

SIAM

Society of Indian
Automobile Manufacturers

Building the Nation, Responsibly.

Social Empowerment. Sustainable Impact.



2019 Compendium of CSR Activities of the Indian Automobile Industry



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The end is inherent in the means

M.K. Gandhi



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

We are now into our fourth year of the SIAM CSR Conclave. Over these four years, the Indian automobile industry has come together on this common platform that shares, debates and decides on how better we can contribute to our communities and society in our mission of building the nation responsibly.

In the first year, we identified the four key pillars to focus on — environment rejuvenation, skills enhancement and education, healthcare and sanitation and road safety. These were chosen for their individual and collective positive impact on nation building, preparation for a brighter future and sustainability.

In the second year, we emphasized on the importance of ‘implementation’ in the designing, planning and resourcing of any meaningful CSR project. Most good ideas do germinate but do not grow due to faulty implementation. The fault lies with us, either in thinking the entire process through, or wrongly calculating resources required or simply losing interest in the project.

Last year we reiterated our commitment to road safety, using latest technology, greater partnerships and on-ground interventions. Many promising projects have started as part of the industry’s commitment to creating a safer mobility ecosystem.

Over these four years, we have benefited in three ways from this platform.

Clarity. As an industry we are clear about which areas to focus on.

Camaraderie. Member companies have come together, shared knowledge and collaborated on joint projects—something they would not have thought of outside this platform.

Confidence. Regular and intense interactions with CSR experts, practitioners and organizations have helped in reiterating our mission, improving our delivery and measuring effectiveness.

We now feel it is time to deliberate on how to ensure sustainability of every significant CSR project of ours, individually and collectively. That can only happen through ‘**social empowerment**’ wherein the beneficiaries of the project are aligned, trained and resourced to carry the projects forward, on their own, for generations to come till the intended objectives are not fulfilled. Our communities cannot survive on the crutches of external intervention and support. That should happen only in the initial stages of any project, however large and complex it may be. After all, one cannot be fed fish lifelong. One has to be taught how to fish. That is true sustainability of a social project—the one that ensures measurable impact at the ground level.

This year the focus of the Indian automobile industry in our CSR mission is ‘**Social empowerment. Sustainable impact.**’

Naveen Soni

... one cannot be fed fish lifelong. One has to be taught how to fish. That is true sustainability of a social project—the one that ensures measurable impact at the ground level.

Social empowerment. Sustainable impact.

A background image showing the silhouettes of four people (two adults and two children) holding hands and standing on a road. The scene is backlit by a bright sun, creating a strong lens flare and a warm, golden glow. The road has white lane markings.

Building a sustainable CSR model requires going beyond compliance and social obligation.

India has the distinction of being one of the first countries in the world to legislate a law that requires corporates to contribute two percent of their net profits earned over the last three years to Corporate Social Responsibility (CSR).

Since this clause became effective in the Companies Act 2014, corporate India and members of SIAM have made significant strides in CSR initiatives, aligning their efforts to some of the country's most challenging issues.

From sanitation and healthcare to women empowerment, road safety and village development, corporate India has shown that by investing in social infrastructure it can make a difference to disadvantaged sections of society, and livelihoods anywhere in the country. Corporate India's efforts are gaining momentum by the day as can be seen in the various programs that SIAM members have taken.

A black and white photograph of two women walking away from the camera on a rocky, uneven path. They are both carrying large, rounded pots balanced on their heads. The woman on the left is wearing a light-colored headscarf and a patterned sarong. The woman on the right is wearing a light-colored long-sleeved shirt and a light-colored sarong. They are walking towards a body of water in the background, which is partially obscured by a green text box on the left. The sky is cloudy, and there are some trees and bushes on the right side of the path.

SIAM has made significant strides in CSR initiatives, aligning their efforts to some of the country's most challenging issues.

Increased spending

In the auto sector, several Original Equipments Manufacturers (OEM) have been pioneers in making widely acknowledged and successful CSR interventions. These have been in broad categories such as education, healthcare, vocational skilling, community change and livelihoods.

Since CSR became a law, studies suggest that spending by corporate India has increased significantly. In 2018 alone, companies spent 47 percent more as compared to their spends in 2014-15, when the CSR clause came into effect, contributing INR 7,536 crores (or about USD 1 billion). Listed companies in India, research suggests have spent INR 10,000 crore (USD 1.4 billion) in various programs ranging from educational programs, skills development, social welfare, healthcare, and environment conservation.

The Stakeholder Model

CSR activities have touched the lives of stakeholders from customers and suppliers to communities and employees. This has been the Stakeholder Model that Indian corporates have followed by and large. There are, however, several challenges, not the least being the scale and reach of such activities.

From an academic standpoint, Indian corporates have by and large followed this Stakeholder Model. However, as corporates try to catalyze wider and more sustainable changes, it is time to see how this model can be tweaked in order to empower beneficiaries on the ground, while ensuring the impact CSR initiatives remain sustainable.

Partnerships with like-minded stakeholders

One way to achieve this is to look at aggregating partnerships with like-minded organizations that can build social capital including managing projects from their inception, and then transferring these skillsets to the communities that can then assume the responsibility for their implementation. Tata Motors is one such company that has been able to do this with its village development model.

Avoiding duplication and wasteful expenditure

The duplication of CSR-oriented activities whatever the segment may be is another problem that corporates must address. As a result of local agencies with differing perspectives, it is believed that process of CSR interventions has become competitive rather than collaborative. If companies can build required skillsets and identify local talent on ground to take them forward, this can help eliminate dependence on volunteer-based commitment or on state-directed interventions.



Identifying select programs for build and transfer

It has been suggested within the CSR focus, that it may be worthwhile if these are analyzed to determine which corporate can build sound social structures that extend the benefits to a wider target audience by identifying and training local stakeholders in these projects. Corporates would not have to be involved on a day-to-day basis, and use their funds to undertake other issues.

A model in which social assets can be built and then transferred for day to day running by the people who also benefit from them is an avenue worth exploring. Examples of activities that lend themselves to this may include palliative care in healthcare, tele-medicine, vocational training within the ambit of education, distance learning through ICT or, training farmer-based communities to manage activities like soil testing, water conservation and agricultural extension activities to even more lucrative revenue-bearing avenues such as organic farming and even formation of farmer producer groups.

Creating self-sufficient social assets

The build and transfer approach to social infrastructure can also be used to initiate and sustain CSR activities in areas that have been neglected due to a lack of capable NGOs to partner with, especially in remote, rural and even hilly areas. This makes initiatives sustainable and where success can be achieved through training, mentoring resources on ground that can help overcome a lack of scale. The build and transfer approach can make CSR activities have a wider impact and make a difference to the communities targeted by making the targeted groups stakeholders for the projects.



NITI Aayog has suggested that corporate handholding can be a first step but, building on this with build and transfer approach can bring about wide-ranging transformation

Reaching inaccessible areas

Union Ministry of Rural Development report suggests that 115 of 718 districts in India are backward. The report suggests that change in these areas can be brought about if the private sector can adopt the partnership model. NITI Aayog has suggested that corporate handholding can be a first step but, building on this with build and transfer approach can bring about wide-ranging transformation.

Studies have suggested that not all states have benefitted in a balanced manner from CSR activities. One key concern has been geographic inequity. States such as Maharashtra, Gujarat, and Tamil Nadu are among the more industrialised, and account for over a quarter of CSR spending while many states in the North East, and Eastern India have not benefited so much.

It is time for companies that want to make a difference to their chosen CSR activities to look at prevailing CSR delivery models. Since the CSR provision became law, activities under its scope have increased.

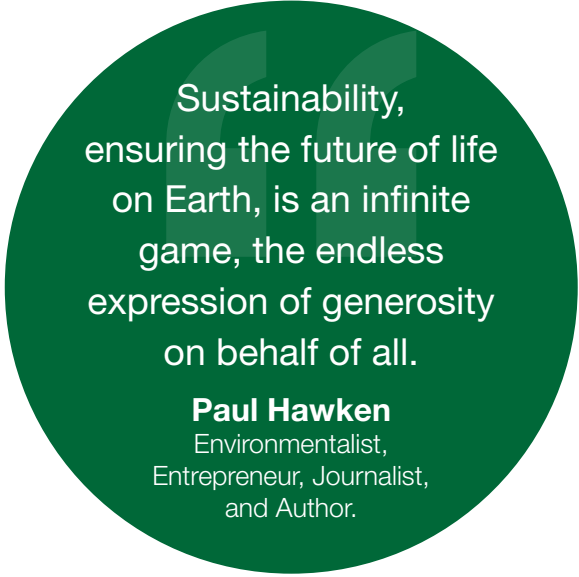
Under the United Nations' Sustainable Development Goals or SDGs launched in 2015, the private sector has been encouraged to make strategic investments in developing social infrastructure. The private sector has the resources and managerial bandwidth that can ensure that programs are conceived, developed and implemented in an efficient manner. Today's private sector corporates have embraced the partnership approach in business and infrastructure, but this can be adapted for building social assets.

