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Impact Assessment Study of Maruti Suzuki India Ltd CSR Projects

Submitted to

Maruti Suzuki India Limited



Impact Evaluation Monitoring & Evaluation Systems

Socio-Market, Economics and Policy Research

Policy and Program Design

Training and Capacity Building

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Impact Assessment Executive Summary FY 2021-22

The CSR initiatives undertaken by MSIL falls under the thematic areas of (a) Skill development, (b) Road safety and (c) Community Development and supporting the community during the Covid-19 pandemic. MSIL's CSR programs tackle social issues at both local and national levels to develop scalable, impactful and sustainable social programs that have a long-lasting visible impact on future generations. The project needs are identified through formal surveys, one-to-one contact, engaging with the leaders and community involvement. An impact assessment of 8 vital projects implemented during the financial year 2020-21 has been conducted by NEERMAN Research & Consultancy. Below are the key highlights:

Project Details	Impact Assessment Study Key Findings
I. Skill Development	
JIM Mehsana, Gujarat	<p>1. Management of two Japan India Institutes for Manufacturing (JIM) for skill development of youth in automobile trades and Japanese manufacturing practices to prepare them industry ready.</p> <ul style="list-style-type: none"> JIMs are equipped with advanced, and upgraded workshops which give students exposure to the latest industry technology. JIM Mehsana trained 847 students. From the batch of 2020-21, 100% of the passed students secured employment post-course completion. JIM Uncha Majra trained 344 students. From the batch of 2020-21, 98% of the passed students secured employment post course completion.
JIM Uncha Majra, Haryana	
30 Government ITIs in 11 states	<p>2. Upgradation of vocational training facilities at Govt./Pvt. Industrial Training Institutes (ITIs) including upgradation, repair and maintenance of workshops and infrastructure, industry oriented courses and industry exposure for students, setting up of placement centre etc.</p> <ul style="list-style-type: none"> More than 15000 students trained. Soft skills training, safety training, and hands-on experience with the latest technology which make them industry-ready. These are the most appreciated components of the project by alumni students. 80% of student respondents shared that infrastructure facilities available at the ITIs are "good and above". 88% of student respondents rated online sessions, teaching methods of the instructors, and events organized are "good and above". More than 70% of student respondents rated apprenticeship opportunities and campus placement as "good and above".
Upgradation of ITI, Mirzapur (Uttar Pradesh) since 2016	
39 Government ITIs in 19 States and 3 Union Territories.	<p>3. Upgradation of vocational training facilities at Govt./Pvt. Industrial Training Institutes (ITIs) including upgradation, repair and maintenance of workshops and infrastructure, industry oriented courses and industry exposure for students, setting up of placement centre etc.</p> <ul style="list-style-type: none"> More than 1800 students were trained. Student respondents appreciated the top-up technical training provided by the expert trainers at the ITIs. More than 80% of student respondents rated placement support, training material & instructors and online sessions during the project as "good and above".
39 Government ITIs in 19 States and 3 Union Territories.	
39 Government ITIs in 19 States and 3 Union Territories.	<p>4. Training of apprentices from various ITIs across India</p> <ul style="list-style-type: none"> Trained more than 2000 trainees from ITIs across 13 trades. More than 90% of respondent trainees have rated their training as "good and above". Trainees stated that the training has helped them in acquiring practical skills and technical acumen, improved their soft skills, and better industry exposure.
39 Government ITIs in 19 States and 3 Union Territories.	
II. Road Safety	
The company has installed Radars and cameras at 13 traffic junctions in Delhi.	<p>5. Setting up and operation of Traffic Safety Management System (TSMS) comprising of sophisticated radars and high-resolution cameras at high-volume traffic junctions to capture traffic violations leading to a reduction in number of accidents; Road safety awareness programs.</p> <ul style="list-style-type: none"> Since its inception, the system has captured more than 30 lakh instances of traffic rule violations. System automation reduced the need for the physical presence of traffic police officials at Junctions. This has helped in reducing work hours and fatigue for the traffic police officials.

Project Details	Impact Assessment Study Key Findings
III. Community Development	
<p>Projects on Water, sanitation and common community assets in 26 villages in Haryana and Gujarat.</p>	<p>6. Holistic development of villages</p> <ul style="list-style-type: none"> • Water ATMs, household toilets, and paved roads were developed under this project. • 100% of the respondents were aware of the Water ATMs facilities in the villages and are satisfied with their water quality. • 90% of respondents shared that post the water ATM, their monthly expenses on the water have reduced. • 100% of the respondents have functional toilets. All members of the household are using these toilets. • Respondents have stated that paver block roads have led to improved internal transportation and cleanliness.
<p>Infrastructure up-gradation, support teachers in 50 Government Schools in Haryana</p>	<p>7. Upgradation of infrastructure at government schools and Improving learning level of students</p> <ul style="list-style-type: none"> • 53 support teachers engaged in Government Schools in Haryana. The project has improved the availability of trained teachers . As per the staff, this project has helped in improving the attendance and classroom participation of the students.
<p>Covid-19 Relief</p> <p>Polyclinic Health Centre in partnership with Ramanabhai Foundation (Zydus Hospital)</p> <p>Anaemia Reduction Project in 4 Villages of Rohtak (Mamta HIMC)</p>	<p>8. Community development, COVID-19 expenses, Infrastructure and equipment support to dispensaries; and Reduction in the incidence of anaemia among women and children through community awareness programs.</p> <ul style="list-style-type: none"> • To support the government in tackling the crises, the Company extended assistance in the production and donation of ventilators, face masks, and other protective equipment. Support was provided to AgVa Healthcare, an approved ventilator manufacturer, to rapidly scale up their production from 50 units per day to around 400 units per day, thereby reaching a volume of about 10,000 units per month. Additionally, face masks and medical protective clothing were produced, with the support of vendor partners. Till March 21, the company donated 280 ventilators, 2 million masks 1000 testing kits, and 950 oxygen cylinders. Also, 12,000 families were supported with dry ration kits which impacted 60,000 individuals, 120000 cooked meals were distributed, and more than 5 lakh liters of drinking water were provided to the community through the Water ATMs already set up by the company. • The project has benefitted more than 18000 community members. Majority of respondents (67.57%) mentioned that their primary reason to visit the PHC was the reduced cost of the services. Beneficiaries also felt that the accessibility and the reachability of the PHCs had improved. • The project impacted more than 11000 women and children in 4 villages of Rohtak. 100% of frontline workers (FLWs) like ANM and ASHA conveyed that they received training on anaemia and handholding support under the program. 100% of the adolescent girls and women (of reproductive age) stated that they had attended awareness sessions. Women also stated that there was an increase in the uptake of government services by them after the implementation of the project.

Introduction

Maruti Suzuki India Ltd. (MSIL) is a Public Limited company and India's largest passenger car manufacturer. The company is an important part of the country's automobile industry. As a responsible Company, MSIL undertakes various developmental projects under its' Corporate Social Responsibility. These initiatives aimed to promote skill development, road safety, and community development in line with the National Developmental priorities and Sustainable Development Goals (SDG).

MSIL had spent INR 140.9 crore on CSR initiatives in the financial year 2020-21.

In the pursuit of taking the Industry towards Academia, Maruti Suzuki had set up two Japan India Institute for Manufacturing (JIM) with state of art infrastructure and training methodologies. Also, under the Skill Development thematic area, MSIL Supports Government-run Industrial Training Institutes (ITI) across the country. The interventions are focused on training programs at ITIs related to the industry's shop-floor requirements, behavioral & functional skills and industry work culture. In this Impact Assessment study, the impact created by JIM and 'Maruti Suzuki supported' ITIs were studied.

Under the Road Safety theme, driven by the commitment to make Indian roads safer, the MSIL had undertaken various initiatives to improve driving skills through professional driving training, increase compliance with traffic rules and enhanced road safety consciousness. MSIL introduced technology solutions at Automated Driving Test Tracks (ADTT) in assessing driving skills and providing diving licenses. and at Traffic Safety Management systems (TSMS) to capture the traffic violations. Also, the company is imparting quality driving training through the Institute of Driving and Traffic Research (IDTR). In this study, Traffic Safety and Management System implemented in Gurugram and Delhi was studied.

