by 2026.**



**“We won’t have a society if we destroy the environment.”**

Margaret Mead, American culture anthropologist, author and renowned speaker

# ENVIRONMENTAL REJUVENATION

Ours is a rapidly developing country, and the immense improvement in infrastructure and economic development has forced the world to stand up and take note. Our metros bustle with an eclectic mix of people and cultures, as well as six-lane roads and skyscrapers. However, all this comes at a cost that is often borne by nature that surrounds us. Ancient trees and forests are hacked away, in order to make way for skyscrapers and housing societies and cars that emit alarming levels of pollution. According to a WHO survey conducted across 1600 world cities, New Delhi has the worst air quality in the world. It is staggering that a developed nation's capital city tops the pollution charts and corroborates the fact that we need to do more as a society and nation.

SIAM and its members have realised the importance of contributing to nature, and their CSR efforts are focussed on two key aspects: afforestation and water conservation. Afforestation ensures that the number of trees cut are replaced by planting an equal number or even more trees, so that the natural order of things is maintained.

Water is perhaps the most important resource that humankind has at its disposal. The amount of water that's wasted daily is an area of concern, and the society is awakening to the impending peril that lies looming. SIAM and its members have taken several corrective steps in order to rectify the situation towards these aspects.

## Volkswagen India

Volkswagen India has provided structural reinforcements, including sidewalls to the Bandharas built by them in Naiphad village in Maharashtra in 2016. The Bandharas have created a water storage capacity of 75 lakh litres. Volkswagen India also supported the groundwater and hydrological assessment of Solapur district, working alongside the CII Foundation. Volkswagen also rebuilt a Zilla Parishad primary school in the district, recognising the importance of a conducive learning environment for the young ones.

## Bajaj India

The Bajaj Water Conservation Project is spread across Maharashtra, Rajasthan and Uttarakhand. Bajaj works with several NGO partners who implement the project across various villages in these states. The Bajaj Group also supports **Paani Foundation's "Satyamev Jayate Water Cup"** which is in line with the Jaljukt Shivar Abhiyan of the Government of Maharashtra, with the aim to make Maharashtra a drought-free state.

## Eicher Motors India

Eicher is doing its bit to contribute toward water conservation by conducting scientific restoration of ponds in the Markhedi and Khokriya villages of the Dewas district in Madhya Pradesh. It has also undertaken the construction of check dams in these villages to ensure that water is conserved.

Eicher also contributes through various initiatives such as:

- Horticulture plant distribution
- Organic kitchen garden promotion
- Pond deepening and renovation
- Rain water harvesting structures
- Installation of solar lamps



## Fiat India

Over the years, FIAPL has maintained a steady thrust on its water conservation and afforestation programmes. The GO GREEN initiative undertakes tree plantation drives across communities. The Rain Water Harvesting projects in the Pune and Latur districts of Maharashtra have been executed over the past five years and have created a net harvesting potential of 5,26,000 KL. They include widening of river tributaries and de-silting, construction of earthen bunds and cement nalla bunds. The water conservation efforts have resulted in an increase in the irrigation areas, reduction in tanker supply water during the summers and increased awareness on water conservation.

FIAPL has planted 30,300 trees outside the plant and an additional 8,935 trees inside the factory. This initiative is in line with the Maharashtra government's 50 crore tree plantations by 2019 initiative.

## Skoda Auto India

Skoda's project, Environmental Protection puts emphasis on providing solar lamps to Vadkha village. In addition, the project also focusses on cleanliness and the company distributes dustbins in the village, advocating the cause of cleanliness in line with the Swachh Bharat Mission. Skoda also planted 100 saplings in the village, including Zilla Parishad schools.

## Mercedes Benz India

Mercedes initiated the Water Resource Management programme after a severe drought hit Maharashtra in 2015. Since then, the project has grown in leaps and bounds, with percolation dams being de-silted and widening of existing dams and nallas ensuring an increase in capacity.

The programme will now be taken to the river catchments and locations will be identified for watershed management. The move is expected to boost sustainable usage practices at the village level for agricultural and household purposes.

Mercedes also leads the restoration of degraded forests initiative. Plants developed in community nurseries are planted in degraded forest areas, which majorly exist in the upper catchments of rivers. The project also supports around 20 families generating livelihood through plantation management and maintenance. So far, 50,000 local and native plants have been grown in the area and this figure will most likely double in the next year.



## Cummins India

Cummins India has been working on sustainable solutions for water conservation, as it looks to become water-neutral and set a positive example around its facilities. Their flagship project is the Khadakwasla Dam Rejuvenation, which aims at desilting the lake around the dam and ensuring the catchment area is treated. A total of 17,500 trees have been planted to address the catchment area issue. Cummins has been able to transform four phases of the dam thus far.

The Nakshatra Van Development Project is aimed at providing local employment and economic enhancement through local tourist footfalls. It will also help the local environment and provide food and shelter to the fauna.

## Toyota Kirloskar Motors

Toyota's GreenMe initiative focusses on educating young minds on environmental safety and preservation. The programme has already been rolled out in 50 schools with 1,200 school hours dedicated for school children. In addition, 8,000 community members around lake areas are a part of the programme and 86 percent children are now more aware about their surroundings.

## Ashok Leyland

Ashok Leyland has taken up the rejuvenation of two lakes as part of its environmental initiative. The first is the lake in Kumudhepalli village which was rejuvenated at a cost of 60 lakh and is dedicated to the public. The lake benefits three villages which cover 2,300 households. The second is the Kattur lake in the Thiruvallur district. About 60,000 cubic meters of this lake were de-silted at a cost of about 35 lakhs. It benefits about 750 households in and around the area.

## Tata Motors

Tata Motors' flagship project Vasundhara focusses on environmental awareness campaigns and promoting the use of renewable energy. The programme is a widespread success, touching more than 56,000 lives. Tata has managed to plant 1,03,746 trees, 90 percent of which are local species. Tata also ensured that 15 acres of land near Warje, Pune was transformed into an urban forest which attracted 28 varieties of birds and ten varieties of butterflies with reptiles.



## Honda Cars India

Honda has environment initiatives in Rajasthan and Uttar Pradesh, which range from waste management to improvement of drainage systems. Rain water harvesting in the region also plays a key role in helping the organisation achieve its CSR goals.

## Honda Motorcycles

Honda's project, Harit Udaan is responsible for 1 lakh tree plantations in association with poor, amputee, single women farmers. The programme uses the latest organic and integrated farming techniques and has benefitted rural livelihood.



## Hero Motocorp

Happy Earth is a Hero initiative that is focussed on cumulative environment change and ensuring that our planet is a happier place for society to reside in.

Project Hero Green Drive concentrates on tree plantation and over 13 lac trees had been planted till October 2018.

Project Ankur helps bring about environmentally conscious behaviour in children and has created an army of 10,000 Green Corps across 100 schools.

Project Aarush is responsible for providing solar lights and has already installed 6,000 of them in 120 villages.



