

IMPACT ASSESSMENT STUDY

Maruti Suzuki India Ltd
CSR Projects

2022-23

Report by Social Innovation Studio





CONTENT

01

Introduction 4-5

02

Executive Summary 6-13

03

Methodology 14-16

04

Community Development 18-44

4.1 ZyduS Sitapur Hospital, Gujarat 20-26

4.2 Maruti Suzuki Podar Learn School, Sitapur, Gujarat 28-34

4.3 Village Development Projects 36-43

05

Road Safety 46-63

5.1 Automated Driving Test Taker (ADTT) 50-55

5.2 Institute for Driving & Traffic Research (IDTR) 56-62

06

Skill Development 64-106

6.1 Japan-India Institute of Manufacturing (JIM) 68-75

6.2 Supporting Government ITIs 76-83

6.3 Automobile Skill Enhancement Centers (ASEC) 84-90

6.4 Supporting Tathagat Industrial Training Institute (ITI) 92-98

6.5 Apprenticeship program 100-101

6.6 Support to CII Skill Training Center at Chhindwara (Madhya Pradesh) 102-103

07

Annexures 111-113
Abbreviations
References
Disclaimers

08

About Social Innovation Studio 115

01

INTRODUCTION



Maruti Suzuki India Limited (MSIL) channels its Corporate Social Responsibility (CSR) through impactful programs centered around Skill Development, Road Safety, and Community Development. CSR initiatives strategically address key national issues within these thematic areas.



Committed to providing better healthcare, education, water & sanitation, and infrastructure facilities, interventions under Community Development are implemented to improve the quality of life for the communities.

To enhance road safety among individuals and create safer roads, MSIL implemented various initiatives under 4E - Education, Enforcement, Engineering, and Emergency Care.

To impart high-quality training to enhance the capabilities of individuals and create a skilled and industry-ready workforce, MSIL introduced several initiatives under Skill Development.

The Report is based on the data for the Financial Year 2022-23.



**Skill
Development**



**Road
Safety**



**Community
Development**

EXECUTIVE SUMMARY

Introduction

Maruti Suzuki India Limited (MSIL) as part of its CSR, works primarily in the areas of Community Development, Road Safety and Skill Development. The projects are designed and implemented by the company in consultation with beneficiaries and stakeholders.

MSIL engaged Social Innovation Studio for the evaluation of the impact created by their CSR projects undertaken across the focus areas. The scope of this study included designing data collection tools in consultation with the project teams and conducting impact assessments to analyse stakeholder perception and the tangible impact of the projects.

S.No	Projects covered under this study
Community Development	
1	Zydus Sitapur Hospital, Gujarat
2	Maruti Suzuki Podar Learn School
3	Village Development Projects
Road Safety	
4	Automated Driving Test Tracks (ADTT)
5	Institute of Driving & Traffic Research (IDTR)
Skill Development	
6	Japan-India Institute for Manufacturing
7	Supporting Government ITIs
8	Automotive Skill Enhancement Centers (ASEC)
9	Supporting Tathagat ITI, Mirzapur
10	Apprenticeship Program
11	Support to CII Skill Training Center at Chhindwara (Madhya Pradesh)

Principal findings of the study

COMMUNITY DEVELOPMENT

1. Zydus Sitapur Hospital

Output

FY 2022-2023

Patients treated (OPD): 39189

Patients treated (IPD): 3235

Dialysis: 3535

No. of health camps conducted: 60+

Outcome and Impact

The multispecialty hospital increased the access to quality tertiary care for the local people. In this regard, it is also found that the patients came from places far away (even from 400 km) to avail quality treatment.

