

OUR COMMUNITY

Engaging with **waku-doki**

At Toyota Kirloskar Motor, everything we do is with a passion – a passion to innovate, to create change, to experience joy. A passion called Waku Doki, that we believe in spreading around, sharing it with society and our community. Under the Guiding Principles of Toyota, TKM promotes and engages in social contribution activities that help strengthen communities and contribute to the enrichment of society.

The passion and commitment to Community Development at TKM is seen with the involvement of the Board of Directors and the top management, who are involved in evaluation of each activity prior to the implementation of the programme. TKM uses the Hoshin Kanri system that serves as a mechanism to control the activities throughout the organization. It helps in maintaining a unified way of thinking through all the verticals of the organization.



APPROACH STRATEGY FOR COMMUNITY DEVELOPMENT

All the CSR initiatives implemented undergo a thorough assessment cycle from the moment of brainstorming up to the final assessment of benefits to the community. The process involves study of the current situation & needs of local community and society at large. Undertake studies and co-ordinate with local authorities to frame CSR plan. We also consider the guidelines from our parent organization, TMC.

Based on all above inputs, we have following prioritized CSR initiatives:

- Observing the skill shortage, we have initiated TTTI & TTEP
- As a responsible auto-manufacturer & growing numbers of road accidents, we have initiated TSEP
- Observing the poor health & sanitation conditions around our site, we have initiated Sanitation & Water supply infrastructure development activities
- Observing the high drop-out rates in schools neighboring our site, we have initiated free books & bags

We follow a tripartite approach to all our social contribution programmes – with all key stakeholders i.e., local community, local regulatory authorities and the local panchayat involved in planning and implementation of the programmes. The programmes are implemented in accordance with our Vision and Mission, thereby aligning it to our business goals as well.

All our activities are outreach programmes aimed at development and enhancement of the local community and implemented under a 3-pronged strategic focus:

- Skill & Education
- Road Safety
- Health & Infrastructure



SKILL & EDUCATION DEVELOPMENT

Education is wealth without which no nation can term itself progressive. Aiming to nurture the young minds and enhance the employability quotient, TKM pays special emphasis to education and skills development. TKM has two unique programmes – Toyota Technical Training Institute (TTTI) and Toyota Technical Education Programme (TTEP), in an effort to close the gap of skilled and unskilled manpower in the market. TTEP is a training programme where TKM's Customer Relations team collaborates with various ITIs throughout the country. Under the programme, some part of syllabus is provided as per Toyota curriculum and Internship for the students is provided at Toyota Dealerships. Hence it is a program in collaboration with ITIs to enhance the employability.

Besides, these two programmes, TKM also works in collaboration with the Bangalore University to promote the Japanese language in the city.



TOYOTA TECHNICAL TRAINING INSTITUTE SKILL & EDUCATION

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.

It provides three years full time course on Automobiles to the students who have passed 10th standard (SSLC), free of cost. Into its fifth year of operation, TTTI has been empowering youth 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.

Toyota Technical Training Institute (TTTI):

State-of-the-art institute launched in 2007, to train the rural youth in Automobile Technology. It provides three years full time course on Automobiles to the students who have passed 10th standard (SSLC), free of cost.

So far, over 128 have been employed, with 192 students presently undergoing the course.

The unique Training Methodology adopted includes:

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



TOYOTA TECHNICAL TRAINING INSTITUTE SKILL & EDUCATION

AIM TO BE AN IDEAL STUDENT OF TTTI

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

- A COMPETANT 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
- Independent
- Leadership
- Challenging spirit
- Co-operative
- Team work
- Respect for people

KNOWLEDGE

- General education
- Specialized knowledge
- Globalization
- IT (Computer)

SKILLS

Safety, Quality, Productivity, Cost and Continuous improvement

BODY

Strong and healthy body

ATTITUDE OF TAKING EFFORTS

Putting earnest efforts in all matters.
Complete efforts in all matters. Sincere efforts in all matters



In addition to making quality automobiles, TKM believes in proactively contributing to society by consolidating the knowledge and know-how within the organization to develop capable human resources and thus contribute to the development of a prosperous society. TTTI is one of the brightest outcomes of this aspect of the company. The institute was built with a vision to support intelligent students from economically poor backgrounds, coming from various parts of Karnataka and making them employable.

The institute is a fully residential school concentrating on theoretical, practical and physical training as part of the students including Fellowships which are provided to deserving students to promote excellence. Furthermore, TKM encourages potential graduates of TTTI to join the company as team members.

The courses involve training at TKM plant where students are exposed to the practical experience of applying the world renowned Toyota Production System to the various manufacturing processes.

In addition to building a healthy body & soul, the students at TTTI have also been active in understanding & doing their part of social responsibility through Local Community Contribution.



Dr. Toyoda, Honorary Chairman-TMC, visit to TTTI –
Interaction & Motivation to Students

Toyota Technical Education Programme (TTEP)

TTEP is aimed to impart advanced skill training on automobile technology to the students of Industrial Training Institutes. Over 2300 students have benefitted.

TOYOTA TECHNICAL TRAINING INSTITUTE **SKILL & EDUCATION**

CONVOCATION CEREMONY OF THE 3RD OUTGOING BATCH

Toyota Technical Training Institute (TTTI), a center of design excellence, inspiration, ambition, creativity and automotive passion, held its 3rd Convocation on July 30, 2012. The institute presented academic degree to the students (third batch) on the successful completion of its 3 year training course (2009-12). A total of 62 students graduated from TTTI.

The convocation was graced by Mrs. Sudha Murthy, Chairperson of the Infosys Foundation. Mrs. Sudha Murthy toured the facilities at the institute and also spent time interacting with the students.