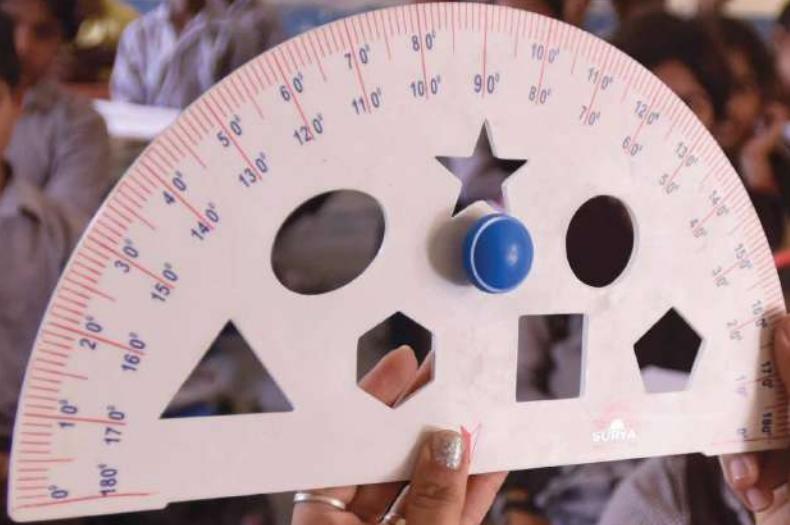
# Redefining Sustainability





## Looking ahead

SIAM and its member organisations understand the threat posed to nature, and their subsequent initiatives towards making the planet a better place to live in should be applauded. In addition, these projects ensure a source of livelihood for the people in rural areas and make sure that they are environmentally more aware.



**"Our mission is skill development.  
There can be no development with a satiated system"**

Narendra Modi, Prime Minister of India

# SKILL UPGRADATION

If one were to put the necessities of life in order, employment would be in the top tier. Food, shelter and healthcare, often acknowledged as the trinity based on which a human being can survive, are all dependant rather heavily on sustained employment. To achieve that goal, the onus of our efforts should focus on ensuring that individuals are equipped with the required tools that help ensure employability.

**The Prime Minister has shed light on how imperative, skill development is, and how it will pave the way forward for the youth of this country.** In line with that vision, corporate educational institutions and non-profit organisations have been striving to make this vision a reality.

**Financial inability, lack of education, and lack of proper skill deficit are the biggest proponents of unemployment. Keeping that in mind, efforts need to be made to plug these gaps in the system and ensure that most people seeking employment don't struggle to find it.**

**SIAM and its members treat this as an opportunity to equip the youth of today with relevant skill sets so that the workforce in this country can grow at a rapid pace and more individuals who seek employment are well-prepared for the future.**

## Bajaj Auto

Bhartiya Yuva Shakti Trust (BYST) is a Bajaj initiative that trained 25,000 young people in Aurangabad and Wardha to create 1,000 entrepreneurs over a five-year period. Over 177 entrepreneurs have been created in the first two years of the project.

A project on livestock development, covering 27,500 families, has been launched in Uttarakhand, where 50 livestock development centres will be established to improve cattle breed and increase productivity.

A project on improving food and nutrition security of rural communities through promotion of millets and nutrition gardens has been initiated in Uttarakhand. This project also aims to create Women's Farmer Producer Companies and Farmer Federations for exploring marketability of farm produce and farm-based products.

## Toyota Kirloskar Motors

The Toyota Technical Training Institute (TTTI) provides a three-year course in technical training to the youth, and in turn, provides the graduates with employment in Toyota dealerships and workplaces. From a pool of 4,450 disadvantaged youth, 64 of the brightest ones are selected for the course.

Toyota Technical Education Programme provides training to the youth and partners with 34 ITIs pan-India. It also helps create body and paint repair courses for these ITIs, and the graduated students gain employment with Toyota dealerships.

## Honda Motorcycles

Honda Technical Centre for Excellence is focussing on training 5,000 individuals on becoming two-wheeler technicians, advisors and supervisors. The placement of the skilled youth is done across various corporates, dealers and self-enterprises. This helps generate livelihood for these people and build confidence as well.

## Hero Motocorp

Hero Motocorp's initiative, Project Jeevika, focusses on making women financially and mentally independent. The project is aimed at providing skill and livelihood training to 1,000 women from marginalised backgrounds. The training helps them become auto-mechanics, computer operators, tailors, etc. The first batch was recently concluded and over 60 percent of the women have either been employed or become entrepreneurs with substantial monthly incomes.

Project Ek Pahal focusses on increasing the mobility of women. The idea is to teach women to ride two-wheelers, so that they are not dependant on anyone for their commute. The project has taken rapid strides and has 11 operational training centres across women ITIs in Haryana.

Project Sakshi has emerged as a boon for women in eight states with more than 900 scooters and motorcycles being deployed for women cops and respond to stress calls from women in distress.



## Eicher Motors India

Eicher Motors boasts of state-of-the-art automobile labs that are helping train candidates technically since 2016. Over 7,000 candidates have been trained thus far and four low-cost driver training institutes are currently operational and providing employment to the youth. Under the village upliftment programme, skill development is encouraged through livelihood promotion and Eicher Academy for Drivers is a pre-licensed learning programme under which 155 candidates have completed their training.

## Volkswagen India

Volkswagen has stayed committed to the Government ITI in Chinchwad, Pune for five years to undertake its upgradation by intervening in training quality, faculty and staff development, teaching aids and instructional materials and infrastructure development.

Volkswagen has committed Rs. 2 crores for the project. The project has resulted in improved sanitation and hygiene for over 600 students, refurbishing of washrooms, hiring of new staff and so on.



## India Yamaha Motor

Yamaha Training schools is an initiative that is aimed at providing indigent youngsters training to master Yamaha technology so that they can work in company dealerships. The initiative is in line with the government's "Skill India" campaign and is approved by the Automotive Skills Development Council.

Yamaha also works with the Bihar Government to provide skill development and training for the youth of the state and provide them on-the-job training at their Greater Noida and Faridabad facilities.

Yamaha Motors NTTF Training Centre (YNTC) aims to train future shop floor leaders in the Japanese style of manufacturing and working methods. The Japan-India Institute of Manufacturing was opened in Chennai and is a collaboration between the two countries is creating a talented pool of skilled manpower for Yamaha's facilities. YNTC offers a four-year programme in manufacturing technology to provide training to young people in rural areas so that their earnings can be enhanced.



## Maruti Suzuki

Keeping in line with the Government's vision of Skill India, Maruti has focussed on upgrading workshops at ITIs for school pass-outs as per industrial requirement and is also providing industry exposure to both trainer and students.

The company has set-up Skill Enhancement Centres across 73 ITIs. Auto-body repair and auto-body painting courses have also been introduced by the company.

Japan-India Institute of Manufacturing has been a joint venture of the Indian and Japanese governments to create a pool of skilled manpower for manufacturing facilities in India. JIM also imparts some of the best shop floor practices, soft skills and safety training through these adopted centres.

## Tata Motors

Kaushalya is a flagship Tata initiative under which auto driving and servicing training is given to people. Ninety three thousand seven hundred and fifteen people from across the country have been skilled, that has resulted in a

57 percent employability rate among the youth trained under the programme. About 54 percent of these youth belong to the SC/ST communities and their incomes were enhanced by Rs. 1 lakh per annum.

Lab to land is a unique initiative that promotes sustainable livelihood among the farming communities in seven identified tribal villages in Jamshedpur. Two hundred and forty five tribal farmers (196 women and 49 men) have attended training sessions. Out of these, 100 percent farmers are engaged in fruit plantations and about 30 percent are engaged in mushroom cultivation and pisciculture. The project is set to scale-up and reach 1,000 farming households while enhancing their income by Rs. 12,000—5,000 by 2019.

## Mahindra and Mahindra

Mahindra's flagship programme, Sanskar, is aimed at the overall socio-economic development of our youth residing in the slum areas around the Mahindra and Mahindra Ltd factory. The courses offered under the programme have enabled the enrolled youth to complete their higher education and reduce the number of people dropping out of education. The course provides a basic computer training, which enables the youth to appear for the MS-CIT exams. In addition, personality development and a course in English competency are also provided to increase their chances of employability.