Global perspective

The Commission of European communities has stated that it is time to move beyond just legal compliance and social obligation when determining how CSR can make a difference. Investments in social capital has been suggested as one way to bring about a better quality of life for many people.

The role of building and transferring social assets is an idea that has come alive. For one, the role of governments in the socio-economic aspects of livelihoods and bringing about change is shrinking. Business itself is now more convinced that it can use its talent in managerial capital more efficiently to catalyze change. Investors too, want to influence of businesses beyond markets, price and service. Finally, by building social assets and human capital aimed at enhancing lives, target groups including communities are empowered to manage the change they want to see in their own lives.

Creating a sustainable mobility ecosystem



Sustainability, ensuring the future of life on Earth, is an infinite game, the endless expression of generosity on behalf of all.

Paul Hawken

Environmentalist,
Entrepreneur, Journalist,
and Author.

The Society of Automobile Manufacturers (SIAM) has made sustainability through social empowerment, one of the key objectives. Through its member companies, SIAM has been ensuring that an inclusive community is built, one that is backed up by sustainable impact. Since the early 2000s, SIAM's initiatives began with road safety awareness programs, and went on to include three additional key areas of inclusive social development — **skills, health care and sanitation and environmental rejuvenation.**

SIAM

Society of Indian
Automobile Manufacturers

Building the Nation Responsibly.

Into Future, Safely

Empathy.

**3rd SIAM CSR
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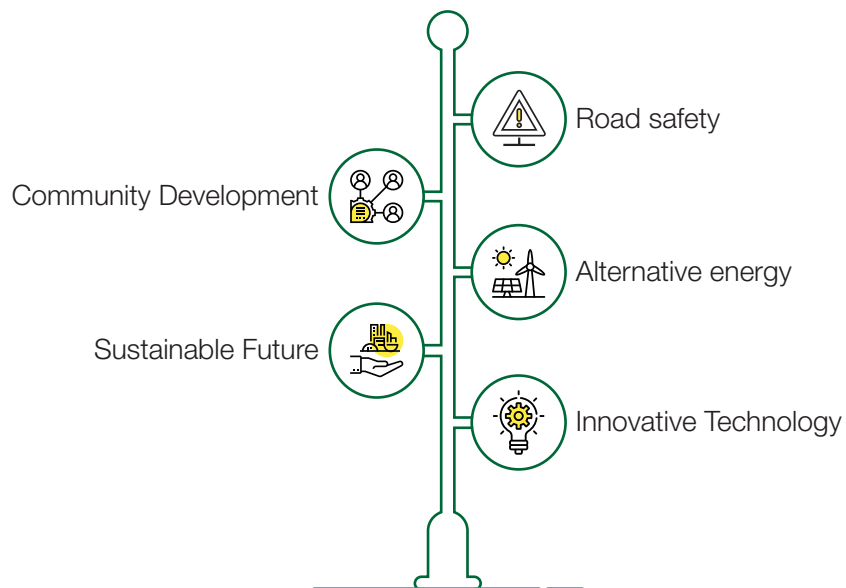
A Sustainable Contribution

A sustainable business is resource efficient, respects the environment and is a good neighbor - Phil Harding (2000). To enable this to happen for its member companies, SIAM works closely with the government and several national and international players in the automobile industry to bring the best quality automobile services, which is of high standard compliance. By improving the competitiveness of the Indian automotive industry, SIAM promotes the development of a sustainable mobility ecosystem, as well as the growth of alternative energy vehicles.

Keeping in mind the value that CSR activities bring to the overall development of a community, SIAM has always been deeply involved with giving back, thus benefitting the community and corporate.

Through its workshops, seminars and exhibitions along with periodic reports and publications, SIAM explores a new facet to improve the automobile manufacturing industry exponentially by aiming to socially empower one and all.

Our Focus



Socially Responsible

Every year, SIAM's annual CSR Conclave focuses on different facets of social responsibility in the automobile industry. From road safety and upgraded technology, to a holistic and sustainable approach, SIAM aims to recognize the efforts of the fraternity, and motivating them to do more. Other events that are organized include the Environmentally Friendly Vehicle Convention, SAFE Annual Convention, Vehicle Recycling Seminar and SIMBA National Event.

In 2018, among the many programs were the 12th SIAM Styling and Design Conclave, SAFE Annual Convention 2018, Automotive Logistics Conclave, Asian Automotive Environmental Forum 2018, and the ACMA-SIAM-VDA Conference on Safer and Sustainable Road Transportation.





3rd SIAM CSR Conclave – Into the Future, Safely

Road Safety was the focus of the 3rd CSR Conclave on December 19, 2018, in New Delhi. The theme was Into the Future, Safely. Distinguished guests were from the government, the automotive industry, and NGOs.

At the inaugural session, the Guest of Honor was

Mr. Abhay Damle, Joint Secretary, Ministry of Road Transport and Highways, Government of India. Among the other dignitaries were **Mr. Taj Hassan, Special Commissioner – Traffic, Delhi Police**, **Mr. Naveen Soni, Chairman, SIAM CSR Group and Vice President – External Affairs, Toyota Kirloskar Motor** and **Mr. Sushant Naik, Co-Chairman, SIAM CSR Group, National Head – Government Affairs, Tata Motors.**

Our esteemed guests unveiled the 2018 CSR Compendium, which highlights the key initiatives undertaken by SIAM members across India.





The Conclave was divided into different sections. During the first session, speakers explored the topic— **‘The Fundamentals and Learnings of Road Safety’**. This was followed by the second session which focused on topics such as **‘Alignment of Road Safety’**. The event closed with an award ceremony—the very first SIAM CSR Awards.



In his welcome address, **Mr. Soni thanked the corporates and the NGOs for aligning themselves with the cause of road safety. Calling to make roads safer, Mr. Hassan said, “Road safety is an output of overall traffic discipline scenario. We cannot think of road safety in isolation.”**

Mr. Damle emphasized the role of the corporates, and technology to keep track of traffic rules and violators. He said, “The corporates should understand their responsibilities. There should be a proper mechanism to measure the impact of the initiatives of the government, the corporates and the NGOs to promote road safety.”

The chief guest on the second day, **Mr. Kailash Gahlot, Hon’ble Minister of Transport, Government of NCT of Delhi**, presented his stance on the commitment of The Road and Transport Authorities. He said that the stakeholders need to be engaged regularly, and the Delhi government is open to suggestions that will improve road safety conditions.

Mr. Shashank Anand, IPS, SSP (Traffic and Security), Chandigarh Police, highlighted the frequent occurrence of major road accidents and how to prevent them. He said, “It’s important for drivers and riders to be attentive on-road and avoid all sorts of distractions, be it manual, visual or cognitive. We request SIAM to pitch in and create a program for road safety education in India.”

Mr. Tony Mathew, Principal Transport Specialist, Transport Research Laboratory, UK, elaborated upon the prime factors of road accidents—the environment, the driver and the vehicles. “One must know the types of mishaps that occur to understand and tackle the root causes. There is a need for a good quality evidence system and quality crash data.”

Mr. Dinesh Tyagi, Director, International Center for Automotive Technology (ICAT), said, “Road safety education is the most important solution to tackle the issue of road accidents. We are upgrading our facilities with newer technologies that promote road safety. We should all come together to spearhead programs and implement them effectively to bring down road accidents.”

Mr. Harman Singh Sindhu, ArriveSAFE, shared his personal experience of meeting with an accident. He called upon the highway authorities to address the chief reasons leading to road accidents, saying, “We must align ourselves to take steps to create safer roads for everyone including the disabled community.”



A Roadmap to the Future of the Indian Automobile Industry

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

SIAM supports sustainable initiatives of the Indian automobile industry with the vision that India emerges as the destination of choice in the world for the design and manufacture of automobiles. It works towards facilitating and enhancing competitiveness within the Indian Automobile Industry, thereby reducing the cost of vehicles, increasing productivity and achieving international quality standards.

SIAM is a window to the Automobile Industry in India that works closely with stakeholders in the formulation of the economic and commercial policies, regulations and standards relating to automobiles. It provides economic and statistical information as well as technical and public policy services to the stakeholders on behalf of the Indian Automobile Industry. It publishes Monthly Industry Statistics, Monthly Commodity Price Monitor and other periodic reports. It also organizes seminars and workshops on the topics of relevance and interest to the industry. For carrying out various public policy activities, particularly in the field of road safety and environment, SIAM has partnered with other stakeholders and set up the Society for Automotive Fitness and Environment (SAFE).

