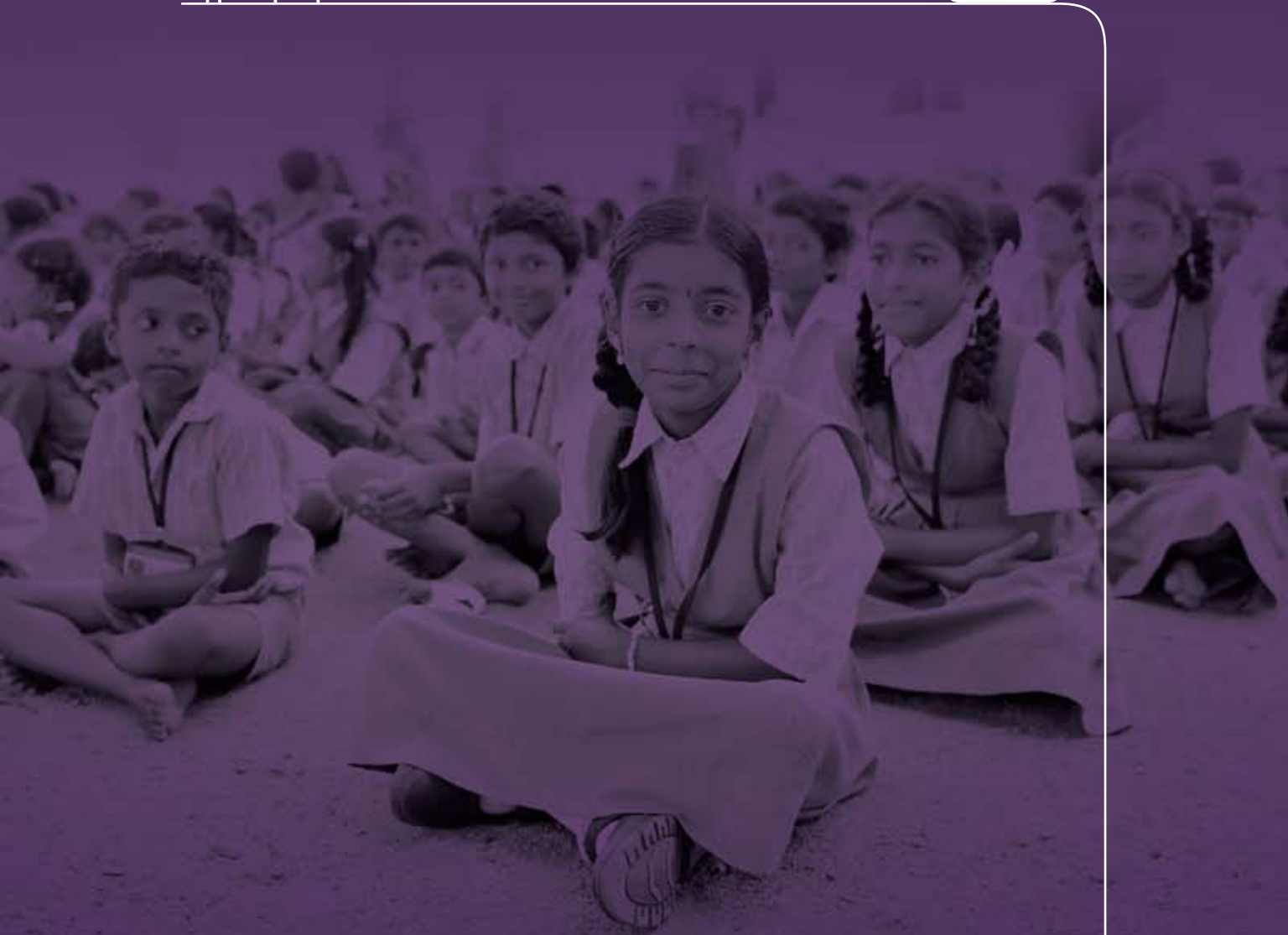


OUR COMMUNITY INITIATIVES



OUR COMMUNITY INITIATIVES

'Enriching lives of communities' is in our company's DNA, and with our guiding principles we have always been able to put societal aspects at the center of our strategies. Hence, we are constantly working towards a harmonious, scalable and sustainable development of the society.

VISION:

Be a Socially committed corporate through building vibrant communities in harmony with nature, aiming to become the most admired company in India, meet customer expectation and be rewarded with a smile.