## Mercedes Benz India

Mercedes India, in collaboration with Government Polytechnic Colleges in Pune and Aurangabad, and Government Engineering College, Thiruvananthapuram, has started an Advanced Diploma in Automotive Mechatronics for students. Under this programme, Mercedes also supports three students from the weaker sections of the society from each institute.

Mercedes also provides an Auto Body Repair Course that provides basic body repair and tinkering skills to enhance employability in the youth. The company also provides support for the operational cost of the course. In addition, Mercedes has started an e-learning facility, that will enhance the digital skills of tribal students year on year.

## Cummins India

Cummins has tie-ups with two ITIs (Phaltan and Kolhapur) under its Technical Education for Communities (TEC) programme. TEC helps its education partners develop teacher's training, career guidance, market-relevant curriculum and practical experience for the students. TEC partners with government, community and private organisations to help increase access to good jobs and create a strong employer base.

The teachers are trained to hone soft skills and imbibe confidence under the "Passport to Success" programme, which is deployed on TEC sites globally by Cummins. This approach has yielded results and improved employability from 78 to 95 percent.



## Skoda Auto India

Skoda Auto India Pvt. Ltd. (SAIPL), took under its wings kids residing at Vasantrao Naik Balakashrama Aurangabad—a home and hostel for poor kids.

SAIPL provided financial support to the students who were eager to learn further. Gave direction to pursue science education while guiding many to vocational skill development for improving livelihood.

Skoda also took up healthcare and education reinforcement in Vadkha village situated near the factory. Helped make a model Zilla Parishad school by renovating the building and its premises.

- Constructed rest rooms for girls and boys
- Renovated and constructed compound wall
- Levelled existing play ground for students
- Made arrangements for safe drinking water
- Provided latest electrical fittings—Ceiling Fans, Lights etc.
- Covered the existing well in front of the main gate with grill

SAIPL also provides free training classes for improvement of English language for students – from 5th to 8th standard. It is for the fourth consecutive year

SAIPL has arranged this unique training that is befitting students by improving their self confidence and giving them the opportunity to explore new opportunities with the power of the English language.

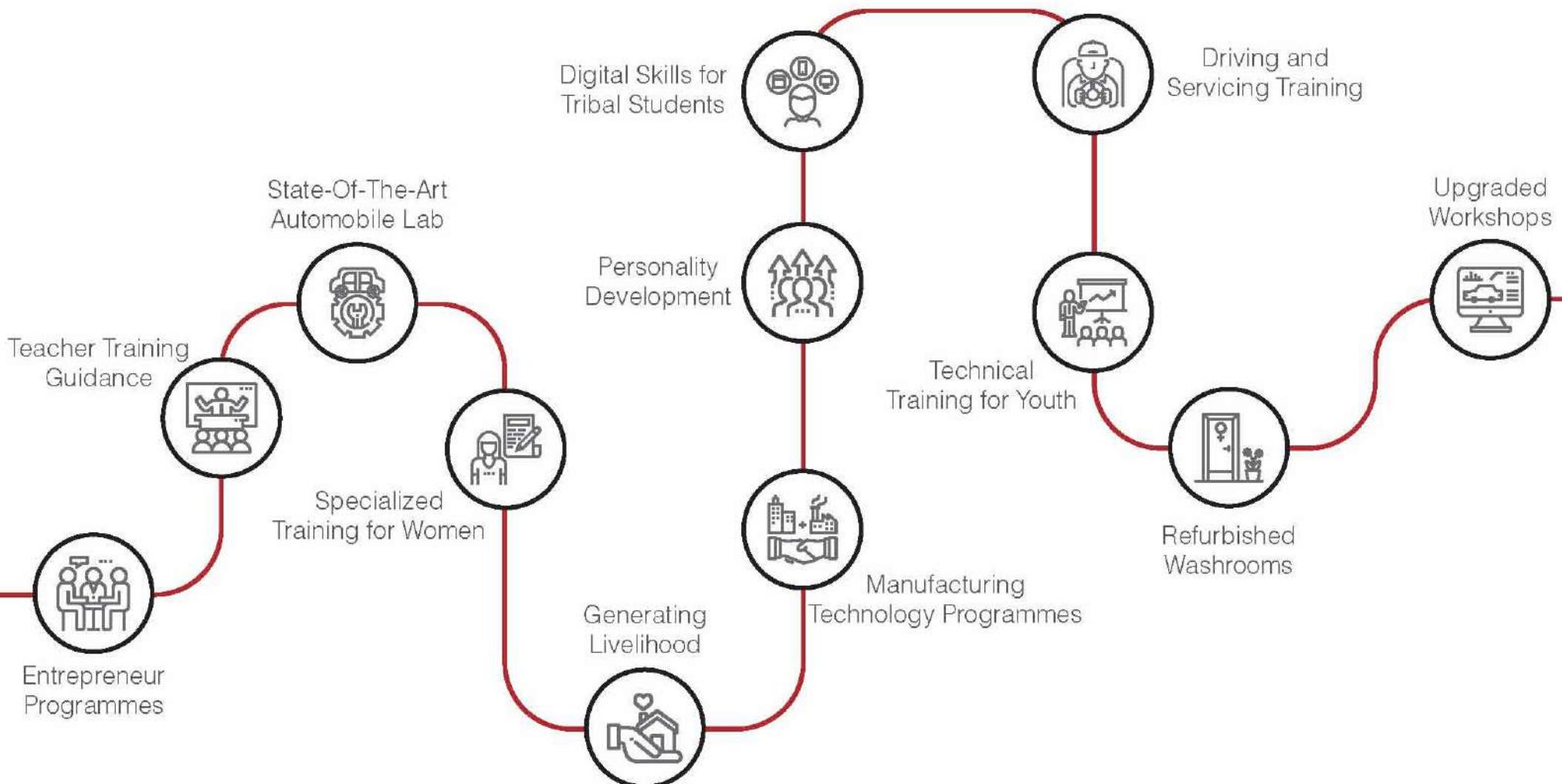
## Ford India

Ford has always championed the cause of skill upgradation and delivered a tangible impact. The company is now extending support for Women Empowerment Programmes in villages close to their Chennai plant. More than 1,300 women have been trained over the past four years.

Ford India also pioneers the Happy Schools programme, wherein it partners with several NGOs to identify and address gaps in academics, health, nutrition and infrastructure at the primary school level.



# Building the Future workforce





## Looking ahead

SIAM and its members have been concentrating on skill enhancement and education in their CSR efforts, especially since it is in line with the Government's Skill India initiative. The efforts to bring employability and livelihood to India's rural areas and underprivileged strata will significantly contribute to India's much needed skilled workforce in the future.



**"We shall not defeat any of the infectious diseases that plague the developing world until we have also won the battle for safe drinking water, sanitation, and basic health care."**

-Kofi Annan

Ghanian Diplomat, the Seventh Secretary General of the United Nations

# HEALTHCARE AND SANITATION



Cleanliness enables a nation onto better things, and it holds true for our country as well. Open defecation, clean drinking water and hygiene remain issues that need to be completely eradicated. In addition to the government's responsibility, it is primarily the citizens who must take the baton and set an example.

The automobile industry often comes in for flak for its negative impacts on the environment. The sheer volume of automobiles in this country result in health hazards and risks, which the Indian auto industry is cognizant of, and is taking corrective measures to improve health conditions in the country. SIAM and its member organisations are participating in initiatives aimed at improving healthcare and sanitation in India by making it a key part of their CSR rolled out each year.