Convocation- Ceremony graced by the presence of Mrs. Sudha Murthy, Infosys foundation



Convocation-Felicitation of Mrs. Sudha Murthy by Mr. Nakagawa, MD [left] and Mr. Vikram Kirloskar



TTTI Convocation ceremony



TTTI Students actively involved in Local Community Contribution



TOYOTA TECHNICAL TRAINING INSTITUTE SKILL & EDUCATION

An effort to support primary education by distributing materials
(Books, bags, shoes and socks)



Key Results: Increase in the attendance of the students resulting in less dropouts and parents are encouraging the children to go to schools

Free distribution of over 40,000 books and 1000 bags and shoes and socks to more than 8000 school children at over 120 schools

ROAD SAFETY

As an automobile manufacturer, TKM recognizes the importance of Traffic and Road Safety. Road Safety is one of the key focus areas of TKM's CSR strategy. In 2007, TKM initiated the Toyota Safety Education Programme, an interactive awareness-building and learning program on traffic safety among the school children in the age group of 10 -14 years. Under TSEP, TKM also observes Road Safety Week in the month of January to create road safety awareness among general public and school children. Several activities were conducted – drawing competition, slogan writing, quizzes and experience sharing by key traffic policemen. These activities are conducted involving general public, traffic police, teachers and school children.

In
2011-12,
the program
had an outreach
of 650,000 children
in the 5 metropolitan
cities of Delhi, Mumbai,
Chennai, Kolkata and
Bangalore.



Toyota Safety Education Programme (TSEP) was launched in Hyderabad on 21st December 2011.



Learning road safety through Toyota Safety Education Programme



Children learn road safety through picture games



NDTV – TOYOTA GREENATHON COMMUNITY

To bring the light on Indian poor villagers, NDTV-Toyota Greenathon was launched in April 2008. The Greenathon, a 24 hour live telethon for the environment is simulcast across the NDTV network. The campaign is aimed at creating awareness about environmental issues by involving the people of our country to make a difference. The 3rd edition of NDTV-TOYOTA GREENATHON, was a grand success and attracted worldwide appreciation and support. The program collected Rs. 11.60 cr. as donation to light 580 villages in India.

- The fourth edition of NDTV-Toyota Greenathon came to an end with a promise of building a greener, cleaner India. Actor-model Milind Soman flagged off the event with a Green Run from Delhi to Mumbai.
- Actress Priyanka Chopra took up the task of cleaning the banks of the Yamuna River in Agra. The main event however was held at Yashraj Studios on May 20th.
- A 12-hour show was broadcast live, with the theme of 'Reduce, Reuse and Recycle'.
- Some of the celebrities present at the studio were, Aamir Khan, Shah Rukh Khan, Sridevi, Malaika Arora and Shahid Kapur. Toyota kicked off the Bangalore activities with Mr. V. Kirloskar (VC) leading a cleanup drive at Cubbon Park.



2012

Over INR 88mil. raised and 508 villages (40,000 households) lit up

2011 Over INR 145 mil. raised and 580 villages lit up

2010 Over INR 39 mil. raised and 156 villages lit up

2009 Over INR 24 mil. raised and 67 villages lit up



Mr. Nakagawa [MD-TKM] at the Toyota Hybrid Craft Program in Bangalore



Toyota Hybrid Craft Program aimed towards promoting awareness on eco friendly vehicle concepts



Participation of eminent film celebrities in promoting Environment Awareness



Marathon man Milind Soman on his run from Delhi to Mumbai for NDTV Toyota Greenathon



Actress Priyanka Chopra with Mr. Sandeep Singh [DMD-TKM] & Mr. Nagae [EMC-TKM]



TKM Team at Greenathon Campaign at Bangalore



HEALTH & INFRASTRUCTURE COMMUNITY

In 2009-10, TKM conducted Need Assessment study in the local community to find out the basic amenities and expectations from TKM in the villages covering 4 gram panchayats that surrounds TKM. During the survey it was found that 23% of villagers in Manchanayakanahalli gram panchayat expressed their concern for sanitation requirement. To address these issues TKM initiated the Sanitation Project in six villages of Machanayakanahalli Gram Panchayat. Under this project TKM built 310 individual toilets and contributed for the total

sanitation campaign of the panchayat.

To address the increasing health related issues and also to bring down the risk of diseases, TKM conducts regular Health camps continued with follow-up camps to general public and school children in the surrounding villages. The health camps mainly focus on - General health check ups, diabetic camps, skin and orthopedic related camps to general public and nutrition camps to school children. More than 1500 members of the public and more than 600 school children availed the benefit.



Total Sanitation campaign

Construction of over 310 individual household toilets

Benefits:

Six villages in Manchanayakanahalli now have better living and hygiene condition and a sense of ownership



Nutrition Camps for school children

Around 643 govt school children & children of 16 schools of Manchanyakanahalli Gram Panchayat were screened for malnutrition, dental problems & vision in Phase I

Benefits:

Identified defects among school children and provided a patient's history chart for reference. Awareness to teachers and students through audio visuals

CSR EXPENDITURE COMMUNITY



Health camps
Diabetic camp for the general public –
Provided free screening of diabetic patients
and free medicines with a booklet
containing patients' history.

Benefits:
Around 140 people in five villages benefitted from this programme – creating awareness about the disease



Bidadi Industries Association (BIA) was
officially inaugurated on 16th February
2012 at Bangalore. Mr. B. Heera Naik,
Special Deputy Commissioner, KIADB
(Karnataka Industrial Area Development
Board) handing over Registration
Certificate to Mr. K. Srikanth, President of
BIA (Senior Vice President, TKM).

