TOYOTA IMPACT>>>>

TTTI admits 32 students every year from surrounding villages. The youth are taught skills that will make them employable for the rest of their lives.









The Toyota Technical Training Institute (TTTI) is a unique contribution of TKM to the society. When the idea of social contribution germinated at TKM, a survey was conducted in 2005 in the neighbouring villages to assess the needs of the local people. Most of the responses were the same - employment; while a few responses mentioned the need for better roads and other civic amenities, it was clear that a majority of the respondents were seeking employment. Toyota, however, reckoned that instead of feeding people with employment, it would rather equip them with skills that will make them employable anywhere. Thus, TTTI was founded with Toyota's philosophy of "respect for people". In fact, TKM is the only automotive company in India to establish such an institute. The idea of TTTI was to inculcate holistic education to students who did not have the financial means to pursue their higher studies after class 10.

TTTI was founded in August 2007 to develop human resources utilizing the discipline of Toyota and create learning opportunities for skilled individuals. Right from the day of admission, TTTI offers a unique and creative environment to the students. They are encouraged to plant a sapling a day after their admission, which is nurtured every day until the students complete their three-year programme. There are four main automobile related 'trades' that are offered to the students, viz., automobile assembly, automobile paint, automobile weld and mechatronics. All students are initially trained in all the four trades, and based on their aptitude, specialize in a trade. They also undergo practical training at the TKM plant to apply their theoretical knowledge. This apart, the students are also inculcated with waste segregation, good health and physical fitness, respect for the environment and other life skills that would transform them into socially responsible citizens.

The students of TTTI, while on their holidays, impart the lessons learnt and best practices to their parents and other friends in their villages. In the years to come, not only would have TTTI churned out students with sound sustainable living practices, but also would indirectly have had a positive impact in the neighbouring villages. Presently, the course is open only for boys from rural villages in Karnataka who have cleared their class 10 exams with a certain minimum percentage. The institute admits 32 students every year and, currently into its second year, has on its rolls 64 students.