## Mercedes Benz India

Mercedes had initiated **Swachh Vidyalay** in 2016-17, a programme that helps provide toilets and clean water for rural schools in Pune, Maharashtra. The Khed Taluka in Pune maintained an assessment in the Zilla Parishad school scheme, and it was found that the water in the area was contaminated and needed intervention to ensure that the quality of drinking water was achieved. In 2018, 50 schools were selected for water quality tests, out of which 40 were approved to receive water purifiers.

A check-up and healthcare awareness campaign for women has also been initiated after a two-year awareness and training programme that was developed with help from doctors and medical experts. The aim of the programme is to make the tribal women of the Ambegaon and Khed Taluka aware of common health issues and preventive measures along with improving basic lifestyle.



## Volkswagen India

**Mobile Health Clinic**, a Volkswagen initiative, has been serving the Sangurdi and Kanhewadi Tarfe Chakan villages since August 2015. A team of two doctors and a compounder visits these villages five days a week and provides free medical consultation and medication for minor health issues. The more serious health conditions are referred to nearby hospitals.

Volkswagen has also helped set up a Centre for Paediatric Orthopaedics in Deenanath Mangeshkar Hospital, Pune's leading multi-specialty charitable hospital.

## Bajaj India

The Bajaj YCMH ART (Anti Retro-Viral Therapy) Centre at Yashwantrao Chavan Memorial Hospital, Pimpri, Pune, has been in operation since August 2008. The centre has been responsible for treating over 15,288 patients (approximately 200 patients per day).

The '**Majhi City Taka-Tak**' programme is run jointly with CRT, Municipal Corporation, Aurangabad and Confederation of Indian Industry. It aims to make Aurangabad a cleaner city by minimising the amount of garbage going to landfills. The bulk of the wet garbage will be used for bio-gas production and recyclable waste.

The **Bajaj Drinking Water Project** has installed community managed sustainable drinking water systems in 21 villages to provide good quality drinking water. These villages include Latur, Solapur and Osmanabad districts of Maharashtra. The Pune-based partners in this venture are Swayam Sikshan Prayog and ToyaM.

## Ford India

Ford's focus on healthcare primarily stems from the project "**Sanjeevi**", which lends medicare to more than 510,000 people in surrounding villages in Chennai. Ford has also commissioned a project to upgrade the infrastructure and facilities at a Community Healthcare Center in Sanand, Gujarat. In addition, 55 filters were installed across anganwadis in the Sanand district, benefiting 1,500 children.

The Maternal & Child Healthcare Programme ensures quality healthcare to expectant mothers in and around the Villupuram district, 300 km from Chennai.

## Skoda Auto India

Skoda is taking action in rural areas to spread medical awareness taking the experts to villages.

SAIPL regularly arranges health check-up camps and providing valuable guidance which is otherwise not easily accessible.

Adults and kids were provided information about cleanliness and better hygiene care.

SAIPL conducted free cataract surgeries for needy villagers befitting more than 50 people with successful vision care.

It conducted these surgeries at a reputed hospital with utmost post-operative care of these patients

Every year, SAIPL also arranges a Blood Donation Camp that fulfills one-day requirement of blood for Aurangabad.

- **In 2016 – 301 Blood Bags collected**
- **In 2017 – 305 Blood Bags collected**

SAIPL also supports an NGO that provides shelter and takes care of HIV affected children. They also donated a well-equipped ambulance and provided household material and equipment such as refrigerators, TVs, etc.

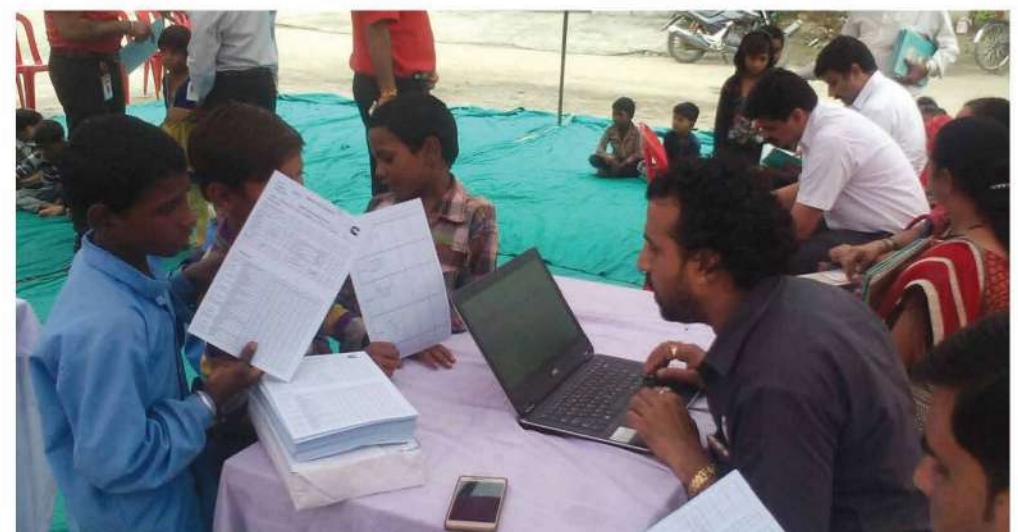


## Cummins India

The **Cummins India Foundation** initiated the **Model Village Project** with a single village with the focus on sustainable community living in key areas such as education, health and sanitation, water, income growth, etc. In addition, Cummins developed an SoP that serves as a guidebook for the project. Cummins is also working on a development initiative in 31 villages across India, impacting more than 42,000 lives.

**The Pillar of Health & Sanitation** is led by the Cummins Chief Medical Officer and his medical team. Some of the initiatives are:

- Health check-up camps and awareness
- Clean drinking water and access to clean toilets at model village schools
- Clean cook stoves distribution
- 462 soak pits dug in villages
- 1,60,550 trees planted as part of GreEngage, which undertakes tree plantation and maintenance of those trees for three years
- Community Water ATMs installed in seven villages to ensure clean drinking water to 11,079 villagers. These are operated and maintained by women self-help groups. Clean drinking water is available at a minimal cost of 0.20 paisa per litre
- Women's Hygiene Project to manufacture and market economical sanitary napkins



## Eicher Motors

**Eicher Driver Care** provides eye and ear clinics to truck drivers at major transport hubs along the golden quadrilateral and other national highways, to promote safe driving. In the process, Eicher Driver Care is making drivers aware of the dangers of drunk driving, speeding, etc.

The Eicher eye and ear Mobile Van (EMV) has emerged as an important driver of safety for long distance and overnight rides and become a savior to the community with these check-ups.

To address the plight of women, Eicher is also responsible for installing 11 sanitary pad dispensing machines across 11 Anganwadi centres in 2018.

## Honda Motorcycles

**Honda Motorcycle's Arogya Mitra** initiative aims to provide doorstep healthcare to the underprivileged and the marginalised. Healthcare to Hut, Mobile Medical Units, Deepalaya Vision Centre, aid and assistive devices for the physically challenged, etc., are some of the initiatives under this umbrella.





## Fiat India

The **Fiat School Sanitation Programme** ensures that sanitation facilities are built at Government schools in the Shirur Taluka, Pune, in addition to providing enhanced healthcare for the students. During the 2017-18 period, Fiat built 890 toilets and 593 hand wash stations in 100 schools across the district.

**Saksham** is a Fiat initiative that provides aid and assistive devices to differently abled/special children to assist in enhancing the quality of life, access to education and participation in community programmes.