Perception of patients:

- All the patients who interacted during the study rated the infrastructure and quality of service as exceptional.
- Along with the primary survey, the Google reviews on the Hospital by the beneficiaries were also analysed.
- During the study period, 2233 individuals shared their ratings/comments about the hospital.
- Rating: 4.9/5

Also, sentiment analysis, text analysis and word frequency analysis were done using an AI tool to analyse the Google reviews. The summary of the analysis is synthesized below:

“Zydus Sitapur Hospital generally receives **positive feedback** for its **medical facilities** and staff. Patients appreciate the **cleanliness, standard services,** and **cooperative staff**. The hospital is praised for being well-equipped and providing good healthcare assistance. Overall, **Zydus Sitapur Hospital** is perceived as a clean and **supportive** medical facility.”



2. Maruti Suzuki Podar Learn School

Output

FY 2022-2023

Students benefited: 400+

Outcome and Impact

Perception of beneficiaries:

- All the beneficiary parents who interacted during the study rated the infrastructure and quality of education as exceptional.

3. Village Development Project

Output

FY 2022-2023

Villages benefited: 26

Outcome and Impact

Perception of beneficiaries:

- Almost all the beneficiaries find the paved street beneficial. Paver streets ensure better access to school, benefiting all school-going children in the village. Also, due to the improvement in road infrastructure autos/ personal vehicles can now enter village lanes, facilitating transport for pregnant women and patients to hospitals.
- 98% of the beneficiaries praised the exceptional management of wastewater in the village supported by Maruti Suzuki.
- 100% of beneficiaries mentioned that there is an exceptional decrease in the garbage on roads and public places.
- Bus shed initiatives increased convenience and improved the accessibility of public space for patients and other needy people.
- 98% observed that there is increased awareness of waste disposal practices in the community.

Recommendations

Additional initiatives: Location-specific additional initiatives can be taken up to tackle interconnected issues and create a more sustainable impact.

ROAD SAFETY

4. Automated Driving Test Tracks (ADTT)

Output	Outcome and Impact
<div>FY 2022-2023</div> <div> <p>Number of tests given by individuals at 6 ADTTs in Delhi : 219,644</p> <p>Number of tests given by individuals at IDTRs in partnership with ADTTs : 90,895</p> </div>	<p>Pass percentage: 55.36%</p> <p>While the 55.36% pass percentage at ADTTs may seem low compared to the national average of around 85% (non-automated centers), it reflects a focus on ensuring only well-trained drivers receive licenses. This rigorous approach prioritizes safety on the roads. Additionally, the rising pass rate suggests that driving test aspirants are taking the process seriously and actively improving their driving skills through training.</p> <p>Perception of License aspirants:</p> <p>Most of the individuals with whom the study team interacted at the ADTT centers opined that the automated test centers are more transparent, and processes are streamlined. However, some individuals were not happy with the stringent tests as they were not trained properly and eventually could not clear the test.</p>

5. Institute of Driving and Traffic Research (IDTR)

Output

FY 2022-2023

Number of individuals trained in 8 IDTRs: 83,142

Number of individuals trained in 23 Road Safety Knowledge Centers (RSKC): 2 Lac+

Outcome and Impact

A secondary data analysis using the automated test reports to compare the performance of individuals trained at IDTR and individuals trained somewhere else is done as part of this study.

Parameter	IDTR Trained	Trained elsewhere
Pass %	83%	44%
Avg time taken to clear forward S (60 Sec Allowed)	17.5 Sec	21.3 Sec
% of Individuals who did not hit the kerb edge	83%	66%
% of individuals who did not move the forward/reverse directions during right-hand parallel parking	72%	33%
% of individuals who did not move the forward/reverse directions during left- hand parallel parking	72%	50%
% of individuals who did not roll back the car in the gradient test	88%	66%

Recommendations

Scaling up ADTT and improving quality driving training to support stricter evaluation: Through this study, the critical link between quality driving instruction and effective evaluation is established. So, the expansion of driving training needs to be considered along with the expansion of ADTTs.