CSR POLICY

STEPS TOWARDS SUSTAINABILITY

SOCIAL

Contribute to the development of the society by:

- Imparting technical education
- Raising road safety awareness
- Developing local communities through sustainable activities

ECONOMIC

Developing a harmonious relationship with society by enhancing community development activities and contributing to the progress of the region.

ENVIRONMENT

Undertaking measures to protect and safeguard the environment through effective eco initiatives

BUSINESS

Complying with social and environmental standards and conducting our business operations with honesty and integrity.

CSR COMMITTEE

A board level CSR committee is established under the Companies Act, 2013 along with the Companies Rules 2014, amended periodically. It is responsible for the formulation, implementation and monitoring of the CSR policy compliance with the Company's CSR objectives. Approval on the planned CSR activities and the allocated budget is taken during beginning of the financial year. The quarterly meetings are held to discuss

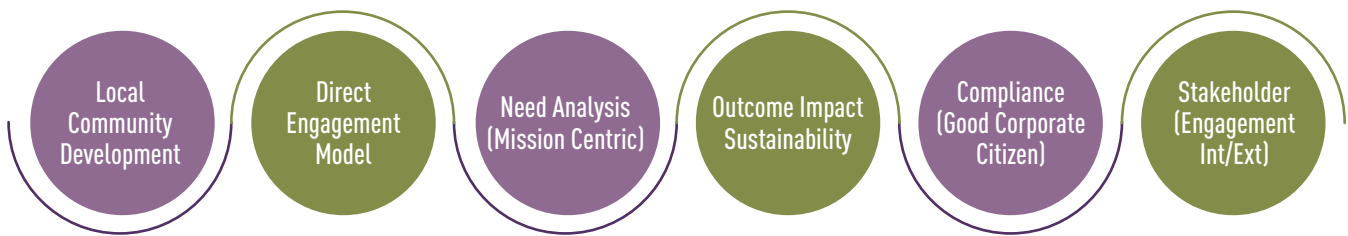
and review the progress of CSR activities. It also ensures that the budget is allocated and spent for fulfilling the community needs. We do not engage in any sort of any monetary contributions toward political parties.

In order to ensure transparency and communication with all stakeholders, the CSR Policy and projects undertaken are uploaded on the company website.