The Company has two state-of-the-art manufacturing facilities located in Haryana and Gujarat. Under the Community Development theme, the company has adopted 26 villages in and around the plants and R&D facility. Through this Impact assessment study, Water ATMs, community infrastructure development, education, health initiatives and COVID 19 response implemented by Maruti Suzuki were studied.

Network for Engineering and Economics Research and Management (NEERMAN), prepared this report based on its independent study to assess the impact of MSIL's eight CSR projects. The report presents the key findings of the impact assessment study conducted.

Projects covered through the Impact Assessment study

Skill Development theme

Project 1: Japan-India Institute of Manufacturing (JIM)

This initiative aims to prepare young people for careers in the automotive industry and Japanese manufacturing practices. This is the result of collaboration between the Japanese and Indian Government to create a pool of skilled labour for Indian manufacturing sector.

Project 2: Upgradation of Government ITIs

This initiative aims to improve the vocational training facilities at government and private industrial training institutes (ITIs). The initiative includes the upgrading, repair, and maintenance of workshops and infrastructure, industry-oriented courses and industry exposure for students, the establishment of placement centers, etc.

Project 3: Automobile Skill Enhancement Centers (ASECs) at Government ITIs

Maruti Suzuki is upgrading vocational training facilities at government Industrial Training Institutes (ITIs) in the automobile industry as part of this initiative. This includes upgrading training facilities and workshops, providing study materials and practical training, etc.

Project 4: Training of apprentices

Students from various Industrial Training Institutes (ITIs) were trained at the Company's plant as part of the apprenticeship program. They were given a monthly stipend as well as the opportunity to interact with company experts and improve their employability by working on the shop floor.

Road Safety theme

Project 5: Traffic Safety Management System

Maruti Suzuki is dedicated to improving road safety throughout the country. Taking the lead in Delhi and Gurugram, the company has installed a Traffic Safety Management System (TSMS) at 13 high-volume traffic junctions, consisting of sophisticated radars and high-resolution cameras, to capture traffic violations and reduce the number of accidents. It had also recruited and trained volunteers to serve as Traffic marshals to assist Gurugram's traffic police during the project duration. The goal was to ensure the enforcement of traffic rules and to assist Traffic Police in enforcing traffic rules.

Community Development theme

Project 6: Holistic development of villages

Maruti Suzuki had set up 27 water ATMs in 25 villages across Gujarat and Haryana. In Gujarat and Haryana, the company has built toilets in 4,455 households across 24 villages. In addition, the company has built and renovated village infrastructure in response to community needs and requests from Panchayats and community members.

Project 7: Improving the learning level of the students

Education initiatives aim to improve student enrolment, retention, and learning levels in government schools in the adopted villages. Infrastructural support activities and educational materials were extended to 50 schools in villages. Specifically, through the Learning Level Improvement Program (LLIP) supplementary teachers were provided to the schools along with other support.

Project 8: Health

As a response to COVID-19, Maruti Suzuki's CSR activities focused on addressing emergency needs such as the donation of medical equipment, medical protective clothing, oxygen concentrators, and so on. The company also significantly contributed to improving the production capacity of small manufacturers of medical equipment by leveraging its resources and network.

In addition, the company established a Polyclinic in Becharaji, Gujarat to provide basic medical facilities to the community.

As a part of health initiatives, the Company also implemented a pilot project to help reduce the incidence of anaemia in women and children in Rohtak, Haryana.



People from the project village getting water from water ATMs during Covid pandemic times

Impact Assessment of Skill Development Projects

Project 1: Japan India Institute for Manufacturing (JIM)

JIMs for skill development of youth in automobile trades and Japanese manufacturing practices to make them industry-ready

The governments of Japan and India collaborated to establish the Japan India-Institute for Manufacturing (JIM) to support the Government of India's 'Skill India Mission,' which was launched in 2015, and to empower the young generation in shaping their careers in the automobile industry.

This followed a Memorandum of Cooperation (MoC) signed in Tokyo on November 11th, 2016, between the Ministry of Economy, Trade and Industry - Government of Japan (METI) and the Ministry of Skill Development and Entrepreneurship - Government of India (MSDE) for a "Manufacturing Skill Transfer Promotion Program" to train 30,000 youths in India over 10 years. Based on the MoC, Maruti Suzuki has established two Japan-India Institutes for Manufacturing (JIM), in Gujarat and Haryana.



2016

Memorandum of Cooperation on the Manufacturing Skill Transfer Promotion Programme signed between METI Japan and MSDE India



Manufacturing, Mehsana Gujarat



2019

Setup of Japan India Institute of Manufacturing, Uncha Majra Haryana

 **JIM**
Mehsana
Gujarat

 **847**
Students Trained

 **7**
No of Trades
Offered

1. Mechanic diesel
2. Mechanic auto body painting
3. Mechanic motor vehicle
4. Mechanic auto body repair
5. Electrician
6. Fitter
7. Welder

 **JIM**
Uncha Majra
Haryana

 **344**
Students Trained

 **8**
No of Trades
Offered

1. Mechanic diesel
2. Mechanic auto body painting
3. Mechanic motor vehicle
4. Mechanic auto body repair
5. Electrician
6. Fitter
7. Welder
8. Technician Mechatronics

Study Methodology

The following methodology was used during the assessment of the impact caused by intervention at JIM:

STUDY OBJECTIVE	STUDY AREA	STUDY APPROACH AND DESIGN	SAMPLE SIZE	DATA COLLECTION	DATA ANALYSIS
<ul style="list-style-type: none"> To understand the impact of the JIM project To understand the design and implementation Challenges faced by the students and suggest suitable actions to improve the outcomes. 	<ul style="list-style-type: none"> JIM Mehsana, and JIM Uncha Majra. 	<ul style="list-style-type: none"> The study followed a mixed methods approach Self administered questionnaire filled by students and alumni Key Informant Interviews(KII) with JIM instructors and Management. 	<ul style="list-style-type: none"> All students available for the study were involved. Uncha Majra (181) and JIM Mehsana (171) Qualitative Interview (5) 	<ul style="list-style-type: none"> In person data collection by the moderator Notes taken and monitored by supervisor for KII Self administered questionnaire filled by the students 	<ul style="list-style-type: none"> Manual Descriptive statistical analysis

Study Findings

The section below summarises the key findings to understand the impact of the initiative on the students.

Perception of students about the Infrastructure and teaching modules:

Respondents were interviewed to understand their thoughts on JIM's infrastructure and additional course content developed and offered. The responses were recorded on a five-point Likert scale of very bad, bad, average, good, and very good, as shown below.

