



# IMPACT ASSESSMENT REPORT

*CSR Projects*

FEBRUARY 2023

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Report by  
**SOCIAL LENS**  
OPTIMISE IMPACT

# Introduction

## Maruti Suzuki CSR

As part of its Corporate Social Responsibility initiatives, Maruti Suzuki India Limited (MSIL) implements programs across three broad themes – namely, Skill development, Road safety, and Community development. MSIL's CSR programs were conceptualised to address the pressing national issues in the above-stated themes. MSIL's CSR interventions are aligned with the social development priorities of the country.

## Impact Assessment study

Social Lens Consulting Private Limited, an independent impact assessment agency was onboarded to assess the outcomes and impact of the programs from a third-party perspective for the interventions implemented in 2021-22.

## Study Methodology

A Mixed-methods approach was adopted including quantitative surveys, qualitative in-depth interviews and Focus Group Discussions (FGD). Data was collected through primary and secondary research. Additionally, a multi-stakeholder approach was adopted to gain a comprehensive understanding of the program's impact.

## Executive Summary

S. No.	Project	Outcome/Impact
1	<p><b>Multi-Specialty Hospital in partnership with Ramanbhai Foundation (CSR arm of Zydus Hospital) including support to public health dispensary.</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>• 25000+ patients benefited through the hospital</li> <li>• 3037 patients received health check-up services</li> </ul>	<ul style="list-style-type: none"> <li>• 90.36% of the interviewed patients were of the opinion that the services offered by the Hospital are affordable.</li> <li>• 81.93% of the patients stated that the Hospital had increased their access to quality and specialized medical services.</li> <li>• There has been a decrease of INR 25,000 in average annual medical expenses of patients for major treatments such as orthopaedic knee replacement and caesarean operations.</li> <li>• Many patients also mentioned that they could avail critical tertiary care services near their villages. Earlier they used to travel to Ahmedabad and other cities to avail such services.</li> </ul>
2	<p><b>Maruti Suzuki Podar Learn School</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>• 150 students were studying in the school during 2021-22</li> <li>• 13 teachers were working in the school during 2021-22</li> </ul>	<ul style="list-style-type: none"> <li>• Access to English-medium education has been significantly improved for the members of the community because of affordable fees and greater proximity.</li> <li>• 91.49% of the respondents were satisfied with the facilities available in the school. Additionally, 87.23% of the students were of the opinion that the teachers were supportive and 89.36% of the students stated that the teachers used interactive teaching methods.</li> <li>• There is a strong emphasis placed on holistic learning, reflected by the level of access to labs, computers, and other resources for the students, as well as the imparting of moral education in a curriculum devised by The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS), a Japanese organization for human resources development in developing countries.</li> <li>• Students are provided with plenty of opportunities in indoor and outdoor sports, with 63.83% of the respondents utilising the outdoor play arena and 14.8% of the respondents utilising the indoor play area.</li> </ul>

## Executive Summary

S. No.	Project	Outcome/Impact
		90% of the parents surveyed were extremely satisfied with MSPLS and stated that the quality of teaching at the school had contributed to improved learning outcomes in their children.
3	<p><b>Village Development Projects including Community Infrastructure, Health Facilities, waste management including water and sanitation staff.</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>• 26 villages benefitted through various community development programs. Among them, 15 villages benefitted through the village cleaning project.</li> <li>• 37200 Kg of waste collected every day.</li> <li>• 2 villages benefitted from the waste management plant.</li> <li>• 653.64 tons of waste were processed through the waste management plant during 2021-22.</li> <li>• To improve the overall wellbeing of the community, the common community infrastructure of project villages were developed such as the construction of panchayat bhavan, laying paver streets, pond and park work, and other village infrastructure development.</li> </ul>	<ul style="list-style-type: none"> <li>• 91.17 percent of the community members interviewed stated that waste management was a challenge, before MSIL's interventions.</li> <li>• Post Maruti Suzuki intervention, 96% of the respondents of the villages of Kasan and Aliyar categorised their villages as very clean or clean (40% of the community members in Manesar categorised their villages as 'very clean,' 56% of the respondents categorised it as 'clean,' while 4% categorised it as 'satisfactory.')</li> <li>• 100% of the community members felt improvement in at least one aspect of the sanitation.</li> <li>• Post-intervention, as waste is being handled properly in Aliyar and Kasan, the top two improvements felt by the local community are improvement in accessibility to the public area and no foul smell.</li> <li>• 92 percent of the community members interviewed at Bhalot village in Rohtak stated that during the period of MSIL's interventions, the village was clean.</li> </ul>