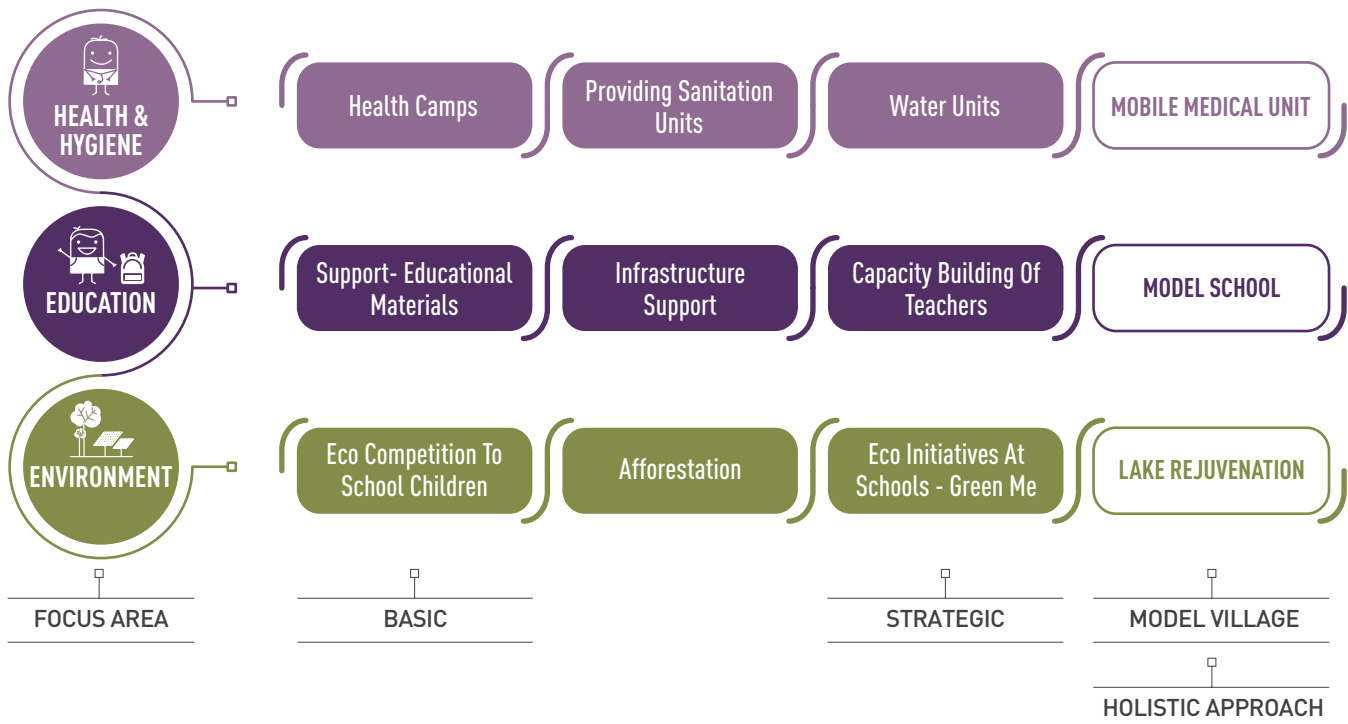
CSR COMMITTEE COMPOSITION

NAME & DESIGNATION	ROLE IN THE COMMITTEE
Mr. Akito Tachibana, <i>Managing Director</i>	Chairman
Mr. Vikram Kirloskar, <i>Vice Chairman</i>	Member
Mr. T. S. Jaishankar, <i>DMD – Commercial</i>	Member
Mr. Kan Asaine, <i>Director Finance & Legal</i>	Member
Mr. N. Raja, <i>SVP – Marketing</i>	Member

OUR CORE MODEL



SUSTAINABLE COMMUNITY INTERVENTION MODEL



Strengthen 'Value Chain'

FOCUS AREAS



THE IMPLEMENTATION PROCESS



OUR KEY STAKEHOLDERS

Community is our prime stakeholder and beneficiary while implementing our CSR program. We ensure that people from local community are part of our planning and implementation process. We also encourage them to take up ownership of the social assets created for them and also partner with us in our activities.

With our ‘Child to Community’ approach, we are promoting education and active participation of children for community awareness and hence children are our most important target group who are our ambassadors for responsible change in the society.

Apart from school children and community, we identify and engage with our internal stakeholders and various local influencers to understand the societal needs and turn them into actionable plans.

LIST OF STAKEHOLDERS		TYPE OF ENGAGEMENT	FREQUENCY OF ENGAGEMENT
Internal stakeholders	Plant engineering dept.	Civil construction of the CSR projects	Monthly
	Environment dept.	Technical support for environment related CSR activities	Monthly
	Purchase dept.	Shortlisting vendors for purchase of materials for CSR implementation	Monthly and need based
	Legal, Finance and Corporate Governance [depts.]	Compliance	Monthly
	Employees	Through employee volunteerism initiatives	Monthly
External stakeholders	Communities	<ul style="list-style-type: none"> Activity need analysis, Impact evaluation Planning and execution, updation of activity 	Regular basis
	Local governing body – GP, TP, ZP		Monthly
	District Administrator	Activity planning and updation	Need based
	Schools, Anganwadi - DDPI		Monthly
	Health Depts. – PHC, CHC, DHO		Monthly
	Local Industry associations - BIA	<ul style="list-style-type: none"> Activity need analysis, Impact evaluation Planning and execution, updation of activity Risk management and grievance redressal discussion 	Monthly
	Dealers and Suppliers	Involving in the CSR activities of TKM Ex: Road safety, Education	Project based, Annual Suppliers meet and Dealers meet

OUR APPROACH

We follow sustained interventions and innovations while implementing our CSR programs.

1. **Unified intervention program:**
Child to community approach
2. Adopting **'Enterprise model':**
Behavioral change component in the implementation
3. Focus on **sustainability and strategic intervention**
4. **High measurable impact:**
Motivating the community to possess the units at home
5. TKM intervention: **Social movement in the community.**
6. Develop the **'sense of ownership and responsibility'** for sustenance of CSR activities

SKILL DEVELOPMENT

With the common goal of skill development in India, we are continuously striving to enhance the skills of youth to promote 'Make in India'. The skill development initiatives, TTTI and T-TEP are discussed in detail in the 'Our People' and 'Our Dealers' chapter taking the stakeholder perspective in view.

