OUR COMMUNITY
INITIATIVES

OUR COMMUNITY
INITIATIVES

Toyota believes in making 'ever better cars' and 'enriching the lives of communities' in which it operates. Honoring the local culture and the respecting the laws of the land are integral to our guiding principles. Toyota's CSR policy (issued in 2005, revised in 2008) aims to contribute towards Sustainable Development of society considering both environmental and social interests.

The importance of local communities and societal aspects are undeniable in any business. As a globally responsible business, Toyota has aligned itself to the Sustainable Development goals adopted by countries through its Global Challenge 2050. In India, we are closely working with key National Development priorities to ensure that each community member is served.

TKM CSR: ALIGNING TO SDG GOALS AND INDIA'S DEVELOPMENT PRIORITIES

SUSTAINABLE DEVELOPMENT GOALS	SDG TARGETS	INDIA PRIORITIES	TOYOTA PROGRAMS
Goal # 3: Good Health Wellbeing	Halve the number of global deaths and injuries from road traffic accidents Substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination	Road Safety & Transport Bill 2014 Swacch Bharat	Toyota Safety Education Program, Drivers' Training Program, ABCD, Sanitation, Water Purification Units
Goal # 4: Quality Education	Ensure that all girls and boys get free, equitable and quality primary and secondary education leading to learning outcomes Build and upgrade education facilities that are child, disability, and gender sensitive and provide safe, nonviolent, inclusive, and effective learning environments for all Substantially increase the supply of qualified teachers	National Education Policy, 2016	Books & Bags Distribution, Reconstruction of Schools, Teachers' Training
Goal # 6: Clean Water Sanitation	Achieve universal and equitable access to safe and affordable drinking water for all Improve water quality by reducing pollution, eliminating dumping, and minimizing release of hazardous chemicals and materials Protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers, and lakes Support and strengthen the participation of local communities in improving water and sanitation management	Swacch Bharat Swacch Vidhyalaya	ABCD, Sanitation, Water Purification Units, Lake Rejuvenation
Goal # 8% Good Jobs & Economic Growth	Substantially reduce the proportion of youth not in employment, education, or training Achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value	National Skill Development Mission	Toyota Technical Training Institute
Goal # 11: Sustainable Cities & Communities	Provide universal access to safe, inclusive and accessible, green and public spaces Support positive economic, social, and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning	Solid Waste Management Rules, 2016	GreenMe, EcoZone

UNIQUE APPROACH TO CSR: THE TOYOTA CORE MODEL

Inculcating behavioral change and involving the community at every step, are the core principles of CSR at Toyota. This approach lays a strong foundation to execute our CSR programs effectively, keeping key performance indicators and outcomes at the forefront of our community interventions.

KEY CHALLENGES

While executing our projects, we faced challenges in changing the mindset of the community. We solved them by making them understand that the activities/ projects executed are for their benefit and inculcate a sense of ownership for the social assets created for long-term sustenance. Hence, we have defined a stakeholder engagement framework and worked out an approach for better involvement of the local community.

Stakeholder engagement is essential as it promotes ownership of the development projects implemented by the community. We ensure that stakeholders are a part of our end to end implementation process.

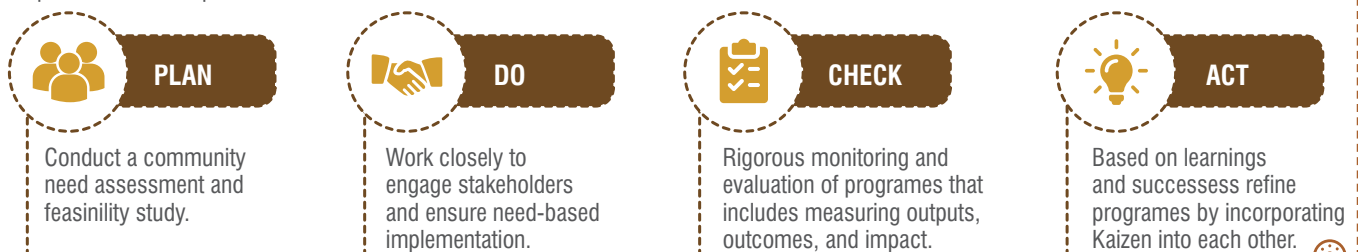## ENGAGEMENT FRAMEWORK FOR TOYOTA CSR

- Local Community Engagement
- Internal & External Stakeholder Engagement
- Direct Engagement Model
- Compliance of Good Corporate Citizen
- Mission-centric Need Analysis
- Focus on Outcome to Impact Sustainability

