

Society

At Toyota Kirloskar Motors, our commitment to the environment extends beyond our products. As a responsible corporate citizen, TKM is constantly working towards the development of people, communities and earth at large. In our endeavour towards contributing to the development of a sustainable society through non-business activities TKM has taken up several significant activities:

- Toyota Safety Education Programme (TSEP)
- Toyota Technical Training Institute (TTTI)
- Toyota Technical Education Program (TTEP)
- Clean & Green Activity - at Local Community
- Toyota-NDTV Greenathon
- Afforestation Activity

Toyota Safety Education Programme



TSEP mascot : Traffy

Toyota Safety Education Programme (TSEP) - an interactive learning programme designed to teach school children about road safety - is a significant social contribution initiative of TKM. Designed specially for school children and launched in July 2007 at Bangalore, TSEP has reached out to more than 20,000 children from 20 schools in Bangalore City, alone. The success of the programme and favorable response received from the children, teachers and parents has propelled TSEP to extend its activities on a national scale. Now in its second year, and on a national scale, TSEP is slated to cover over one lakh school children across Delhi, Mumbai, Kolkata, Chennai and Bangalore. And in order to sustain the programme, the other two objectives of TSEP are to train teachers on road safety and conduct safety events for the public. Some of the TSEP activities initiated were

- animation film
- traffic booth
- interactive course
- website
- computer game
- giveaways

The website www.tsepindia.com will update the media and general public on details of the Toyota Safety Education Programme. The website will also allow downloads of reading material and educational wall papers.



Delhi



Mumbai



Chennai



Kolkata

TSEP Launch in Four Major Metropolitan cities of India

Toyota Technical Training Institute

Based on the results of survey made in the year 2005, TKM perceived the necessity of facilities imparting technical-skill based education. Envisioning the need for technically skilled manpower who could serve better for the present industrial needs, as a part of Corporate Social Responsibility to help economically weaker sections of society, TKM established Toyota Technical Training Institute (TTTI) in the year 2007. TTTI has been providing world class technical skill training in the areas of automobile manufacturing practices.

Into its third year of operation, TTTI has sheltered 192

students, empowering them with world class technical skills education. It is noteworthy that 85% of students hail from economically & socially backward classes of the rural society and whose parents are mostly seasonal agricultural daily wage workers.

The unique Training Methodology adopted includes:

- Learning by performing
- Developing critical eye for abnormalities be it in class room, workshop, dormitory and propose countermeasures
- Development of 'Never Give up' attitude.
- Perception of Work=Work+ Improvement (kaizen)



AIM TO BE AN IDEAL STUDENT OF TTTI

AIM FOR THE IDEAL STUDENT AT TTTI BY INHERITING TOYOTA'S GOOD TRADITIONS

- A COMPETENT SKILL PERSON (SAFETY, QUALITY, PRODUCTIVITY AND COST)
- PERSON WHO CAN WIN THE ESTEEM OF SUPERIORS, SENIORS AND JUNIORS
- A SELF DRIVEN AND AGGRESSIVE PERSON WHO CAN BE AN EXAMPLE BY LEADERSHIP

MIND

- Awareness of being a good corporate citizen
- Sense of responsibility
- Leadership
- Challenging spirit
- Co-operative
- Team work
- Respect for people

KNOWLEDGE

- General education
- Specialised knowledge
- Globalisation
- IT (Computer)

SKILLS

Safety, Quality, Productivity, Cost and Continuous improvement

BODY

Strong and healthy

ATTITUDE OF TAKING EFFORTS

Putting Earnest efforts in all matters
Complete efforts in all matters Sincere efforts in all matters



The learning out come of the student after 3 year stay in TTTI

Toyota Technical Education Program

Toyota -Technical Education Program (T-TEP), is a unique training initiative by TKM, in conjunction with nationwide dealership network aiming at enhancing the skill sets and employability of ITI students. In partnership with ITIs (Industrial Training Institutes) in the country, this program seeks to develop highly skilled young talented technicians for the automotive industry.