**Spreading Hope** is an Fiat India Automobiles Private Limited (FIAPL) initiative for children suffering from thalassemia. Every month, FIAPL employees donate blood to these children via support agencies such as Jan-Kalyan Blood Bank and the Red Cross.

**FIAPL has undertaken some radical initiatives to alleviate rural standards of healthcare in 2018:**

- **NAYAN** provides support for old people suffering from cataract in the Shirur district of Pune by providing phacoemulsification with IOL transplant. This programme has been implemented with active involvement of District Health Department, Asha Workers, Panchayat Samitee, Shirur and Local Gram Panchayat.
- FIAPL builds state-of-the-art Model Anganwadi and Women's Welfare Centres at Mukhaj village in the Shirur district in Pune.
- Malnutrition eradication is another initiative aimed at the Anganwadi children, jointly implemented by FIAPL and Integrated Child Development Scheme (ICDS). This initiative extends support to all malnourished children between the ages of six months to six years in the Shirur Taluka.

## Tata Motors

**Tata Motors** have started the initiative Aarogya which focusses at addressing malnutrition through RUTF and providing a nutritious breakfast. Efforts were focussed in the Palghar region, often known as the malnutrition capital of Maharashtra.

Health awareness drives along with ICDS were also initiated in the area to make the people aware of preventive measures. As a result, more than 88% of malnourished children have already moved to a healthier zone.

The **Amruthdhara** initiative is focussed on mitigating the drought situation at Osmanabad by ensuring availability, accessibility and absorbability in villages that were hit the worst.

## Hero Motocorp

Hero Motocorp has two initiatives in its CSR for 2018:

- **Project Arogya** focuses on providing healthcare facilities to those who need them the most
- The **Mobile Medical Vans** at Dharuhera, Halol and Neemrana reach more than 55,000 people and offer treatment and medication to the villagers
- **Mobile eye check-up vans** and the Satellite Vision Centre in Dharuhera are benefitting more than 30 villages in the vicinity
- **Project Enable** lends its support to the differently-abled and has motivated several para-athletes who have gone on to bring laurels for the country



## Ashok Leyland

Some of the initiatives undertaken by Ashok Leyland's **Health and Sanitation programme** include:

- The **Road to School Programme** improves the gaps in learning for students in government schools
- The programme supports clean water supply, health and hygiene, and wellness in government schools
- Comprehensive **health check-ups**, including dental, eye and ear check ups are conducted by Ashok Leyland across 153 schools
- The **Breakfast Programme** started in 108 schools across Hosur and Chennai to improve children's health



## Maruti Suzuki

**Maruti** is focussed on providing safe drinking water to adopted villages around its facilities. Some of the major initiatives include construction of automated water dispensing units (Water ATM), laying of water pipelines, etc.

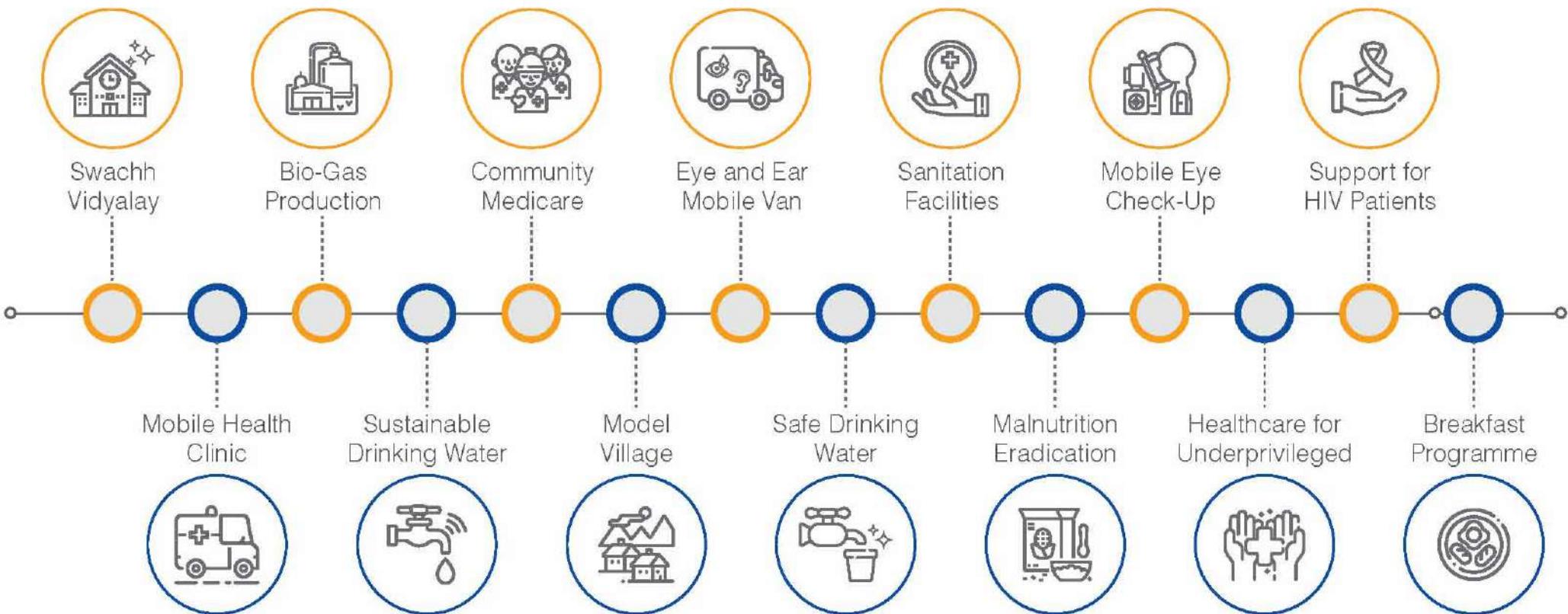
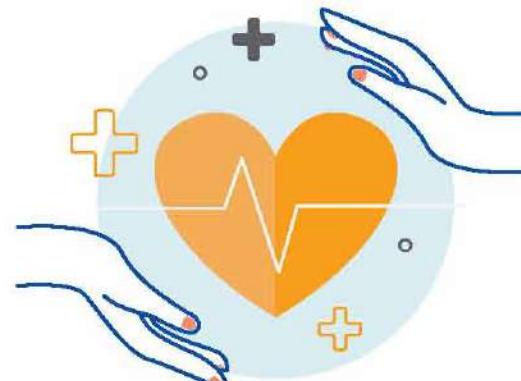
The company works on solid and liquid waste management in adopted villages. The key initiatives include construction of household toilets, sewer lines, waste collection and disposal.

## Mahindra and Mahindra

**Mahindra's** initiative, **project Prayas**, focusses on various programmes meant to reach out to adolescents, women, children, workplace employees, general population, truckers, migrants, People Living with HIV (PLHIV), Children Living with HIV (CLHIV), and people affected by HIV. Mahindra is ably supported by the Yash Foundation in this initiative, which encourages people with HIV to live a wholesome and normal life.



# Transforming Healthcare





## Looking ahead

**The economy has flourished, but the key areas to work at remain the same:**

Sanitation, healthcare, and quality of life are benchmarks that we need to continuously strive for as a society, and SIAM understands the criticality of due diligence in these areas. It is heartening to

notice that the participating SIAM member companies have taken the onus upon themselves to reach out to the underprivileged and work closely with them to reform the issues.

