



Toyota Kirloskar Motor

# CORPORATE SOCIAL RESPONSIBILITY

ANNUAL REPORT  
2019-20

**Embodying Resilience**





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## Foreword

*“Our CSR philosophy focuses on strengthening the building blocks of our social structure – our human capital”*

**Vikram Gulati**

Country Head and Senior Vice President



The corporate social responsibility (CSR) programmes at Toyota Kirloskar Motor (TKM) reflect our pursuit of building **a resilient and sustainable society**. We have been able to realize our social commitments by deriving inspiration from the needs of the communities and by following a comprehensive assessment exercise as per the **principle of Kaizen** (continuous improvement).

At the beginning of 2020, as the world witnessed a global pandemic of an unprecedented scale, the foundations of our social well-being were shaken. COVID-19 severely tested disaster management mechanisms of communities like never before and thus far societies that are resilient and have a more agile social structure have been able to battle the viral outbreak in a better way.

Over the past 20 years of our social initiatives, TKM has been passionately committed to strengthening the building blocks of this social structure - our human capital. Through our programmes, that uphold the spirit of the **United Nations Sustainable Development Goals (SDGs)**, in the areas of

Education, Environment, Health and Hygiene, Road Safety, Disaster Relief, and Skill Development, we have tried to nurture a social model that is strong at its roots – the roots that are personified by our children. The **child-to-community approach** aims to transform young minds into change agents that bring about desired behavioural transition in their families and thereby their community at large. The involvement of children further strengthens the cause of community ownership of our programmes, where the elders acknowledge the efforts of the younger generation, thus drawing encouragement to contribute to the sustenance of the interventions. One such behaviour transformation programme, A Behaviour Change Demonstration (ABCD) that promotes handwashing among children and households, has been instrumental in keeping our communities safe during the pandemic.

The reporting year 2019-20 also saw the launch of our unique capacity building outreach and empowerment programme for development sector organizations, the Social Academy of Learning by Toyota (SALT). The initiative drove strong response

from diverse organizations working for solving a multitude of social issues. Besides, we were successful in further strengthening our relationship with local communities through our ongoing social interventions intertwined with the United Nations Sustainable Development Goals and with Toyota Environmental Challenge 2050. Essentially, our initiatives for providing medical and relief supplies during the pandemic have played a vital role in ensuring essentials to frontline COVID warriors and the needy. We are committed to expanding this initiative to bolster the fight against COVID-19 in the months ahead.

As Helen Keller once famously said, **“Alone we can do so little; together we can do so much”** all the great work would not have been possible without the dedicated support and the selfless participation of employees. The journey of our social value creation through the 2019-20 would be incomplete without acknowledging their contribution. On behalf of the entire team at TKM, I am proud to share this journey with you, through this report – **‘Embodying Resilience’**.



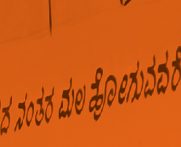
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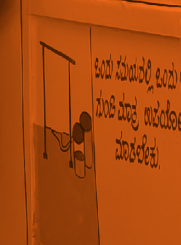
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# Leaders speak

Our Customer First philosophy extends in the social dimension as Community First

“

## VIKRAM KIRLOSKAR

Vice Chairman



At TKM, we are committed to our community development programme which are sustainable, impactful, and scalable. Our ESG strategy is aligned to the SDGs and all our sustainable actions are oriented towards the betterment of the society, as a responsible corporate. Sustainability is the core of our business. We continuously strive to achieve excellence involving all our stakeholders through a collaborative approach for a deeper impact to address societal issues.

”

“

## MASAKAZU YOSHIMURA

Managing Director



We are committed to contribute to the society by making 'ever-better cars'. We carry the same commitment to improve the lives of the communities we engage with. I strongly believe in Customer First Philosophy, the manifestation of which extends in the social dimension to Community First. At TKM, we understand the potential of collaboration for success, and thus our Corporate Social Responsibility initiatives are curated and implemented in collaboration with the community.

We are laying down the foundation for a better tomorrow today, by having sustainability as a core element of all our initiatives. We aim to be the most admired company in India and globally, with our continuous efforts of being a socially committed corporate.

”

“

## KOHEI YAMADA

Senior Vice President



TKM aims to align its Corporate Social Responsibility efforts to national and global goals. We translate the Sustainable Development Goals to the local context, making it relevant to the community needs.

With our Sustainable Community Development Model, we initiate our CSR efforts at the basic level, leading it to a more strategic and holistic intervention over time. While implementing these interventions, we adopt a child to community approach, where children act as change makers of tomorrow.

”

# THE JOURNEY OF CHANGE

1997



Toyota Kirloskar Motor is established in Bidadi, Karnataka

2001



**Education**  
Modernization of educational infrastructure (Reconstruction)

2003



**Education**  
Learning aid support to government schools

2007



**Road Safety**  
Toyota Safety Education Programme

2009



**Disaster Relief**  
Flood relief support

2011



**Health and Hygiene**  
Household sanitation

2012



**Health and Hygiene**  
Community based water purification programme





**Road Safety**  
Toyota Safety  
Education  
programme in  
tier 2 cities

2013



**Road Safety**  
Road safety awareness  
programme for airport  
drivers



**Health and Hygiene**  
School sanitation units

2014



**Education**  
Capacity building  
of government  
teachers



**Health and Hygiene**  
ABCD programme -  
A Behavior  
Change Demonstration



**Environment**  
GreenMe programme

2015

2017

2018



**Environment**  
EcoZone



**Road Safety**  
Toyota Hackathon



**Health and Hygiene**  
Construction of Primary  
Health Center (PHC)



**Education**  
Model School



**Environment**  
Lake rejuvenation programme



**Health and Hygiene**  
Mobile Medical Unit



**Employee Volunteering**  
iCARE

2019



**Skill Development**  
Social Academy of  
Learning by Toyota

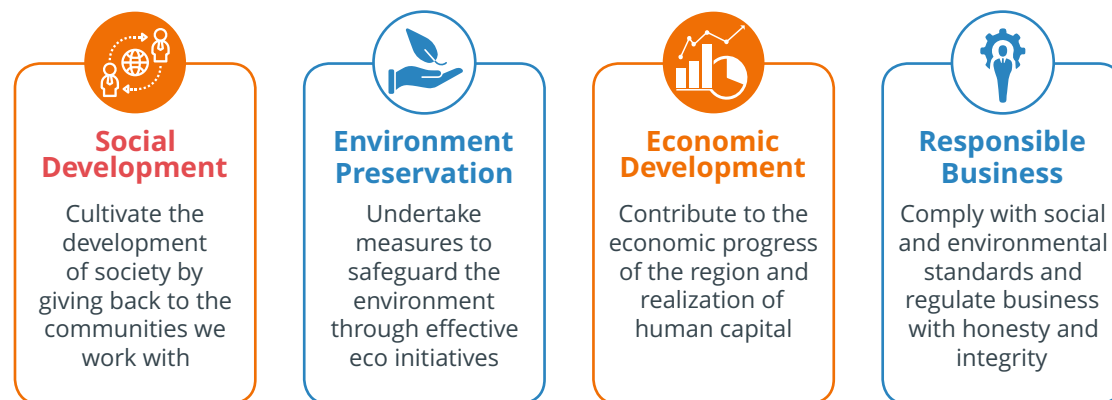


# OUR PHILOSOPHY

**Toyota Kirloskar Motor (TKM)** was established in India in 1997, as a joint venture between Toyota Motor Corporation Japan and the Kirloskar Systems Limited. TKM derives inspiration from Toyota's leadership in the global automotive landscape and constantly strives towards advancing the legacy. Our endeavors are aimed at contributing to the society by making 'ever-better cars' and are committed to be instrumental in solving the issues of the communities we operate in. We draw this philosophy from our founder, Kiichiro Toyoda, who had always hoped for people's happiness.

**“ Our vision for corporate social responsibility is to be a socially committed organization engaged at building vibrant communities in harmony with nature, aiming to become the most admired company in India, and meet customer expectations and be rewarded with a smile ”**

Our efforts are aimed at aligning the following -



Over the years of our existence, we have continuously progressed to attain the aspirations of the communities we operate in. We have embraced an approach where we conceptualize need based solutions in consultation with communities. This is further extended to creating community operated sustainable models.

The Toyota Way is an approach of outstanding manufacturing, not only applicable to the quality of Toyota's products but to the way our organization functions.

On the foundation of this exemplary approach, we target to drive the same precision in our CSR interventions.