WE ALWAYS BELIEVE IN 3Es- ENGAGE, EMPOWER & ENLIGHTEN

OUR APPROACH
- Strengthen the existing government system, instead of developing a parallel system
- No differentiation of business and non- business areas
- Optimize resources to maximize the outcome
- Involve community right from the planning stage, to encourage their ownership of the social asset created for them
- Measurable outcomes and impact-oriented activities with sustainable element embedded in the process

Further to this, the PDCA approach ensures continuous improvement and serves as a guideline for the outcome-oriented implementation of our community intervention.

PLAN
Conduct a community need assessment and feasinility study.

DO
Work closely to engage stakeholders and ensure need-based implementation.

CHECK
Rigorous monitoring and evaluation of programes that includes measuring outputs, outcomes, and impact.

ACT
Based on learnings and successess refine programes by incorporating Kaizen into each other.

CSR POLICY

VISION To be a socially committed corporate, building vibrant communities in harmony with nature, aiming to become the most admired company in India, meeting customer expectations and being rewarded with a smile.

OUR CORE AREAS

ECONOMIC DEVELOPMENT

Enhancing community development, contributing to the economic progress of focus regions by realizing human development

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

RESPONSIBLE BUSINESS

ENVIRONMENT PRESERVATION

Protecting the environment through effective eco-initiatives

Advancing the development of society

SOCIAL DEVELOPMENT

CSR COMMITTEE

As per the provisions of Companies Act, 2013 and Companies Rules 2014, a board level CSR committee is established to formulate, implement and monitor compliance of CSR policy with CSR objectives. The committee meets quarterly to review the progress of CSR activities. It consists of:

1. **Mr. Akito Tachibana**, Managing Director [Chairman of CSR Committee]
2. **Mr. Vikram S Kirloskar,** Vice Chairman
3. **Mr. N Raja**, Deputy Managing Director
4. **Mr. KanAsaine**, Director – Finance & Legal
5. **Mr. Raju B Ketkale**, Director & SVP

OUR PRIORITIES

EDUCATION   HEALTH AND HYGIENE   ROAD SAFETY   ENVIRONMENT   SKILL DEVELOPMENT

PROMOTION OF EDUCATION

Since 2003, we are in a continuous endeavor to fulfill the educational needs of the local communities by improving the condition of schools. Since the economically weaker sections find it difficult to afford the education materials, we have been providing basic educational requirements to encourage quality education and motivate rural school children to continue their education.

Over the years, we have observed that our efforts to provide education infrastructure, learning aids, capacity building and gender differentiated sanitation units, have helped in decreasing school dropouts. We have also initiated support to Pre-schools [Anganwadi] since 2017, as an attempt to encourage learning at a younger age.

OUR APPROACH

Improving infrastructure in schools to motivate children to attend.

Building people capacity through teacher training.

Distributing education materials to decrease financial burden.

Stakeholders

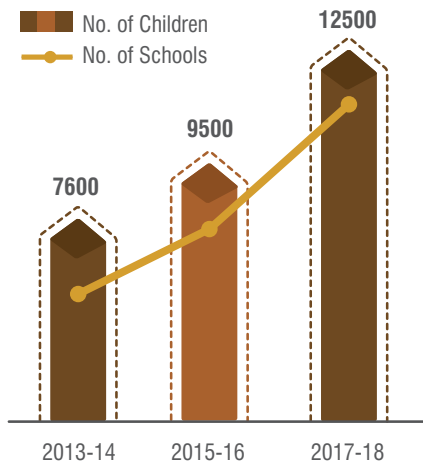STUDENTS   PARENTS   TEACHERS   GRAM PANCHAYAT   PRINCIPALS   LOCAL EDUCATION DEPARTMENT   SDMC

7 SCHOOLS HAVE BEEN UPGRADED AND RECONSTRUCTED IN RAMANAGARA

COVERAGE IN 2017-18:

SUPPLY OF EDUCATIONAL MATERIALS TO GOVERNMENT SCHOOLS

Legend:
- No. of Children
- No. of Schools

Bar chart values:
- 2013-14: 7600
- 2015-16: 9500
- 2017-18: 12500

READY RECKONER TO 10TH STANDARD STUDENTS

We have developed a ready reckoner consisting of all six subjects for 10th standard government school children of Ramanagara district, to aid their preparations for the board exams.