ROAD SAFETY

Since 2007 we have been working tirelessly engaged in Road Safety initiatives through various pan India campaigns.



TOYOTA SAFETY EDUCATION PROGRAM (TSEP)

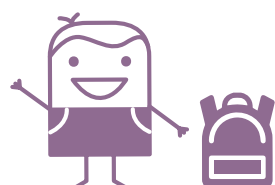
Instilling importance of Road Safety in young minds

Initiated in 2007, TSEP aims to educate school children and teachers on important aspects of road safety and road etiquettes through fun with learning approach. This is specially designed for children between 10-14 years age group, focusing on positive attitude change.

Under the new module the students are divided into two categories – Classroom

methodology and demonstration on road safety via projects. The Module focuses not only on creating awareness but on sustained effort to slowly induct the 'know-how' on road safety in young minds. The Class 9th students efforts of creating awareness to general public was captured by the media with an intension to amplify the efforts of children.

This year we rolled out new module which reached out to 30,000 school children in Delhi, Mumbai and Bengaluru. With this, we were able to increase the awareness levels to 70% amongst school children.



TSEP REACH -
NO. OF SCHOOL CHILDREN

20,000

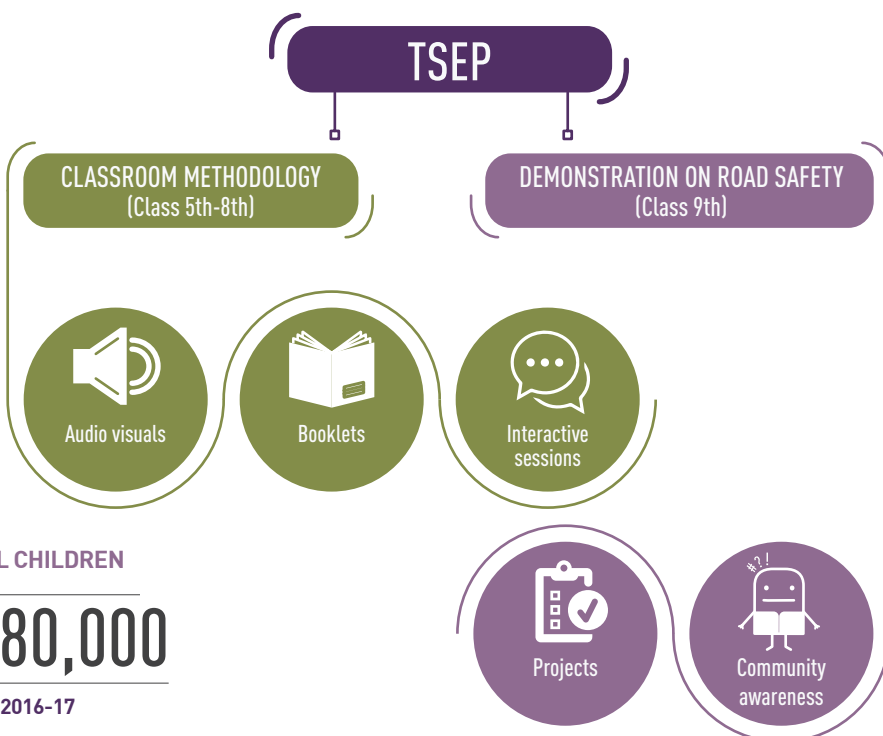
FY 2007-08

460,000

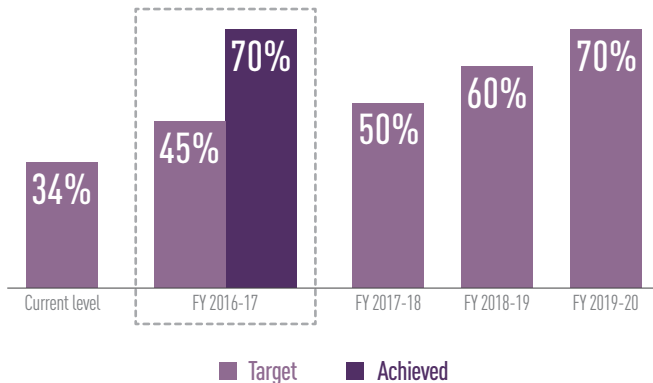
FY 2011-12

680,000

FY 2016-17

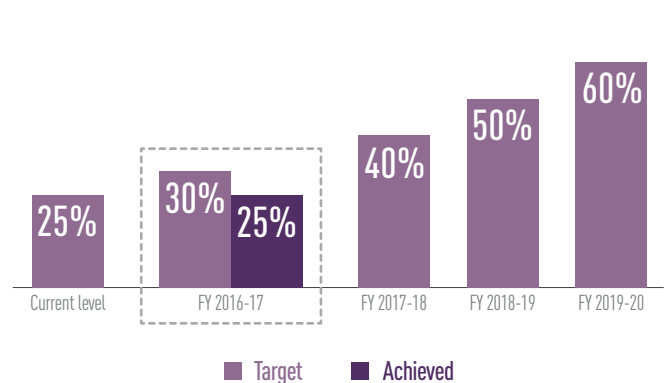


AWARENESS LEVEL OF THE CHILDREN: CLASSROOM TRAINING [CLASS 5TH –CLASS 8TH]



Current level is assessed based on the need assessment and we have set targets to increase the awareness level pre and post intervention.

BEHAVIOURAL CHANGE OF SCHOOL CHILDREN [CLASS 9TH]



Note: As it was the first year of intervention, we couldn't achieve out target of 30% behavioral change. However, we are striving towards hence it is observed a decrease in the attitude change.

ROAD SAFETY AWARENESS TO AIRPORT TAXI DRIVERS