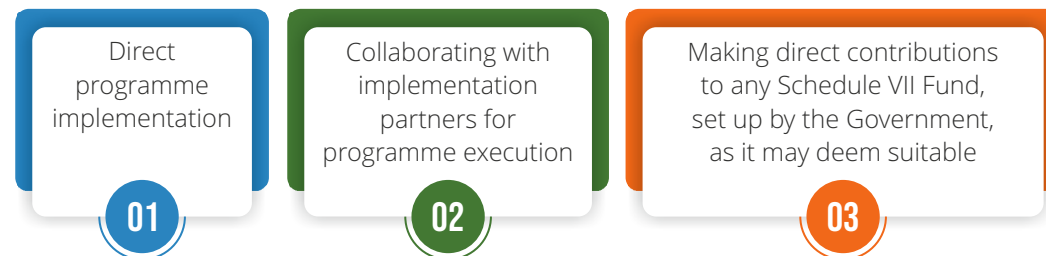
The PDCA model acts as guiding principles for TKM's outcome oriented corporate social responsibility

# FOUNDATION TO GOOD GOVERNANCE

Toyota Kirloskar Motor believes that good governance is pertinent to the ethical functioning of a company. Our company values, code of ethics and internal control systems are aimed at striking a balance between our Economic, Environment and Social goals; echoing our commitment to this belief.

At TKM, the Board of Directors constitute the highest governing body, which operates at the pinnacle of our organizational structure. For delivering upon our Corporate Social Responsibility, we have a CSR Committee constituted through a board resolution. The CSR Committee is the focal agency which guides TKM in the implementation of our CSR programmes, whereas our CSR team ensures the implementation of CSR programmes on ground.

We achieve our CSR objectives by adopting one of the following pathways:



TKM has drafted detailed CSR Standard Operating Procedures to ensure transparency and accountability, till the last mile implementation of our CSR initiatives. TKM follows established monitoring systems to track the progress of CSR programmes on ground. With the help of technology platform, the progress status of our programmes is made available to all stakeholders. As per the SOPs, all programmes are reviewed on monthly basis by the functional head and quarterly basis by the CSR committee members. TKM also conducts impact assessment studies at required intervals to measure the change created through our interventions, and to take cues if any course correction is required to arrive at the desired social impact.



## CSR COMMITTEE



**Vikram Kirloskar**  
Vice Chairman



**Masakazu Yoshimura**  
Managing Director



**Raju B Ketkale**  
Deputy Managing  
Director



**Atsunori Komei**  
Director & Senior  
Vice President



**Takuya Nakanishi**  
Director & Senior  
Vice President

## LEADERSHIP TEAM



**Masakazu Yoshimura**  
Managing Director



**Vikram Gulati**  
Country Head and  
Senior Vice President



**Kohei Yamada**  
Senior Vice President

## CSR TEAM

### Leadership and Strategy Team



**K V Rajendra Hegde**  
General Manager



**Eswar Babu Soppa**  
Senior Manager



**Prasad Kumar**  
Program Manager



**Kritika V J**  
Program Manager

# THEMATIC APPROACH AND DIVERSIFIED REACH

The community needs assessments and multi-stakeholder consultations, help us define and deploy the plans for development of the communities we operate in. TKM believes in creating localized solutions and rendering them sustainable, by encouraging active local participation. We have conceptualized and established a sustainable community development model in this regard, where basic community interventions at the onset are refined into more strategic and holistic collaborations over time.

Throughout this journey, we ensure that all our interventions are need based, incorporate our child to community approach, capture the learnings from our multi-stakeholder engagements, integrate a behavior change aspect (wherever applicable) and promote community ownership.

TKM's development plan covers thrust areas of -



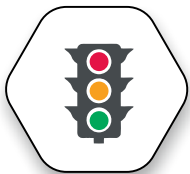
Education



Environment



Health & Hygiene



Road Safety

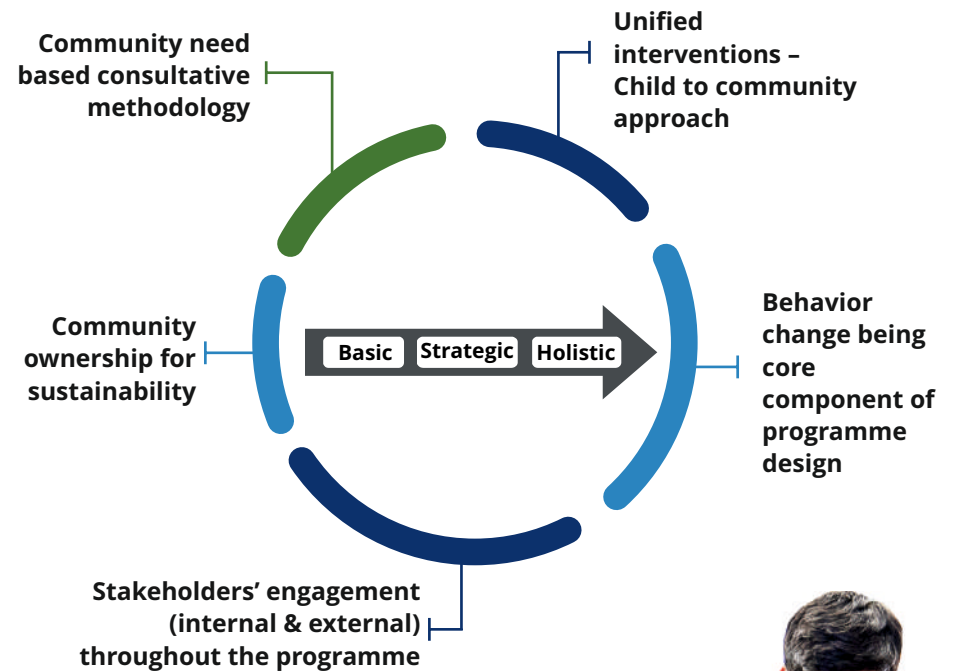


Disaster Relief

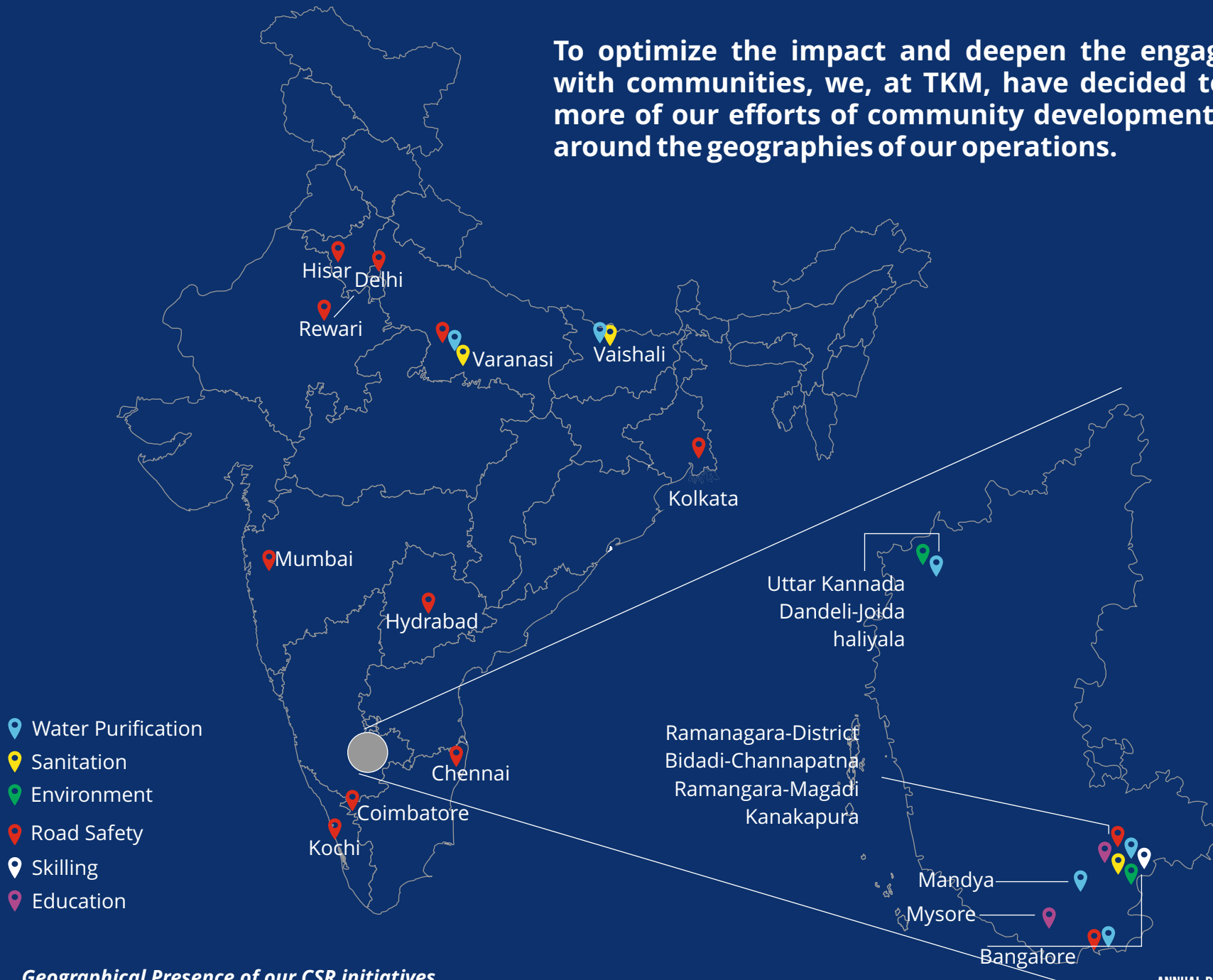


Skill Development

## TKM's Sustainable Community Development Model



To optimize the impact and deepen the engagement with communities, we, at TKM, have decided to focus more of our efforts of community development in and around the geographies of our operations.