## Executive Summary

S. No.	Project	Outcome/Impact
4	<p><b>Vocational Training through Japan India Institutes for Manufacturing (JIM) set up by MSIL</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>• 1200 students completed training since inception</li> <li>• 191 Students completed training across various trades for the period for which the Impact Assessment study was conducted.</li> <li>• During their course at JIM, the students were given a stipend for their On Job Training (OJT).</li> </ul>	<ul style="list-style-type: none"> <li>• On asking open-ended questions to the JIM alumni, 98.84% of the respondents recollected that they received Safety training, 96.51% recollected that they received training in Japanese manufacturing practices, 95.35% recollected that they received training in Japanese Management principles like 5S, 3G, etc., and 88.37% recollected receiving training through the simulator.</li> <li>• The interviewed alumni also reported that they are finding ease and efficiency at their workplace due to the teaching of these additional modules.</li> <li>• More than 75% of the alumni stated that they had contributed to the purchase of electronic assets such as television and mobile phone and 85% of the alumni are contributing to meet the household expenditure to improve the overall standard of living of their families.</li> <li>• Post training at JIM, 62% of the students interviewed, secured suitable jobs through placements arranged by the institute and for the remaining students the placement drive was ongoing during the study period.<sup>1</sup></li> </ul>
5	<p><b>Upgradation of Government Industrial Training Institutes (ITIs)</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>• Supported 30 Government ITIs in 2021-22</li> <li>• 6,810 students received training through the MSIL-supported ITIs in 2021-22</li> </ul>	<ul style="list-style-type: none"> <li>• On asking open-ended questions, the alumni of ITIs recollected being taught concepts such as work culture (70%), safety (71%) and discipline (85%) during the training that they received at ITIs.</li> <li>• More than 59% of the alumni were currently employed or pursuing higher education.</li> <li>• The respondents also stated that in the absence of the program, they would either be unemployed or would be doing odd jobs.</li> </ul>

## Executive Summary

S. No.	Project	Outcome/Impact
6	<p><b>Support to ITI Tathagat, Mirzapur</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>49 students trained during 2021-22</li> </ul>	<ul style="list-style-type: none"> <li>100% of the interviewed alumni reported satisfaction with the training and its delivery.</li> <li>50% of the seats are reserved for local tribal youth and girl students. Also, free education is provided to girl students and other disadvantaged groups such as disabled students and children of single parents.</li> <li>Since inception, more than 150 tribal and girl students have benefited through the free course.<sup>2</sup></li> <li>During the study period, the placement drives were ongoing and 22% of the students had received placements.</li> <li>Employment opportunities were supported in the form of ITI staff for 24 individuals.</li> </ul>
7	<p><b>Upgradation of Automobile Trade (vehicle service, repair, etc.) at Industrial Training Institutes (ITIs)</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>39 Government ITIs benefitted from MSIL support in 2021-22.</li> <li>1827 students received training through the MSIL-supported ASEC courses in 2021-22.</li> </ul>	<ul style="list-style-type: none"> <li>96.42% of the alumni surveyed were extremely satisfied with the training and knowledge imparted to them during their course of study.</li> <li>64.29% of the alumni from the ASECs were employed in automobile service centres post-course completion and 7.14% of the alumni stated that the training received from the ASECs had empowered them to start their own business ventures.</li> <li>Many respondents stated that the emphasis placed on concepts such as discipline, safety, soft skills, teamwork and time management during the course were of immense use to them at the workplace.</li> </ul>