In line with its deep rooted safety mission -'Safest Car, Safest Driver', an awareness program for airport taxi drivers is conducted since 2014 to promote more responsible safety behavior. This was followed by free health check-up camp

and tests like BP, BMI, RBS, ECG, General medicine, blood test and eye screening were conducted. Free spectacles were distributed by TKM for the drivers diagnosed with vision problems.

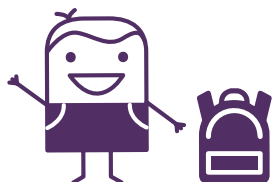
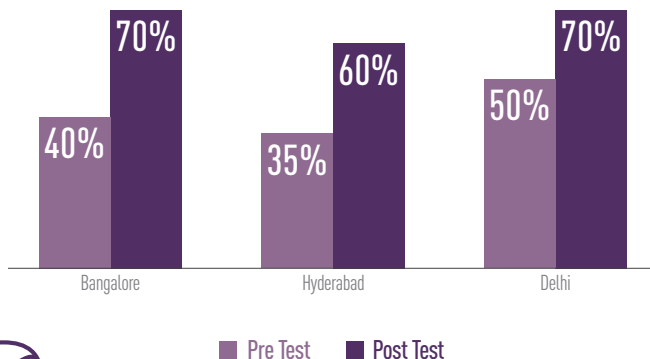


**OUR REACH:
NO. OF
DRIVERS
TRAINED**

1280	2028	3000 → 3557
2015	2016	2017
		Plan
		Actual

The training session was conducted at Bengaluru International Airport in collaborated with Sakra hospital and Sankara Eye Hospital. Similar sessions were carried out at Delhi International Airport and Rajiv Gandhi International Airport, Hyderabad in collaboration with Apollo hospital and Essilor foundation.

AWARENESS LEVEL



■ Pre Test ■ Post Test





EDUCATION

PROVISION OF EDUCATION MATERIALS

Since 2003, we are extending our support to government school children by supplying educational materials such as books, bags, drawing materials, geometry boxes. The activity has been appreciated by the Karnataka education department as it acts as a tool of motivation for school children to continue their education.



OUR REACH

BOOKS AND BAGS		MATH KIT		FURNITURE AND KITCHEN EQUIPMENT		TOYS FOR ANGANWADI SCHOOLS	
	No. of schools		No. of school children		No. of schools		No. of schools
	144		11050		5		100
					100		2000

UPGRADING THE SCHOOL INFRASTRUCTURE

Along with the Karnataka Education Department, we identified and prioritized schools for upliftment and reconstruction based on their infrastructure conditions. We have refurbished and upgraded two schools at Byramangala and Medenahalli respectively.

OUR REACH:
Under this initiative we have successfully reconstructed five schools till day.



TEACHERS TRAINING PROGRAM

We found that the government schools lacked skilled English teachers. Hence, we initiated 'capacity building' for Government school teachers in Ramanagara district.