Launched in 2006, this program is implemented in 14 institutes till 2008. The Training Department of Customer Service Division plans to bring more institutes under the T-TEP umbrella by the end of 2009. TKM also conducts periodical training for the Instructors, Seminars for the Principals and other faculty of the Institute. TKM has spent

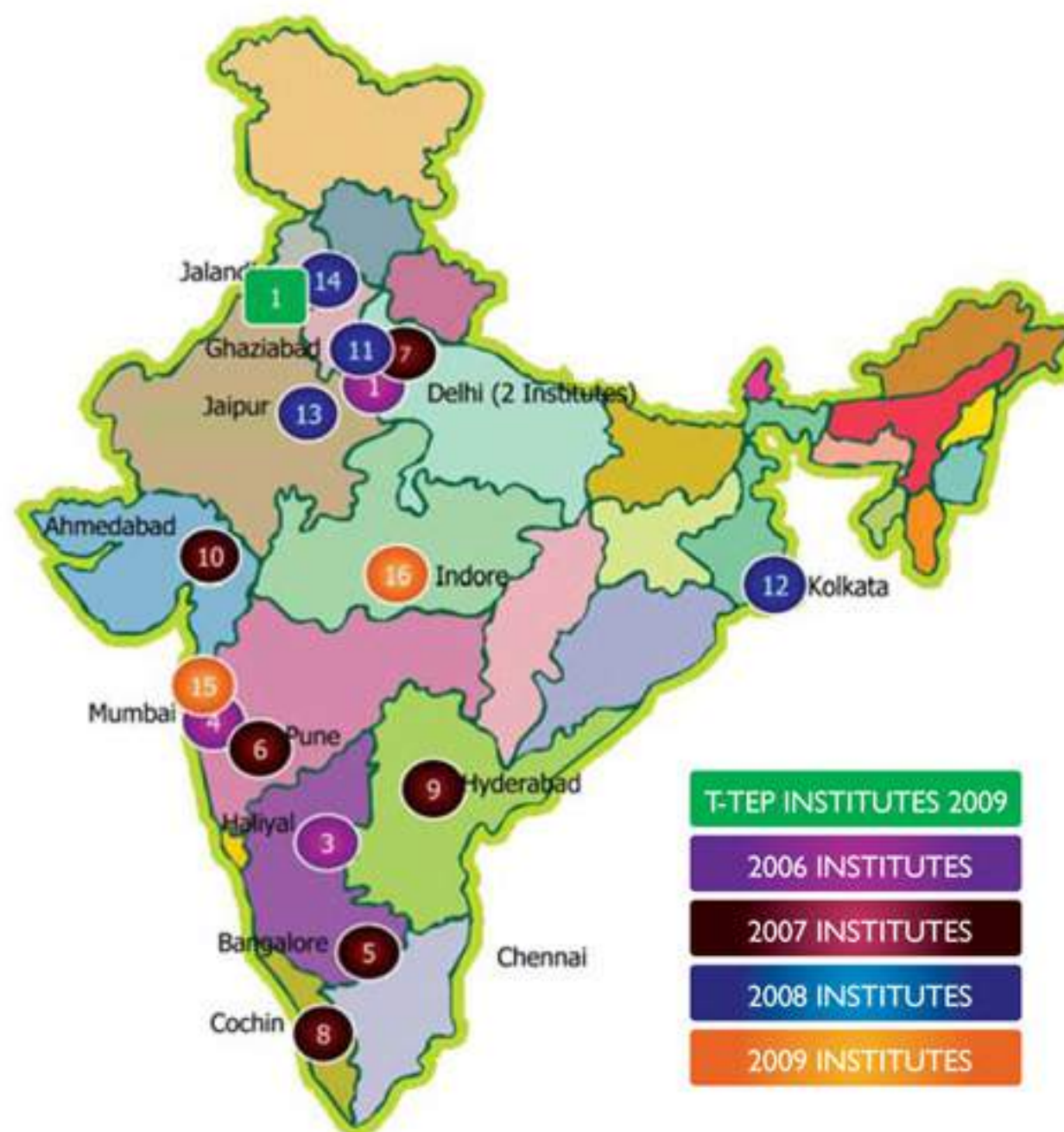
Rs. 15 Million for empowering the technical skills nationwide.