*Geographical Presence of our CSR initiatives*

# GLOBAL ASPIRATIONS LOCALIZED SOLUTIONS

United Nation's Sustainable Development Goals (SDGs) are unique for their universal coverage, particularly of the most vulnerable. These goals and targets are mapped to encourage action in areas of paramount importance for our society. More significantly, SDGs involve us all to shape a more sustainable, prosperous and safer planet for all humanity.

At TKM, we are committed to contribute towards global as well as national development priorities. TKM's Corporate Social Responsibility interventions support many of SDGs and national missions and share their fundamental philosophies. We treat needs of the community we work in with utmost priority. As a result, our Corporate Social Responsibility interventions localize the SDG aspirations and translate them into measurable social impact at the grassroots. **These interventions contribute to 7 SDGs covering 16 targets overall.**

OUR INTERVENTIONS ARE DESIGNED SUCH THAT THEY ARE ALIGNED TO THE GLOBAL GOALS AND SUFFICE FOR THE NEEDS OF THE LOCAL COMMUNITIES, AS WELL. THIS INTERTWINED RELATIONSHIP CAN FURTHER BE EXPLORED IN THE FOLLOWING SECTIONS OF THIS REPORT.







## Education



**4.1** By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes

**4.A** Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all



**17.17** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships



## Environment



**6.1** By 2030, achieve universal and equitable access to safe and affordable drinking water for all

**6.6** By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes



**11.7** By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities



**13.3** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



**15.1** By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements

**15.9** By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts



## Health & Hygiene



**3.8** Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

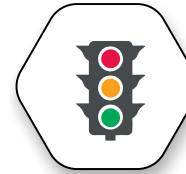


**6.1** By 2030, achieve universal and equitable access to safe and affordable drinking water for all

**6.B** Support and strengthen the participation of local communities in improving water and sanitation management



**17.17** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships



## Road Safety



**3.6** By 2020, halve the number of global deaths and injuries from road traffic accidents.



**17.17** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships



## Disaster Relief



**3.3** By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases

**3.D** Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks.



**13.1** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries



**17.17** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships



## Skill Development



**17.9** Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation

**17.17** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

# EDUCATION

Overall Outreach\*  
**1,05,425**

Quality infrastructure and equity of opportunities continue to shape our interventions in the most defining ways

## Key Programme Highlights

### INFRASTRUCTURE SUPPORT

**2,362** students benefiting from modernization of educational infrastructure (reconstruction) of 11 government schools

### QUALITY EDUCATION

**1,00,940** students in **1,319** schools provided with learning aid

### EQUITY IN EDUCATION

Notebooks **5,45,786** Bags 9,497, Shoes 2,330, and Geometry boxes 18,175 were distributed

TKM has adopted a sustained approach at securing the future of the communities we work with, through committed investments towards improving education infrastructure for them. Our belief at creating long-term value for our stakeholders is driven through our interventions aimed at promoting Quality and Equity.

The quality aspects of our endeavors focus around providing necessary infrastructure and amenities, meant at improving retention of children in schools and further translating into enhanced learning outcomes. We additionally support students with educational materials, thus ensuring their learning goes on uninterrupted and thereby propagating equity.

All our efforts could only be realized through the active participation of the communities in turn. Their support has been critical to our initiatives. With almost 18%\* children across the state of Karnataka, in the eligible age groups, still deprived of education, we aim to make school education accessible to all.



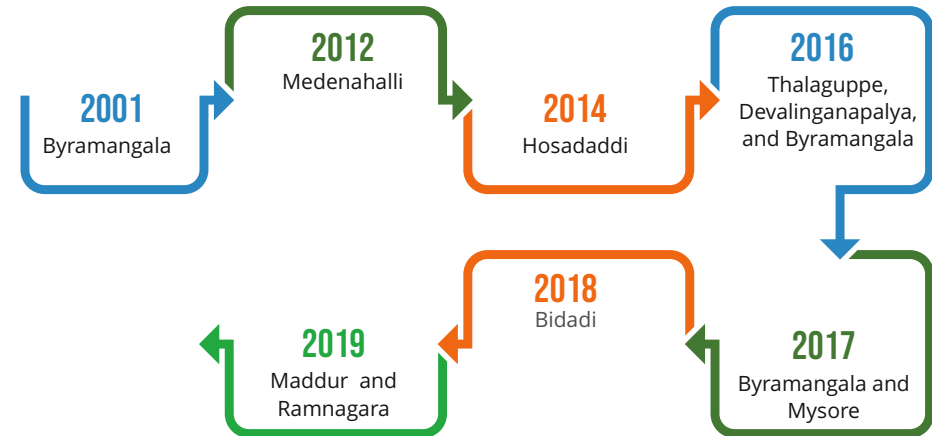
\*UDISE 2017-18

# Overall outreach numbers since 2001

# Modernization of educational infrastructure (Reconstruction)

Quality is the essence of all our interventions. It embodies not only our aspirations and actions but runs deep within the organization's ethos. Ensuring quality in education by creating proper physical infrastructure in government schools, is a manifestation of this belief.

Since 2001, TKM has been engaged with government schools for constructing modern pucca (solid) school buildings with functional toilets. Alongside, TKM also provides furniture in these schools while fulfilling other essential requirements to foster better learning environment. We have upgraded the infrastructure and other facilities of 11 government schools in Karnataka, 9 of which have been completed and while 2 are underway for completion in 2019-20.



Modernization of Government School Infrastructure and Reconstruction

## BEFORE



## AFTER



The reconstruction had a positive impact on education of 2,362 students overall. Our engagement with the communities has shown that parents' trust in these government schools has not only renewed, but they also now prefer to send their wards to these reconstructed government schools instead of private schools.

# Model school

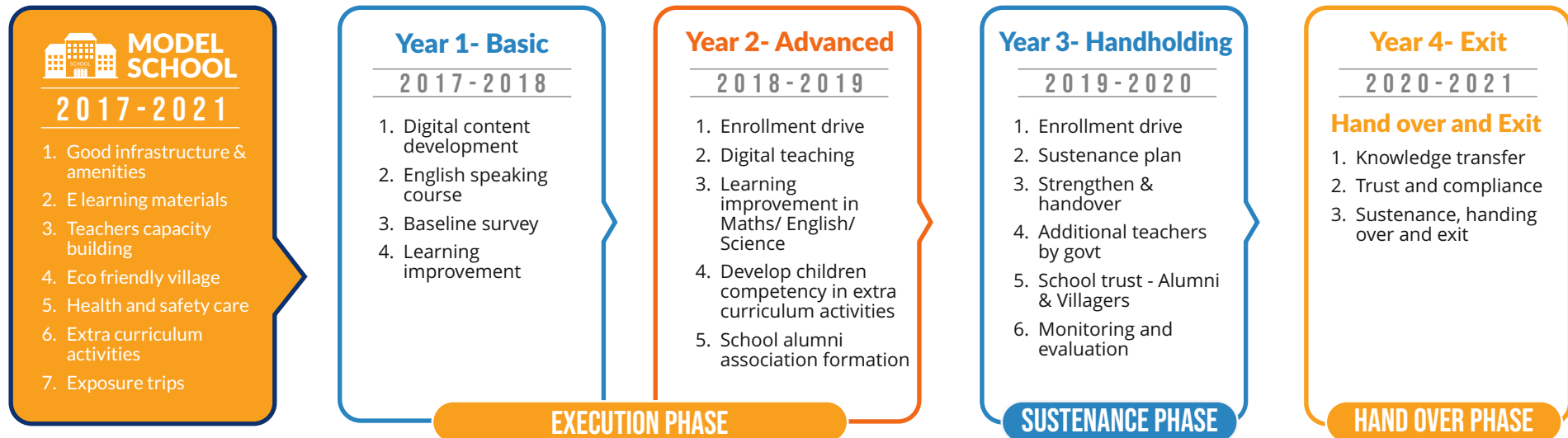
Providing conducive environment for nurturing young minds through holistic development will shape the society of tomorrow. TKM envisions creating such a self-sustaining society within our engaged communities – a sustainable village, the foundations of which are being laid through our efforts at establishing a Model School.