# Delhi Police Week - 2018

On-the-Spot Painting Competition and  
Prize Distribution of School Road Safety Awareness Campaign 2017-2018

SH. AMULYA PATNAIK, IPS



**“Sustainable development is imperative if preventing depletion of natural resources and reducing air pollution is the priority.”**

Padma Shri Anna Hazare

# REDEFINING ROAD SAFETY

**Members of SIAM have undertaken a variety of initiatives to improve safety in schools, and communities in the vicinity of their plants, and in the wider public forum.** These initiatives are a combination of awareness and training and also include research-based initiatives and technical interventions to make our roads and highways safe. Road Safety is an integral part of the UN's Sustainable Development Goals. SIAM's members have collaborated with traffic authorities, schools, NGOs and civil society to make a difference.

# Maruti Suzuki

## Hashtag campaign #PehniKya encourages the use of seat belts

In its road safety outreach, Maruti Suzuki has used technology to improve law enforcement and overall road safety. It has also supported driver training schools with an emphasis on training instructors. A key feature of its 2017-18 initiatives was the #PehniKya campaign aimed at encouraging the use of seat belts. The campaign was rolled out across several media in print, TV & radio, digital as well as on-ground activities.

As a result of the campaign, seat belt usage increased from 25 percent to 41 percent. Also, 59 percent of those who saw the campaign said they were likely to recommend the wearing of seatbelts to family and friends. Sixty-seven percent said they were motivated to wear a seatbelt after watching the television ad.

Maruti Suzuki also signed an agreement with the Department of Transport to support improvements in the process for issuing driving licenses. It set up 12 Automated Driving Testing Centers equipped with hi-res cameras, real-time video captures, instantaneous vector graph generation of the tests and authentication of test applicants through biometric and in-car cameras. These centres have made the driving license system transparent and efficient.



# Honda Motorcycles

## Empowering traffic police

Honda Motorcycle kicked off its road safety traffic initiatives in 2016 with the inauguration of 20 Traffic Police assistance booths, over 200 km on National Highway-1. These booths have motorcycles, sirens, a public announcement system, flashlights, safety helmets, first-aid boxes, jackets, and are manned by four policemen trained to handle panic and emergency situations arising from accidents. According to HMSI, the initiative has saved over 12,000 lives. A similar initiative has been launched on NH2 and NH8 with 25 more booths and 45 Police assistance booths being constructed so far.

HMSI's initiatives support the Haryana Vision Zero that aims to reduce road traffic deaths in the state and have so far saved over 200 lives. The company has also supported the community policing initiative 'PRAHRY', undertaken by the Haryana police to build the trust especially among senior citizens, women and children in Gurugram, Haryana. HMSI's Traffic Training Parks at Karnal and Raahgiri have helped train more than 1,00,000, youth and women on road safety education.

## Tata Motors

### A cycle rally for safety

Tata Motors organized a 'Road Safety Awareness' cycle rally in September to educate the public in Pune about road discipline traffic rules. The cycle rally that covered a distance of 15 km between Pune and Pimpri, was aimed at highlighting the basic precautions that people should take. About 1,200 employees and their families participated. During the rally, they carried banners with road safety slogans such as—Wear Helmet While Driving, Do Not Use Mobile Phones While Driving, Don't Drink & Drive, Never Exceed Speed Limits, Wear Seat Belts While Driving, etc. and Pune's traffic police department provided support throughout the event.



## Mahindra & Mahindra

### Making our highways zero fatalities corridors

Mahindra & Mahindra has collaborated with the Maharashtra State Road Development Corporation (MSRDC) and SaveLIFE Foundation in an initiative called 'Rise For Safe Roads'. This intervention has helped lower the number of road crash fatalities by 30 percent on the Mumbai-Pune Expressway in 2017, compared to 2016. The programme aims at reducing fatalities from an annual average of 140 to zero by 2021.

The four pillars of the project are engineering, enforcement, emergency care and education and under these, a variety of measures have been conducted. Under these four pillars, M&M installed a crash barrier that reduced fatalities, provided ambulances and first responder training as well as safety awareness drives that focus on speeding, seat-belt use and improper lane change. It has also roped in over 250 members of its staff to spread awareness about Road Safety at toll booths on the Mumbai-Pune expressway. The project has also launched a zero fatalities corridor microsite. It also helped truck drivers cope with work-related stress with its Anticipatory Driving and Accident Prevention Training (Adapt) programme that has benefitted over 3,000 drivers.



## Ford India

### Focusing on responsible driver behaviour with Cartsey

Ford India's initiatives have focused on driver behavior modification. This is the essence of its nine-year-old Ford Driving Skills for Life (Ford DSFL) programme as well as Cartsey, an insights-driven campaign launched in 2017.

Ford DSFL's driving behaviour includes providing knowledge of road conditions, applying fuel-efficient driving methods and also having a well-maintained vehicle. Ford India gives drivers these tips through an intensive training conducted by global experts. So far, 25,000 people in India have been trained.

## Eicher Motors

### Making the Himalayan highways safe

Eicher's road safety initiatives have focused on awareness and trauma care in the Himalayan region. As part of this project called Ride Safe in the Himalayas, it has created communication materials, conducted events at schools and villages and set up pitstops on the Leh-Manali highway managed by youth trained to provide rescue and first aid. The company is now setting up a helpline and a mobile-based application.

Eicher has also spread awareness among students with its Safety Champs initiative that has touched the lives of at least 70,000 students. The company has also participated in the National Road Safety Week and reached out to over 40,000 people with various interactive road safety awareness programmes. The company recently set up a Traffic Park in a school to demonstrate safe road practices to school children.

## Volkswagen India

### Safety awareness among school kids

Volkswagen India has focused its road safety efforts on awareness drives for school kids as well as government-run educational institutions. Over the last year, sessions were conducted in over 20 educational institutions. During the National Safety Week, a refresher course on road rules and regulations was also held for employees and drivers of logistics service providers. The awareness sessions have touched the lives of over 1,000 people. Volkswagen India also set up a Centralised Traffic Control Centre in Pune with the local police. This Centre enables the traffic police to check violations such as using mobile phones while driving, and not using seat belt with the help of videos received in real time from cameras installed across the city.





## Mercedes Benz India

### A mobile safety lab on wheels

Mercedes-Benz India initiated its 'Safe Roads' initiative in 2015 aimed at mass level awareness. It also designed a customised exhibit to familiarise those attending the sessions to be aware of possible causes of accidents to go along with demos on use of seat belts. The company's customized exhibit is mobile and has travelled to all the major metros in the last three years. To benefit children, the company's R&D facility initiated a road safety awareness programme in Bangalore and Pune that reached out to young road users in schools. The 'Safe Roads' programme has touched the lives of over 20,000 people from different age groups.

## Heromotocorp

### Creating influencers for a safety mindset

Hero MotoCorp's flagship programme is the Ride Safe India (RSI) which aims to bring down the number of road-traffic fatalities in the country. Starting with safe riding habits, it aims at helping inculcate a mindset for adopting safe practices from a very young age. RSI also supports the government's efforts to boost mass awareness. More recently, Hero has established Road Safety Clubs in over 1,150 schools, creating a platform for constant engagement with children to sensitise them about road safety. The company supports 2,200 Student Police Cadets, who not only spread the road safety message but also get the benefit of overall personality and leadership development.

Hero MotoCorp manages seven traffic training parks across the country that undertake two-wheeler riding training for school and college students as well as the general public. The training imparted aims to address driver error, one of the root causes of road fatalities. Over 3,00,000 people have benefitted through these parks till date.

## Honda Cars India

### Creating awareness on highways

Honda Cars India has conducted training and road safety awareness sessions on the Greater Noida Expressway and the Bhiwadi-Alwar highway. In addition, the Japanese company has helped display safety signage. These initiatives have benefitted over 20,000 persons.