Activity Summary:

Total no. of institutes implementing T-TEP: 14

Total no of student's undergone TTEP course: 663 (332 Completed and 332 undergoing)

Total no of candidates employed at Toyota dealership: 194 till date (total of 60% of completed)



TTEP centers across India



Mr. H. Nakagawa, MD and Mr. Sandeep Singh, DMD, inaugurating the launch of 11th T-TEP Institute at Ghaziabad, Uttar Pradesh



Mr. Shekar Visvanathan, DMD, handing over the collaboration Certificate at Rajhans Industrial Training Institute, Jaipur, Rajasthan.



Mr. Sandeep Singh, DMD, handing over the course content board depicting the Toyota material support

Clean & Green Activity

TKM team members voluntarily engaged themselves in environment awareness activities as a part of company's corporate social responsibility activity. Tree planting, Dust bin installation, Plastic cleanup were done at Lalbagh, Bidadi, Kengeri and Kanakapura.

Lalbagh : Zero Plastic Campaign



Kengeri : Waste Management Awareness Campaign



Bidadi : Waste Management Awareness & Clean-up Campaign



Kanakapura : Waste Management Awareness & Clean-up Campaign



Other CSR Activities towards Community awareness and development



Road safety week at Ramnagara



Books & Bags distribution to local school children covering 85 schools & more than 4800 children



Environment month - saplings distribution



Environment month - painting competition

Toyota Classics – Vienna Operetta Orchestra

Toyota Motor Corporation has been organizing 'Toyota Classics', a cultural programme since 1990 in various countries in Asia. Toyota is proud to present, first time in India, the Vienna Operetta Orchestra live in concert on November 16, 2008 at the Jamshed Bhabha Theatre. This concert was a contribution to the local culture by bringing the world's leading classical ensembles and orchestras to the society of India. Featuring special guest Dr. L. Subramaniam - The Paganini of Indian classical music.

The entire proceeds from this concert, which was about 1.5 million rupees was donated to Save The Children India, an Organisation working towards the empowerment of the disadvantaged children and women.



Vienna Operetta Orchestra performance



Mrs. Geetanjali Kirloskar presenting the cheque

NDTV - Toyota Greenathon: India's First Ever 24 Hour Live Television Programme



OPEN UP
TOMORROW
TODAY

NDTV, in association with **Toyota Kirloskar Motor (TKM)**, organized a first of its kind 24-hour non-stop programming - **THE NDTV - TOYOTA GREENATHON** - with the sole aim of urging Indian citizens to take a pledge towards a greener tomorrow. In order to generate national awareness on environment and traffic safety, Toyota partnered with NDTV and launched a national campaign.

Highlight:

- Toyota reiterates its commitment towards a greener tomorrow
- 24 hours of nonstop television dedicated to creating awareness about environmental issues
- Rs. 2.40 crores of donations will light up 80 villages with solar powered lanterns

Greenathon:

A first of its kind 24-hour telethon was conducted by NDTV in February ahead of the World Earth Day in its bit to generate a national awareness and also raise funds for lighting a billion lives. The programme was aimed at powering villages across rural India with solar lamps which had a significant impact with nine villages in Rajasthan, sixteen each in Orissa and West Bengal, two each in Haryana and Assam and three in Jharkhand benefiting from the project.

The NDTV - Toyota Greenathon Campaign was inaugurated by **Dr. R.K. Pachauri, Nobel Prize winner, Chairman of the Intergovernmental Panel on Climate Change and Director-General of The Energy and Resources Institute (TERI)** on the banks of the Yamuna river.



Nobel laureate Dr. R.K. Pachauri (left) during the inaugural discussion

Sharing his views on The NDTV - Toyota Greenathon, Mr. Hiroshi Nakagawa, Managing Director, TKM, said, "At Toyota every issue that concerns the environment is our concern. As part of our CSR programme in India, TKM has various ongoing activities that create awareness amongst the local community about the benefits of a greener tomorrow. The "Open Up Tomorrow, Today" campaign in collaboration with NDTV is one such major initiative and we are privileged to be associated with it."



Mr. Nakagawa addressing media during the campaign

Added Mr. Nakagawa, "TKM's new automobile manufacturing plant in Bidadi, Karnataka, will be the most environmentally friendly in India and will set the benchmark for future facilities in the country."