In our model school, special emphasis is laid on focusing towards nurturing the students' career aspirations and penchant for learning through continuous initiatives at: improving school infrastructure and amenities, providing learning support including e-learning material, undertaking capacity building of teachers, creating an eco-friendly environment, ensuring health & safety care for all, promoting extra-curricular activities, and other similar interventions.

As a part of this initiative, in 2016-17, Government Lower Primary School at Devalinganapalya, Ramanagara district in Karnataka, was identified to implement the concept of Model school. The project kick started with the reconstruction of the government school building. Later, by creating a favorable ecosystem in collaboration with the local community, we could successfully establish a holistic model of quality education. **The academic performance of the students also registered a steep increase over the years, the current average being 86%.**



**With our continuous efforts, we have observed a drastic increase in the enrollment of students**

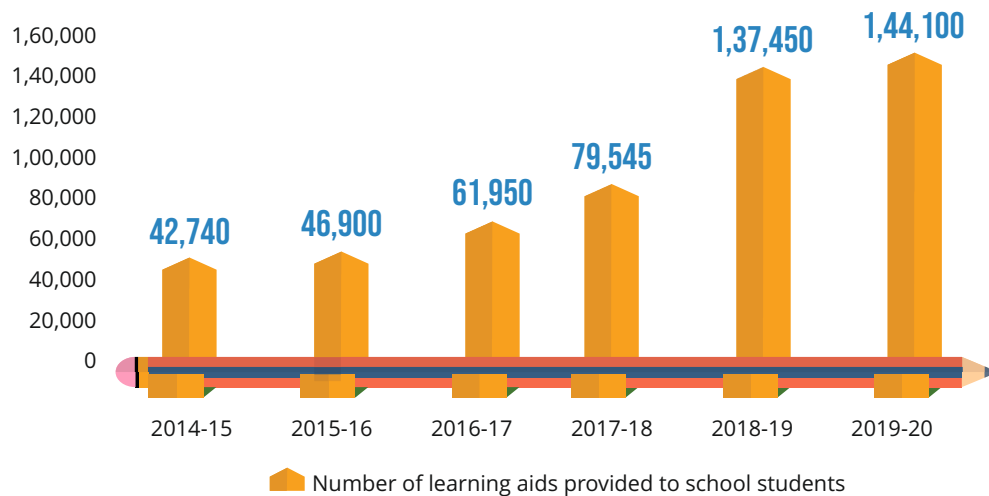


# Learning aid

Resource equity is critical to ensuring the success of any education system. TKM has been actively promoting equity in availability of educational material to students in various schools across Karnataka to ensure that their learning goes on smoothly. Educational aid in the form of books, bags, geometry boxes, math kits, and even sports materials is being provided by us.

**24,829 children in 326 schools**  
provided with learning aid across Karnataka in 2019-20

**Notebooks 1,44,100** Bags 2,650 and Geometry boxes 7,100 were distributed in the reporting year



# ENVIRONMENT

Overall Outreach\*

**37,137**

**Our relationship with nature defines the future of our existence. Conserving the environment through a holistic engagement, is key to ensuring community participation and ownership**

## Key Programme Highlights

### HARMONY WITH NATURE

**17** environmental aspects covered in a state of art educational park

### FUTURE PREPAREDNESS

**21,527** visitors, comprising of 6,500 students, reached through Ecozone initiative

### COMMUNITY STEWARDSHIP

**8,000** population from 5 villages are currently benefiting from the Abbanakuppe lake

TKM's commitment towards a sustainable future outlines our endeavors towards natural resource management and safeguarding the environment. Our interventions thrive on community awareness, involvement and ownership; the seeds of which are sown in our holistic engagement model.

Our dependence on the environment is unparalleled. Environment conservation is hence key to our survival. Engaging the community holistically through practical experiences is the foundation of our initiatives. 'Learning by doing' creates a long-lasting impression on the minds of people. Our conservation efforts hence promote community participation towards the development and preservation of model ecosystems.

Climate change has long been looming as an impending crisis, the effects of which are now unfolding all over. From wildfires to cyclones and droughts, erratic weather patterns have been a growing concern for businesses and communities alike. With one of the largest populations in the world to support, India is highly vulnerable to the effects of climate change. We see our initiatives with the communities, as a stepping-stone towards mitigating these challenges posed by the future.

# Overall outreach numbers since 2001

# Lake Rejuvenation

Water resources are critical to our survival. The recent years have resulted in depletion of water resources owing to public negligence. As a part of mitigating the challenges posed by the growing concern in this regard, TKM is promoting the idea of lake rejuvenation. We, in close collaboration with the local community, have adopted a lake (Abbanakuppe) **spread across 3.4 acres**, in the vicinity of our manufacturing plant. With an aim to empower the locals towards the conservation of the lake, we provide them with the required guidance and support, while fostering their sense of ownership towards the cause.

The two-year initiative got started in 2018-19. During the reporting year, de-silting, bund preparation/pitching, wastewater diversion, amenities creation, pathway development have been completed.

Five neighboring villages with 8,000 population are currently benefitting from the initiative - The water table has risen with an improvement in the water quality in the region, which has further boosted the agriculture in the vicinity and shown a positive impact on the flora and fauna.

BEFORE



AFTER



# Ecozone

To enhance upon the experiential learning model, Toyota Kirloskar Motor undertook the development of a **25-acre state-of-the-art learning centre – EcoZone** in 2017-18. The EcoZone serves as a repository of environmental knowledge within the premises of Toyota Kirloskar Motor.

Opened for experiential learning in 2019-20, the EcoZone is a theme-based park and a biodiversity zone which takes the children on a learning journey beyond the confines of their classrooms. They get to observe, learn concepts and relate them with experiences around nature and conservation.

**17** theme parks established including 4 types of forests, hosting **600+** species of fauna

**21,527** visitors, comprising of 6,500 students, reached through Ecozone initiative



The project is expected to create a lasting impact not only on students but on the larger community, by educating them on the current environmental challenges and mitigation strategies. TKM further aspires to include universities, communities, industrial bodies and other corporates in promoting the eco-spirit and motivate them to adopt sustainable practices as a way of life.



Scan to watch video



# HEALTH AND HYGIENE

Overall Outreach\*  
**8,35,433**

**Universal, affordable and sustainable access to Water, Sanitation and Hygiene is a critical public health issue globally and is one of the focus areas of our community engagement model**

## Key Programme Highlights

### BEHAVIOR CHANGE

**4,23,551** students and community members reached under the ABCD programme in Karnataka and Uttar Pradesh

### PURE WATER FOR ALL

**2,66,550** villagers from 258 villages benefitted from 41 water purification units

### HEALTH FIRST

Around **20,000** villagers benefitted through newly constructed PHC

TKM's efforts in the field of health and hygiene are two-fold; on one hand we are working towards building community resilience through the adoption of safe practices while on the other, we are additionally ensuring the availability of medical care in the communities we work with.

Health is elementary to our well being. With the advent of the modern age, health sciences and medical technology have steeply increased the life expectancy owing to new cures and vaccines for numerous diseases, earlier deemed fatal. In spite of these advancements, even today a vast majority of our population is deprived of proper medical care and health facilities. Around 2,97,000 children – more than 800 every day – under five die annually from diarrhoeal diseases due to poor hygiene, poor sanitation or unsafe drinking water.

Lack of access to proper sanitation and safe drinking water further translates into high economic costs as well. A major study has estimated that, in India, inadequate sanitation amounted to a loss equivalent to about 6.4% of India's GDP. TKM acknowledges the significance of the issue in the social as well as economic context and has further developed an engagement model for providing community support on Water, Sanitation and Hygiene.



# A Behavior Change Demonstration (ABCD) programme

TKM has been actively propagating a solution model which leverages behavioral change into triggering a shift in the mindset of the engaged communities. Our solution model adopts a two-pronged approach - which involves creating appropriate sanitation facilities in schools and communities followed by the introduction of our "A Behavior Change Demonstration (ABCD) programme".

The ABCD programme focuses on inducing behavioral change, in school going children. The aim of this programme is to foster the importance of sanitation and hygiene in young minds. Children in turn act as catalysts to provoke thoughts, initiate discussions and promote awareness within the families, and thereby the community.

To strengthen the initiative further and sustain the drive, TKM continually engages with women and girl children through special sessions on hygiene practices.

Adding to its success and credibility, ABCD project got acknowledged as a case study by Harvard Business School. It has also been covered by IVEY publication.