SKILL DEVELOPMENT

6. Japan-India Institute for Manufacturing

Output	Outcome and Impact
FY 2022-2023 Total number of JIMs set up: 03 Graduated (Trained): 286	Perception of students and alumni: <ul style="list-style-type: none"> 94% mentioned that their professional, social and economic life improved significantly due to getting training at the JIM. 93% of the alumni currently working at various companies as apprentices(including Maruti Suzuki) recognized that their training at JIMs is helping significantly in their jobs. Placement: <ul style="list-style-type: none"> 222 students got placed, rest of the students opted for higher studies/business or participating in the ongoing placement drives. Perception of the recruiters: <ul style="list-style-type: none"> Invariably all the recruiters interviewed had high regard for the JIM students. Common strengths of JIM students are workplace conduct, discipline, trade-related knowledge and familiarity with the industry work culture.

7. Supporting Government ITIs

Output	Outcome and Impact
FY 2022-2023 Total number of Institutes supported: 22 Nos. Trainees benefitted: 7000+	Perception of students and alumni: <ul style="list-style-type: none"> 85% of the respondent trainees attributed the exceptional nature of the training to the support provided by Maruti Suzuki for their institute. 94% of the respondent trainees recognized that their lives were improved because of the ITI training. The support provided by the Maruti Suzuki enhanced their training experience. Placement: <ul style="list-style-type: none"> Maruti Suzuki alone absorbed 764 no. trainees as apprentices. Perception of the recruiters: <ul style="list-style-type: none"> The recruiters interviewed could recognize the difference between students from ITIs supported by MSIL and other ITIs. The students from ITIs supported by MSIL performed better in their jobs.

8. Automotive Skill Enhancement Center (ASEC)

Output	Outcome and Impact				
FY 2022-2023 <table> <tr> <td>Total number of Institutes supported:</td><td>31</td></tr> <tr> <td>Students benefitted:</td><td>1500+</td></tr> </table>	Total number of Institutes supported:	31	Students benefitted:	1500+	<p>Perception of students & alumni:</p> <ul style="list-style-type: none"> 90% of the respondent trainees rated the lab facilities provided by Maruti Suzuki as high quality and useful in their learning process. 91% of the respondent trainees recognized the contribution of ASEC set up by Maruti Suzuki in their professional improvement. <p>Placement:</p> <ul style="list-style-type: none"> The service networks of Maruti Suzuki alone absorbed 527 trainees. <p>Perception of the recruiters:</p> <ul style="list-style-type: none"> The recruiters interviewed mentioned about the ASEC trained students' awareness about new technology and exceptional skill levels.
Total number of Institutes supported:	31				
Students benefitted:	1500+				

9. Supporting Tathagat ITI

Output	Outcome and Impact				
FY 2022-2023 <table> <tr> <td>Students benefited:</td><td>80</td></tr> <tr> <td>Special emphasis is given to girls and tribal students.</td><td>1500+</td></tr> </table>	Students benefited:	80	Special emphasis is given to girls and tribal students.	1500+	<p>Placement:</p> <ul style="list-style-type: none"> Maruti Suzuki alone absorbed 14 no. of trainees as apprentices. <p>Perception of students and alumni</p> <ul style="list-style-type: none"> 100 % of the trainees recognized the role of ITI Tathagat with the support from Maruti Suzuki in improving their lives.
Students benefited:	80				
Special emphasis is given to girls and tribal students.	1500+				

10. Apprenticeship Program

Output	Outcome and Impact
<div>FY 2022-2023</div> <div>No of apprenticeship 3000</div>	Perception of apprentice: <ul style="list-style-type: none"> All the apprentices who interacted mentioned that the training at MSIL has helped them gain confidence & improve their employability. The training received at MSIL plants related to Japanese Manufacturing principles, discipline and shop floor aspects helped the apprentice in their future jobs. The stipend they received during the apprenticeship program helped them and their families financially.