## Executive Summary

S. No.	Project	Outcome/Impact
8	<p><b>Apprentice Training Programme for Industrial Training Institute (ITI) students</b></p> <p><u>Output:</u> 2000+ individuals were provided with a paid apprenticeship opportunity</p>	<ul style="list-style-type: none"> <li>Through the stipend they received, 55.32% of the apprentices interviewed reported that they were able to contribute to their household's recurring expenses and 44.68% of the apprentices reported contributing to the purchase of assets in their households, indicating financial independence and stability attained through the opportunity.</li> <li>56% of the apprentices interviewed were currently employed at the MSIL plant and 20% of the apprentices were working with other companies or established their own business or went for higher studies.</li> </ul>
9	<p><b>Automation of examination for the issuance of Driving License in collaboration with Delhi Transport Department</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>12 ADTC centres set up</li> <li>More than 3,70,000 driving tests had been conducted since inception, until March 2022</li> <li>1,68,291 driving tests were conducted during 2021-22</li> </ul>	<ul style="list-style-type: none"> <li>In 2019, the license test pass percentage came down from 84.16% to 34.77%. The automated tests prevented drivers with poor driving skills from getting a license. However, the pass percentage increased to 50.59% at the end of March 2021 proving that the driving license aspirants had improved their driving skills and only qualified drivers received the license<sup>3</sup>.</li> <li>66.67% of the test candidates surveyed perceived that the automation of driving test tracks led to increased accuracy in testing.</li> <li>70.18% of the candidates surveyed believed automation of driving test tracks will lead to better road safety and fewer accidents.</li> </ul>
10	<p><b>MSIL's COVID-19 response activities</b></p> <p><u>Output:</u></p> <ul style="list-style-type: none"> <li>Donated 804 Oxygen cylinders and 25 ventilators</li> <li>Donated and installed 14 Oxygen generating plants</li> </ul>	<ul style="list-style-type: none"> <li>Improved the production capacity of a ventilator manufacturer from around 50 ventilators per day to around 400 ventilators per day.</li> <li>Improved the production capacity of Oxygen generating plant manufacturers from around 3-8 per month to around 50 per month<sup>4</sup>.</li> </ul>

<sup>3</sup> Data provided by the MSIL team

<sup>4</sup> Data provided by the MSIL team

Note: All output data has been provided by the MSIL team.

## Major findings of the Impact Study

### 1. Multi-Specialty Hospital in partnership with Zydus Hospitals

A Multi-Specialty Hospital has been set up at Sitapur, Gujarat in partnership with Ramanbhai Foundation, a Philanthropic arm of Zydus Hospitals, Ahmedabad. The Hospital has been operational with 50 Beds since April 2021. The Hospital provides OPD services, emergency care, and super-specialty medical services in the areas of radiology, ophthalmology, physiotherapy, gynaecology, cardiology, orthopaedics, urology, nephrology, and general surgery.

#### Output



**25000+**

patients benefitted through the hospital



**3037**

patients received health check-up services

#### Outcome & Impact

- 90.36% of the interviewed patients were of the opinion that the services offered by the Hospital are affordable.
- 81.93% of the patients stated that the Hospital had increased their access to quality and specialized medical services.
- There has been a decrease of INR 25,000 in average annual medical expenses of patients for major treatments such as orthopaedic knee replacement and caesarean operations.
- Many patients also mentioned that they could avail critical tertiary care services near their villages. Earlier they used to travel to Ahmedabad and other cities to avail such services.

## Major findings of the Impact Study

"Earlier in case of an emergency, we had to rush to Ahmedabad. Now we can avail quality treatment and care closer to home. I have availed the maternity health services at Zydus Hospital and my experience was good. The treatment was affordable and the staff was extremely caring and tended to all my needs well. Additionally, hygiene and sanitation is ensured at the hospital and the premises are always kept clean."

-One of the patients, resident of Sahjol village

"Zydus Hospital has solved many of the problems faced by the communities. The nearest hospital is 65 kms away and patients had to travel long distances to avail basic medical care. Due to the Zydus Hospital, they can avail the best quality of healthcare services at a low cost. We've had patients come in for a wide range of services such as physiotherapy, trauma care and treatment, CT scans, paediatrics, labour and delivery and NICU and ICU care among others."

-Dr. Pragnesh Popatiya



Inside multi-specialty hospital, Sitapur

## Major findings of the Impact Study

### Support to Public Health dispensary

Maruti Suzuki took various initiatives towards promoting community health through its healthcare initiatives. One such initiative was the setup of a polyclinic in Becharaji Village, Gujarat which served as an interim arrangement to provide healthcare services until the multi-speciality hospital was operational. The polyclinic provided a range of healthcare services to the community, including general medicine, diagnostic services, and consultations with specialist doctors.

By setting up the polyclinic, Maruti Suzuki was able to provide timely and affordable healthcare services to the people in the locality, thereby addressing a critical need in the community.

With the opening of the multi-speciality hospital in partnership with Zydus group, Maruti Suzuki has further strengthened its commitment towards promoting community health.