DISTRIBUTED BOOKS TO 9500 GOVERNMENT SCHOOL CHILDREN

Our model school is a government school. Across the street from this school, there is a boy whose parents pay around 40 thousand rupees each year to send him to a private school. But when you compare the private school boy with a child from our model school – the child here performs much better in his studies."

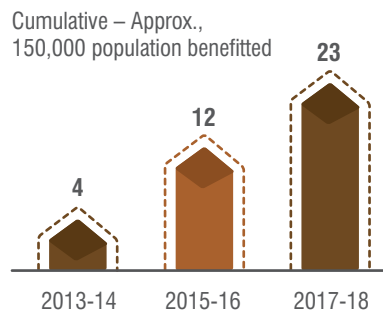**Mr. Chandrashekhar K V**
HM, Devalinganapalya school

12500 CHILDREN IN 172 GOVERNMENT SCHOOLS HAVE BEEN SUPPORTED WITH EDUCATIONAL MATERIALS

UP GRADATION OF THE EXISTING FACILITY

Quality infrastructure is important for quality education. Hence, over the years, we have identified the need and have upgraded the necessary school infrastructure on a selective basis, to encourage a better learning environment
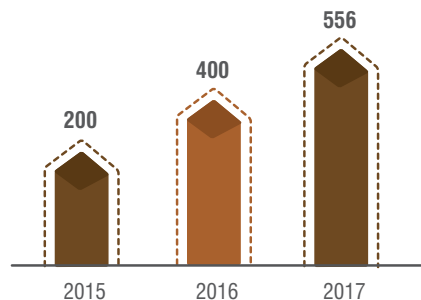
3 SCHOOLS IN BIDADI AND MYSORE

Cumulative – Approx., 150,000 population benefitted

Bar chart values:
- 2013-14: 4
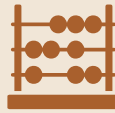- 2015-16: 12
- 2017-18: 23

CREATION OF MODEL SCHOOL

TKM has set a long-term vision of creating a model community. Creation of model school is one step in this direction. In 2016-17, TKM has upgraded the infrastructure facility at Devalinganapalya and the same school is considered for the implementation of the Model school concept. This year, we are focused on the development of curriculum & providing experiential learning to students

CAPACITY BUILDING OF GOVERNMENT SCHOOL TEACHERS

We engage with school teachers as part of our capacity building program. The teachers are trained in Regional Institute of Education, South India, and Karnataka to enhance their teaching skills.

TRAINED 156 TEACHERS

Bar chart values:
- 2015: 200
- 2016: 400
- 2017: 556

CONSTRUCTION OF INDOOR STADIUM

As sports participation is equally important for the holistic development of children, we have constructed an indoor stadium with all the essential facilities to promote badminton amongst the rural youths of Haliyal, Uttar Kannada district.

556 GOVERNMENT TEACHERS UNDERWENT CAPACITY BUILDING TRAINING IN ENGLISH

ANGANWADI LEARNING KITS: **5600 CHILDREN** IN **200** SCHOOLS

DIGITAL LITERACY

As a part of the Model village concept, we have initiated a study to understand the digital readiness of 2 villages [Hejjala & Devalinganapalya] in Bidadi. Approx., 2500 villagers are covered under this study.

As parents, we were hesitant to send our children to school before – many parents were not able to buy or bring their notebooks on time. Now, because of Toyota's initiatives, kids have ten notebooks, and even uniforms and shoes. We feel good about sending our children to school."

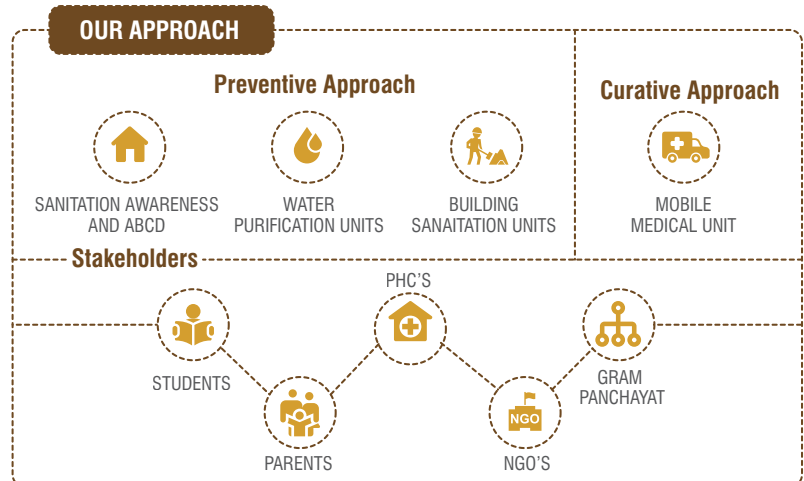**Mr. Kantharaj**
Parent and SMC member from Kadrenahalli