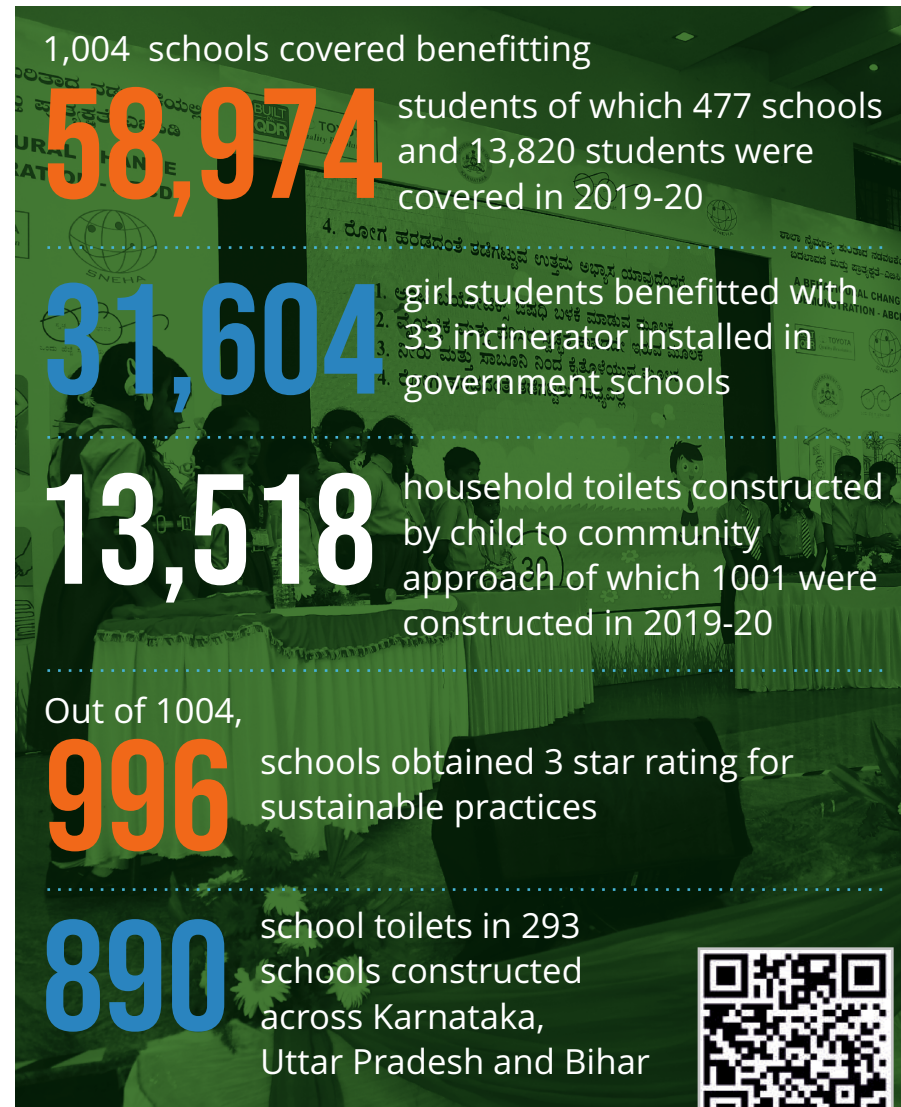
After a successful run of around 5 years, the ABCD project has been handed over to the local administration. Essential processes were established to make this transition seamless.

## IMPACT ASSESSMENT FINDINGS

Prior to the project, only used to take daily bath which has increased considerably to 22.9% post programme

Post the intervention, 84% of the respondents are using an incinerator to dispose the sanitary pads, compared to 57% earlier

About 16% households had built the toilets at their home after being exposed to ABCD programme



Scan to watch video

# Access to pure and safe drinking water

Waterborne diseases continue to remain a serious problem in many regions across the world. TKM has been instrumental in making strides towards ensuring our community's access to potable water.

When villages around Byramangala lake were compelled to bear the brunt of the sewage from Bengaluru city ending up in their water body, TKM stepped in to ensure safe and affordable drinking water for the communities. As the contaminants from the lake had found their way into the groundwater in these areas, resulting in high levels of TDS (Total Dissolved Solids) and exposing the villagers to a wide-spread health crisis; TKM installed water purification units towards ensuring potable water, and thereby the well-being of the communities.

The maintenance of these water purification units is ensured through a 15-year contract between the Gram Panchayat and TKM. Not only the villages installed with these water purification units, but the ones in close vicinity as well, are reaping the benefits of our interventions.

**41** water purification units installed to provide safe and affordable drinking water of which 4 were installed in 2019-20

**2,66,550** villagers from 258 villages benefitted from water purification units with 28,500 beneficiaries from 2019-20



### IMPACT ASSESSMENT FINDINGS

Beneficiaries reported availability of pure drinking water increased from 26% to 93% in intervention areas	94% of the users experiencing better health owing to the usage of RO filtered water	97% of users are now aware about benefits of drinking pure water
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# Community healthcare

TKM's social interventions in the field of health comprise of strengthening existing village level primary healthcare systems, by supporting with the required supplies and healthcare infrastructure.

TKM has initiated a school-based health monitoring programme – Shaale Makala Arogya, as a part of its interventions towards ensuring a healthy and disease-free childhood. The programme primarily focusses on early detection of malnutrition, anemia, and conducting eye tests. We further emphasize on bringing out behavioural change in the students towards health and hygiene. During the reporting period, we could reach out to 109 schools covering 14,248 students.



Further, a need assessment exercise conducted within our communities suggested the need for additional infrastructure. To cater to this requirement, TKM undertook a pilot project and initiated the construction of a Primary Health Center [PHC] at Byramangala, Ramnagara district, in accordance to the guidelines prescribed by the Indian Public Health Standards (IPHS).

During the reporting period, the Phase 2 of the civil construction of the PHC was completed and the necessary equipment for the smooth functioning of the PHC were procured.

Health programme focused on eye, malnutrition and anemia covered **14,248** students from 109 schools

5 health camps conducted covering **1,070** community members from 73 villages

Around **20,000** villagers benefitted through newly constructed PHC



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# Solid Waste Management

To promote the cause of safeguarding and nurturing our environment further, TKM has been making strides towards promoting waste management. We lent our support to drive forward the initiative of Bidadi Industrial Association (BIA) on the installation of a solid waste management unit. The unit is meant to cater to small scale industries and the villages in the vicinity.

Conceptualized in 2019-20, this is an attempt to mitigate the challenges of the ongoing waste management practices through an organized setup and in accordance with compliant protocols.

It is a collaborative approach where TKM is a major contributor among Bidadi Industries. We are supporting with infrastructure related requirements for the segregation of waste for smaller industrial units in BIA and the communities around which lack proper access to waste management. The Solid Waste Management Plant will hence prove to be a better alternative towards managing BIA's waste and lay the foundations of a sustainable future.

Expected **97** MSMEs and 10 villages to benefit **15** covering around 1600 houses

Capacity of **15** tons per day and is the plant is **scalable** to 30 tons per day



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# ROAD SAFETY

Overall Outreach\*  
**7,98,700**

Children are our future road users. Instilling safe practices early in life, can help make our roads as well as our lives safer

## Key Programme Highlights

### NATION-WIDE AWARENESS

**3** major cities are covered under Toyota Safety Education Programme

### CHILDREN TO COMMUNITY

**7,83,919** children educated on road safety

### EXPERIENTIAL LEARNING

**5,050** students reached through 7 safety model schools

We at TKM believe that road safety awareness and education is as essential as any other basic skills of survival/life skill and can be instilled in the early ages of one's life. We have therefore been actively undertaking and promoting school-based road safety campaigns to influence the attitudes and behaviors of the young minds – our future road users and drivers.

Roads are the foundations of all modern transport systems. Their significance is such that every individual is dependent on roads for most of their needs. Though the current transport system has shortened distances and enhanced connectivity, it has its own share of risks. In the last decade alone, India lost 1.3 million people to preventable road crashes and another 5.3 million have been left disabled for life. India accounts for over 10% of global road accident fatalities – the highest in the world. Most of these cases occur either due to carelessness or due to lack of road safety awareness, on the part of the road users.

Our road safety programme is modeled around our ABC approach. A stands for 'adding new elements to learning through engaging models', B emphasizes upon 'branding and communication strategies' and C represents 'connecting with policy makers'. Through our initiatives, we aim to create a society that is mindful of road usage and values life.

# Overall outreach numbers since 2001



# Toyota Safety Education Programme (TSEP)

Roads are integral to TKM's business model. Thousands of our vehicles are plying on Indian roads and contributing to ease of life and nation building. We believe our endeavors don't cease once our products roll out of the showrooms. TKM feels responsible and obliged towards ensuring road safety.