During its operation till May 2022, the polyclinic provided various health care services to around 20000 patients and additionally during COVID 19 crisis, it had provided COVID 19 related services to more than 17000 patients.

### 2. Maruti Suzuki Podar learn school

Maruti Suzuki has set up a school at Sitapur, Gujarat in partnership with Podar Education Network to provide quality education to children of Hansalpur, Becharaji and other nearby villages. The school focuses on the holistic development of children by imparting best academic practices and inculcating moral values, discipline, and ethics.



**150**

students were studying  
in the school during  
2021-22

#### Output



**13**

teachers were working  
in the school during  
2021-22

## Major findings of the Impact Study



**Maruti Suzuki Podar Learn school students**

### **Outcome & Impact**

- Access to English-medium education has been significantly improved for the members of the community because of affordable fees and greater proximity.
- 91.49% of the respondents were satisfied with the facilities available in the school. Additionally, 87.23% of the students were of the opinion that the teachers were supportive and 89.36% of the students stated that the teachers used interactive teaching methods.
- There is a strong emphasis placed on holistic learning, reflected by the level of access to labs, computers, and other resources for the students, as well as the imparting of moral education in a curriculum devised by the Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS), a Japanese organization for human resources development in developing countries.
- Students are provided with plenty of opportunities in indoor and outdoor sports, with 63.83% of the respondents utilising the outdoor play arena and 14.8% of the respondents utilising the indoor play area.
- 90% of the parents surveyed were extremely satisfied with MSPLS and stated that the quality of teaching at the school had contributed to improved learning outcomes in their children.

## Major findings of the Impact Study



Maruti Suzuki Podar Learn school students

"We adopt a high quality teaching methodology, focussing on innovating teaching methods, inculcation of technology in classrooms and emphasising on extracurriculars and activity-based learning. Additionally, we impart the AOTS-developed curriculum and teach students key life skills through moral education. Remedial classes are conducted in the evening to provide support and guidance to students. Throughout the academic year, a variety of functions are conducted for students to participate in."

-Umesh Sawant, Administrator

### 3. Village Development Projects including community infrastructure, health facilities, waste management including water and sanitation staff

Maruti Suzuki undertakes community development projects in 26 villages around its areas of operations in Haryana (Gurugram, Manesar and Rohtak) and Gujarat to improve social conditions. Village cleaning and waste management initiatives were undertaken in the project villages to promote the sanitation and clean village mission.

#### Output



**26**

villages benefitted through various community development programs [among them, 15 villages benefitted through the village cleaning project]



**37200**

kilograms of waste collected every day

## Major findings of the Impact Study



2 villages benefitted from the waste management plant



653.64

tonnes of waste were processed through the waste management plant during 2021-22



To improve the overall wellbeing of the community, the common community infrastructure of project villages were developed like the construction of panchayat bhavan, laying paver streets, pond and park work, and other village infrastructure development.

### Outcome & Impact

- 91.17 percent of the community members interviewed stated that waste management was a challenge, before MSIL's interventions.
- Post Maruti Suzuki intervention, 96% of the respondents of the villages of Kasan and Aliyar categorised their villages as very clean or clean (40% of the community members in Manesar categorised their villages as 'very clean,' 56% of the respondents categorised it as 'clean,' while 4% categorised it as 'satisfactory'.)
- 100% of the community members felt improvement in at least one aspect of the sanitation.
- Post-intervention, as waste is being handled properly in Aliyar and Kasan, the top two improvements felt by the local community are improvement in accessibility to the public area and no foul smell.
- 92 percent of the community members interviewed at Bhalot village in Rohtak stated that during the period of MSIL's interventions, the village was clean.<sup>5</sup>

## Major findings of the Impact Study

### Stories of change

"We had approached Maruti Suzuki to resolve some of our pressing issues such as water logging, accumulation of garbage, poor roads, and a perpetually blocked sewer. MSIL addressed all of these issues and more with the setup of the waste management plant, designated sweepers, creation of pakka roads, provision of regular water supply and the establishment of an RO plant. There has been immense improvement in cleanliness since MSIL has intervened."