11. Support to CII Skill Training Center at Chhindwara(Madhya Pradesh)

Output	Outcome and Impact
<div>FY 2022-2023</div> <div>Trainees benefitted: 72</div>	Placement: <ul style="list-style-type: none"> 100% of the trainees (72 Nos.) got placed. MSIL alone recruited 63 Nos of trainees.

Recommendations

1. Additional programs: To utilize the existing institutes effectively, additional multiple short-term skill development programs can be implemented to increase the scale of the impact.

2. Alumni networks: Establishing an alumni network at the institutes will be valuable for mentorship, industry insights, and networking opportunities for ongoing professional growth. It will also enable monitoring of alumni's career trajectories which will help understand the project's long-term impact.

03

METHODOLOGY

The impact assessment utilized a mixed-methods approach, combining qualitative and quantitative methodologies to comprehensively evaluate the effects of the project. Qualitative methods, such as interviews, focus groups, and content analysis, were employed to gather in-depth insights into perceptions and experiences, while quantitative techniques like surveys and statistical analysis provided numerical evidence of impact. This integration ensured a holistic understanding by capturing both nuanced qualitative aspects and measurable quantitative metrics. Through triangulation of data, the assessment enhanced validity and reliability, cross-verifying results obtained from different methodological approaches. By synergistically combining qualitative and quantitative methods, the assessment yielded actionable insights, based on a multifaceted evaluation of the project's impact. In assessing the impact of Maruti Suzuki's Skill Development initiatives, a comprehensive approach was adopted, both online and offline.

Overall methodology of the study

Methodology	Description	Justification/Remark
Research Design	Exploratory design using 'beneficiary survey' as a predominant method	Lack of baseline data and standard project documents with clearly stated objectives & targeted outcomes & Impact. Also, this design is selected for flexibility in data collection and analysis, adapting to emerging themes and unforeseen information.
Sampling Methodology	Purposive sampling	Target beneficiaries directly impacted by Maruti Suzuki's CSR projects are selected for the study.
Sample size	Beneficiaries surveyed: 1300 Group interviews: 300+ FGDs: 15+	For skill development projects, the survey was conducted for the population (all the students). For other projects, a suitable sample size was estimated, and the survey was administered to the selected respondents.
Type of data collected	Both quantitative & qualitative data	Qualitative data is given more importance considering the lack of availability of baseline data, the nature of projects and the phase of the projects in which the study is conducted.

Study Implementation

S.No	Project	Methodology & Sample Size	Study Approach Methodology
1	Japan-India Institute for Manufacturing	Interviews: 50+ Surveys: 100+ responses Skill Test: 1 with 20+ Trainees	<ul style="list-style-type: none"> Several current and past students were surveyed through a self-filling survey form. Selected alumni of the institute were interviewed at their workplace. Interaction with the trainers through group interviews. Skill tests were conducted with a selected group of students at one of the JIM centers.
2	Supporting Government ITIs	Interviews: 50+ Surveys: 870+ responses Skill Test: 1 with 20 students	<ul style="list-style-type: none"> Selected students (purposive sampling) whoever was available during the study were surveyed. Skill tests were conducted for the selected students.
3	Automotive Skill Enhancement Centers (ASEC)	Interviews: 50+ Surveys: 870+ responses	<ul style="list-style-type: none"> Interaction with the trainers through group interviews. The alumni beneficiaries were surveyed at their workplaces.
4	Supporting Tathagat ITI, Mirzapur	Interviews: 10+ Surveys: 60+ responses	<ul style="list-style-type: none"> Selected students were interviewed over the telephone & online survey forms. Interaction with the trainers through telephone calls.
5	Apprenticeship Program	Interviews: 10+	<ul style="list-style-type: none"> Selected apprentice undergoing apprenticeship at the MSIL plant were interviewed at their workplace. The alumni beneficiaries were surveyed through online forms.
6	Support to CII Skill Training Center at Chhindwara (Madhya Pradesh)	Secondary Data analysis	<ul style="list-style-type: none"> Secondary data was analysed through available documents.