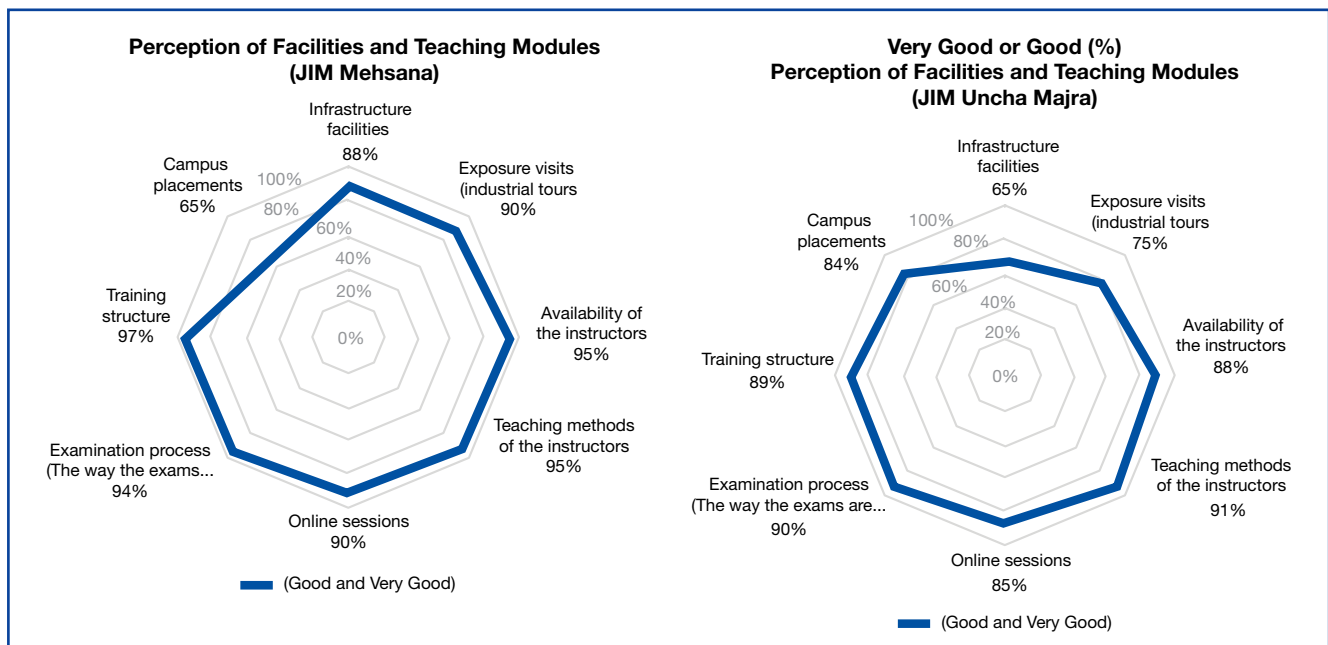


Figure 1 – Perception on facilities and teaching modules

The responses received from students/alumni suggest that most students found the facilities they were provided with and the teaching modules as “good or very good” in all the parameters. Further, due to the Covid-19 pandemic situation, it must be noted that the students received training through online mode and did not experience the infrastructure. This might have resulted in a biased response toward the infrastructure facilities.

Inculcating practice of safety:

Workplace safety and discipline are crucial in the manufacturing industry. Safety training has been given the top priority and students at JIM receive regular safety training. All student respondents mentioned about the importance of workplace safety and how the course helped them understand the precautions they must take while performing their respective tasks and duties.

Placement support:

During the academic year 2020-21, 100 percent of JIM Mehsana and 98 percent of JIM Uncha Majra eligible students, got placed after completing their courses. JIMs have placed a total of 858 students through various placement drives. Some of the students also started their ventures or Joined higher education after finishing their courses at JIM.

Academia industry connect:

JIM addresses the skill gap issue by providing most of the training from a theoretical standpoint and practical industry aspect. JIM students are exposed to shop floor practices and are aligned with industry needs through training on the latest tools and equipment. Secondly, they receive training at Maruti Suzuki plants during their studies under the Dual System of Training (DST) model. These two factors have contributed to students becoming industry-ready by bridging the gap between academia and industry.

Improvement in soft skills post-JIM:

All the respondents have said that from the day of joining the course and at the end of the course, they have observed improvement in their soft skills.

The trainees are confident about their communication skills and they are also involved in key decision makings in their families after getting a job.

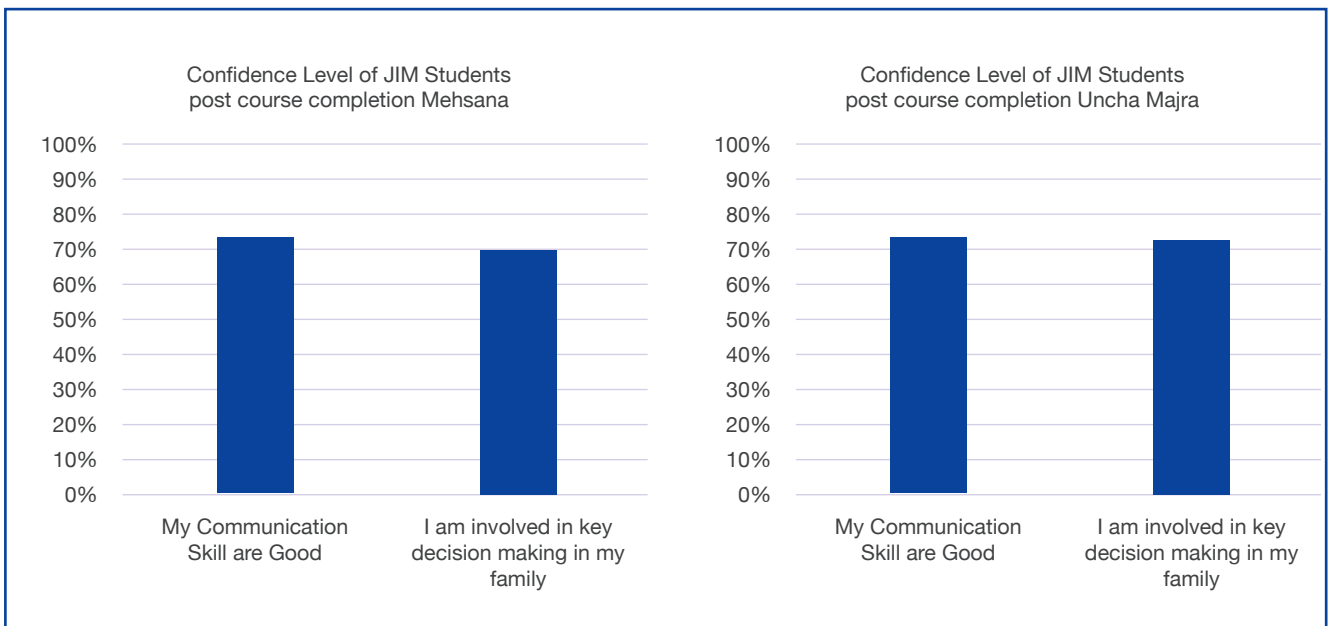


Figure 2 – Confidence level of students post course completion

Sandeep Yadav (JIM Student)

Discipline and safety techniques that I learned at JIM have helped me in getting accustomed to the workplace,” said Sandeep Yadav, a JIM alumnus. “I was encouraged to learn practical aspects related to the engine during classes, which helped me understand the topics. My teachers were extremely helpful, and I remain in contact with them to this day. They helped me prepare for various job interviews and also accompanied me to the interview centre to boost my confidence.” Sandeep was a member of JIM Uncha Majra’s first batch and shared in detail the safety and soft skill training he learned during his study.



“GT Cars care” workshop setup by Manthan Suthar (JIM Student)

Manthan Suthar graduated from JIM Mehsana’s Auto Body Repair Trade. In Mehsana, he has established his own workshop, GT Cars Care. He is a first-generation entrepreneur who began his entrepreneurial journey by establishing this workshop following the completion of the course he took. While discussing his experience, he stated, “the course had a positive impact on my life in general because the learnings in the course gave me the confidence and knowledge to start my own venture.” He shared, “I was always interested in automobiles, so when I saw an advertisement for JIM Mehsana in the newspaper and researched courses. I knew that it was a perfect place for me. I learnt a lot during the practical classes” Post course completion of the course, he worked at a workshop in Ahmedabad for two years to help solidify his knowledge. After understanding the market gap he started his own business. He stated, “the course was an excellent starting and guiding point for me to the automobile sector”. The image above shows Manthan at work in his workshop.



“Car Spa” setup by Manish Panchal (JIM Student)

The practical classes and teachers at JIM, were the best parts of my training. I gained practical knowledge of all aspects of autobody paint. Teachers were willing to explain a topic several times until all my questions were answered. I now recommend JIM to anyone who is interested in working in the automobile industry.” He worked at four different places in the last two years and gained enough experience to open his own Car Spa. He states, “JIM played a significant role in placing me here”. The images above depict him and his business.

Project 2: Upgradation of ITI- Automobile Trade

Upgradation of vocational training facilities at Govt. Industrial Training Institutes (ITIs) in automobile trade include up-gradation of training facilities and workshops, provision of study material and practical training, etc.

Maruti Suzuki has set up Automobile Skill Enhancement Centres (ASECs) in ITIs to improve the training in trades such as Mechanic Motor Vehicle (MMV), Auto Body Repair (ABR) and Auto Body Paint (ABP) to make the youth industry-ready.