SIAM works closely with the Government and with international bodies like International Organization of Motor Vehicle Manufacturers (OICA), International Motorcycle Manufacturers Association (IMMA) and coordinate with other counterpart international associations like, German Association of the Automotive Industry (VDA), Japan Automobile Manufacturers Association (JAMA), The Society of Motor Manufacturers and Traders (SMMT), China Association of Automobile Manufacturers (CAAM), Korean Automobile Manufacturer Association (KAMA), The Thai Automotive Industry Association (TAIA), Malaysian Automotive Association (MAA), Indonesian Automotive Industry Association (GAIKINDO), ASEAN Automotive Federation (AAF).

SIAM CSR AWARDS

The conclave concluded with an award ceremony, which also marked the first SIAM CSR awards. **This was an initiative from SIAM to recognize the NGOs conducting CSR activities in engagement with SIAM members.**



Category: Environmental Rejuvenation
Winner NGO: Jankidevi Bajaj Gram Vikas Sanstha
Nominated by: Bajaj Auto



Category: Safety
Winner NGO: SaveLIFE Foundation
Nominated by: Mahindra and Mahindra



Category: Health and Sanitation
Winner NGO: Senha NGO
Nominated by: Toyota Kirloskar Motor



Category: Skills and Education
Winner NGO: Learning Links Foundation
Nominated by: Ashok Leyland



Category: Innovation
Winner NGO: Paani Foundation
Nominated by: Bajaj Auto



Category: Special Mention
Winner NGO: Blooming Buds
Nominated by: Volkswagen India



Environment Rejuvenation

Inspite of the decreasing consumption rate in 2019, the Indian economy has been growing largely and will continue to rank among one of the world's largest economies. In fact, India's GDP is estimated to outdo that of Japan by 2025, making it the second-largest economy in the Asia-Pacific region. The country has responded to the growing demands of the rising population by accelerating the pace of farming, manufacturing, road-building, public transport development, and industrialization.

But the rapid development has come at a cost; **the pollution levels are at an all-time high. Owing to Delhi's worsening air quality, the national capital topped the list of the world's most polluted cities, according to Skymet Weather. Mumbai and Kolkata, too, feature among the top 10 highest-polluting cities.**

But that's not all. The increasing population has put a strain on groundwater availability and if adequate measures aren't taken, the country could approach a crisis-like situation. Reports suggest India draws over 230 billion cubic meter of groundwater annually for irrigation, among the largest globally. And groundwater is depleting at the rate of 122 to 199 billion cubic meters.

Members of SIAM have recognized the importance of protecting our natural resources. Through rigorous CSR activities, they are sharpening their focus on two important areas, afforestation and water conservation. The measures include mass tree plantation programs, rainwater harvesting, and eco-awareness campaigns.

After all, as the saying goes, **"water is life, treat it right!"**





Skoda Auto Volkswagen India Pvt Ltd

Water conservation and making villages drought-free

Skoda Volkswagen India took measures this year to contribute towards water conservation by supporting a mini watershed management project in Deoni Taluk, Latur district, Maharashtra in association with the International Association for Human Values. The project involves artificial groundwater recharge, soil and water conservation, farmer field schools and afforestation. The company also conducts a host of community activities such as sensitization programs, youth leadership and farmer training programs and creation of demonstration farms.

The efforts have borne fruit thanks to the increased availability of water. The farmers are planning to take up a second crop this year which was not possible earlier due to water scarcity. Besides, many farmers in the area have adopted improved and efficient methods of farming like multi-layering and multi-cropping and are now growing pulses, vegetables and fruits in the same land aiming to get year-round income.

Skoda's water conservation efforts extended to a project in Varzadi village, Aurangabad, where the company undertook widening and deepening of a water stream. About 97 million liters of water storage capacity was created. Furthermore, it was found that groundwater table rose by 2.8 meters.

Skoda VW's existing initiatives include providing support to the government of Maharashtra's Jalyukt Shivar Abhiyan to make villages in the state, drought-free. So far, the company has de-silted waterways by building bandharas for water storage in seven villages in the districts of Pune, Latur and Aurangabad.

BMW INDIA

Tree plantation drives

In order to have a positive impact on the environment, BMW India conducted occasional tree plantation drives throughout the year. The benefits of tree plantation are immense and widely known. They include reducing carbon from the atmosphere, arresting flooding and significantly improving air quality.

Conducted by the company's CSR arm, the drive involved employees, school students and community people. They not only plant good quality trees in a proper manner but also ensure their optimal maintenance over a substantial time period for greater survivability.

The activity is aligned with 'The Green India Mission', aimed at protecting, restoring and enhancing India's diminishing forest cover and responding to climate change.



Fiat India Automobiles Pvt Ltd (FIAPL)

Rainwater harvesting and afforestation

Fiat India adopts a two-pronged approach in its CSR activities towards Environmental Rejuvenation, comprising a water conservation program and an afforestation project.

Every year, FIAPL undertakes a rainwater harvesting program in water deficit areas of Pune and Latur, supporting the Maharashtra government's ambitious mission of making Maharashtra drought free by 2019.

The water conservation activities which encompass de-silting and widening of river tributaries (37km), de-silting of percolation tank (90 acres) and construction of earthen bund (89 nos.), have created a net harvesting potential of 806,557KL over the last five years. Moreover, the measures have benefitted 3,550 hectares of land in Pune, including a village called Dharmari which has become tanker-free.

Talking about the afforestation program, FIAPL has kickstarted a 'Go Green' initiative under which it has planted 36,100 trees (as of Aug 2019) in Shirur taluka, Pune. The initiative supports the State's '50 crore Tree Plantation by 2019' ambition.



Toyota Kirloskar Motor

Created a theme park to promote 'environment conservation'

The topic of environment conservation took an interesting turn at Toyota Kirloskar as the company chose to develop a theme park. Developed to provide the experience on various environmental conservation issues and the need for protection, the park validates TKM's philosophy of 'Seeing is believing'.

The first of its kind ecological theme park was developed on 23 acres of land inside the carmaker's premises. It showcases a multitude of tools such as curriculum-linked education concepts, global and local facts related to pollution and degradation of the environment. The theme park approaches solutions through technologies, concepts, designs and even practical exercises. In fact, it aims to promote an attitude change in students by urging them to think, 'What I must do?' for the environment.

Notably, the initiative, has trained 6,000 students to date and is expected to inspire and spread awareness among 5,000 students each year. In addition to students, it also aims to attract researchers and academicians.

Last year, Toyota adopted a lake in Karnataka with the objective of protecting and rejuvenating it. While Phase I, which involved de-silting, bund preparation, and wastewater diversion was completed last year, Phase II is set to be implemented this year. The lake is expected to benefit over 5500 villagers from four villages.



Tata Motors

Increasing green cover and educating children on environment

Through its Vasundhara initiative, Tata Motors is making concentrated efforts to increase the green cover through sapling plantation on one hand, and enhancing the environmental awareness levels in the community on the other. The company has planted 1.1 million saplings (of indigenous varieties) and has ensured a high survival rate of 85 percent. Interestingly, at few locations, these places have turned into microhabitats which host varied species of flora and fauna.

Tata Motors has been able to reach to 89,263 people through its environmental awareness programmes and this number is only growing!



A case study further sheds light on the on-ground transformation of Tata Motors' initiatives.

The project on urban forestry has transformed 40 acres of barren land in the Warje area of Pune into a lush green forest. It now hosts over 2000 citizens who use it for recreation activities. However, the story was not as positive five years ago when the project began. The land was encroached and exploited by quarry miners and land mafia. Tata Motors collaborated with Terre Policy Center to pilot on the concept of Urban Forestry. The forest department allocated the land to Terre Policy Center, which used its domain expertise by planting matured trees since they have a higher survival rate.

In a span of three years, the 40 acres of barren land transformed into a micro urban forest, hosting 40 different species of birds, 10 species of reptiles, 5 species of butterflies and over 10 species of trees. With the success of this pilot, the company scaled up this project under which over 50,000 trees spanning over 100 acres of land have been converted to urban forests.



Creating a Greener Environment



Looking Ahead

The world is evolving and so is pollution, hence preserving nature is absolutely imperative. With their relentless efforts in protecting the natural resources, SIAM and its members have put utmost emphasis on maintaining ecological balance by securing an eco-friendly environment. The measures are undoubtedly worthy of an applause. It is critical to maintain the momentum going into 2020 by continuing to innovate, collaborate and adopt a holistic approach to restore the lost nature and its ecology.