The NDTV - Toyota Greenathon started across the NDTV network on February 7, 2009 at 7.00 pm.

A host of events were organized throughout the country as a part of the Greenathon:

Cleaning up the Yamuna - The NDTV-Toyota Environment Campaign in partnership with an NGO Swachha held the first ever 24-hour Yamuna clean-up drive on the 7th and 8th Feb '09. In an effort to bring the cause of the Yamuna to the minds of citizens and the government, people from all walks of life including activist Nafisa Ali, designer Rina Dhaka, etc. along with huge numbers of school children joined hands to leave a visibly cleaner Yamuna. This activity also witnessed active participation by TKM top management, including MD Hiroshi Nakagawa and EMC Koji Nagata, who joined the crowd at the banks of the Yamuna to contribute to the clean-up drive.



Glimpses of River Yamuna clean up activity

Marathon Man- Eminent Model & actor, well known as Marathon-Man: Milind Soman took up a day-long marathon for 24 hours supporting our cause of saving the environment.

Starting at 8:15 pm from Yashraj Studios, Mumbai on 7th Feb '09, Mr. Milind Soman ran for 60 km in 24 hours and raised INR 30,00,000 for the cause.



Snapshots of the Marathon event by Mr. Milind Soman

Children of the Environment Films - Short documentary films on children affected by climate changes and environmental degradation were be telecast throughout the 7th and 8th of Feb '09.

Quizathon - Quiz competition for School children was organized in the city of Pondicherry

Green Gadget Hour - Rajeev Makhni took the viewers through some of the trendy new gadgets which are environmentally friendly at 12 noon 8th Feb 09.

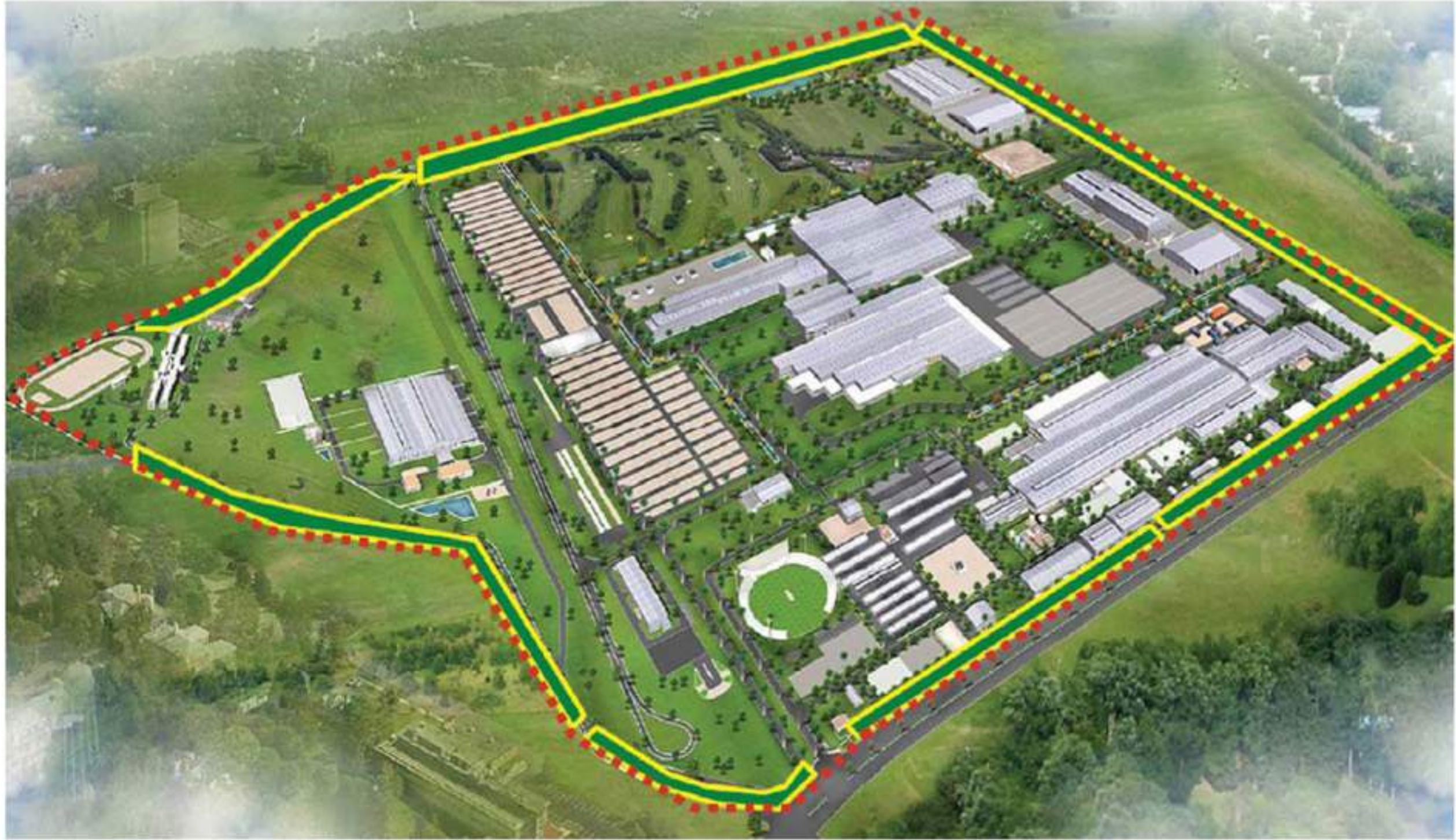
Organic Food - NDTV's food connoisseur Seema Chandra along with Ritu Dalmia shared tips on organic and healthy food that leaves the least carbon footprint.