7	Automated Driving Test Tracks (ADTT)	Interviews: 30+ Surveys: 10+ responses	<ul style="list-style-type: none"> The individuals who had given the driving test were surveyed at the ADTT centres. Government representatives were interviewed at ADTT centers. Other stakeholders including assisting site staff were also interviewed.
8	Institute of Driving & Traffic Research (IDTR)	Interviews: 35+ Surveys: 280+ responses	<ul style="list-style-type: none"> The Trainees & Trainers were interviewed (both survey & In-depth Interviews) at IDTRs. The unit head and the related staff were also interviewed.
9	Zydus Sitapur Hospital, Gujarat	Interviews: 35+ Surveys: 40+ responses	<ul style="list-style-type: none"> The patient beneficiaries and the hospital representatives were surveyed at the Hospital.
10	Maruti Suzuki Podar Learn school	Interviews: 20+ Surveys: 110+ responses	<ul style="list-style-type: none"> The parents and teachers were surveyed at the school.
11	Village Development Projects	Interviews: 60+ Surveys: 75+ responses	<ul style="list-style-type: none"> The village representatives (including Panchayati Raj Institution), Counsellors (some villages are in the purview of the Municipal Corporation), and village members including women were interviewed at the project villages.

“

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

”

-Gro Harlem Brundtland

Theme I

COMMUNITY DEVELOPMENT

The areas around MSIL facilities have seen a massive infrastructural transformation recently but the same does not get translated to quality of life in the nearby villages which are still deprived of prosperity. Therefore, in order to cater to the needs of the local people, Maruti Suzuki India Limited (MSIL) takes up the integrated village development activities on a varied range of development Issues.

In line with the integrated village development approach of the Government of India, Maruti Suzuki India Ltd. has implemented a strategy to enhance communities in proximity to its facilities. The company's facilities are strategically located across Haryana (specifically in Gurgaon, Rohtak, and Manesar) and Gujarat.

Maruti Suzuki undertakes its Corporate Social Responsibility (CSR) initiatives towards neighboring villages. These efforts aim to address various aspects of development, including education, healthcare and community infrastructure. By aligning with the government's approach, the company seeks to establish a coherent and effective connection between its operations and the socioeconomic advancement of rural areas.

The company operationalizes its community development objectives through the following projects.

