

## 9. SOCIAL CONTRIBUTION ACTIVITIES AT TKM

### Working towards perfection - An Overview

As a joint venture between Kirloskar Group and Toyota Motor Corporation, Toyota Kirloskar Motor Private Limited (TKM) aims to play a major role in the development of the automotive industry and the creation of employment opportunities. TKM, along with its dedicated dealers and suppliers, has adopted the "Growing Together" philosophy of its parent company TMC to create long-term business growth.

In this way, TKM aims to further contribute to progress in the Indian automotive industry, realise greater employment opportunities for local citizens, improve the quality of life of the team members and promote robust economic activity in India.

### 9.1 Local Community Development

At TKM, every effort is made to contribute to society. Toyota believes in helping people improve the quality of life in their communities. Keeping in line with objectives of our parent company, Toyota Motor Corporation, TKM partners with organizations, schools, universities and other businesses to support community development programs.

### 9.2 Environment Education

Education plays an important role in shaping our future. Toyota's goal is to electrify the minds of people by supporting educational institutes and promoting literacy. A residential school at Bidadi, reconstructed by Toyota, now houses 75 students, mainly belonging to backward communities. Partnering with local schools at Bidadi, TKM has contributed textbooks, bags, computers, chairs, writing pads and other educational material for school children.



Fig 26 : Contribution of Environment Encyclopaedia to local schools





At Toyota, the commitment to the environment extends beyond our products. Whether planting trees or organizing seminars on rainwater harvesting for local panchayats, TKM is working to make the local community a better place. As part of the Eco Spirit Campaign, environmental awareness has been brought about in school children through painting and quiz competitions

Fig 27 : Drawing competition organised for school children

### 9.3 Support for Natural Calamities

TKM contributed 2.5mn to the Prime Ministers Relief Fund towards relief and rehabilitation for Tsunami affected victims. In the aftermath of the tragic earthquake in Gujarat, TKM and its dealers played a major role in distributing food, clothing and relief in remote affected area.

### 9.4 Promotion of Japanese Language

Toyota Kirloskar Motor (TKM) has signed a Memorandum of Understanding (MoU) with the Bangalore University whereby it will provide assistance in the development of the languages section of the University. As per the MoU, TKM will financially assist the Japanese language section for the period 2004-07. The funds would be utilized for the upgradation and promotion of Japanese language courses and Japanese language in Bangalore. It would also include sponsorship of one Japanese Professor and study materials and computer peripherals for the course.

### 9.5 Rebuilding of Local Police Station

Extending its support to the State Police department, TKM rebuilt the Kengeri police station keeping the format simple, yet elegant and public friendly. The upgradation involved a better construction layout, new furniture and other utilities. The earlier facility had a total built up area of 600 sq ft with three rooms including one lock up room. Keeping in mind the growth envisaged for Kengeri by the State Government, TKM has expanded the facility to offer a total built up area of 5200sqft. The new police station has a ground and first floor with seating for space to accommodate approximately 40 police personnel with separate cells for women and men. And has enough space for record room and storage facility. The law and order division and the traffic division are accommodated in the same premises.