Quizathon for School children

Afforestation Activity at TKM

The concept of 'Potential Natural Vegetation' has been adopted in TKM's afforestation programme. This concept highlights the advantages of planting native tree species. Owing to the climatic and soil adaptations, these native species grow quickly and also require lower maintenance, in comparison to exotic species. Aim of Afforestation is to create 'real native forest' within 20-25 years.



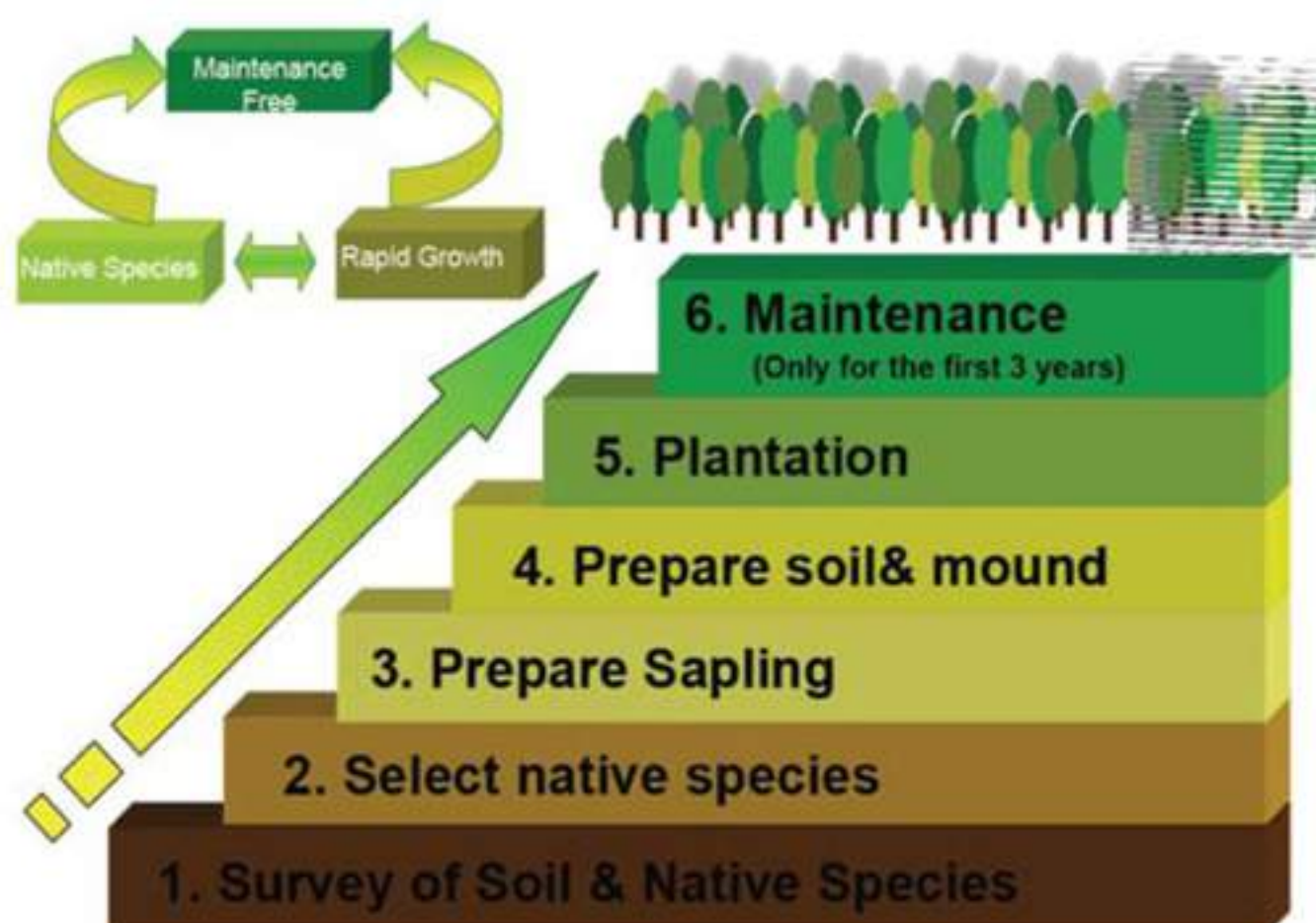
Bird-eye view of Afforestation area marking at the manufacturing plant art Bidadi, Bangalore