Initially, 200 teachers in government schools were identified and trained in




English at Regional Institute of Education, Karnataka. After undergoing this training, there was a visible difference in the teaching quality. Hence, we further conducted training to 200 teachers. We have trained totally 400 teachers and gearing to take this initiative further.

OUR REACH:
This reporting year, 400 teachers were successfully trained in English speaking skills.

HEALTH AND HYGIENE

While, we were identifying and prioritizing schools in the surrounding areas for infrastructure development, we felt the need to construct separate sanitation units for girl children. Hence under the 'Swachh Bharat Swachh Vidyalaya' campaign around 118 units were constructed in 13 schools of Bruhat Bengaluru Mahanagara Palike [BBMP], Bengaluru and Magadi taluk, Karnataka.

OUR REACH

NO. OF UNITS		NO. OF SCHOOLS		NO. OF SCHOOL CHILDREN	
					
2015-16	2016-17	2015-16	2016-17	2015-16	2016-17
176	118	60	13	6,604	4,710

Under this program all the schools are provided with 100% separate sanitation units for girl children. Till date we have provide sanitation facilities in 762 schools.

A BEHAVIORAL CHANGE DEMONSTRATION (ABCD)

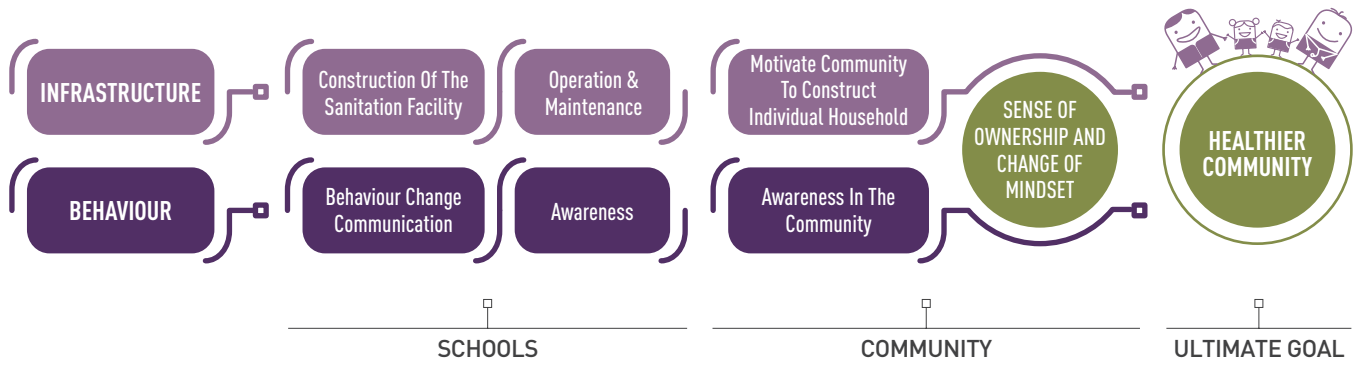
Project ABCD is a unique CSR initiative which aims to create awareness on good sanitation practices amongst children, teachers and community.

ABCD CONCEPT ON BEHAVIOR CHANGE

We believe that provision of physical infrastructure and ensuring the sustenance of the facility/activity is vital to bring in a positive change. Changing the mind set in overruling the age old

practices and, bringing a behavioural change in the community towards good hygiene practices are necessary to make the project successful.

OUR APPROACH:



Uniqueness of the approach: 'Child to Community'

CASE 1

CHILDREN DEMONSTRATING 'BEING THE CHANGE AGENT'

Motivates back at home to possess individual household sanitation unit

CASE 2

REQUEST FOR FINANCIAL AID FROM GOVERNMENT FOR CONSTRUCTION

The age old practices changed to have their own sanitation facility. The community started following up for the aid from the local governing body under the government scheme

CASE 3

MOTIVATION IN COMMUNITY BY SCHOOL CHILDREN

Children going on procession on possessing the sanitation facility; awareness on health and hygiene practices and collection of the consumables for the maintenance of the school facility

CASE 4

MOTIVATIONAL TOOL AT SCHOOLS

"Rating system" was introduced in the school to motivate the children and keep the facility clean at any point of time

THE GIRL CHILD SANITATION:

ABCD project promotes dignity and privacy for the girl child by upgrading existing unhygienic school toilets to usable condition. According to the school teachers ABCD has tremendously contributed in reduction of school hour missing cases (earlier condition- adult

girl children used to go to their home for toilet usage and miss the classes (1-2 hours). Currently, owing to the implementation of ABCD project, the school missing hours have reduced to zero.