**A healthy ecology
is the basis for a
healthy economy.**

Claudine Schneider,
former U.S. Representative.



A man with dark curly hair and a beard, wearing a white patterned button-down shirt over a blue t-shirt, stands in a grocery store aisle. He has his arms crossed and is looking towards the camera. A brown lanyard with a small ID badge hangs around his neck. The background shows tall white shelves stocked with various packaged goods, including boxes of cereal and bags of snacks. A red rectangular overlay is positioned on the right side of the image, containing the text 'Skill Upgradation' in white.

Skill Upgradation

The colossal way to impact a country is to focus on skill development and leadership development. Skill upgradation is considered to be an important factor to address poverty reduction by improving employability, helping sustainable development, increasing productivity and influencing inclusive growth. To achieve this, we need to be adept with comprehensive tools like technical training, up-to-date infrastructure and the latest technology.

Skill development continues to remain a priority. Corporate educational institutions and non-profit organizations have been working on it to make it a reality, especially in rural areas where the lack of basic and modern facilities results in unemployment. **SIAM and its members take this as an opportunity to create and promote education and encourage the youth and women to grow and be equipped for the beaming future.**



Isuzu Motors

Isuzu Motors India, located in Sri City, Andhra Pradesh, is one of the 19 Japanese companies that formed the Sri City Japanese Companies Group (SJCG). SJCG undertook a joint CSR activity, under which Isuzu contributed towards the infrastructure required for Education and Skill Development. Isuzu donated school desks to support 120 students of a school located in Irugolam village, near Sri City.

SML Isuzu

SML Isuzu took on a special initiative to build toilets in schools for girls in Fatehgarh Sahib and Rupnagar in Punjab and Chandigarh. The company also built an athletic track in the girls' schools. Moreover, they provided chairs, green boards and LED TVs for the smart school program. In Chandigarh, the team also extended a helping hand to underprivileged girls students in terms of school fees, uniforms and books.

The Vocational Education Project involved setting up of vocational training centers for enhancing skills in computer, cooking and tailoring for girls/women in SBS Nagar in Punjab and Chandigarh.

Toyota Kirloskar Motor

Toyota (TKM) has set a long-term vision of creating a Model School-Model Community-Model Village by 2023. This program adds to the success of SDG 4.

As part of the vision, TKM developed a model school in Hejjal, near the TKM plant in 2016-17. The school was in a dilapidated state, with only 28 students. TKM invested in the overall infrastructure with the intention to develop a self-sustainable school. The building was completely renovated and solar panels were also installed to meet daily power requirements. TKM introduced Digital Teaching to assist the teachers with new-age teaching. The company also encouraged the use of both hands for writing to make children competent.

It was not all academics. Children were encouraged to make the village plastic-free. These changes collectively brought a change and the enrolment increased from 28 to 65 within two years of the program.



BMW India

BMW India Foundation's Youth Skill Development and Livelihood Program is designed with an objective to promote sustainable livelihoods among the underprivileged youth. The program adds to the achievements of the Skill India mission directly.

This life-skill program has been successful in not only achieving the major program deliverables but has also significantly contributed towards improved socio-economic, education and employment outcomes of the youth. The program delivers life skills training, core employability skills training, domain skills training whilst integrating Sports for Development (Sports and Activity-based Learning) methods to enhance youth's engagement and to increase knowledge transfer during sessions.

It is heartening to note that over 2000 youth passed in 2018-19 compared to 1800 in 2017-18. Both years witnessed a job placement of over 80 percentage spread across the sectors of retail, ITES, manufacturing, hospitality and BPO. Initial salaries mostly ranged between INR 9000 and INR 16000 per month—the overall average being over INR 10,300 per month



Fiat India Automobiles

Fiat India Automobiles Private Limited (FIAPL), in collaboration with Symbiosis Skill and Open University, Pune, has launched a CSR initiative on Girl Education and Employability Promotion.

WINGYAAN aims to support girls from rural areas who have passed grade 10 but could not pursue their studies due to socio-economic conditions. The course curriculum of the two-year diploma in Manufacturing Excellence has been designed after extensive stakeholder consultation, to make these girls employable in the Manufacturing and Service sectors after successful completion of the course.

The residential program have been sponsored by Fiat and will facilitate the students to get suitable employment. The first batch of 30 students has been selected from Pune (Shirur), Latur, Beed and Parbhani district of Maharashtra for the academic year 2019-21.

Tata Motors

The Employability Programs at Tata Motors addressed a huge pool of school dropouts and focused on training unemployed youth in three segments—auto trades, non-auto trades and agriculture and allied activities.

Auto Trade:

Tata Motors leverages its domain knowledge in automobile space and has designed courses like auto service technician that have been approved by the Automotive Skill Development Council (ASDC). Tata Motors influenced Industrial Training Institutes for imparting training. Through this training, over 6600 dealers and Tata Authorized Service Stations (TASS) were promised on-the-job training with a commitment of a stipend.

Non-Auto Trades:

Non-Auto Trades: The company offers a host of vocational training courses that have high market demand.

Agriculture and Allied Activities:

Agriculture and Allied Activities: It caters to the need of communities which fall beyond the 50-kilometer radius from the plant facilities (Jamshedpur, Pune and Palghar, Thane). The emphasis is on infusing new technology, better agricultural practices, livelihood programs, animal rearing et al.

The driver training program, supported by Tata Motors, Pune in partnership with Ambika Motors was conducted for 50 women. Another batch of 50 schedule caste women is being trained by the Pune team, in collaboration with Pimpri Chinchwad Municipal Corporation (PCMC).

Apart from this, the driver training program with Pratham in Mumbai focusses on upskilling novice drivers. They partnered with Ola Cabs (started in late 2017) and have been able to train and place 167 youth (of which 32 percentage are SC/ST) who earn INR 15000 per month. Around 3600 youth have been trained.

Learn, Earn and Progress (LEAP) is a flagship CSR program of Tata Motors which imparts auto trade skills on Motor Mechanic Vehicles (MMV) to the youth from the underprivileged communities. This program makes them ready for employment not only in Tata Motors' ecosystem but in the auto industry. As of October 2019, the LEAP program was held in 60 institutes, with a footprint across 16 states.

Skoda Auto Volkswagen

Skoda Auto Volkswagen India has committed 5-year support to the Government ITI at Pimpri Chinchwad, Pune. This is in line with the government's endeavor to upgrade industrial training institutes in the country so they can meet the demands of industries for skilled manpower. Over five years (2016-2021) the company will undertake upgradation of the institute through interventions in four priority areas—**(a) faculty and staff development, (b) training quality, (c) teaching aids and instructional course materials and (d) infrastructure improvement.** For this, Skoda Auto Volkswagen India has invested INR 2 crores for the period 2016-2021.

Skoda Auto Volkswagen India is in sync with the government's endeavor to support the rights of people with disabilities. In this direction, the company has supported a skill development project for young adults (18+ years) with Cerebral Palsy. The company has helped set up a digital printing press at Snehalaya Institute for Children with Cerebral Palsy and Multiple Disabilities, Wagholi. A digital color printer, five types of finishing equipment, including a perfect binder and a lamination machine, furniture and licensed software for graphic designing has been provided by the company. The company is involved right from conceptualizing a suitable skill and income-generating project for young adults with a disability to equip the center with the required machines and advising on go-to-market strategies.



Maruti Suzuki India

At the Industrial Training Institutes (ITI) of Maruti Suzuki India Limited (MSIL), a state-of-the-art infrastructure has been set up, which are commonly unavailable across most ITIs. Among them are the weld shop, machine shop, fitter shop, Maruti Suzuki basic test and safety lab. During 2018-19, 93 state-of-the-art ITI workshops were set up to enhance practical training as per industry requirements. The institutes also trained 1,900 ITI staff and 22,000 students.

Japan-India Institute of Manufacturing (JIM) has been a joint venture of the Indian and Japanese governments to create skilled manpower for manufacturing facilities in India. JIM supports the Skill India initiatives of the Government of India. Recent initiatives include special training by Suzuki Motor Corporation, Japan, where Japanese trainers focus on topics such as petrol engine dismantling and assembly, the importance of periodic inspection, underbody inspection, and hybrid systems, installation of the spot-welding robot for the training of basic welding operations, among others.

The institute achieved cent percent results, with many students obtaining dual certifications and placements in reputed organizations during 2017-18 and 2018-19. The average salaries of students placed in 2018-19, increased by over 15 percent as compared to 2017-18.