## Isuzu Motors India

### Making a start with safety walks for employees

Isuzu Motors India observed January 11, 2018, as Road Safety Awareness Day and undertook a Road Safety Walk to promote awareness. Its employees—30 of them—took part in this 2.5 km walk. During the walk, road-safety slogans in local languages were propagated through the audio system. The company plans to widen the scope of its initiatives to include a study of black spots on highways, community awareness camps and upgrading local roads.

## India Yamaha Motor

### Imparting preventive education

India Yamaha Motor has focused its efforts to create safer roads by imparting safety riding training in schools, colleges and communities across the country. These sessions provide information on key safe riding skills, traffic rules and basic etiquette in order to prevent road accidents and minimise the risk of injury.



## Toyota Kirloskar

### Safety education programme completes a decade

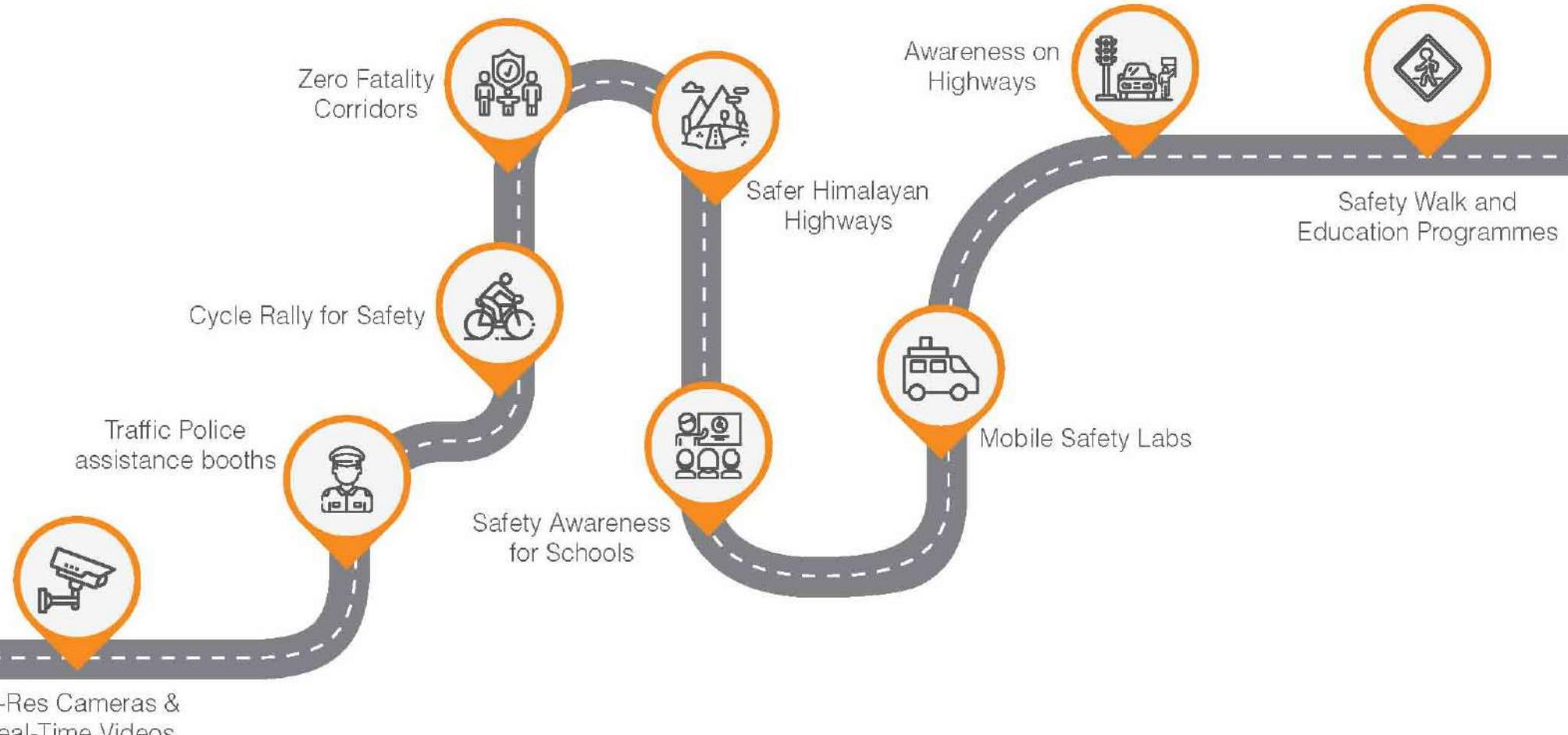
Toyota's integrated safety approach seeks to address three key issues—manufacturing safe cars, guiding safe drivers and building a safer environment. The year 2018 marks an important milestone for TKM with the Toyota Safety Education Programme (TSEP) completing a decade. This initiative aims at inculcating the right road sense knowledge and behavior amongst school children and has now reached to over 7,00,000 school children.

TSEP is a part of TKM's three-pronged safety interventions which also include "Safest Car with Safest Driver" and the "Toyota Driving School", launched in 2015. The Driving School has so far enrolled over 3,500 students. By 2020, TKM hopes to scale up the initiative to cross 50 such schools across India.

TKM has also conceived Team Toyota Activity, which in partnership with the company's business partners has tried to improve attitudes towards safety. Its focus is to inculcate the right attitude by creating a "safety model school" to further expand its reach outside of schools.



# Driving the future of road safety





## 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."**



# Glossary

## **Decade for Action for Road Safety**

The Decade of Action for Road Safety 2011–2020, officially proclaimed by the UN General Assembly in March 2010, seeks to save millions of lives by building road safety management capacity.

## **International Traffic Safety Data and Analysis Group**

Working group of International Transport Forum was built to advance international knowledge about road safety and contribute to reduce the number of traffic casualties.

## **United Nations Sustainable Development Goals**

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

## **UN Road Safety Trust Fund**

Established in April 2018, the United Nations Road Safety Trust Fund aims to contribute to two major outcomes, assisting UN Member states to: (a) substantially curb the number of fatalities and injuries from road traffic crashes. (b) reduce economic losses resulting from these crashes.

## **Global Road Safety Partnership (GRSP)**

The Global Road Safety Partnership (GRSP) is dedicated to the sustainable reduction of road-crash death and injury in low- and middle-income countries.

**SAFE** The Society of Indian Automobile Manufacturers (SIAM) has incorporated an independent body Society for Automotive Fitness & Environment (SAFE) to hold awareness drives on road safety and environment issues.

## **“Sadak Suraksha – Jeevan Raksha”**

The Union Ministry of Road Transport and Highways started the 29th Road Safety Week from in April 2018 with the theme ‘Sadak Suraksha – Jeevan Raksha’ to make our roads less chaotic.



**Sushant Naik**

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

“Through the road safety initiatives undertaken by the members of SIAM, be it through technology or awareness programs, the industry is determined to make the roads safer.”

## Let's make our roads safer

The automobile industry worldwide is known for its contribution to community services apart from its role in economic growth. CSR activities have contributed to the steady development of the lives of the people in the vicinity of automobile plants.

However, these activities were being done by the automobile industry, long before the concept of CSR came into effect. What is important to note is that CSR activities are continually customised based on the needs of the community. **Today, the need of the hour is Road Safety, and therefore, there are many activities that are increasing awareness – drivers' training, traffic awareness programs, and the use of technology to make the vehicles safer for both the drivers and pedestrians.**

Around 1.5 lakh lives are lost on Indian roads every year. With the initiatives introduced by the Ministry of Road Transport and Highways, Government of India, and other stakeholders, there has been a decline of around 3% road accidental deaths in the recent years. However insignificant it may seem, the decline demonstrates that combined efforts can make the roads safer.