In August 2005, Maruti Suzuki established the first Automobile Skill Enhancement Centers (ASEC) at ITI Pusa in Delhi. To scale up the ASEC initiative, Maruti Suzuki signed a Memorandum of Understanding (MoU) in 2014 with the Directorate General of Employment and Training under the Ministry of Labour and Employment, Government of India. During FY 2020-21, Maruti has established ASECs in 39 government ITIs across India as part of this agreement. The goal of this collaboration and the establishment of the ASECs was to supplement the existing training curriculum with additional modules on the most recent technological developments in the automobile service sector.

The program aims to influence trainees to upskill and become industry-ready. It resulted in the introduction of a new approach to the traditional method of teaching and learning for both trainers and trainees. With the implementation of a technology-driven curriculum, trainees gain hands-on experience with cutting-edge technology as well as industry work standards. Trainees are given opportunities to demonstrate their knowledge and skillsets while also receiving placement assistance through job fairs. The job fairs offer a variety of opportunities for trainees to identify and pursue their areas of interest. Trainees get jobs through placement fairs, while some become self-employed and few continue their higher studies. The tools used at the centers are depicted in the images below.



Project initiated:
2005



Number of Govt. ITIs: 39



Number of States & UT: 22



Number of Trades Supported: 3



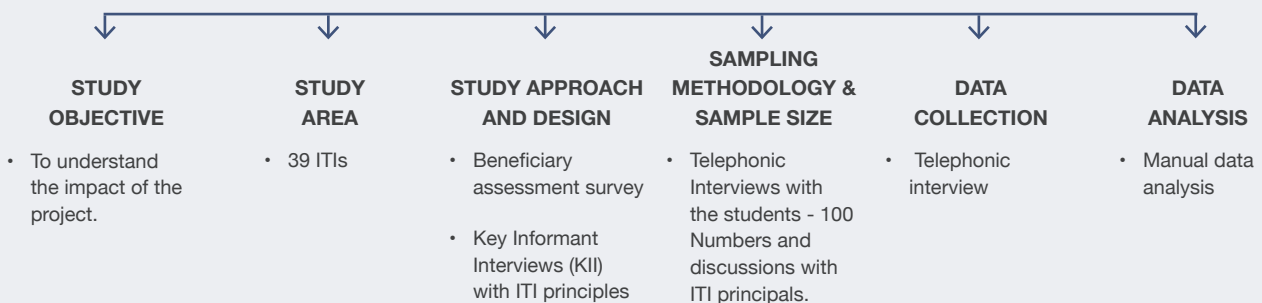
Students Touched: 1800+



ASEC Infrastructure and Lab set up at Govt. ITI

Study Methodology

The impact assessment study followed the following methodology to assess the impact of the intervention at the intervention sites.



Quality of technical training:

The most important component of the ASEC project is industry-relevant training provided by special trainers. The students have stated that, in addition to the ITI trainers, these trainers assist them in understanding the industry’s current needs and the most recent industry trends. ‘Alumni student respondents’ also stated that this additional training aids students in preparing themselves for their workplace.

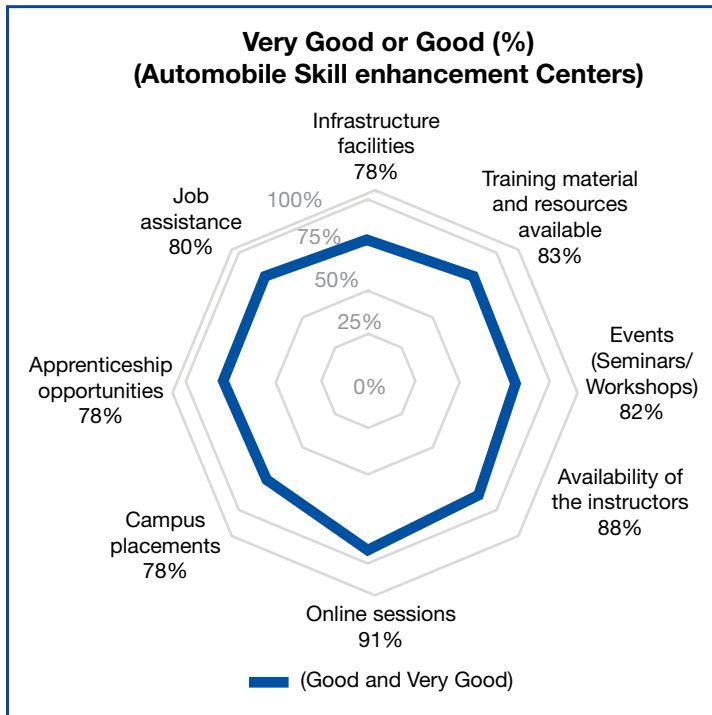


Figure 3 – Quality of technical training

Perception of the infrastructure and course content

The respondents were asked questions to understand their perception about the infrastructure up-gradation and additional course content developed. The responses were captured on a five-point Likert scale of very bad, bad, average, good, and very good, the figure left shows the responses.

The Findings of the survey suggest that the majority of students perceive facilities and teaching modules as “good or very good” in all the parameters.

Project 3: Upgradation of Government ITI

Upgradation of vocational training facilities at Govt./Pvt. Industrial Training Institutes (ITIs) include up-gradation, repair and maintenance of workshops & infrastructure, industry-oriented courses, and industry exposure to the students, setting up of placement centers, etc.

During FY 2020-21, Maruti Suzuki also contributed to the improvement of 30 government-run Industrial Training Institutes (ITI) in ten states and one union territory. The interventions are aimed at improving workshop infrastructure, training in manufacturing trades, and exposing trainers and students to Japanese manufacturing practices. Soft skills are also taught to make students industry-ready, and placement assistance is provided.

The project interventions helped the institutes by developing infrastructure, training staff and students in technical and self-development courses, and assisting with industry connections and governance.



Project initiated: 2006



Number of Govt. ITIs: 30



Number of States & UT: 11



Students Touched: 15000+



Lab Development



Campus to corporate training



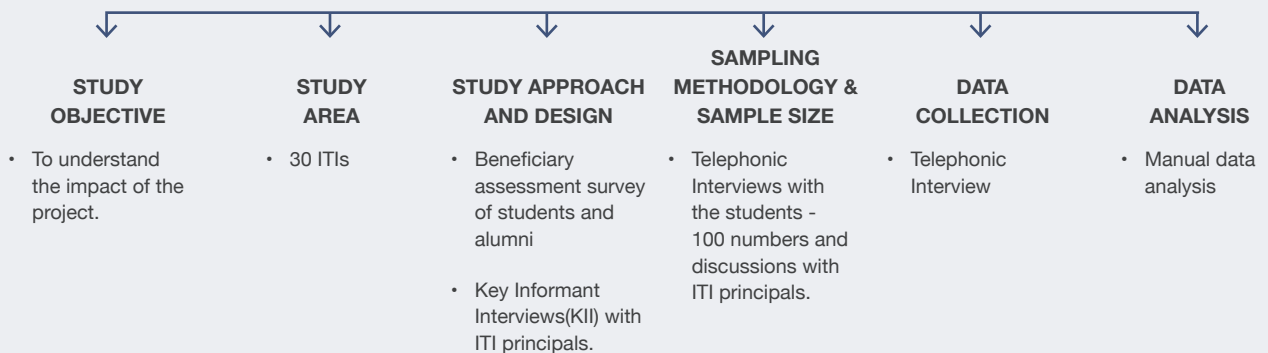
Lab Development



Spot Welding facility in Weld Finishing School

Study Methodology

The impact assessment study followed the following methodology to assess the impact of the intervention on the ITIs.



Study Findings

The students/alumni interviewed for the assessments were from more than 11 states and union territories receiving training at the ITIs. Below are the findings from the study.

Hands-on experience with the latest technology

The project has improved course standards and educational quality in ITIs by incorporating training sessions, technology such as smart classes, and upgraded laboratories. Most of the students stated that they are trained on modern equipment such as simulators in practical sessions. This gave them an advantage over students from other institutes during and after placements.