BUILDING HEALTHIER COMMUNITIES

SANITATION AND HYGIENE

Sanitation and Hygiene are key development priorities in India, as reflected in the SDGs, and national flagship schemes such as Swacch Bharat and Swacch Vidyalaya.

According to studies, only 57.8% of households have improved sanitation facilities in Karnataka, with just 13.6% of people having sanitation units appropriate to the geographical area. As the situation required urgent attention, we aligned ourselves with the Clean India mission to focus and make Ramanagara district open- defecation free.

OUR APPROACH

Preventive Approach

SANITATION AWARENESS AND ABCD

WATER PURIFICATION UNITS

BUILDING SANAITATION UNITS

Curative Approach

MOBILE MEDICAL UNIT

Stakeholders

STUDENTS

PARENTS

PHC'S

NGO'S

GRAM PANCHAYAT

A BEHAVIORAL CHANGE DEMONSTRATION [ABCD]

Since 2015, with Project ABCD – A Behavioral Change Demonstration, we are creating awareness about good sanitation practices amongst children, teachers, and community. Under this program, through the 'Child to Parent' approach, we are motivating local communities to construct individual household sanitation units.

Coverage in Ramanagara district 2017-18:
- NO OF SCHOOLS: 317
- NO OF SCHOOL CHILDREN: 28,190
- NO OF COMMUNITY MEMBERS: 95,114 OKS TO 9500 GOVERNMENT SCHOOL CHILDREN

Outcome: More than 7000 individual household units have been constructed and 90 villages were declared Open Defecation Free villages.

No. of school children.
No. of ABCD schools

28,190

18,500

167
2016-17

317
2017-18
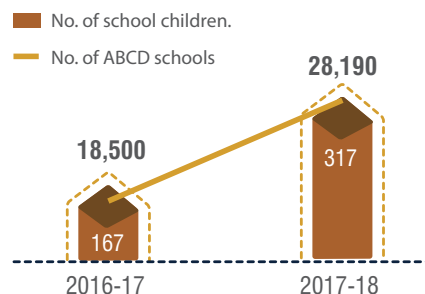
Additionally, ABCD was also conducted in 13 schools of Varanasi [UP] & Vaishali [Bihar]

CONSTRUCTED **795 UNITS** IN GOVERNMENT SCHOOLS BENEFITTING **29,000** CHILDREN

CONSTRUCTION OF SCHOOL SANITATION UNITS

Before the initiation of Project ABCD, we have been constructing separate sanitation units for girl children in the local schools. Under this, all the schools are provided with 100% sanitation units for girl children.

22660
606
2015-16

27370
724
2016-17

29406
795
2017-18
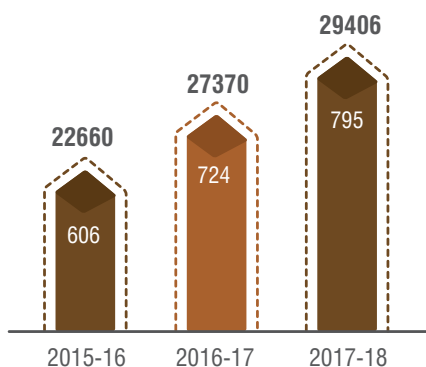
CONSTRUCTION OF PUBLIC SANITATION UNITS

We have provided 7 public sanitation facilities in places like Haliyal, Dandeli, Joida, Ramnagara in Uttara Kannada district, Karnataka.

REFURBISHMENT OF DUSTBINS

We refurbished the dustbins that we had installed in the previous reporting period in BBMP area this year, to ensure the effective usage of the facility.