PROGRAMS

01

**Zydus Sitapur
Hospital,
Sitapur, Gujarat**



02

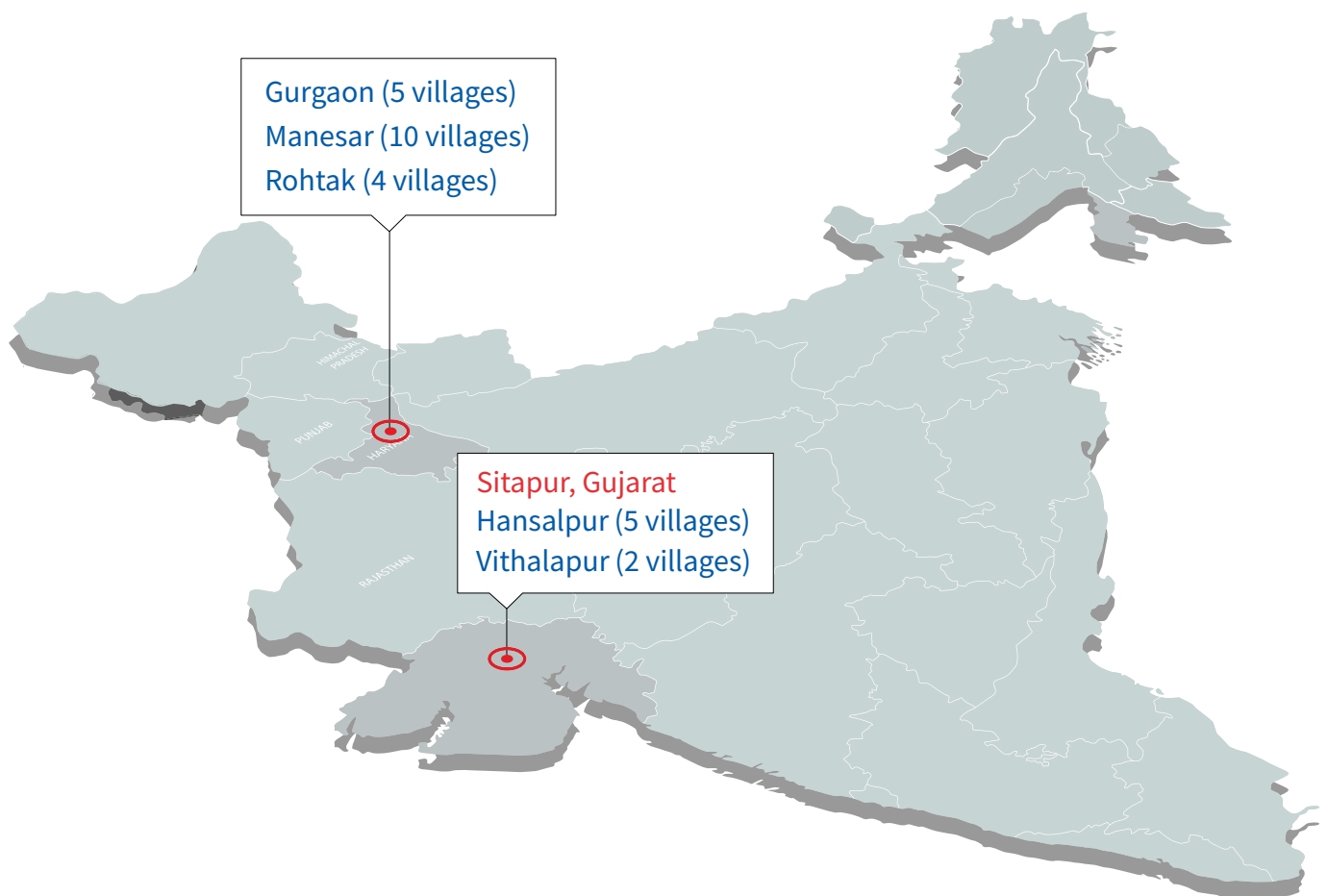
**Maruti Suzuki
Podar Learn School,
Sitapur, Gujarat**



03

**Village
Development
Projects**





Total villages impacted: 26

- Hospital and School
- Village development

01

Zydus Sitapur Hospital, Gujarat



Program Overview

The present healthcare scenario is a toxic combination of uneven quality, high cost, frequent errors and limited access for marginalized population. It is observed that 70% of population has no access to specialist care as 80% of specialists live in urban areas.*¹

Zydus Sitapur Hospital is a pioneering healthcare facility located in Sitapur, Gujarat established as a CSR initiative to address the critical gap in healthcare access in rural areas in and around Sitapur. With a mission to provide comprehensive healthcare services, the hospital offers primary, secondary, and tertiary care across various medical specialties such as Cardiac care, General medicine, General surgery, Orthopedics & Trauma, Obstetrics & Gynecology, Pediatric, Pulmonology, Urology, Nephrology, Ophthalmology, ENT, Dermatology, Dental, Radiology, Pathology, Physiotherapy, and Dialysis.

This initiative comes as a response to the scarcity of specialised healthcare professionals and advanced medical technology in rural areas, aiming to reduce the burden on patients who often need to travel long distances for quality treatment.