Soft skills training for students

Trainers are educated on how to improve their technical and training skills, attitude, motivation, and productivity management. Smart classrooms have been installed in the ITIs for theoretical classes and introductory classes on language and self-development. Theoretical classes are taught using audio-visual aids and projectors to ensure that students understand the lessons. The Campus to Corporate Training program also assists students to improve their communication abilities.

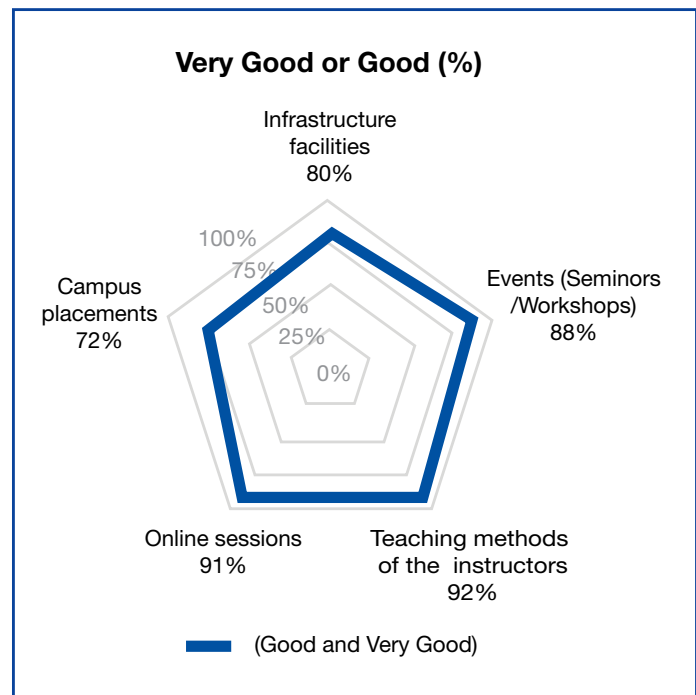


Figure 4 – Perception about the upgraded infrastructure and training

Perception of the students about upgraded Infrastructures and Training

Questions were posed to the respondents to ascertain their thoughts on the infrastructure upgrade and additional course content developed. The responses were recorded on a five-point Likert scale of very bad, bad, average, good, and very good, as shown in the figure 4.

The majority of 'student respondents' rated infrastructure facilities, organized events, instructor teaching methods, online sessions, and campus placements as good or very good.

Importance of Safety

The safety lab is a key component of the program. Students are educated on the adoption of safety practices and usage of equipment such as goggles, leather gloves, PPE, etc., The students were able to recognize the importance of following safe practices while working in the lab/workplace.

Journey from a Student to Trainer

Vikash Prajapati, an ITI Pusa student, is now employed as an assistant trainer at a private ITI in Gujarat. "My decision to join this ITI was based on the infrastructure available at ITI Pusa," he explained. "Maruti Suzuki has created one of the best workshops in all of Delhi's ITIs. I competed in the prestigious Skill India competition while a student at ITI Pusa. My instructors' training was one of the factors that contributed to my success there. My teachers explained the topics several times and taught in an easy-to-understand manner. I got my first job at campus."

Two days Training by Manmohan sir created lasting Impact

Md Sohail, an alumni student of auto body repair, stated, "Manmohan Singh sir had represented India in World skill competition in UK. Maruti Suzuki organised our two-day training. He corrected many of my errors and shared his techniques and lessons learned at the international level. Clearing state level was a breeze after this training. I realised that the tools and equipment on which I was being trained at ITI were not available at other ITIs.

Safety First

Pavan, an ITI Gurugram alumni student from the 2018 batch, stated, "I learned a lot while studying at ITI Gurugram. Along with technical knowledge, I make it a point to prioritise safety at work. I was always told during each safety session that I should think about safety before beginning my work. This is now a major differentiator at my workplace."

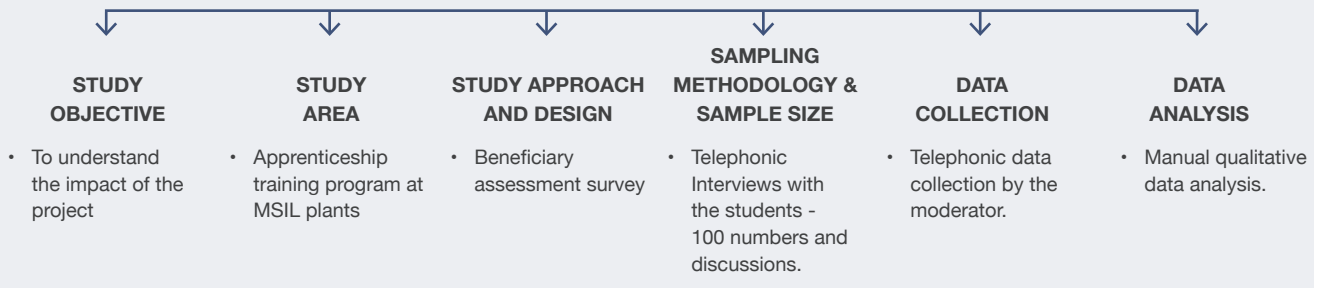
Project 4: Training of apprentices

To enhance the employability of student trainees in private/corporate sectors, under the Apprentices Act, 1961 student trainees are trained through industry collaboration. MSIL has trained more than 2000 students through the apprenticeship training program during FY 2020-21.

The program benefitted the students from selected ITIs by providing the trainees with the opportunity to develop their skill set according to the industry needs and hands-on experience with the latest technology & industry standards of work.

Study Methodology

The study mainly aimed at understanding the apprenticeship experience of the apprentice, their satisfaction with the apprenticeship program, and the impact it has had on their career.



Study Findings

Below are some of the key findings from the study.

Improvement in technical and soft skills

The students were trained at Maruti Suzuki facilities and were exposed to cutting-edge technology and Japanese manufacturing practices. This assist students in developing practical skills and technical knowledge. Training from Maruti Suzuki experts helps students develop and improve their soft skills.

Economic impact

Trainees are paid a stipend while they are being trained. This allows students to support themselves while undergoing the apprenticeship.

Recognition of skills and improved job opportunities

This training helped students in obtaining recognition and improving the value of their CVs. Due to the improvement in skill level, their confidence in getting a job improved after apprenticeship.

Perception of the infrastructure facilities and training content

Regarding perceptions of the infrastructure and training content, almost all the respondents felt that the training was good or very good.

Training support from colleagues

The trainees are given training by the industry experts to enhance the apprentice knowledge of the industry as well as its challenges. Apprentices felt that the recommendation from the trainers is crucial for them in their careers.

Impact Assessment Road Safety Project

Project 5: Traffic Safety Management System (TSMS)

Setting up and operation of TSMS comprising of sophisticated radars and high-resolution cameras at high-volume traffic junctions to capture traffic violations.

India ranks first in the number of road accident deaths across the 199 countries and accounts for almost 11% of the accident-related deaths in the World. As per the Road Accident Report for 2019, a total number of 449,002 accidents took place in the country during the calendar year 2019 leading to 151,113 deaths and 451,361 injuries.

Traffic Safety Management System (TSMS) has been implemented in collaboration with the Delhi Police at 13 high-traffic-density road junctions. The TSMS consists of 3D radars and high-resolution cameras that capture traffic violations including speeding, red-light violations, stop line violations, and wrong-side driving.

The TSMS model is based on the technology used to detect and record violations in real-time through radars and cameras installed at traffic intersections such as red light jumping and speeding. When a breach is detected, a command is issued to automatically capture the number plate of the violator's vehicle. The vehicle identification number is transmitted to the data server at the TSMS Control Room at the Delhi Traffic Police Headquarters. An e-Challan is issued to the offender after verification from the TSMS Control Room operators officials. This e-Challan is delivered to the offender's mobile phone number associated with the vehicle number.

The 'Sadak Suraksha Sewak's in high traffic density areas of Gurugram is another intervention, where Traffic Marshals provide assistance to traffic officials. The Traffic Marshals' role was to ensure that people followed traffic rules and regulations.