Our Toyota Safety Education Programme (TSEP) is an initiative to educate students on road safety and disciplined driving. As a part of this programme, students of Grades 5 to 8 are imparted classroom training, whereas students of Grade 9 get hands-on experiential learning. The aim of the programme is to catch them young and inculcate the importance of safe practices. 7,83,919 students have been engaged through this programme since its inception.

In 2019-20, TSEP covered **47** schools and

**32,095** school students in Delhi, Mumbai & Bangalore

**16** out of **47**

schools have agreed to conduct TSEP on their own with minimum support during 2019-20

During the reporting year, assessment conducted after 2-3 months to evaluate the knowledge retention from our program:



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## The ABC of our inclusive approach involves

### A Adding new elements to learning through engaging models



**Diverse and engaging activity portfolio**  
For improving learning experience



**School score card**  
For improving measurement and ranking performance



**Digital learning and assessment**  
For adding fun via gamification and improving retention



**Integrating hackathon with content**  
For integrating experiential learning



**Online real time tracking**  
For Integrity implementation and accountability



**Teacher kits**  
For encouraging ownership and sustainability

### B Branding and communication strategies



**Communicate the impact**  
For improving visibility



**Alignment of SDG goals**  
For establishing national and global relevance of the programme



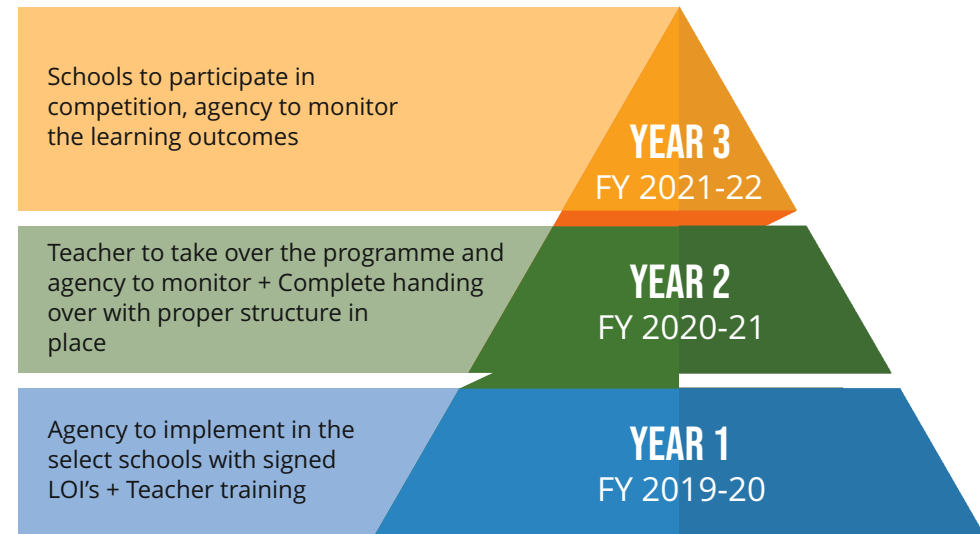
**Thought Leadership**  
As communication and policy influencing instrument

### C Connect with policy makers



**Connect with policy makers and Think tanks**  
For making a lasting contribution to Road Safety and playing an integral role advocacy

## Implementation approach



## Key learnings for students

- ⦿ **Behavior change** – adoption of good habits and advocacy in immediate environment
- ⦿ **Respect for rules** – appreciation of rules and their importance in life safety
- ⦿ **Citizenship training** – students take on the responsibility of action for change
- ⦿ **Save lives** – investing in the future adults: creating a generation of aware and responsible citizens
- ⦿ **Safe roads** – cascade effect of sensitizing students as change agents



# Team Toyota Activity

To drive our school engagement programme on road safety a bit further, TKM has conceptualized an additional intervention in experiential learning for students as well as school bus drivers. The initiative involves incorporating an experiential learning model through the creation of a Traffic Park in our Model Schools. The traffic park is instrumental in exposing them to different real-life scenarios within the safe limits of their school premises. It further promotes the adoption of safe practices, such that these scenarios can be dealt with safely and promptness, whenever a need arises. The Model schools with Traffic parks act as a knowledge hub for other schools in the neighborhood as well.



A total of 7 Safety model schools, one each at Delhi, Hisar, Varanasi, Rewari, Kochi, Kolkata & Coimbatore, have been established as a part of this programme, since its inception in 2016, with a reach of around 5050 students. In 2019-20, the TTA center in Coimbatore got inaugurated and 800 students were reached through the centre.

# Toyota Hackathon

Engaging young minds for innovative solutions, TKM organized a hackathon for students of class 9th to 12th in Delhi NCR region and Bangalore. Since its launch in 2018, the event has been an annual affair. The objective of the event is to encourage the students towards providing solutions to pertinent road safety issues.

This year too, the event received an encouraging response from young minds and saw a huge participation of 1400 teams, representing more than 100 schools for the aptitude and the ideation rounds. The Hackathon was successfully conducted in IIT Delhi and RV College of engineering , Bangalore.

Overall 50 teams were shortlisted to participate in 24hrs hackathon, out of which 10 teams were successful in making it to the finals. The 10 finalists got an opportunity to present their concept to an eminent jury of experts from diverse fields, who evaluated each solution presented by the teams for its merit and feasibility.



Overall  
**2,600**

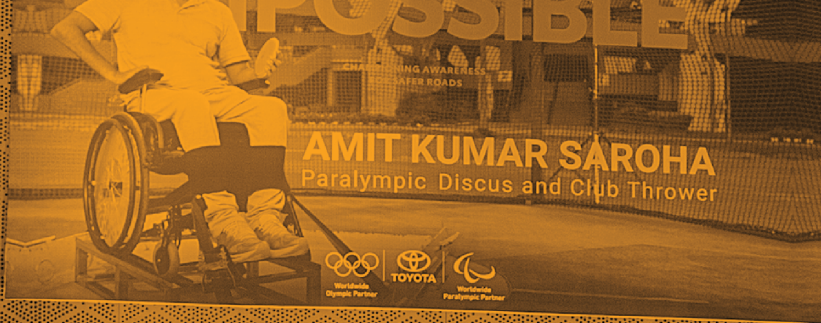
children are covered through Toyota Hackathon, of which 2,000 students were reached in 2019-20



**TOYOTA**  
**HACKATHON 2019**

The hackathon comprises of three phases.

1. An online aptitude test, with questions from general science and programming, requiring participation in teams of two members each.
2. Ideation phase, where the qualifiers of the first phase are required to submit an idea of a technical project describing the concept and the technical principles leading to the creation of a solution prototype.
3. Onsite development, where selected ideas are translated into a technical project under the mentorship of students from leading technological institutions.



# DISASTER RELIEF

Overall Contribution#  
**INR 69.87 Mn**

**Our resilience will be key to our survival**

## Key Programme Highlights

### EMPLOYEE CONTRIBUTION

**6,000+** employees donated  
a day's salary

### SUPPORT TO CM RELIEF FUND

**INR 16.5 Mn** donated to Chief Minister's  
relief fund in 2019-20

In the face of a calamity, the line of emergency response is critical to mitigate the consequences and challenges posed during and after the disaster. Recent years have seen a surge in erratic weather patterns. India has been witnessing regular and recurrent disturbances owing to the forces of nature. TKM acknowledges the impact of these natural disturbances and their effects on human life and economy.

In 2019, June-October monsoon floods caused a loss of \$10 billion in India, which further led to the death of 1,750 people — the most among all natural disasters last year.

Our social interventions in the field of disaster relief have been towards providing support to families affected by torrential rains and other similar calamities.



# Flood Relief

In the past few years, rains have unleashed their fury in most parts of India, including several parts of Karnataka. While we were still recovering from the aftermath of the 2018 floods, the year 2019 proved to be no different. Several districts including Belagavi, Bagalkote, Chikkamagaluru, Kodagu, Haveri, Chitradurga, Gadag and Dharrwad were severely hit by torrential rains. According to the Karnataka State Natural Disaster Monitoring Centre, in a period from 01 June to 18 October 2019, 247 people have died in weather related incidents in the state. During the same period, a total of 1,47,421 houses were damaged and 3,99,518 people got displaced.

TKM proactively supported the Karnataka state government in providing relief to the affected areas through our donations to the Chief Minister's Relief Fund. Toyota Kirloskar Motor jointly with its 6,000 plus employees, initiated a collection drive, where the employees wholeheartedly came forward to donate a day's salary. The company made a matching donation to the employee's contribution towards the relief fund. The total amount donated was INR 69.87 Mn. This voluntary initiative by TKM and its employees amassed strong support for the swift relief activities undertaken by the state government of Karnataka.