A peripheral area of approximately 40,000 sq.m is available for tree plantation with a potential of over 1,20,000 trees. This initiative also emphasizes the need to promote the plantation of native tree species. Preparation of the saplings and soil (mound preparation) is being undertaken. The soil has to be thoroughly mixed with compost manure, coconut-pith husk and rice husk to enrich its fertility. This fertility is very much necessary to be maintained in order to support the densely planted saplings. The soil that shall be so prepared must be formed into mounds & plantation needs to be done on this mound.

Activities in preparation up to the Afforestation Day

Methodology

Before plantation, the soil mounds are prepared to increase soil surface, avoid water stagnation, and increase air ventilation. Native species of Bangalore were identified and was decided to plant 51 native species under this initiative.



Study of soil characteristics by the Top Management along with Prof. Dr. Miyawaki.



Mound preparation at forestation site



Sapling development at the local nursery

Afforestation Day

June 21st 2009, is a unique milestone for TKM, in its journey towards creating an environment friendly company in harmony with nature and society. The dream of afforestation turned real when 5800 people including team members, their family, suppliers and dealers, school children, neighboring industries, local community and Government officials joined hands with TKM.

By the combined efforts of the participants, within a time of two hours, 32,500 saplings were planted. This kick started a new wave of green revolution, unique and first of its kind in India. The drive from top management, effort from all the team members combined with technical assistance from Dr. Miyawaki, TMC & TMAP helped TKM to complete the phase I of afforestation successfully.

However, in our journey towards a greener tomorrow, this is just the beginning...!

Glimpses from the Stage



A bird's eye view of the huge gathering on the Afforestation day (June 21st 2009)



Mrs. Meera Saxena, Principal Secretary, Ecology, Environment and Forest Department, State Government of Karnataka, appreciated Toyota's work culture and the Eco-Spirit towards creating a greener future which is first of its kind in the industrial community of India.



Felicitations of Dr. Miyawaki, the Advisor for Forestation activity by Top Management



Handing-over of saplings to Local Governing-body: Gram Panchayat members



Dr. Miyawaki demonstrating the plantation methodology to the gathering



Dr. Miyawaki demonstrating the plantation methodology to the gathering



Sapling Plantation by Top management along with Dr. Miyawaki





Enthusiastic team members with family



More than 200 school children from local schools participated



Sapling Plantation by more than 6000 people



Afforestation is for all ages: Members from all age-groups actively participated during plantation