Study Findings

System Automation and reduction in manual vigilance

System automation reduced the need for manual intervention or regulation. According to Traffic Police officials, this has aided in reducing work hours and fatigue for traffic officers.

Feedback from Traffic Police about Sadak Suraksha Sewak:

Sadak Suraksha Sewaks had assisted and supplemented Gurugram traffic police efforts to regulate vehicular traffic and reduce halt timing at intersections. The respondents (traffic Police officials) stated that during peak traffic hours, the Traffic Marshals help the Traffic police to manage the traffic smoothly. They also stated that Traffic Marshals and police work together to reduce traffic violations and channel diversion.

Feedback from road users:

Residents appreciated the program and stated that after the positioning of the Sadak Suraksha Sewaks, they could witness fewer traffic jams and road congestion, as well as eased traffic movement in the designated junctions.



Project Initiated: 2019



Number of Road Junctions covered: 13



Traffic Violations captured: 4



Over-speeding
Red-light violation
Stop line violation
Wrong side driving



Violations Captured: 29,34,327



Radar & Cameras at junctions



MoA signed on 09th January 2018

Impact Assessment of Community Development

Project 6: Holistic Development of Villages

The following are the major activities carried out as part of the Holistic Development of Villages :

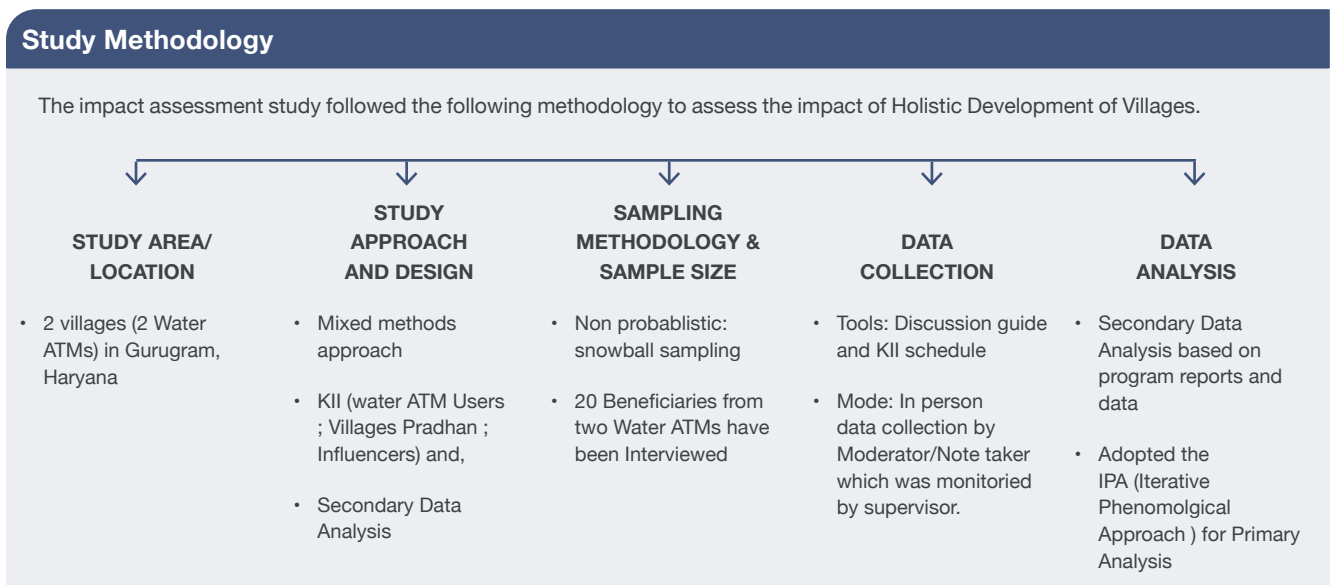


Three activities from the Holistic Development of Villages project were studied during the study.

Water ATM:

MSIL has set up 27 water ATMs in 25 villages to provide drinking water to community members at an affordable price. Over 24 million liters of drinking water have been dispensed, since the commencement of the project. The water ATMs are self-sustainable as the operations and maintenance costs are met through user fees. Also, around 20 KM of water pipelines have been laid and overhead water tanks have been constructed to improve the potable water supply infrastructure.

The Water ATMs aim at making clean drinking water available and accessible to the local community.



Study Findings

The community drinking water project emerged out of consultations carried out by MSIL with the villages located around its various areas of operation. The need for common drinking water facilities was felt strongly by the village administration, key leaders and opinion makers, and the villagers in general.

Perception of the people about the Water ATMs:

100% of the people in the community said that they are aware of the water ATM of which 85% mentioned that the water is available at the time when they would like to access it. 90% of respondents said that after the MSIL water ATM, their expenses on the water have reduced. As a final insight, 100% of the ATM users are satisfied with the Water ATM service provided by MSIL.

Further, they also expressed that the project has contributed to the household in multiple other aspects. One of the key insights gathered is that the women now feel safe while going to fetch the water, as the water source is near to their house.

Water ATM operators mentioned that before the MSIL Water ATM intervention, people used to drink water from well or they depended on bore wells meant for irrigation purposes. Some of the beneficiaries were also buying water cans available in the market for higher prices.

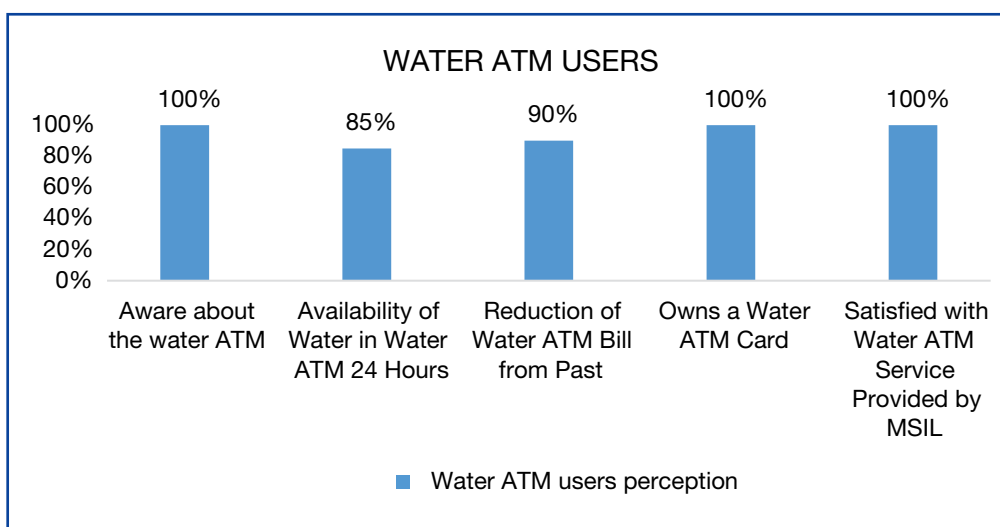


Figure 5 – Perception about Water ATMs

“Earlier in the family, there were cases of stomach pain, BP problem and diarrhea, but by using this water, there is no disease in the family today”- ATM User Sarhol Village

“Initially we spent ~Rs.600 per month with ATM the cost came down to 270”- ATM user Kasan Village

Commenting on their overall satisfaction with the initiative, users mentioned that they were quite satisfied.

Household Toilets (IHHT)

MSIL realized the importance of proper sanitation for the better health of the community and implemented the program of Individual Household Toilets (IHHT) in 24 villages around their manufacturing plants in Gujarat and Haryana.

The households in the villages were selected with the support of the panchayat representatives of the villages.

During the assessment period, 14 households benefited during FY 2020-21 have been recognized and studied. The construction of the toilets in these households was supported by MSIL.

“We are thankful to MSIL. Earlier, we were practicing Open Defacataion. But now, we are using toilets”

IHHT beneficiary
Becharaji Village

Study Area/Location

- The study covered Becharaji village in Gujarat

Study Approach and Design

- Mixed methods approach
- KII (Household beneficiaries; Villages Pradhan ; Influencers) and,
- Secondary Data Analysis

Sampling Methodology & Sample size

- Non probablistic sampling combined with a snowball approach
- 14 households benefited from toilet support

Data Collection

- Tools: Discussion guide and KII schedule
- Mode: In person Data collection by Moderator/Note taker which was monitored by supervisor.