# SKILL DEVELOPMENT

Overall Outreach#  
**29**

Subtitle to be mentioned as -Inculcating operational excellence in the development sector

## Key Programme Highlights

### SECTOR RESPONSE

**500+** expression of interests were received to from different NPOs

### EMPOWERING NON-PROFITS

Conducted capacity building training for **29** NPO's to achieve operational excellence

### RIGOROUS CURRICULUM

**5** days residential training with comprehensive coverage of key areas

We are in the business of excellence, which can only be achieved with the right skills. Skill development is therefore close to our heart. We believe that investing in skills is synonymous to investing in the future – whether it is in our business endeavors or social interventions.

According to NITI Aayog's SDG India Index and Dashboard 2019, India is the first country in the world with a government-led, sub-national measure of progress on Sustainable Development Goals. A lot of ground still needs to be covered in realizing the goals and the role of the non-profit sector assumes significant importance towards achieving this. Our issues have been evolving and so are our goals.

In order to enable the grassroot organizations match pace with these evolving times, TKM has initiated a capacity building programme to empower non-profit organisations. We believe this would not only fill in the knowledge and skill gap but will also help us progress strongly into the future. With a scope of improvement in the current positions of the respective Indian states, across a number of Sustainable Development Goals; we believe our initiative will be instrumental in empowering social organizations towards mitigating the prevalent social and operational challenges, thereby improving the current state standing.



# Overall outreach numbers since 2001

# Social Academy of Learning by Toyota (SALT)

Humanity is witnessing a drastic shift in the amount and type of human intervention required around social issues. The reason for this is not just the emergence of new social problems, but also the evolution of prevalent social challenges, in a rapidly changing world.

This means our social contributions need to be precise enough to cater to the evolving requirements. TKM understands that development sector is strong in terms of its presence at the grassroots level and in providing relevant solutions, however NPOs spend majority of their time in addressing grassroots challenges and somehow lacks focus towards process driven mechanism to achieve operational excellence.

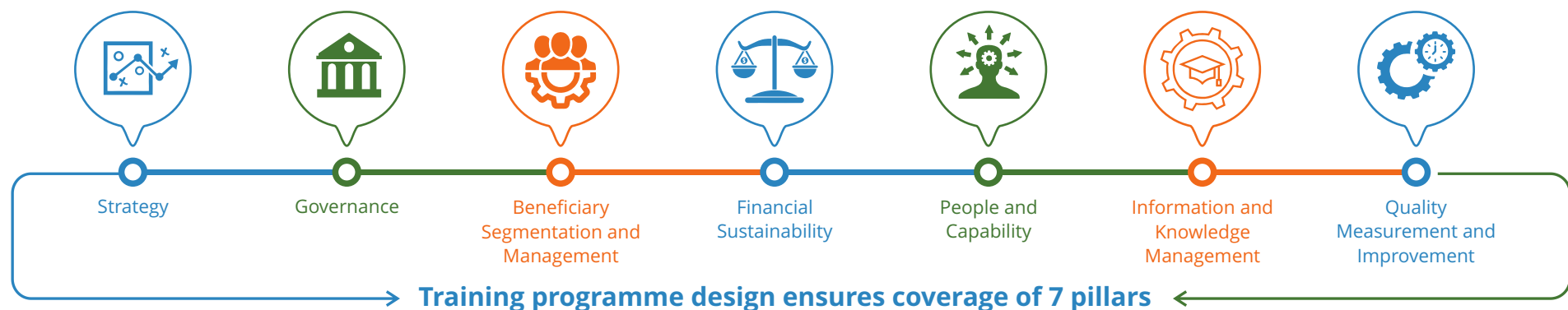
With the inception of the **Social Academy of Learning by Toyota (SALT)** in 2019-20, TKM aims to work on this challenge by applying excellence in line with **'The Toyota Way' for building the capacity of NPO leaders to be future-ready.**

The idea of this programme is to build the capacity of NPOs, not through one-time activity, but with a continued handholding support. Programme is designed in a way where heads on, hearts on and hands-on approaches are blended together to provide a unique capacity building support to NPOs.



In addition to the training programme, TKM conducts pre and post assessment of the participant organisations, through a third-party independent agency. Pre-assessment is to assess and evaluate the current knowledge and practices followed at an organisation level, to provide specific capacity building support; while post assessment is to assess improvement in the knowledge and practices post completion of the training programme.

Through SALT, TKM outlines the elements an organisation needs to inculcate to be relevant and ready for the emerging outcome-based funding and impact investing environment.



# STAKEHOLDER VOICES

In our model school, I like the innovative ways of learnings. Extra curricular and community engagement activities are given equal importance and the learning process is more interesting. I am part of plastic free village initiatives and I am proud of that.



**BHINDU**  
7<sup>TH</sup> STD GHPS HEJJALA

Earlier my daughter was studying in English medium school. After understanding their innovative teaching approach, I enrolled her in Toyota Model School. Now we are able to see the difference brought about by Toyota in school. I have also referred the school to many of my friends.



**NAGAMMA**  
M/O PREETHAM & POOJA

After my visit to Ecozone I have understood that TKM is not just a manufacturing unit but also a center where I have gained immense knowledge on biodiversity. Inspired by the knowledge gained at the Ecozone, I would like to do my bit towards nature conservation and enhance the greenery in and around my school & home.



**RENUKA**  
7<sup>TH</sup> STD, GHPS HUNASANAHALLI

With the help of TKM's support and its Ecozone initiative, our school students were trained on Climate Change and its impacts. Change impacts each one of us and our surroundings. We have now also understood how we can combat and mitigate these impacts.



**RAJARAM**  
HEADMASTER, GHPS - SHANUBHOGANAHALLI

We are happy to be associated with TSEP. Through interactive e-site children have learnt a lot about road safety. The response within students has been humongous.



**TEACHER, MUMBAI**

We were taught about the different aspects of road safety, and it was a fun experience. I learnt hand signals, Jaywalking and blind spots. The web GL game was also interesting.



**TSEP BENEFICIARY**



Road sense in students right from an early age will make them law abiding citizens. It will nurture the sense of responsibility, empathy and understanding for road safety. It is very important for them to know all the safety rules right from the beginning.



**PRINCIPAL, DELHI**

Hackathon 2019 by Toyota is very valuable and it should carry forward to bring down the accident rate drastically.



**C. MALLIKARJUN**  
JOINT TRANSPORT COMMISSIONER  
GOVT OF KARNATAKA

SALT is a wonderful forum for NGOs to learn about multiple issues that are affecting them, how they can improve their practices and become better.



**DEEPAK MENON**  
DEVELOPMENT MANAGEMENT  
LEADER, ISDM (TRAINER)

SALT programme is well-stitched, its like a mini MBA programme for the NGO. It covers right from strategy to financial management, to risk management and mitigation measures, among others.



**DR. B. ANBUTHAMBI**  
EXECUTIVE VP, ICT ACADEMY OF TAMIL NADU

I think as an industry at this juncture we all need to have many such capacity building programmes like SALT, to pickup the learnings of each other and try to see what all we can do to build up the community together.



**SUNDEEP TALWAR**  
HEAD MARKETING AKSHAY PATRA (TRAINER)

During the SALT programme, the trainers shared their perspective around issues, we could easily relate to, and understand the things we could incorporate in our own organization.



**JASWANT KAUR**  
EXECUTIVE DIRECTOR, DEEPALAYA

The capacity building intervention for NPOs is in the right direction. Such programs are needed in the sector. It should be continued.