90 VILLAGES HAVE BEEN DECLARED **100% SANITATION** DUE TO ABCD IMPACT

HEALTHCARE

Studies reveal that only 28.1% of households in Karnataka have one family member covered by a health scheme or by health insurance. Hence, we conducted a local need assessment around TKM premises in Bidadi. The assessment revealed that there was a need for more improved health care services and increased access to health care closer to their homes.

MOBILE MEDICAL UNIT [MMU]

Health is the major concern in the surrounding areas, due to low of awareness among villagers. Health centers are lacking good infrastructure. Realizing this need, TKM rolled out Mobile Medical unit. The main objective of this unit is to provide primary healthcare facility with awareness of health & hygiene and to strengthen the government health systems. The pilot was implemented in 6 villages, covering a population of around 1800 people. We are also focusing on the sustainability aspects by establishing village health committees. These committees will have regular interactions with the villagers to solve the health & hygiene related issues in the villages by involving the community, PHC, and Gram Panchayat.

1800 MEMBERS IN 6 VILLAGES
TOTAL MEMBERS BENEFITTED – 4000 MEMBERS

SUPPLY OF MEDICAL EQUIPMENT TO HEALTH CENTERS

The existing health centers are lacking the basic medical equipment, and in line with the objective of strengthening the government health centers, TKM identified the need of providing need-based medical equipment to Byramangala Bidadi Primary health centers. This was done on a pilot basis.

REACHED OUT TO **1300** MEMBERS UNDER THE **MOBILE MEDICAL** UNIT ON A PILOT BASIS

Whatever we have learned at school about sanitation from the ABCD trainers, we try to teach to our parents, neighbours, and even grandmothers. The ABCD trainers have told us that after using washroom and before eating food, we should wash our hands and keep the washroom just as neat as we found it. Sometimes, the younger students in standard 1 or 2 do not know how to use the washroom, so after lunch, the older kids sit with them to educate them. For instance, if there is no water, we tell them how to approach the teachers and elders to ask for water. We've also told our friends outside of school about proper handwashing! Now you see – our Government school has very neat toilets.

Sinchana and Sindhu
*7th standard students*

SAFE DRINKING WATER PURIFICATION UNITS

Although 89.3% of all Karnataka residents reportedly have access to clean drinking water sources, the number drops to 23% in rural areas. In Ramanagara district, villages lack safe drinking water. The underground water is highly polluted in the area surrounding our plant due to the presence of Byramangala reservoir. This has resulted in various health issues.

To address this issue, we have established various water purification units in these areas. Over the years, we have set up various gender differentiated toilets, water purification units etc. with the active participation of communities and local government bodies.

NO OF UNITS INSTALLED: 6 NOS
NO OF MEMBERS REACHED: 48,000

Cumulative – Approx., 150,000 population benefitted

2013-14	2015-16	2017-18
4	12	23
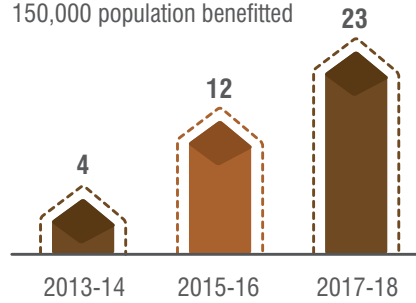
ESTABLISHED 23 WATER PURIFICATION UNITS BENEFITING APPROX., 130,000 MEMBERS

From this purification unit, we regularly use the eater for cooking and drinking. Half a kilometer away, there's another source of water that is another company's plant. But everyone uses Toyota's water purification unit. We used to have a lot of problems with regards to the water availability – there was water but there was no filtered water. Even worse, the private operators would charge 30 rupees per can. Now, Toyota's plant makes water affordable at 5 rupees per can, even for poorer people. Twenty shops in the area have even increased their business from selling empty water cans. This way, we are all saving at lot more money.

Ms. Shivakumar
Business Owner

CREATING SAFER ROADS

India's road safety is a cause for concern — an alarming 17 deaths occur every hour on Indian roads. Road fatalities are a huge drain on the economy. According to a study by UN, every year India loses 3% of its GDP, translating to around USD 58 billion, in losses due to road safety incidents.

Reasons range from faulty road engineering and lack of emergency medical care to flagrant flouting of traffic rules, drunken driving, and lack of enforcement of traffic rules. Given that road safety is one of Toyota's global focus areas, this initiative dovetails well with the focus on building quality cars and educating the people who drive them. Toyota focuses on reducing

OUR APPROACH

Bring sustainable change through the Toyota Safety Education Programe(TSEP) for children.