Data Analysis

- Secondary Data Analysis based on program reports and data
- Adopted the IPA (Iterative Phenomolgical Approach) for Primary Analysis

Study Findings

The section below showcases the observations noted during the evaluation of the project. The program was found to be delivering the services to the program beneficiaries in the respective villages. MSIL was able to establish its presence in the respective villages with the help of this program and played an instrumental role in the promotion of toilets among the households.

Post the program implementation in the respective villages, the beneficiaries were found to be better informed about hygiene and sanitation practices.

100% of the participants said they have a functional toilet that was constructed by MSIL. All the IHHT beneficiaries mentioned that all the family members are using the toilet and 93% said that the support provided by MSIL is very good, the dissatisfaction of the rest 7% can be attributed to the fact that these households did not have access to the proper water supply.

Paver Roads

As part of the community development, MSIL has further supported the villages with the construction of Parks, Paver block roads, Bus stops, Community Halls and Cremation grounds. It has also laid around 57 KMs of sewer line and 60 KMs of village roads. Additionally, services like door-to-door household waste collection and sweeping are being provided. In total, these initiatives have improved the quality of life and standard of living in 26 villages.

As part of the above study sample, the community’s perception of the paver roads has been observed. The village leaders stated that before the intervention, the roads in the village were kaccha which led to difficulty in transportation, bad sanitation due to the lack of a sewage system and dumping of waste on the road. Post the construction of the paved road, sewage system and waste collection the internal transportation and cleanliness in the village had significantly improved. The newly built village roads are far better than those in the adjoining villages in the local area.

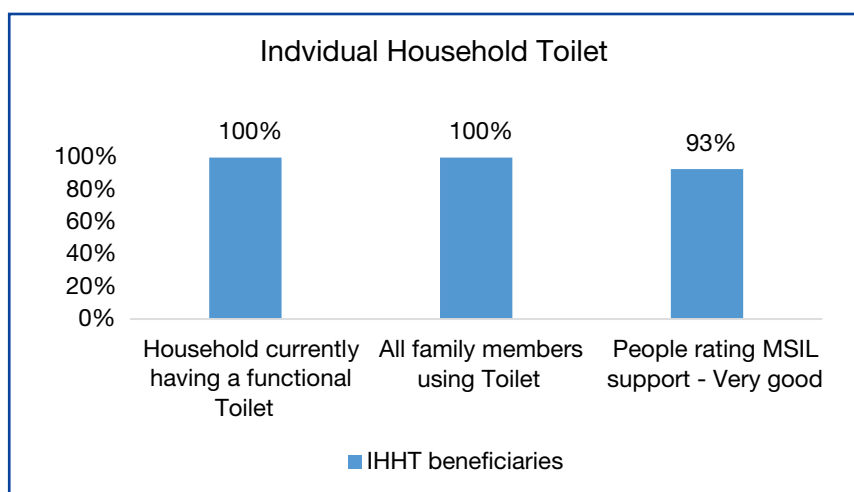


Figure 6 – Household toilet

Project 7: Improving the learning level of students

Upgradation of infrastructure at government schools and Improving learning level of students

Maruti Suzuki implemented the “Learning Level Improvement Program” in Haryana. Through the program, the company attempted to close gaps in students’ educational quality by providing support to selected government schools. The project was preceded by an infrastructure development project that included the construction and repair of classrooms, boundary walls, science labs, computer labs, sanitation facilities and water facilities.

Supplementary educators and learning materials were provided to schools as part of this program. The program aimed to increase the availability of resources and upgrade schools to provide quality formal education. The company has provided this support to 50 government schools in Haryana.



Beautification and gardening



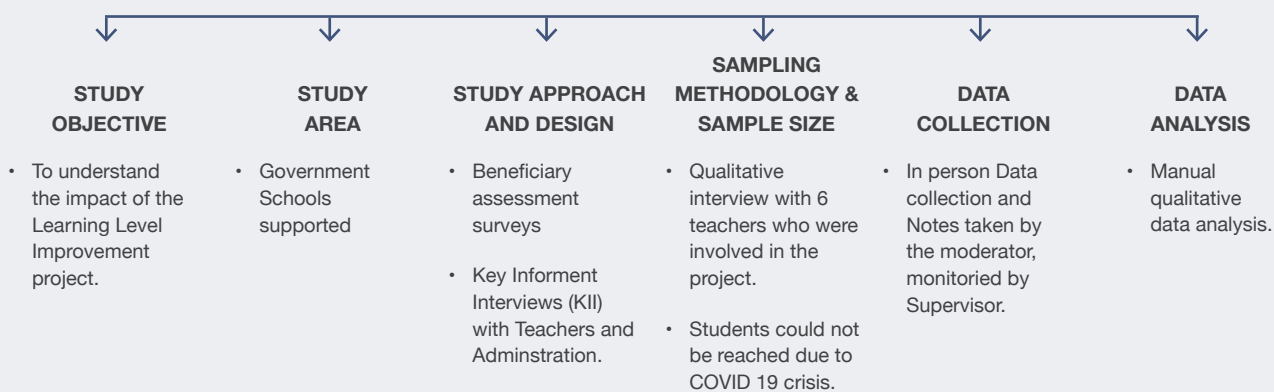
Classroom interaction



Science lab

Study Methodology

The study mainly aimed at understanding the apprenticeship experience of the apprentice, their satisfaction with the apprenticeship program, and the impact it has had on their career.



Study Findings

The teachers and the schools’ administrative staff found the program activities effective as they could better utilize the infrastructure developed for imparting education. Well-equipped classrooms, books, and other accessories such as question banks, enrollment kits, etc. further helped as they motivated the students to attend classes in the schools. The teachers and the admin staff felt that the program activities have provided the students with an incentive so that they do not drop out and get quality education.

Availability of books and other amenities in the schools

Library construction and the provision of books and question banks have been a great support for the students in the schools. Most of the students could not afford to buy these books, which would have eventually affected their academic performance. The provision of these books supported and provided an equal opportunity for the students to perform better in their examinations.

Availability of adequate and trained teachers

The program activities have provided the students with an opportunity to get quality education with the appointment of trained and qualified teachers in their schools. Previously, the shortage of teachers often lead to a situation of a compromised classroom environment where students from multiple grades are taught in a single class or all the subjects in the same classroom are taught by a single teacher.

Moreover, the schools under the program cater to children from migrant families. Most of the students are first-generation learners in their families. As there is an absence of adequate support and guidance in their homes, absenteeism, dropouts, and failure in the examinations is found rampant among these students. With the appointment of supplementary teachers by Maruti Suzuki and the study material provided for quality education, the project has assisted the teachers to focus more on the quality of education imparted to the students.

Improvement of attendance and classroom participation

With the presence of supplementary teachers in the schools, the classes are held more often and regularly, and the students are encouraged to participate and engage more in the study sessions. Most of the teachers and school staff felt that there has been an improvement in the grades of students. While some teachers also felt that although the grades of the students might not have changed significantly, attendance of the students has increased. Most of the teachers and school admin staff felt that there has been an increase in the number of students passing their examinations after the appointment of the additional teachers by MSIL.