The Society of Indian Automobile Manufacturers has taken CSR activities very seriously, and in the process has touched millions of lives. SIAM members have been instrumental in improving lives of people not only in and around the plants, but also in other parts of India by taking up different CSR activities.

**Let's pledge all our combined efforts to make the roads safer for us and the future generations.**

A handwritten signature in blue ink that reads "Sushant Naik".

# SIAM Members



AMW Motors Ltd



Borgward Automotive  
India Pvt Ltd\*



Go Further

Ford India Pvt Ltd



Hindustan Motors Ltd /  
Hindustan Motor Finance  
Corp. Ltd



India Yamaha Motor  
Pvt Ltd



Ashok Leyland Ltd



Cummins India Ltd



CHEVROLET  
FIND NEW ROADS\*

General Motors India  
Pvt Ltd



HONDA

Honda Cars India Ltd



NEVER STOP \*

Isuzu Motors India Pvt Ltd



Atul Auto Ltd



Daimler India Commercial  
Vehicles Ltd



Greaves Cotton Ltd



Honda Motorcycle and  
Scooter India Pvt Ltd



JBM Auto Ltd\*



Distinctly Ahead

Bajaj Auto Ltd



Fiat India Automobiles Pvt Ltd



H-D Motor Company India  
Pvt Ltd\*



HYUNDAI

Hyundai Motor India Ltd



Kinetic Motor  
Company Ltd



BMW India Pvt Ltd



Force Motors Ltd



Hero MotoCorp Ltd

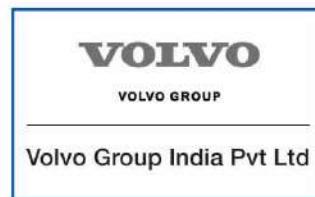
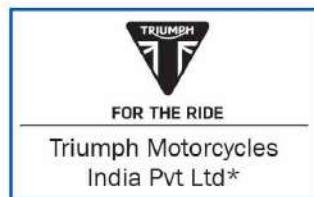
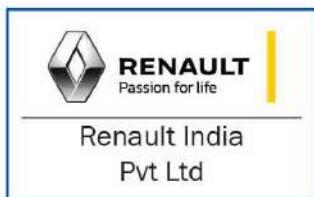
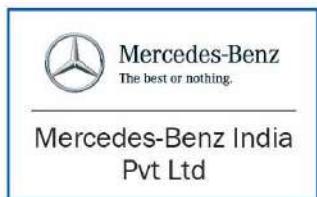
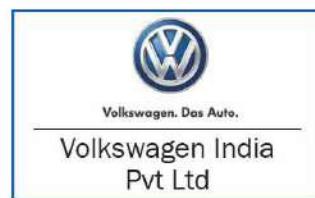
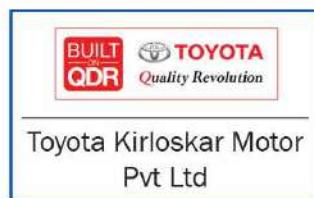
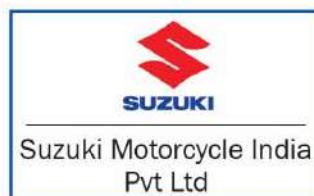
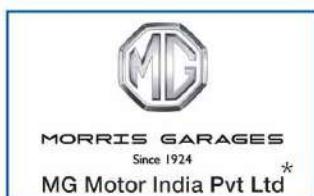


India Kawasaki Motors  
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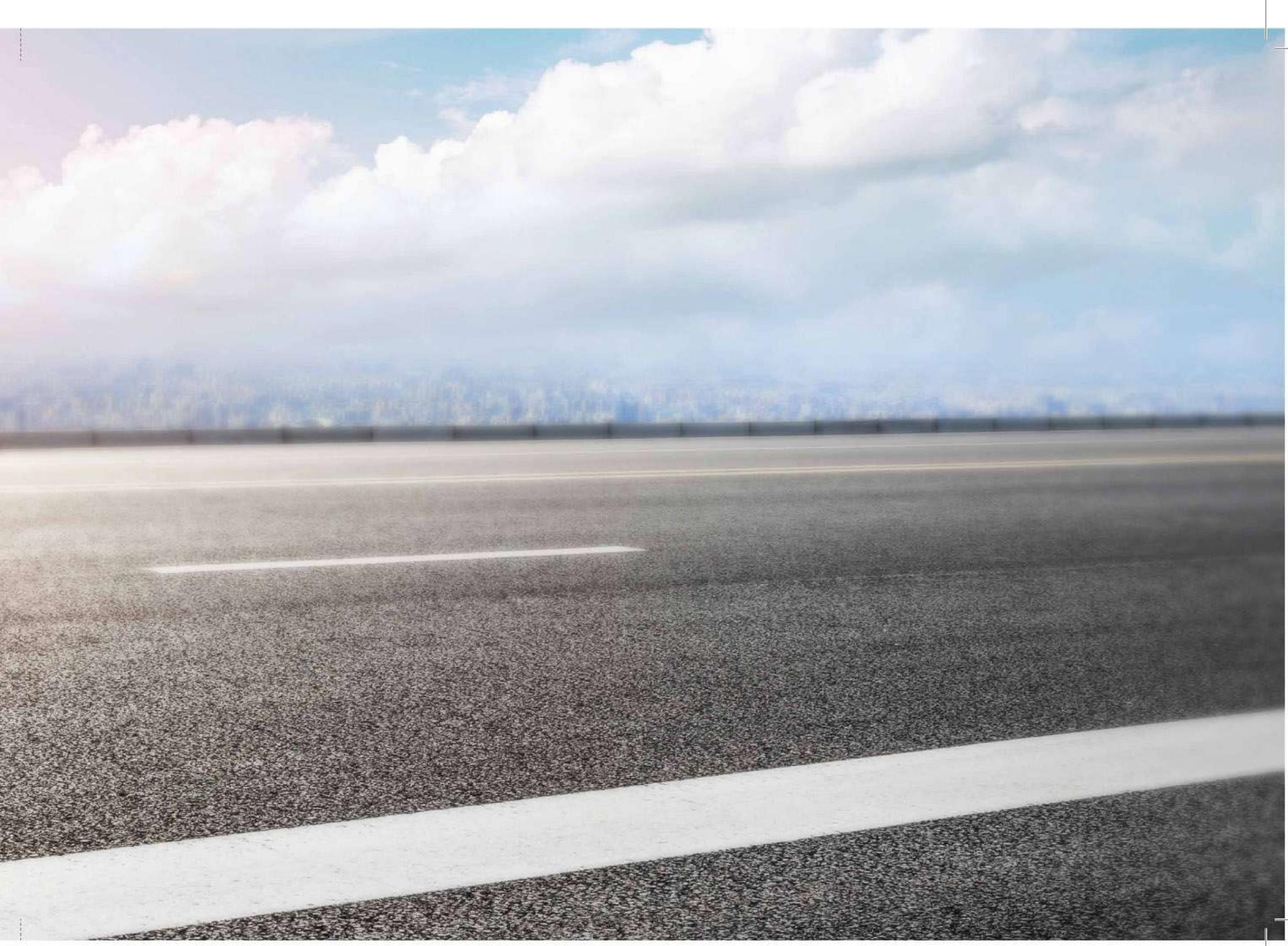


KIA Motors India Pvt Ltd\*

# SIAM Members



In alphabetical order. Associate member as on December 19, 2018







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