Train current drivers to navigate roads better.

Stakeholders

PRINCIPALS

STUDENTS

TEACHERS

DRIVERS

LARGER COMMUNITY

accidents and fatalities by educating people of all ages in the public, regarding road safety and disciplined driving.

TOYOTA SAFETY EDUCATION PROGRAM [TSEP]

TKM started TSEP, an interactive awareness program with the objective to create awareness among the school children and make them responsible road users.

Currently, we are covering students from 5th to 9th std. Class 5th students undergo classroom training and for class 9th, the module is focused on behavior change in the children and formation of road safety clubs.

For the first time, TKM organized a national level competition in IIT, Delhi.

National level competition in IIT, Delhi for TSEP School Children

IMPACT ASSESSMENT STUDY ON TSEP

For the first time, TKM conducted an impact assessment study of its flagship program – Toyota Safety Education Program [TSEP]. This study was carried out to understand the gaps in implementation, impact of the program on the beneficiaries and plan the way forward, based on the recommendations.

SAFE ROAD CONCEPT

TKM identified 2 unmanned junctions which had a high risk for road accidents. With a focus on the safety of the road users, TKM in collaboration with NHAI, the Police department, and Bidadi Industries Association, has installed traffic signals, as part of this road safety initiative.

This has provided an opportunity for the best road safety clubs representing 3 cities – Delhi, Mumbai, and Bangalore. It has provided a good exposure for students to exhibit their efforts to various stakeholders –UN, WHO, Policymakers, AIIMS, Police Dept. etc.,

COVERED 30,000 SCHOOL CHILDREN IN DELHI, MUMBAI & BANGALORE
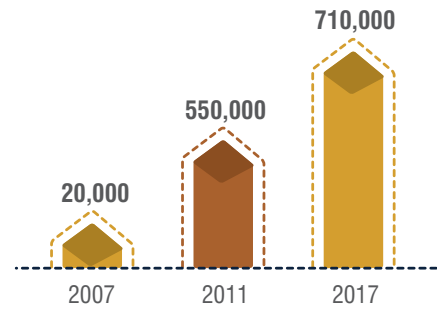
710,000 SCHOOL CHILDREN ARE COVERED UNDER THE TSEP PROGRAM.

TEAM TOYOTA ACTIVITY [TTA]

In line with the TKM's vision 'Grow India and Grow with India', a new project called Team Toyota Activity was rolled out, in collaboration with business partners. It focuses on implementing the Safe Model School on road safety. Initiated with an objective to expand the road safety know-how nation-wide, it aims to provide experiential learning to students on road safety.

Under this project, a Safety Park is created, that provides awareness training to school children & school bus drivers. Safety Park is a simulated structure on road safety, explaining the various road safety concepts, giving the students the experience of road safety etiquettes through practices during different scenarios. This model school is used as a hub to disseminate knowledge on road safety to other schools in the vicinity.

ESTABLISHED 6 SAFETY MODEL SCHOOL IN DELHI, HISSAR, VARANASI, REWARI, AND KOLKATA. TOTALLY 7 TTA'S HAVE BEEN ESTABLISHED.

Inauguration of safety model school by TKM top management

TKM top management at safety model school

6 SAFETY MODEL SCHOOLS HAVE BEEN CREATED AIMING TO CHANGE THE BEHAVIOR OF THE STUDENTS

SKILL DEVELOPMENT

As 'Human development' is our fundamental focus, we are developing the skills of youth, especially who hail from the economically weaker sections, since 2006. With our own world-class skill experts in Gurukul at TKM premises, we have developed educational modules, technical manuals and simulations to enhance the skill set of our employees as well as the youth of the country.

With the establishment of Toyota Technical Training Institute [TTTI] in 2006, and in collaboration with Automobile Sector Development Council [ASDC] through Toyota Tantragnya in 2016, we are enhancing the skill sets of rural youth to cater to the growing needs for skilled manpower in the automobile industry.

Our trained personnel have been recognized at various national and international level skill contest participation and have achieved recognition at various national and global level skill contests. This testifies to our commitment to skill development in India.

For further information, please refer 'People' chapter, Training and Development section

NURTURING THE ENVIRONMENT

Toyota's assessment was, that there was a dearth of awareness among students and the community on how to keep their surroundings clean, segregate waste, and take care of water bodies. Wastewater from taps and hand washing was being deposited outside the school or wasted. Garbage from school was burnt inside the school or thrown outside. The lake was polluted, harming both surface and groundwater.