- Sarpanch, Aliyar

"Earlier, children used to fall ill often. Since the roads have been cleaned and proper waste collection and disposal processes have been established, we are able to move about more freely. There has been a reduction in mosquitoes, and a reduction in diseases in the area. Not only is there waste collection, but also regular sweeping of roads, dustbins in every locality and covered sewage drains. There is a stark difference between our village now and all the neighbouring villages, only due to these interventions! Furthermore, in case there are any challenges faced by us, we highlight it to the MSIL team, and they get it resolved."

-Community Member, Aliyar

"To a large extent, MSIL's interventions have contributed to making our villagers cleaner. Prior to 2015, there were heaps of garbage everywhere. Mobility was restricted due to water logging and overflowing sewers. Since MSIL's interventions, we have regular collection of waste and its treatment is done in the waste management plant."

-Shopkeeper, Aliyar

## Major findings of the Impact Study

### 4. Vocational Training through Japan India Institutes for Manufacturing (JIM) set up by MSIL

JIM offers vocational training across various courses in the domain of automobile manufacturing, maintenance, and service aimed at enabling a large number of youth to undergo industry-relevant skill training that will help them in securing dignified and rewarding employment opportunities in the manufacturing and service sectors.

In addition to industry skills, the students are trained in soft skills and Japanese shop floor practices in the areas of safety, quality, discipline, punctuality, Kaizen, 3G, and 5S.

The courses taught at JIM are recognised by National Council for Vocational Training (NCVT) and the institute is accredited by the Ministry of Economy, Trade and Industry (METI), Japan.

MSIL has set up three JIMs, so far. One in Haryana and two in Gujarat.

#### Output



# 1200

students completed training since inception



# 191

students completed training across various trades for the period for which the Impact Assessment study was conducted



During their course at JIM, the students were given a stipend for their On Job Training (OJT)

## Major findings of the Impact Study

### Outcome & Impact

- On asking open-ended questions to the JIM alumni, 98.84% of the respondents recollected that they received Safety training, 96.51% recollected that they received training in Japanese manufacturing practices, 95.35% recollected that they received training in Japanese Management principles like 5S, 3G, etc., and 88.37% recollected receiving training through the simulator.
- The interviewed alumni also reported that they are finding ease and efficiency at their workplace due to the teaching of these additional modules.
- More than 75% of the alumni stated that they had contributed to the purchase of electronic assets such as television and mobile phone and 85% of the alumni are contributing to meet the household expenditure to improve the overall standard of living of their families.
- Post training at JIM, 62% of the students interviewed, secured suitable jobs through placements arranged by the institute and for the remaining students the placement drive was ongoing during the study period.<sup>6</sup>

"I graduated from JIM in 2022. Currently, I work at one of the automobile companies in Gurgaon. After joining JIM, I've experienced immense changes in myself. I learnt to communicate better and contribute to improving my family's socio-economic status. My father had purchased a car, and I am currently making the EMI payments and paying the fees for my sisters' education. Through this program, I've been able to become a changemaker for my family and improve our standard of living."

-Aman, JIM batch of 2022

## Major findings of the Impact Study

### 5. Upgradation of Government Industrial Training Institutes (ITIs)

MSIL through the upgradation of the government ITIs initiative, undertakes activities including upgrading workshop infrastructure, providing training on manufacturing trades and Japanese manufacturing practices, enhancing industry exposure for trainers and students, imparting soft skills to make students industry-ready and providing placement support to students.

Additionally, the capability development of instructors is undertaken in the areas of attitude and motivation, instructional ability and technical training.

#### Output



supported

**30**

government ITIs in 2021-2022



**6,810**

students received training  
through the MSIL-supported  
ITIs in 2021-22

#### Outcome & Impact

- On asking open-ended questions, the alumni of ITIs recollected being taught concepts such as work culture (70%), safety (71%) and discipline (85%) during the training that they received at ITIs.
- More than 59% of the alumni were currently employed or pursuing higher education.
- The respondents also stated that in the absence of the program, they would either be unemployed or would be doing odd jobs.

## Major findings of the Impact Study



**Students in one of the ITI**

"The course has helped me immensely. I learnt several technical concepts during the course which I apply in my current job daily. I had joined the Government ITI (Women) in Gurgaon after completing Class 10. I was unsure about what I wanted to pursue further, but the Electrician course helped shape my career. I am currently working at DENSO, Haryana, earning INR 60,000 monthly. I've been able to contribute to my family's monthly expenditure and in the purchase of a vehicle and a plot of land for my family. It would not have been possible for me to avail these opportunities in the absence of this program!