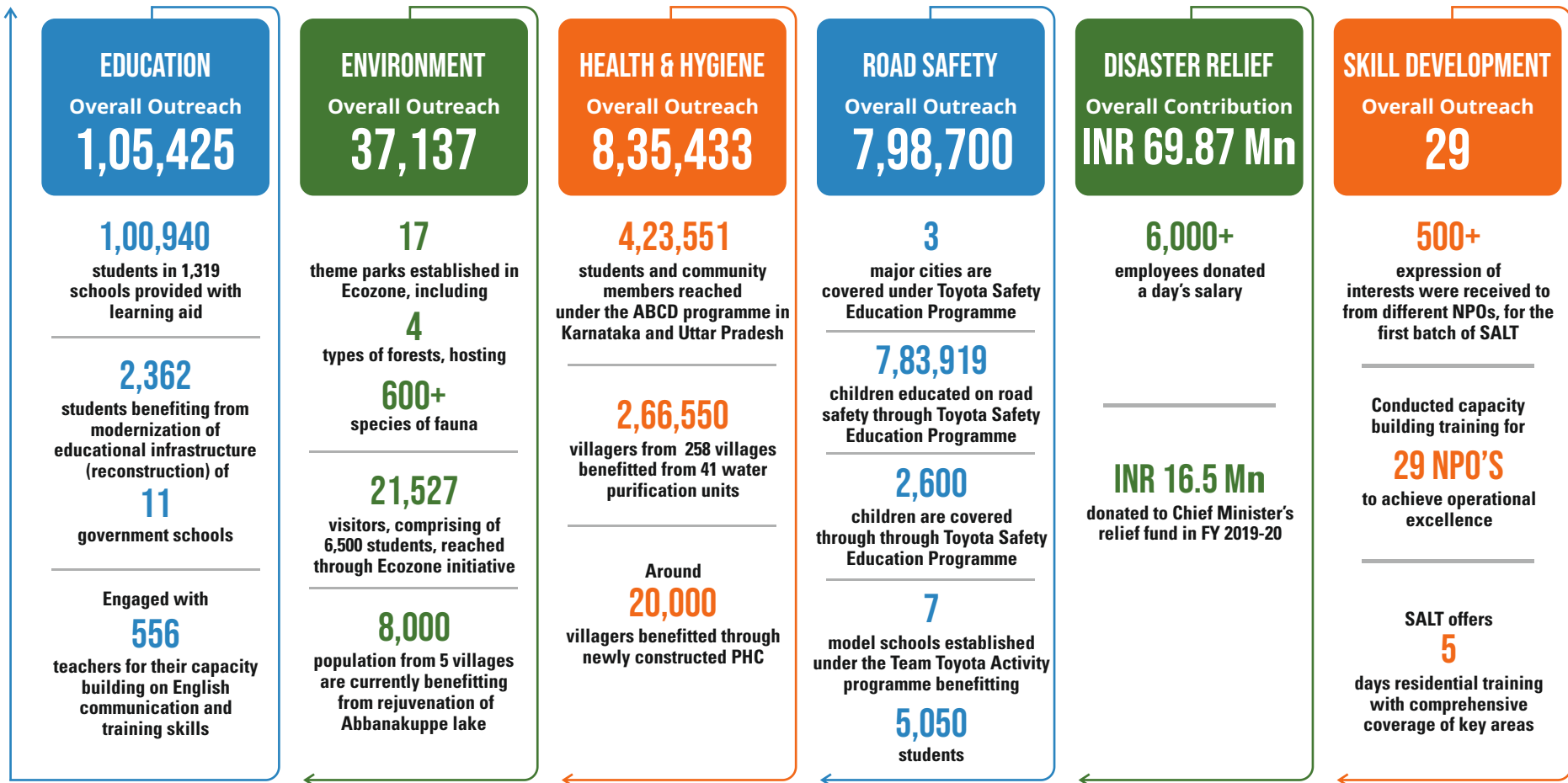


**DR. RAM TURAGA**  
INDIAN INSTITUTE OF SCIENCES

# SOCIAL OUTREACH

Through our sustainable community development interventions, TKM CSR has touched 18,23,309 lives, and still counting...

## KEY HIGHLIGHTS





# EMPLOYEE VOLUNTEERING PROGRAMME - iCARE

In 2017, TKM conceptualized an employee volunteering programme called iCARE (I, Community Action to Reach Everyone). The philosophy behind this programme is to encourage employees to devote their time and expertise for the betterment of the society. With iCARE, TKM provides a platform for its employees to get involved with community in a meaningful way and envisions to achieve sustainable social impact by embodying iCARE in the DNA of the company.

## iCARE PHILOSOPHY



### Reactive

Team Members

Short Term  
STAGE 1  
2017-2018

Connecting Individuals  
Company's connect the business goals with the TMs personal interest

Create a sense of belongingness with community and company



### Proactive

Team Members +Families

Mid Term  
STAGE 2  
2018-2021

Embedding the sense of responsibility in TMs

To make volunteering consistent

To demonstrate TMs between words (Corporate Communications) and deeds (Implementation success)



### Leading

Lead CSR Practitioner

Long Term  
STAGE 3  
2021

Promote Champions

Enhance employee volunteering

Volunteers Lead activities

15 large volunteering events  
6 in the reporting year

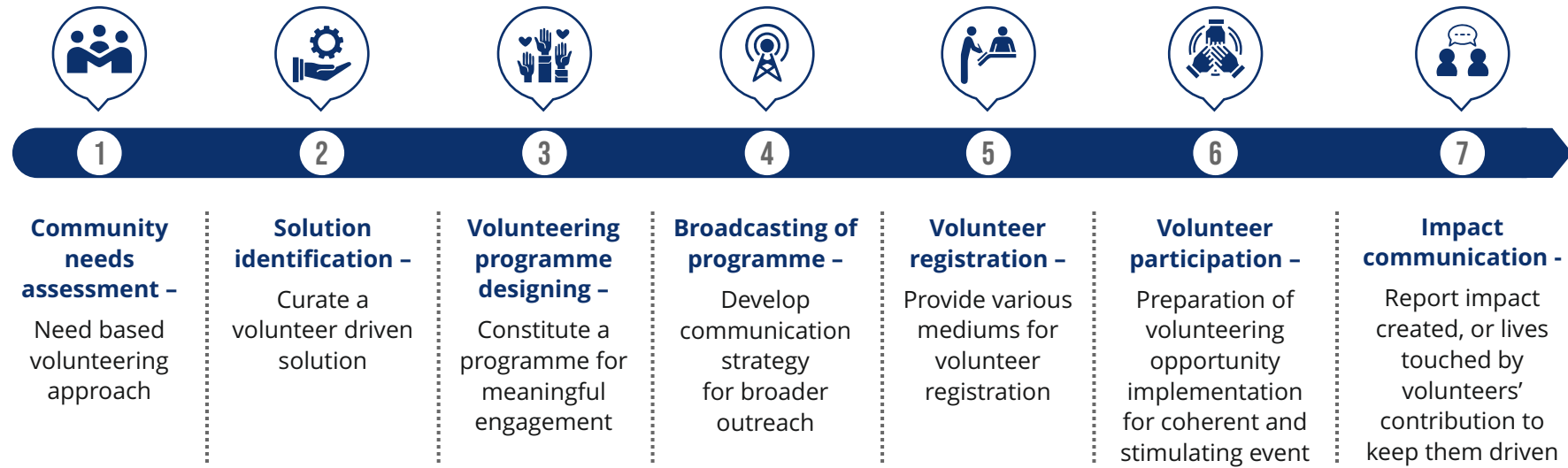
2,676 volunteering hours

46,585 lives touched

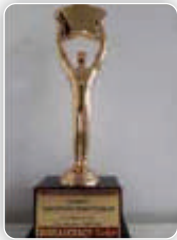
Overall  
702 registered employee volunteers, of which 466 registered in 2019-20

4.53/5 average rating by volunteers added in 2019-20

## OUR APPROACH



# AWARDS AND RECOGNITIONS



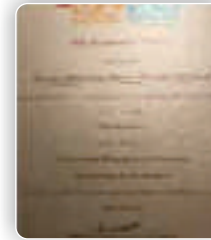
**CSR EXCELLENCE  
AWARD 2017  
FOR PROJECT ABCD BY  
BUREAUCRACY  
TODAY**



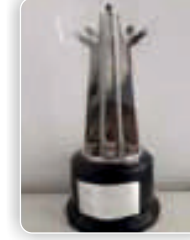
**CSR EXCELLENCE  
AWARD 2017  
UNDER THE CATEGORY  
CSR PRACTICE OF THE YEAR BY  
MEDIA BYTES**



**CSR IMPACT  
AWARD 2017  
FOR HEALTH & HYGIENE BY  
NGOBOX**



**TOP CSR  
RANKING 2017  
BY  
ECONOMIC TIMES**



**ASIA RESPONSIBLE EXTREPRENEURSHIP  
AWARD (AREA) 2017  
FOR HEALTH & HYGIENE  
BY  
ENTERPRISE ASIA, THAILAND**



**TKM SECURED  
10TH RANK IN 2019.  
WE WERE RANKED  
29TH (2018) AND 28TH (2017)  
IN THE PRECEDING YEARS.**



**TKM recognized by former Prime Minister Dr. Manmohan Singh  
for outstanding contribution on CSR (Feb,2019)**



**BEST CSR  
PROGRAM AWARDED  
BY AUTO CAR**

**ABCD project got acknowledged as a case study by Harvard Business School. It has also been covered by IVEY publication.**



AIM TOWARDS  
ZERO ACCIDENT



DO BETTER DO MORE  
FOR SAFETY

SAFETY

SAFETY

SAFETY IS THE MOST  
IMPORTANT THING

SAFETY



 **TOYOTA**  
*Quality Revolution*

**Toyota Kirloskar Motor Private Limited**

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Ramanagara

Tel: 080-6629-2929

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[www.toyotabharat.com](http://www.toyotabharat.com)

March 2020