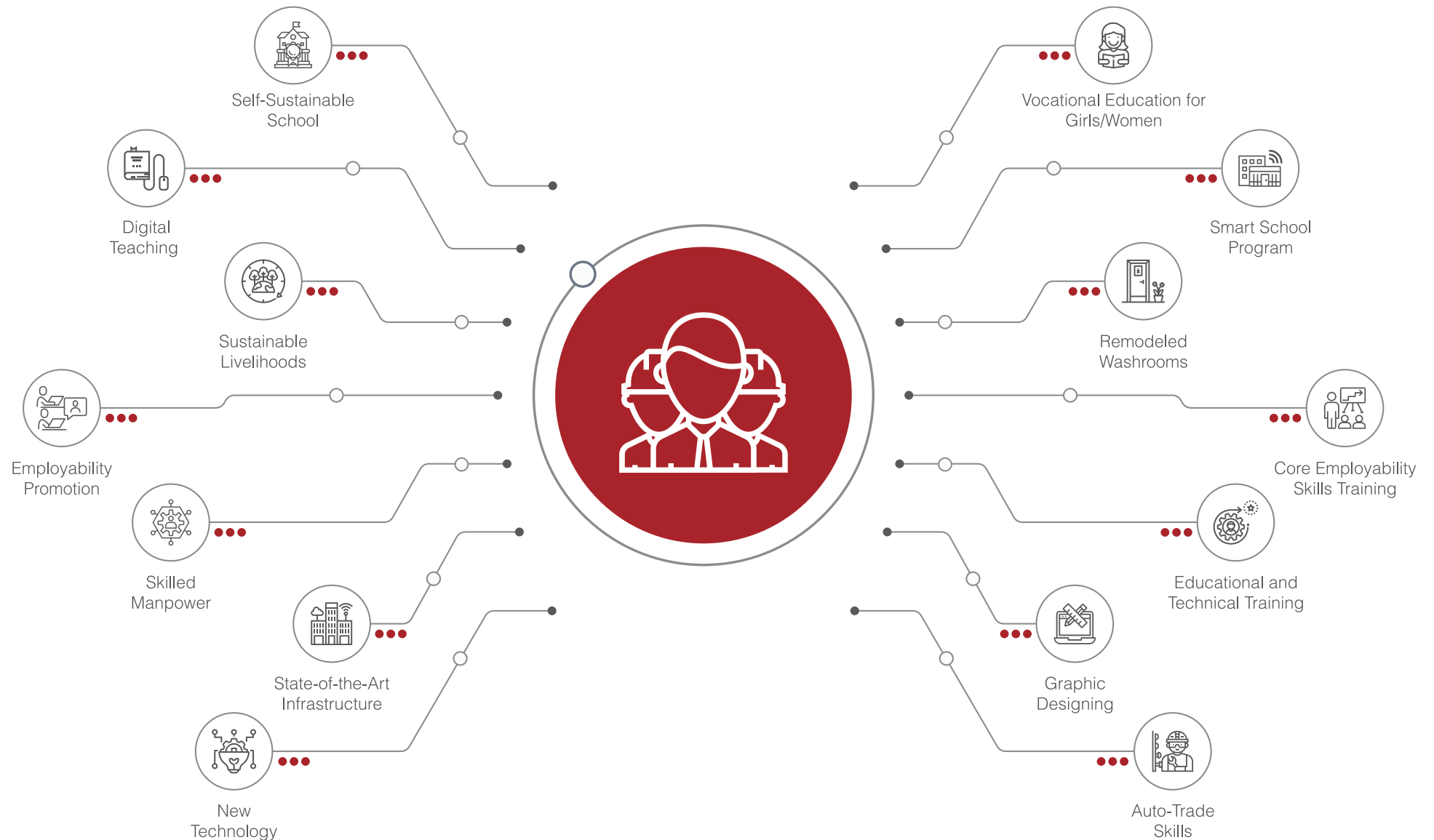
Honda Cars India Limited

Honda Cars India Limited (HCIL) under the government school infrastructure upgradation project, has handed over two government schools to the District Administration and are fully operational. Another government girls school in Tapukara is currently under construction and will be handed over shortly. **The project involved the construction and upgrading of one upper primary and two senior secondary schools in nearby villages of Greater Noida (Uttar Pradesh) and Tapukara (Rajasthan). Standard infrastructure equipped with spacious and well-ventilated classrooms, libraries, playgrounds, digital labs, smart classes, furniture, kitchen, mid-day meal room and basic utilities such as water and electricity were been provided.**

As part of the technology-led educational program, HCIL has initiated smart classrooms, digital labs and set up computer labs in government schools both in UP and Rajasthan. Besides the traditional role-based model of education—interactive, fun, innovative and easily comprehensible teaching methods have been introduced. Capacity building exercises like interactive and experiential learning and smart classroom aided learning has been introduced to the teachers. In addition to smart learning and digital learning for children, special emphasis has been given to computer classes, sports, extra-curricular activities, value education and building of leadership skills.



Future of the **Workforce**



Looking Ahead

SIAM in its CSR initiatives focuses mainly on sustainability, education, skill development, and employment in sync with the government's Skill India initiative. The future of India's workforce henceforth lies in the education, development, and increased employment within rural areas.

Skill development remains our priority. We are blessed with a demographic dividend that can take us to great heights.

Narendra Modi,
Prime Minister of India.





Healthcare and Sanitation



A healthy individual leads to a healthy home which leads to a healthy village and ultimately a healthy and productive nation. India has been battling for such an environment for so long but the hindrance for achieving it remains the same. Access to clean drinking water, proper healthcare and health education prevail to be a major issue in the healthcare sector for fellow citizens.

The rising production and use of automobiles along with other factors have had an adverse effect on our ecosystem, calling for sustainable measures to be undertaken by all for a healthy tomorrow. SIAM and its member organizations have been active in taking corrective measures and actions to tackle and minimize this issue.

They are participating in initiatives aimed at improving healthcare and sanitation in the nation by making it one of their key pillars of focus for their CSR activities.



Isuzu Motors India

Isuzu Motors India Group donated a D-MAX vehicle with the container to Akshaya Patra Foundation's Vijayawada center for transporting food for the school children. APF is an NGO that runs lunch programs across schools in India.

SML Isuzu India

SML Isuzu India conducted a preventive healthcare and sanitation project — Jan Swasthya, Shiksha, and Rog Nivaran, a mobile medical aid imparting knowledge of healthcare for the underprivileged section of the society in Chandigarh.

The team also organized various health camps providing free medical checkups and medicines for the ones in need in Rupnagar, Punjab as well as provided ambulance and medical infrastructure to hospitals catering to the underprivileged in society in Chandigarh and SAS Nagar and SBS Nagar in Punjab.

They provided sanitary napkin dispensing machines to government schools and sanitation vehicle—hook loader – garbage placer and dustbins to Municipal Corporation in Rupnagar and SAS Nagar, Punjab.



Mahindra and Mahindra

Mahindra Mobile Primary Health and Cancer Care Project in partnership with Global Cancer Concern India, a national NGO conducted various initiatives to educate the people in Punjab about cancer, its symptoms and causes along with reaching out to terminally ill patients. They carried out:

- **Palliative Home Care:** An approach that improves the quality of life of the patient and their families facing the problems associated with cancer and other life-threatening illness through the prevention and relief of suffering using early identification and impeccable assessment and treatment of pain and problems—psychosocial, social and spiritual.
- **Health OPD through Mobile Van:** Conducting curative camps through weekly Mobile OPD Van in the project villages through specialized medical teams.
- **Cancer Awareness Camps in the villages for sensitizing people on ill-effects and causes of cancer.**
- **Cancer Screening Camp in the project villages for identification of cancer patients.**

For the year 2018-19, the team covered 120 villages of SAS Nagar, Patiala, and Bathinda districts of Punjab benefitting a total of 94,483 members. The initiative found 232 suspected cases of cancer in all three operational districts with 195 cancer patients linked to the Mukhyamantri Cancer Rahat Kosh of Punjab Government. The aftereffects of the project saw the community members being cautious of the cancer symptoms. The team is also helping out the government in providing cancer care facilities in underprivileged areas.

BMW India

BMW India Foundation reached out to the underprivileged in the community with their Access to Potable Water Project and provided them with a unique mobile water filtration system—the fastest, easiest and most cost-efficient way to get pure potable water. The program educated the community members on safe drinking water along with guidance to install and maintain the filter. Post distribution monitoring is also done by the team to ensure the sustenance of the impact in the long run. The program aligns with the Government of India's initiative to 'provide clean water for all homes by 2024'.

To date, the project has managed to reach over 7,000 needy households across 25 locations in Delhi NCR, Gurgaon, Chennai, and Kerala impacting over 40,000 people. The initiative witnessed a 55% reduction in incidents of water-borne diseases among the beneficiaries after they started using the filtration systems.