-Deepa Yadav, Electrician Trade

## Major findings of the Impact Study

"The students who enroll in the programs, over time, develop greater interest in the course. As the ITI nears completion, the students gain more confidence, and there is a visible improvement in their behaviour, conduct and understanding of work."

-Sachin Nakun, Principal, Government ITI Uttarsanda

### 6. Support to ITI Tathagat, Mirzapur

ITI Tathagat is located at Darhia village, a remote and backward area of Mirzapur district in Uttar Pradesh and aims to improve employability and empower the youth of underserved and economically backward communities of Kahl, Bhil and other Scheduled Tribes in the region.

MSIL through its skill development initiative, provided training and employment opportunities for the students at the Institute and supported the building of a hostel complex for students with a capacity for 100 students.

#### Output



# 49

students trained during 2021-22



ITI Tathagat staff

## Major findings of the Impact Study

### Outcome & Impact

- 100% of the interviewed alumni reported satisfaction with the training and its delivery.
- 50% of the seats are reserved for local tribal youth and girl students. Also, free education is provided to girl students and other disadvantaged groups such as disabled students and children of single parents.
- Through Maruti Suzuki's support, more than 150 tribal and girl students have benefited through the free course.<sup>7</sup>
- During the study period, the placement drives were ongoing and 22% of the students had received placements.
- Employment opportunities were created in the form of ITI staff for 24 individuals.<sup>8</sup>

"The difference between Tathagat ITI and other ITIs across the country is the emphasis on holistic and comprehensive learning. The institute emphasises on a minimum of 90 percent attendance, imparts training on workplace safety and through the support from Maruti Suzuki, we prepare students as per the industry requirements."

-ITI Principal



**Students at ITI Tathagat**

## Major findings of the Impact Study



Girl students of ITI Tathagat at sports event

### 7. Upgradation of Automobile Trade (vehicle service, repair, etc.) at Industrial Training Institutes (ITIs)

MSIL has set up Automobile Skill Enhancement Centers (ASEC) to impart training on trades such as Mechanic Motor Vehicle (MMV), Auto Body Repair (ABR) and Auto Body Paint (ABP) etc. aimed at creating a pool of trained and industry-ready manpower in the automobile service industry.

As part of the ASEC program, students were trained in auto body repair services such as crash repair, MIG (Metal Inert Gas) and spot welding, body paneling, denting, plastic repair etc. and auto body paint facilities such as mixing of colours, usage of a paint gun, dry sanding, infrared drying etc.

#### Output



**1827**

students received training through the MSIL-supported ASEC courses in 2021-22



**39**

Government ITIs benefitted from MSIL support in 2021-22

## Major findings of the Impact Study

### Outcome & Impact

- 96.42% of the alumni surveyed were extremely satisfied with the training and knowledge imparted to them during their course of study.
- 64.29% of the alumni from the ASECs were employed in automobile service centres post-course completion and 7.14% of the alumni stated that the training received from the ASECs had empowered them to start their own business ventures.
- Many respondents stated that the emphasis placed on concepts such as discipline, safety, soft skills, teamwork and time management during the course were of immense use to them at the workplace.



**Student at one of ASEC centres**

"The students who we hire from the ASECs are smart and hardworking. They learn quickly and adapt to the job requirements well. While they join us at entry-level positions, over time, a majority of them gain full-time employment opportunities. In comparison to other Government ITIs, these students are trained well and come with complete knowledge, especially on the usage of the latest vehicles and their functioning."

-Vijay, from one of the Automobile service centers in Ahmedabad who employed the students trained at ASEC

## Major findings of the Impact Study



Student at one of ASEC centres

### 8. Apprenticeship Training Programme for Industrial Training Institute (ITI) students

Through the apprenticeship program for Industrial Training Institute (ITI) students, aspiring youth from various ITIs were trained at the Maruti Suzuki's plant. They have been given a monthly stipend and the opportunity to engage with the experts at the Maruti Suzuki plant and improve their employability skills by working on the shop floor.

#### Output



**2000+**

individuals were provided with a paid apprenticeship opportunity

## Major findings of the Impact Study

### Outcome & Impact

- Through the stipend they received, 55.32% of the apprentices reported that they were able to contribute to their household's recurring expenses and 44.68% of the apprentices reported contributing to the purchase of assets in their households, indicating financial independence and stability attained through the opportunity.
- 56% of the apprentices were currently employed at the MSIL plant and 20% of the apprentices were working with other companies or established their own business or went for higher studies.