One of the tenets of Toyota's CSR policy and philosophy is 'undertaking measures to protect and safeguard the environment'.' Adapting this principle, TKM decided to create awareness (GreenMe) about the environment and put this theory into practice (Ecozone) by demonstrating environmental concepts in a physical space, and involving and motivating the community to adopt environmental stewardship through lake rejuvenation.

OUR APPROACH

Use 'Go and See' experience to show green principles in pratice.

Work with communities to restore environmental balance.

Stakeholders

STUDENTS

SCHOOL ADMINISTRATION

GRAM PANCHAYAT

LARGER COMMUNITY

TOYOTA EMPLOYEES

For further information, please refer 'Envisioning Environment Sustainablity' chapter, 'A Future Society - In Harmony with Nature' section

I-CARE

ICARE, an employee volunteerism initiative was started in November 2017. To begin with, the program received 136 nominations for the first activities.

BACKGROUND

1. Division / departments doing CSR on their own
2. TM's expressed interest to participate in CST
3. Awareness on company's CSR is low
4. No. structured intervention interms of engaging employees in CSR

OBJECTIVE

1. Channelize the efforts to one direction -> Company's vision
2. Platform to exhibit their skills towards community
3. Internal Stakeholder Engagement
4. Systematic intervention in terms on mapping the skills Vs activities for good impact oriented engagement

SHORT TERM (2017)
Team Members

CONNECTING THE INDIVIDUAL
- Company's connect the business goals with TM's personal interest
- Create a sense of belongingness with community and company

REACTIVE

PROACTIVE

EMBEDDING THE SENSE OF RESPONSIBILITY IN TM'S
- To make volunteerism in a consistent manner
- Show demonstration to TM's between words [corporate communications] and deeds [implementation success]

MID TERM (2018)
Team Members + Families

LONG TERM (2019)
Lead CSR Practioner

PROMOTE CHAMPIONS
- Enhance employee volunteerism
- Volunteers take forward the activity.

LEADING

ACTION PLAN

- Maximize the talents / skills of the employee volunteers under ICARE
- Introduce reward to recognise volunteers based on the hours spent and impact created in the community [PROPOSED]
- Encourage more empoyees to garner wider participation
- Identify 'Champions' amongst volunteers

41 EMPLOYEES VOLUNTEERS

200+ BENEFICIARIES

HEALTH CAMP

A general Health camp was organized for the community at Govt. High School, Sheshagirihalli [Bidadi region]. Our Employees facilitated Medical check-up registration, medicine distribution, and guiding the community members to respective medical specialist / doctor for consultation.

Inauguration of mobile medical unit

Health camp for the community at Govt. High School, Sheshagirihalli

BEAUTIFICATION OF THE 104 YEARS OLD GOVERNMENT SCHOOL BUILDING

The school chosen for this activity was in a bad condition, catering to 50 underprivileged slum children. Our employee volunteers joined hands to beautify the school building by painting, planting and cleaning the entire school premises. The newly painted school was handed over as a New Year gift [2018] to the school children.

The employee volunteers also created environment awareness through a short play at Garuda

Environment awareness at Garuda Mall, Bangalore.

Mall, Bangalore. the play was enacted at different intervals on themes - lake restoration, afforestation and solid waste management.

Government Urdu Model school, Ashok Nagar, Bangalore

41 EMPLOYEE VOLUNTEERS

50 SCHOOL CHILDREN

OUTREACH PROGRAM

Created the sense of "Joy of giving" amongst volunteers. The employee volunteers participated in cooking and serving the meals to orphanage school children, followed by gardening activity and recreational activities.

19 EMPLOYEE VOLUNTEERS

200 SCHOOL CHILDREN

Plantation at schoool campus

Preparation meals for orphanage children

ENVIRONMENT AND EDUCATION

The entire school was beautified creating an enthusiasm amongst the school children to attend the classes. Playground building enables in developing the cognitive skills amongst children.
Eco awareness drive [clay model on eco issues – aquatic animals, chart on environment theme, cleanliness – 4S at the school campus, dustbin installation at campus for segregated waste disposal]

95 EMPLOYEE VOLUNTEERS

200 SCHOOL CHILDREN

Painting of the school

Playground building using Eco friendly materials

Playground building using Eco friendly materials