Tata Motors

The team started Project CoMal—Combating Malnutrition with Snehdeep Jankalyan Foundation and Sneha Foundation along with the government machinery (Department of Family and Child Welfare, RBSK, Hospital), educational institute (Savitribai Phule University), and experts (Inter Aide Development, India). The project includes administration of special feed (fortified) to SAM and MAM children daily by trained community link workers, training on health and hygiene, better cooking practices, Water-Health-Sanitation (WASH) to families having children with SAM and MAM and awareness of Government Schemes. The project witnessed 90% of the malnourished children moving to healthier food practices. The team also conducted social behavior change communication workshops.

Along with the project, the team in partnership with Thane based NGO called Prasad Chikitsa also indulged in activities and initiatives to revive the practice of kitchen garden in tribal families to improve the health status of malnourished children. The community members were trained on scientific cultivation methods with an improved variety of seeds.

The results saw 60% of children from families with kitchen gardens in better health as well as bearing lower incident of malnutrition relapse. The project saw a decreased spending on food as a result of Kitchen Gardens.

Skoda Volkswagen India

Skoda Volkswagen India conducted a Mobile Health Clinic (MHC) with a team of two doctors and a compounder providing free medical consultation and medicines to 6683 patients. Apart from that, a blood donation camp was organized where 355 bags of blood were donated by the employees from the Aurangabad plant. A health check-up camp was also organized for 292 students, faculty and staff of Industrial Training Institute (ITI), Pimpri, Chinchwad.

A project on waste management aligned with the nation's Swachh Bharat Abhiyan was initiated to increase awareness about the importance of segregating waste at source. The team conducted training sessions on waste management to 5000 people in the community. As a part of the project, dustbins for wet and dry waste was given to over 500 rural households and small establishments. Around 100 people were trained on composting with kitchen waste and 10 households were selected to participate in a pilot on composting kitchen waste.



Maruti Suzuki

Maruti Suzuki India implemented seven new water ATMs during 2018-19 which has a storage capacity of 2000 liters functioning 24X7. Over 15,000 people used the water ATM for the year with 14.8 million liters of water dispensed.

The team continued their work of constructing individual household toilets across 26 villages to avoid open defecation and improve health among people. Around 538 toilets were constructed in 2018-19 with over 18,000 individuals in total being benefitted. This initiative saw a reduction in open defecation in Gujarat, Manesar, and Rohtak.

Toyota Kirloskar Motor

Aligning with the Swachh Bharath Swachh Vidyalaya campaign and SDG 6, Toyota Kirloskar Motor constructed school sanitation units in Government schools in Ramanagara district in Karnataka, Varanasi in Uttar Pradesh, and Vaishali in Bihar. A total of 890 toilet units were constructed in 293 schools benefitting 31604 girls along with 33 napkin incinerators.

The team also designed a unique program called ABCD—A Behavioral Change Demonstration, aiming to create awareness on good sanitation practices among children, teachers and the community. A total of 1004 schools benefiting 58,719 students as well as 3,89,747 community members were the beneficiaries of this initiative. Apart from that, the team constructed 12508 individual household toilets in the community. As a result of the program, 687 schools achieved 100% ODF as well as 519 schools achieved the 3-star category.

TKM addressed the need for safe water to the Byramangala community by installing 37 water units benefiting 2,38,000 villagers. The team also signed a 15-year O&M agreement with NGOs. The initiative witnessed a reduction in water-borne diseases by 94%.

The team also rolled out health initiatives aligned with SDG 3 to cater to the basic health requirements of villages and schools. Eye testing, anemia testing, and malnutrition testing were carried for more than 10,000 children with more than 600 spectacles distributed. Cases of malnutrition and anemia were referred for higher treatment.

The team reconstructed primary health centers at Byramangala as well as provided advanced equipment to support the treatment which benefitted 15,000 villagers.

TKM, on a pilot basis, identified the need for providing need-based medical equipment to two taluk hospitals, one PHC and one CHC aimed to benefit 8,000 patients every year.

Honda Cars India

Honda Cars conducted a community health camp in Greater Noida, Uttar Pradesh and Tapukara, Rajasthan. This initiative strives to meet the basic medical needs of people residing in rural areas and urban slums by taking medical facilities to their doorsteps. **The health camps offered free consultation from qualified doctors, medical attendees and distributed free medicines to economically weaker families and individuals. The total beneficiaries were more than 7200.**



Fiat India

Fiat India initiated a School Sanitation Program aligned with the Swachh Bharat Mission and SDG 6. The program constructed 977 toilets and 318 washbasins of 162 schools benefiting 20,784 students.

Saksham Program for health and well-being of the differently-abled children registered with Sarva Shikshan Abhiyan having disabilities in various categories viz. mental retardation, paralysis, locomotor disorders, vision and hearing disabilities. The team assisted the medical examination of the children at various camps and distributed devices like calipers, tricycles, wheelchairs, etc., as per the doctor's advice. A total of 976 students have benefited to date.

Understanding the difficulties faced by children in getting therapies like physio, speech or counseling and medical management, Fiat India decided to construct the 'Multi-Purpose Resource and Research Training Center' (MPRRTC) at Shirur. The center was handed over to the Government in July 2019.

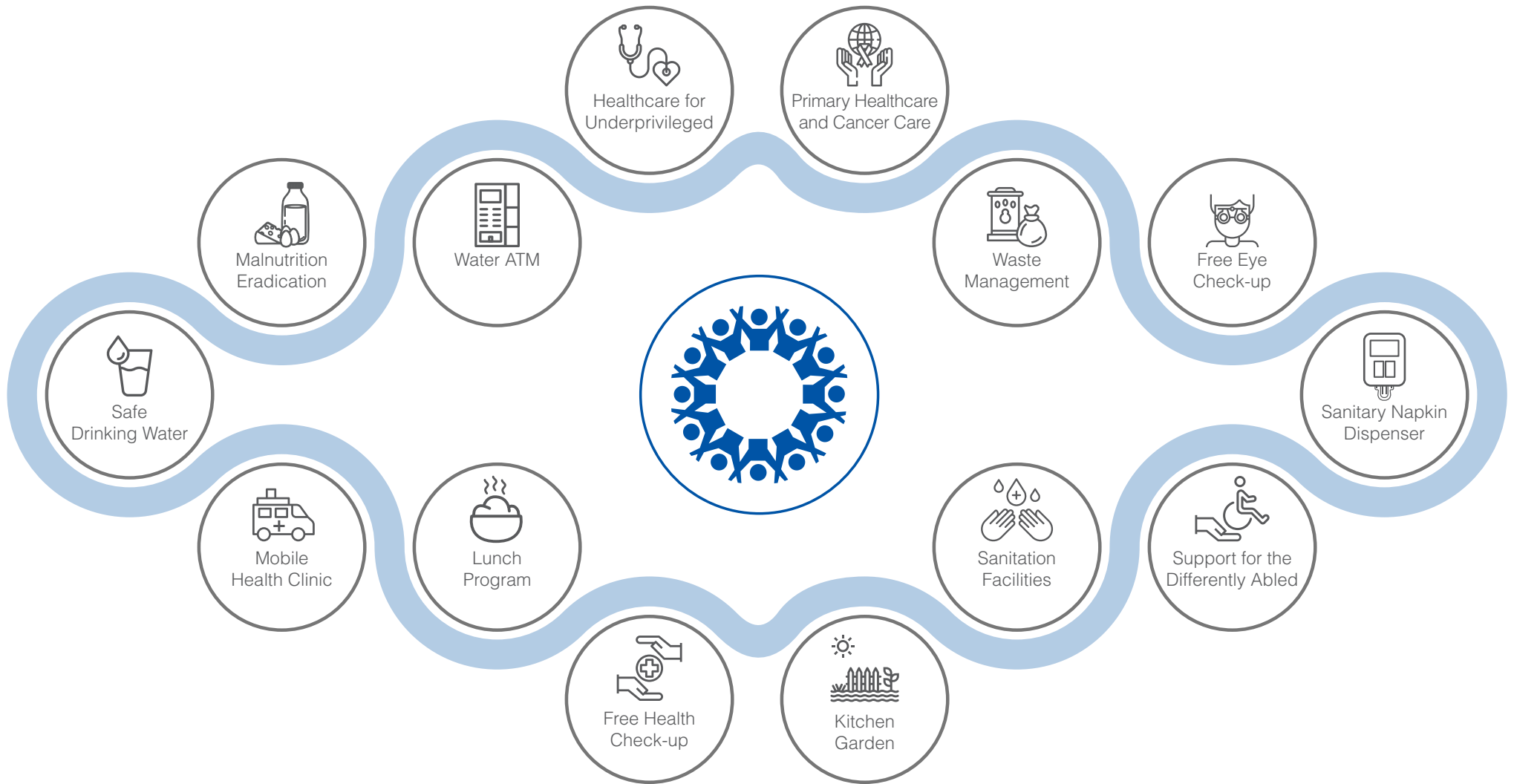
A total of 427 differently-abled children participated in screening camp where 16 doctors engaged with the children requiring assistive devices as well as shortlisted 94 children for corrective surgery.