"My apprenticeship period taught me a lot. I learnt about MSIL's company rules and the overall working of the industry. I had the opportunity to be a leader and manage other team members, which taught me crucial leadership and teamwork skills. In addition to what I was taught at the ITI, my apprenticeship at MSIL instilled in me greater discipline and efficiency which has helped me perform my duties well."

-Rohit Kumar, Apprentice

"The apprentices join us, eager to learn and contribute. They come with good theoretical and practical knowledge, and we ensure that our curated training modules allow them to implement in practice all that they learnt during their respective courses at the ITI. We put the apprentices through rigorous training and learning, with the objective to provide them with industry exposure and instill in them market-aligned skills."

-Pawan Kumar, one of the apprentice trainers

## Major findings of the Impact Study

### 9. Automation of examination for the issuance of Driving License in collaboration with Delhi Transport Department

Maruti Suzuki has partnered with the Delhi Transport Department to set up 12 Automated Driving Test Centers (ADTC) in Delhi. The Centers have specially designed tracks to conduct driving tests. They are also equipped with high-resolution cameras to capture real-time footage of tests and analytics-based assessment tools to help in the issuance of driving licenses more transparently and efficiently.



#### Outcome & Impact

- In 2019, the license test pass percentage came down from 84.16% to 34.77%. The automated tests prevented drivers with poor driving skills from getting a license. However, the pass percentage increased to 50.59% at the end of March 2021 proving that the driving license aspirants had improved their driving skills and only qualified drivers received the license<sup>9</sup>.
- 66.67% of the test candidates surveyed perceived that the automation of driving test tracks led to increased accuracy in testing.
- 70.18% of the candidates surveyed believed automation of driving test tracks will lead to better road safety and fewer accidents.

## Major findings of the Impact Study

"My experience of the ADTC has been extremely positive. When I came here, the staff explained the various components of the test to me- such as reversing the car, formation of an 8, driving on a slope and stopping at a traffic signal. Furthermore, they explained traffic rules and provided insights into a multitude of scenarios arising on the road while driving. Undertaking the test was smooth, I was able to follow all instructions and being alone in the car, without an instructor, made me feel confident. The technology used for testing is meticulous and captures even the slightest of errors, which the human eye could miss, leading to greater accuracy in testing and fair, unbiased results."

-Test Candidate, Sector 28, Rohini ADTC

"Earlier we used to conduct manual driving tests and due to unavailability of space, we were forced to conduct the tests on the main roads. All tests were conducted in under 2 minutes, on a straight, leveled road. Now we have a test track, designed to incorporate multiple real-life road and traffic scenarios. The technology also provides detailed results, clearly highlighting the mistakes made by the candidate, ensuring transparency and helping the candidates identify their mistakes as well. The long-term effect of the ADTC is that the robust testing will create vigilant drivers and improve overall road safety in the country."

-Mukesh Dayal, DTO and In-charge, Mayur Vihar ADTC

"Manual procedure of conducting tests was a way of the past- many errors and mistakes would go unnoticed. The human eye can miss out on details, while the technology is designed to capture the details as well as the larger picture. The cameras and sensors at the ADTT centres are equipped to capture even the slightest errors made by the candidate, ensuring thoroughness, objectivity, and accuracy. Since the testing methodology is so meticulous, it improves overall road safety."

-Pooja, RTO, Road Transport Authority, Mayur Vihar ADTC

## Major findings of the Impact Study



### 10. COVID 19 response activities

As a response to the health crisis and humanitarian challenge brought by the COVID-19, Maruti Suzuki's top priority was to support medical institutions with critical medical supplies and assist them in handling the increasing number of COVID-19 cases and improving the productivity of the health equipment manufacturers.

#### Output

Donated  
**804**  
 Oxygen cylinders &  
**25**  
 ventilators



Donated and installed  
**14**  
 oxygen generating plants



## Major findings of the Impact Study

### Outcome & Impact

- Improved the production capacity of a ventilator manufacturer from around 50 ventilators per day to around 400 ventilators per day.
- Improved the production capacity of Oxygen generating plant manufacturers from around 3-8 per month to around 50 per month.<sup>10</sup>

"During the pandemic, the hospital faced a shortage of oxygen supply. This is when MSIL stepped in and provided us 20 Type A and Type B oxygen cylinders respectively. Additionally, MSIL provided 14 beds connected to the oxygen supply, which were utilised in the ICU. MSIL's interventions have proven to be of great support to us even today as the interventions help us cater to critical patients who are victims of frequent road accidents due to the hospital being in close proximity to a highway."