Project 8: Health Projects

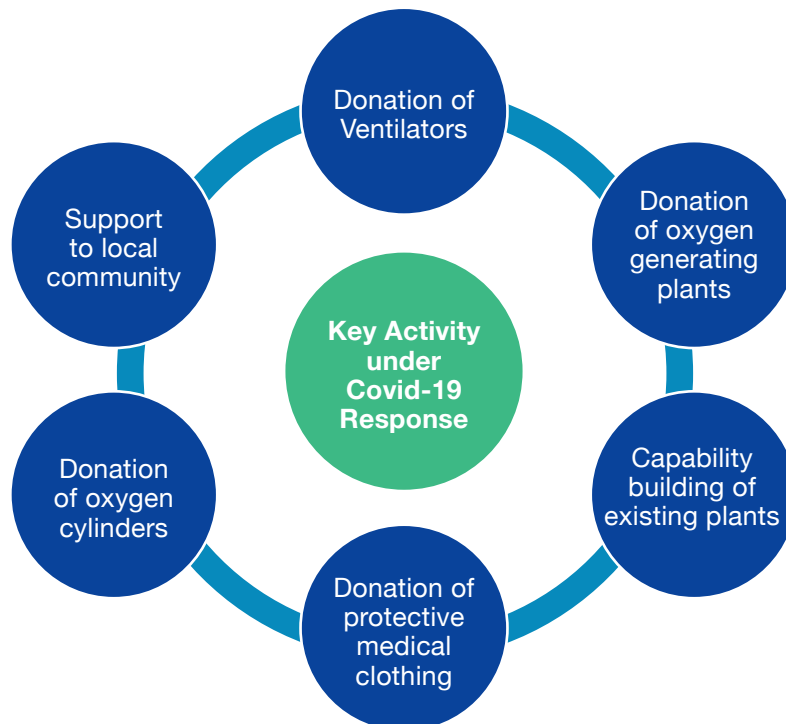
Community development COVID-19 expenses, Infrastructure and equipment support to dispensaries and Reduction in the incidence of anaemia among women and children through community awareness programs

Three interventions in the health sector were studied through this study.

<p>COVID-19 Relief Maruti Suzuki through its' CSR activities focused on addressing the demand side needs and to improve the production capacity of the small manufactures leveraging its resources and network.</p>	<p>Polyclinic Becharaji, Gujarat Partnered with Zydus Hospitals, a leading provider of healthcare services, to set up a modern Polyclinic at Becharaji, Gujarat.</p>	<p>Anaemia Reduction Programme Partnered with MAMTA HIMC, a pilot project was implemented in 4 villages of Rohtak district of Haryana.</p>
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COVID-19 Relief

The pandemic of COVID-19 resulted in unprecedented health crises and humanitarian challenges. Because of the unexpected increase in cases (both during the first and second waves of the pandemic), demand for medical equipment and health services increased multiple times faster than supply capacity. While the government, private sector, and civil society organizations worked together to manage the crisis with all available resources, one of the major challenges was the shortage of essential equipment and medical supplies. Maruti Suzuki's CSR activities focused on addressing demand-side necessities such as the donation of medical equipment, medical protective clothing, oxygen concentrators, and so on. The company also significantly contributed to improving the production capacity of local manufacturers of ventilators and Oxygen Generating Plants by leveraging its resources and network.



Donation of ventilators (280 ventilators) and support in ramping up production to approximately 10,000 units per month are pivotal activities undertaken under covid response. Maruti Suzuki has also lent its expertise during the early stages of Covid-19 to other plants, assisting them in strengthening their economies of scale and providing them with child parts required in the manufacturing of ventilators, increasing production capacity. 2 million masks, 1000 testing kits were donated. Support to the local community was a key component, with 12,000 families receiving dry ration kits, affecting 60,000 people. Another 120000 cooked meals were distributed, and over 5 lakh liters of drinking water were distributed to the community.

Polyclinic, Becharaji, Gujarat

Maruti Suzuki had collaborated with Ramanbhai Foundation, Zydus Cadilla's CSR wing, to develop a model facility to make quality healthcare services available at an affordable price to patients in the villages. Maruti Suzuki established a Polyclinic in Becharaji, Gujarat in 2018, ensuring that no patient is left unattended or untreated in the area with the expertise of Zydus Cadilla in healthcare services. The Polyclinic is situated in Becharaji, making it accessible to residents of neighboring villages such as Hansalpur, Sankhalpur, Adiwada, and Sitapur. The polyclinic provides services such as Out-Patient Department (OPD) units, X-ray machines, TMT machines, minor OTs, ECG, a pathology laboratory, ultrasonography, pharmacy, and a fully equipped ambulance. The availability of services at the Polyclinic has facilitated community members' to access services and treatment from specialists on time.

Since 2018, the program intervention has impacted over 10,000 community members. The section below showcases the observations as perceived during the evaluation of the project.

Improved accessibility to healthcare services

The intervention had a direct impact on the quality of healthcare services. This has resulted in increased accessibility, as well as an expansion of the geographical coverage of the services. Overall, 55 percent of households said they started visiting health facilities after Maruti Suzuki established the Polyclinic.

Affordable healthcare services

The majority of households stated that the reduced cost of services was their primary reason for visiting the poly clinic. Notably, the majority of patients visiting the Polyclinic are female. The deputation of a female doctor who visited daily had made a huge difference. Overall, the polyclinic has treated various common ailments.

Less reliance on non-conventional medical practitioners

Rural communities find it extremely difficult to visit secondary or tertiary level healthcare facilities regularly for a variety of reasons, including cost, distance from villages, lack of commute or conveyance, and lack of attendants or family members accompanying them, among others. Furthermore, the insufficient number and poor quality of healthcare facilities in rural areas frequently lead to people seeking treatment from traditional and unqualified medical practitioners such as quacks. To meet this need, the initiative has been able to provide people with high-quality healthcare services. Maruti Suzuki has expanded this project by establishing a multi-specialty hospital to improve healthcare in this area.

Anaemia Reduction pilot initiative

Maruti Suzuki's Anaemia Reduction Program is a one-year pilot project that began in January 2019 in Haryana's Rohtak district. Maruti Suzuki had planned its efforts to ensure that the intended beneficiaries are not only aware of the process, but also participate in it and feel the impact of such development. Based on a needs-assessment study, Maruti Suzuki and its implementing partner, MAMTA, chose the target intervention group (children (0-59 months), adolescents (10-19 years), women of reproductive age (20-49 years), and pregnant and lactating women) in four villages in Haryana's Rohtak district. Maruti Suzuki ensured that a baseline study was carried out to understand the contextual realities of issues and knowledge systems prevalent about anaemia in the targeted groups. The following are the key findings from the project's impact assessment study.

Training and handholding support received by the frontline worker

Under the program, 100% of frontline workers (FLWs) such as ANMs and ASHAs reported that they had received training on causes and prevention of anaemia and handholding support training. The frontline workers also stated that the prevalence of anaemia-related cases has decreased in their respective villages. Frontline workers also reported an increase in awareness of anaemia issues amongst women before and after the Anaemia Reduction Program was implemented in their villages.

Increase in the uptake of government services

100% of adolescent girls and women of reproductive age said they had attended Maruti Suzuki's Anaemia Reduction Program awareness sessions. They also stated that there was an increase in the uptake of government services, with 100% of pregnant and lactating women, 83% of non-pregnant and non-lactating women, and 94% of adolescent girls stating that there was an increase in the uptake of government services after the project's implementation.

MSIL Initiatives and Alignment with the SDGs

MSIL works closely with different stakeholders and also strives to contribute to the larger national goals. While working towards the benefit of the community, MSIL aligns its work with the Sustainable Developmental Goals. The table below shows the alignment of MSIL work and SDGs. Overall MSIL work is contributing to seven SDG goals and 35 sub-Goals.

MSIL Work Area	Contributing SDG	Sub Goal
Skill Development	Goal 1: End poverty in all its forms everywhere	1.1; 1.4;1.a;1.b
	Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	4.3;4.4;4.5
	Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8.2;8.3;8.5;8.6;8.8;8.b
	Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	9.2;
	Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable	11.2;
WASH	Goal 6: Ensure availability and sustainable management of water and sanitation for all	6.1;6.2;6.3;6.4;6.5;6.6;6a;6b
	Goal 3: Ensure healthy lives and promote well-being for all at all ages	3.3;3.9
Education	Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	4.1;4.2;4.a;4.b;4.c
Health	Goal 3: Ensure healthy lives and promote well-being for all at all ages	3.c;3.1;3.2;3.3
Paver Roads	Goal 3: Ensure healthy lives and promote well-being for all at all ages	3.6
Road Safety	Goal 3: Ensure healthy lives and promote well-being for all at all ages	3.6



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