Under this program a special initiative of motivating community to construct individual household sanitation units was undertaken. This led to construction of 4,151 household units and 74 villages were declared Open Defecation Free villages.

OUR REACH:



Deekshitha, a 3rd standard student said, “Open defecation is not a dignified way in the society. I feel embarrassed doing it in public. Everyone has to use toilets. It is a good practice to do it within the closed walls.”

KEY HIGHLIGHTS OF ABCD PROJECT

- 18,500 children were trained on Hygienic Sanitation Practices.
- Created awareness among 147,229 villagers through meetings, door to door visits and video shows on sanitation.
- Created demand for toilet at home - Child to Parent approach.
- 4,151 new individual household toilets were constructed, as a result of the behavioral change program.
- 74 villages have become 100% open defecation free
- Rated the schools from No star to 3 star approach and 80% schools reached 3 star levels. School star rating is based on their continuous behavioral change and improvement observed in the school.
- Schools that maintained the best toilets were awarded.

Mrs. Padma W/O Krishnaiah – Kavanapura, Village member “My two girl children used to come home every day and force us to build toilet. They were using the toilet in the school and they have become used to it. After their initiative, we have built toilet in our house. Not just that, every day they take bath, present themselves clean before going to school. That is how much ABCD program has had an effect on our child.”



Gayathri Headmaster said – GHPS Patlu, “Students with the help of ABCD trainers have learnt many things about hygiene practices. Now, our school toilets are so clean and it’s nice to see students motivating themselves and working with each other to keep their toilets and their surroundings maintained cleanly.

DDPI- Ramanagara “ABCD initiative has been a tremendous activity taken by Toyota. It has changed our students’ life in our schools and schools have started keeping their surroundings clean,. Toilet has been a major concern in the rural areas of Ramanagara and ABCD and its implementation has really enabled the villagers to think twice before going for Open defecation. I also see the villagers are motivated to build toilets because of our students’ pressure. I think that is something commendable.”

PUBLIC SANITATION FACILITIES

The need for public sanitation facilities was identified in Haliyala, Joida, Dandeli and Ramanagara in Uttara Kannada district, Karnataka. We have partnered with local government authority (Town Municipal Corporation) to construct, operate and maintain these sanitation facilities. The Karnataka State Government has aided this project by

providing land, water and power to these sanitation units. Therefore, we have constructed 7 sanitation blocks in Uttar Karnataka district. Special provision is made for physically challenged users.

A district level quiz competition under Project ABCD was conducted to check the awareness level on WASH (Water,

Sanitation and Hygiene) amongst the students. The competition was conducted at School, Taluk and District levels focused on Swacch Bharat campaign, general knowledge on sanitation and hygiene. Over 300 students from across 50 schools participated and the winners were rewarded.



Mr, Ashok Grama Panchayat president – Kodihalli “Whenever the ABCD trainers come and motivate us to finish the work orders quickly and help us in motivating the villagers to construct toilet, we really feel its a supportive hand that we have got. It has changed the whole situation in our village. Especially students are the real change makers in ABCD program.”



“We look after our factory with love and care so that we form a sustainable society, a sustainable company and sustainable people in our company.”

–Vikram Kirloskar, VC, TKM



WATER PURIFICATION UNIT

During the health camps, it was noticed that most of people were affected by water borne diseases such as skin problems, cholera, dysentery, diarrhea, arthritis etc.

To address this concern, we identified the places with high TDS contamination and water purification units were installed. This year, 5 units were installed in Magadi, Maddur, Kanva, Gejjalagere and Avalahalli in Karnataka.



OUR REACH:

Around 40,000 members are benefitted from 5 units. As on date around 17 units are installed in and around the villages benefitting more than 110,000 villagers.

A large scale sustainable community-based water purification unit with six-step filtration and RO system is installed at Bidadi by partnering with Gram panchayat for resources (land, water and power).



MOBILE MEDICAL UNIT

We have initiated mobile medical unit on pilot basis considering the need of such program in the villages. The inaccessible villages were shortlisted after discussions with concerned health department and related stakeholders. Presently, we are focusing on strategy for intervention.



"At TKM, all our actions are focused to provide quality of life to our customers and to our society.

We believe in meaningful communities through meaning touch and bring smiles across communities."

-Akito Tachibana, MD, TKM