-Medical personnel, Primary Healthcare Centre, Bawal, Haryana

## Annexure 1

### **Purpose and scope of the study**

This report presents the results of the evaluation of MSIL's CSR programs for the period of 2021 to 2022. The Assessor agency, Social Lens Consulting, was brought on board to assess the outcomes and impact of the program from a third-party perspective.

The study was conducted with the following objectives:

- To determine the contextual background of the project and the extent to which the objectives of the skill enhancement program, community development program, and road safety program were consistent with the program participants' needs, accounting for the socio-economic challenges faced by the target beneficiaries.
- To examine the role of project structure, nature of delivery, etc. in the achievement of the program goals, outputs and outcomes.
- To understand the impact delivered through direct beneficiaries (alumni of skill enhancement projects, community members) as well as other stakeholders (MSIL trainers, ITI teachers, program managers, field team members, etc.)

## Annexure 2

Heading	Detail	
Research design	Mixed-methods (Qualitative as well as Quantitative) Cross-sectional Research (Survey of literature, in-depth interviews, case study)	
Sampling methodology	Non-probabilistic Sampling	
Sample size	Project name	No. of individuals studies
	Multi-Specialty Hospital in partnership with Ramanbhai Foundation (CSR arm of Zydus Hospital)	120
	Maruti Suzuki Podar Learn School	68
	Village Development Projects on sanitation and waste management	97
	Vocational Training across 8 trades through Japan India Institutes for Manufacturing (JIM) set up by MSIL	94
	Upgradation of Government Industrial Training Institutes (ITIs)	99
	Support to ITI Tathagat, Mirzapur	42
	Upgradation of Automobile Trade (vehicle service, repair, etc.) at Industrial Training Institutes (ITIs)	68
	Apprentice Training Programme for Industrial Training Institute (ITI) students	121
	Automation of examination for the issuance of Driving License in collaboration with Delhi Transport Department	72
Study Instrument	All the assessment tools were translated into locally compatible languages and data collection was carried out using the ZOHO Survey Tool	
Data Analysis	MS Excel and manual analysis	

## Annexure 3

### Alignment with SDGs

MSIL's interventions are poised to address micro-level as well as macro-level challenges faced by communities. The interventions are designed to contribute to the achievement of national objectives such as skill development, employment, access to healthcare and quality education, among others; while parallely contributing to the achievement of global Sustainable Development Goals (SDGs).

Thematic Area of Intervention	Project	Corresponding SDG
Community Development	Waste Management and Sanitation Project	SDG 11: Sustainable Cities and Communities (To make cities and human settlements inclusive, safe, resilient and sustainable)
	Zydus Hospital	SDG 3: Good Health and Well-being (To promote healthy lives and promote well-being for all at all stages)
	Maruti Suzuki Podar Learn School	SDG 4: Quality Education (To ensure inclusive and equitable quality education and promote lifelong learning opportunities for all)
Skill Development Program	Collaboration with Government ITIs, JIMs, ASECs, Apprenticeship	SDG 4: Quality Education (To ensure inclusive and equitable quality education and promote lifelong learning opportunities for all)  SDG 8: Decent Work and Economic Growth (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all)  SDG 9: Industry, Innovation and Infrastructure (Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation)
Road Safety Program	Establishment of Automated Driving Test Centres	SDG 9: Industry, Innovation and Infrastructure (Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation)

## About Social Lens

Social Lens was founded in 2016 out of Mumbai as a for-purpose organisation that brings professionals working in close collaboration with philanthropy and grant making institutions to drive transformation for SPOs in India. Social Lens services INR 500+ crores of philanthropy capital working with change makers and grant giving bodies with solutions that touch over a million end participants. With 10 years of experience, we have the expertise to strengthen the Impact Ecosystem, by making value driven changes. It addresses the critical challenges in organisation development or program building. We collaborate and design sustainable solutions to achieve better outcomes for end beneficiaries that encompass education, livelihood, women's empowerment, water, micro-finance, and healthcare initiatives.

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