Addressing Thalassemia, Fiat India organized a Spreading Hope Program to assist 54 thalassemia children registered at the Thalassemia Society of Pune. In the last 10 years, the employees have voluntarily donated 1334 units of blood. Active follow-up and communication are maintained with the family of the patients, doctors and support agencies.





Together for a **Healthy Future**



Looking Ahead

The sustained efforts of SIAM's members in healthcare and sanitation has greatly helped the underprivileged. There is lots to be done in the areas of hygiene, access to safe drinking water, and eradication of malnourishment. Nonetheless, the enthusiasm that the SIAM's member companies bring to the initiatives is worthy of applause.

To keep the body in good health is a duty, otherwise we shall not be able to keep our mind strong and clear.

Buddha





Road Safety

The past year has been an important one for road safety in India with a slew of new two-wheeler and four-wheeler safety norms kicking in as the year progressed. While introducing stricter regulation for vehicular safety is a welcome move, it is equally important to educate motorists and road users about the best practices in road safety and driving.

The alarming rate at which road accidents are rising in India will require concerted efforts from all stakeholders.

According to the ministry of road transport and highways, India witnessed 467,044 accidents (up 0.46% on-year) in 2018, which resulted in 151,417 deaths (up 2.37% on-year). This translates into 415 lives lost each day.

To achieve the singular goal of reducing road accidents and fatalities, members of SIAM have rolled out multiple initiatives that include driver training, awareness programs, classroom sessions, remote surveillance and even adoption of advanced technology. The deep-rooted efforts involve key enablers including the state governments, urban planning departments, traffic police, and schools.



Skoda Auto Volkswagen India Pvt Ltd

Zero fatality project launched

Skoda Auto Volkswagen India further strengthened its efforts to increase awareness about traffic regulations and road user behavior among different types of road users including school students and heavy commercial vehicle drivers. As part of the new programs undertaken in 2018-19, the company launched the NH 48 Vision Zero Project on the old Mumbai-Pune Highway (NH 48) in association with Maharashtra State Road Development Corporation (MSRDC) and the Save Life Foundation to make the corridor fatality, crash-free by 2022. The project also seeks to increase the awareness amongst the civilians on providing emergency service and support and will capture data and metrics for long-term decision making around road safety.

Additionally, the company developed a book in Marathi on road safety in association with Rural Police Department, Aurangabad. The same was handed out to 250 school students in Kumbephall village, Aurangabad.

Skoda Auto Volkswagen India also provided free training on safe driving techniques to bus drivers and car drivers in February 2019 in Aurangabad and conducted road safety awareness sessions in association with the local police.



Toyota Kirloskar Motor

Digital solutions to improve road safety

Toyota Kirloskar Motor believes that young minds hold great potential in transforming India's road safety. To tap that hidden potential, Toyota organized a Hackathon at IIT Delhi to incubate effective digital road safety solutions to bring down the road mishaps. Over 370 students from more than 100 schools from the Delhi-NCR took part in this pilot project. The students brainstormed on digital solutions for road safety problems stemming from three key areas—driver behavior, road conditions and fraud detection.

The Toyota Safety Education Programme (TSEP) completed a decade in 2018 and as a continuation of the project, Toyota created a 'Safety Park' in Coimbatore, Tamil Nadu. Equipped with a variety of road conditions, the park provides children with real-time experience of road safety etiquettes, which will help them in becoming responsible road users.

TKM continued its efforts towards Team Toyota Activity, under which it established seven 'safety model schools' in Delhi, Hisar, Varanasi, Rewari, Cochin, Kolkata and Coimbatore with around 6000 school children being trained.





Fiat India Automobiles Pvt Ltd (FIAPL)

Cultivating safety awareness among motorists

Fiat India believes adhering to traffic rules is imperative in reducing the instances of road accidents. Keeping that in mind, FIAPL launched a CSR program called 'ANUPALAN' to educate road users on traffic rules and persuade them to obey these rules.

Under 'ANUPALAN', FIAPL organized periodic awareness programs to sensitize motorists and inculcate a habit amongst them to respect and obey traffic rules. To ensure a wide-ranging impact, the awareness drives involved the local community, Regional Transport Office (RTO), school children and FIAPL employees. The campaign included various activities such as volunteering for traffic management, distribution of leaflets on road safety and performing road safety skits at the community level.

Also, 'Road Safety Week' is observed with the participation of all stakeholders every year to commemorate SIAM and the United Nation's Global Road Safety Week.



BMW INDIA

'Be Safe, Be Smart'

Educating school children on road safety

The BMW Group believes that success comes from long-term thinking, planning and responsible action and these values extend to its CSR activities as well including road safety. This year, BMW India Foundation made further inroads with its 'Be Safe, Be Smart' program, under which it conducted training sessions on safe road behavior to students from grades one to three. This is done through a mix of classroom training and practical simulation. In 2018-19, the carmaker reached 12,000 students, up from 6,000 students in the previous year. Since inception, it has reached over 21,000 students across 70 schools in Delhi NCR and Chennai.

A pre-test and post-test held in each of the 70 schools revealed that private schools witnessed a 7 per cent increase in awareness level on road safety, while government school students witnessed over 60 per cent increase.

Moreover, a total of 95 per cent students from all classes scored between 60-100 per cent in the post-test, which is a testimony of the success of the program in imparting road safety knowledge to the students.

Maruti Suzuki India Ltd (MSIL)

Set up hi-tech Traffic Safety Management System

Maruti's efforts to improve road safety centered on higher use of technology. In partnership with Delhi Police, India's largest carmaker pressed into an advanced Traffic Safety Management System (TSMS) in Delhi to closely monitor traffic violations. A 19 km stretch (as on 31 March 2019) from Mayapuri to Sarai Kale Khan (Ring Road) an important arterial road with high-density traffic has been earmarked for surveillance under TSMS.

The system comprises 3D radars and high-resolution cameras including Red Light Violation Detection System (RLVDS), Speed Violation Detection System (SVDS) and Automatic Number Plate Recognition (ANPR) system, which transmit the information on violation of rules to the control room of Delhi Traffic Police from where an e-challan is sent to the offender by SMS. Interestingly, while the system covers about 1 per cent of the traffic junctions in Delhi, it accounts for a significant 24 per cent of the city's total traffic challans.

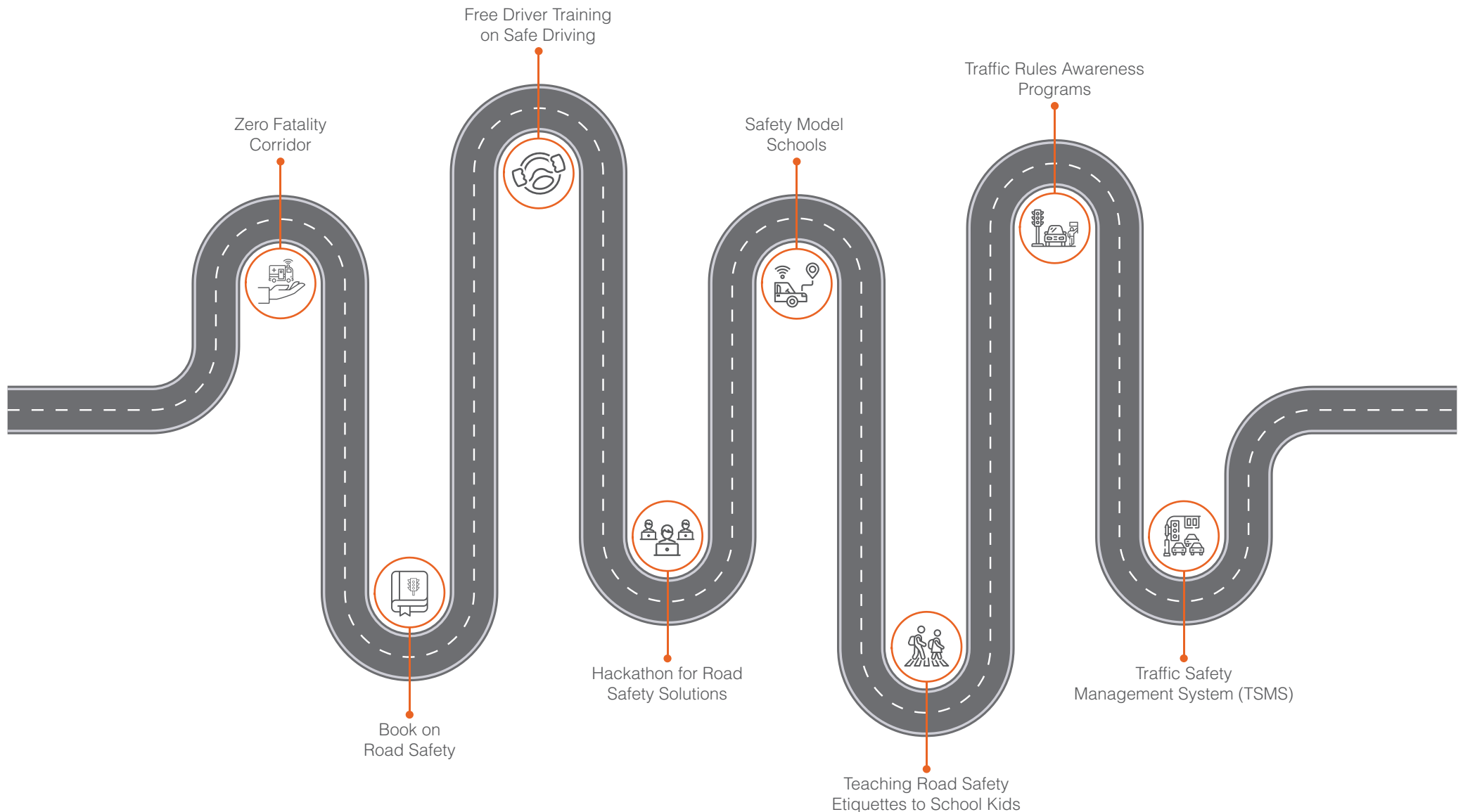
The company also strengthened its ongoing efforts towards establishing Automated Driving Test Centers in partnership with the Transport Department of Delhi. As of 30 September 2019, 6 test centers were operational, and it aims to double the count in the near term. The use of latest technology plays a key role in making the drivers' license issuance system transparent and stringent. These centers are equipped with automated test tracks, high-resolution cameras and a suite of analytics-based assessment tools and application of biometrics.

Results have shown that the process of obtaining a license has become more streamlined and only the better-skilled drivers can clear the licensing test. The average pass percentage dropped from 86 per cent to 47 per cent after automation and the number of tests conducted per day stood at 121 compared with 138 before automation.





Ensuring the Success of **Road Safety**



Looking Ahead

The automotive sector tends to be more effective in its measures to improve road safety as it is more closely related to the field. Through concentrated CSR efforts, SIAM and its members have demonstrated that road safety is a top priority and multiple ongoing projects prove that their eye is firmly on the ball.

While legislation is the place to initiate these efforts, public education will be playing a substantial role in creating safer roads for all.

Dr Shashi Tharoor
Member of Parliament



Glossary

Akshaya Patra Foundation (APF)

It is a non-profit organization in India that runs school lunch programs across India.

Cerebral Palsy

Cerebral Palsy is a term used to describe a set of neurological conditions that affect movement. It is the most common form of childhood disability.

Global Cancer Concern India

It is a national NGO, intensively involved in the care and support of cancer effected population and their dependents.

Thalassemia

It is a blood disorder passed down through families (inherited) in which the body makes an abnormal form or inadequate amount of hemoglobin. Hemoglobin is the protein in red blood cells that carries oxygen. The disorder results in large numbers of red blood cells being destroyed, which leads to anemia.

United Nations Sustainable Development Goals (SDGs)

The Sustainable Development Goals, 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.

- **SDG 3**
Sustainable Development Goal 3 ensures healthy lives and promote wellbeing for all at all ages.
- **SDG 4**
Sustainable Development Goal 4 ensures inclusive equitable quality education and promote lifelong learning opportunities for all.
- **SDG 6**
Sustainable Development Goal 6 ensures availability and sustainable management of water and sanitation for all.



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

CSR: The Pathway to a Sustainable Future






















CSR is instilled in the Indian automobile industry's DNA. It is a reminder to ourselves of our commitment to building the nation in a responsible manner. Projects on social responsibility have been undertaken by the industry since inception, much before spending on CSR was made mandatory by the government.

CSR activities over the years have gradually evolved from a one-sided effort of corporates and organizations to more comprehensive and cumulative efforts of all stakeholders thus ensuring sustainability. The need of the hour is to conduct the CSR activities in a manner that pushes the beneficiaries to achieve their desired goals and sustain themselves active engagement and ownership. No organization can carry out CSR activities for ages as the ecosystem changes with time, thus the focus areas would also change.















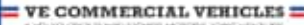









As Bishop Desmond Tutu so rightfully said, **“My humanity is bound up in yours, for we can only be human together.”**

The need of the hour is to conduct the CSR activities in a manner that pushes the beneficiaries to achieve their desired goals and sustain themselves active engagement and ownership.

SIAM Members

 AMW <small>BUILT TO WIN</small> <hr/> AMW Motors Ltd	 Borgward Automotive India Pvt Ltd*	 Go Further <hr/> Ford India Pvt Ltd	 HINDUSTAN MOTORS <hr/> Hindustan Motors Ltd / Hindustan Motor Finance Corp. Ltd	 YAMAHA <i>Revs your heart</i> <hr/> India Yamaha Motor Pvt Ltd
 ASHOK LEYLAND <hr/> Ashok Leyland Ltd	 <hr/> Cummins India Ltd	 CHEVROLET FIND NEW ROADS <hr/> General Motors India Pvt Ltd	 HONDA <hr/> Honda Cars India Ltd	ISUZU NEVER STOP * <hr/> Isuzu Motors India Pvt Ltd
 ATUL <hr/> Atul Auto Ltd	DAIMLER <small>Daimler India Commercial Vehicles Pvt. Ltd.</small> <hr/> Daimler India Commercial Vehicles Ltd	 GREAVES <small>SINCE 1859</small> <hr/> Greaves Cotton Ltd	 HONDA <hr/> Honda Motorcycle and Scooter India Pvt Ltd	JBM Group <small>Our milestones are touchstones</small> <hr/> JBM Auto Ltd*
 BAJAJ <i>Distinctly Ahead</i> <hr/> Bajaj Auto Ltd	 <hr/> Fiat India Automobiles Pvt Ltd	 <hr/> H-D Motor Company India Pvt Ltd*	 HYUNDAI <hr/> Hyundai Motor India Ltd	 KINETIC <hr/> Kinetic Motor Company Ltd
 <hr/> BMW India Pvt Ltd	 FORCE MOTORS <hr/> Force Motors Ltd	 <hr/> Hero MotoCorp Ltd	Kawasaki <hr/> India Kawasaki Motors Pvt Ltd*	 <hr/> KIA Motors India Pvt Ltd*

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 Mahindra <small>Rise.</small> <hr/> Mahindra & Mahindra Ltd	 NISSAN <hr/> Nissan Motor India Pvt Ltd	 SCANIA <hr/> Scania Commercial Vehicles India Pvt Ltd*	 SUZUKI <hr/> Suzuki Motorcycle India Pvt Ltd	 UM <small>CONQUER THE WORLD</small> <hr/> UM Lohia Two Wheelers Pvt Ltd*
 MAN <hr/> Man Trucks India Pvt Ltd	 PIAGGIO <small>VEHICLES PVT. LTD.</small> <hr/> Piaggio Vehicles Pvt Ltd	 Scooters India Limited <hr/> Scooters India Ltd	 TATA MOTORS <small>Connecting Aspirations</small> <hr/> Tata Motors Ltd	 VE COMMERCIAL VEHICLES <small>A VOLVO GROUP AND SUDHAR MOTORING JOINT VENTURE</small> <hr/> VE Commercial Vehicles Ltd
 MARUTI SUZUKI <small>Way of Life!</small> <hr/> Maruti Suzuki India Ltd	 PREMIER <hr/> Premier Ltd	 Simpson & Co. Ltd <hr/> Simpson & Co. Ltd	 BUILT QDR TOYOTA <small>Quality Revolution</small> <hr/> Toyota Kirloskar Motor Pvt Ltd	 VOLVO <small>VOLVO GROUP</small> <hr/> Volvo Group India Pvt Ltd
 Mercedes-Benz <small>The best or nothing.</small> <hr/> Mercedes-Benz India Pvt Ltd	 RENAULT <small>Passion for life</small> <hr/> Renault India Pvt Ltd	 ŠKODA VOLKSWAGEN <hr/> Skoda Auto Volkswagen India Pvt Ltd	 FOR THE RIDE <hr/> Triumph Motorcycles India Pvt Ltd*	<p>In alphabetical order. Associate member as on December 23, 2019</p>



SIAM

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