Equipped with state-of-the-art medical equipment and staffed by experienced professionals, Zydus Sitapur Hospital is committed to delivering high-quality, accessible healthcare to all socio-economic groups. Beyond providing medical services, the hospital offers a range of initiatives aimed at providing accessible and comprehensive healthcare services to the community. Through the organization of various camps, including awareness camps and health screening camps, the hospital aims to raise awareness about health issues and provide specialized medical care to patients. In addition to organizing camps, the hospital offers peripheral OPD services, where ambulance



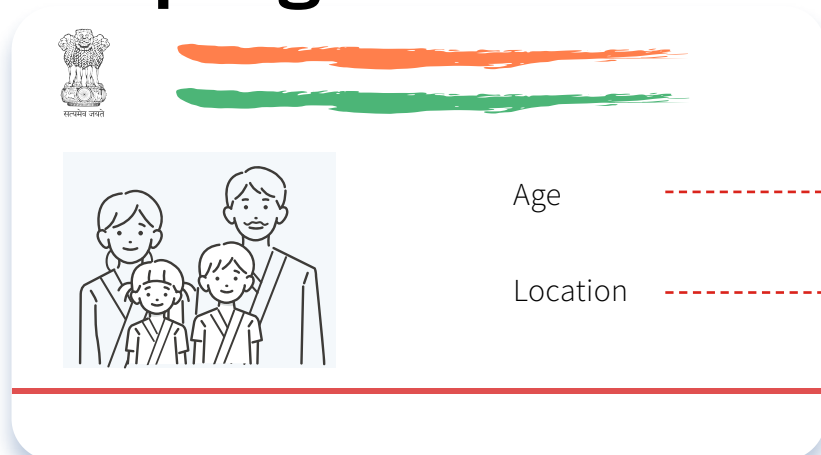
reach out to patients locally to provide medical consulting. By making advanced healthcare affordable, and locally available, this initiative not only improves healthcare outcomes but also contributes significantly to the overall well-being and development of the community, fostering a culture of health, innovation, and excellence. The Hospital is also empaneled with Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY). Moreover, the hospital services also includes a free transport service for patients with dialysis, where patients can call a toll free customer care number (02715 660 000) for pick-up and drop-off services.

Furthermore, the hospital offers a pharmacy with discounts on medicines, providing affordability and accessibility to essential medications. Through these comprehensive services, the hospital strives to promote health and well-being within the community.

Program Goal

To maximize service to local patients while establishing a self-sustainable healthcare facility, ensuring accessibility and continuity of quality healthcare services for the community.

Who will **benefit** from the programs?

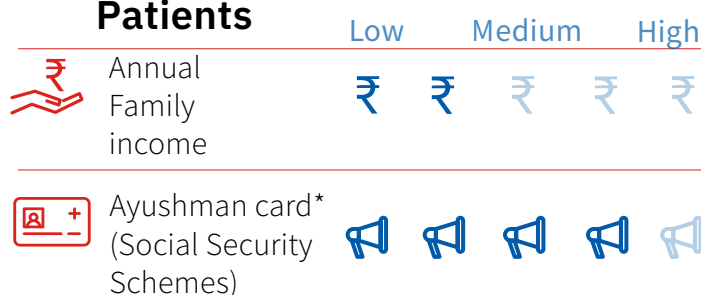


Patients primarily fall within the age range of 25-55 years.

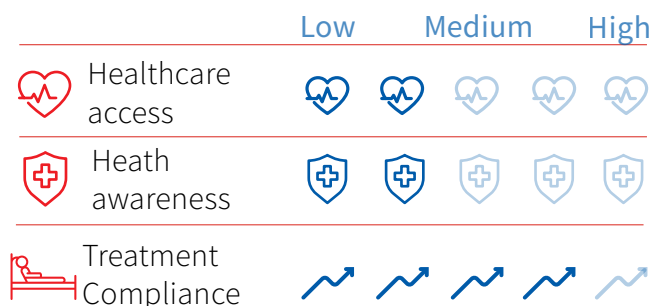
People from Sitapur and neighbouring areas, spanning distances of upto 400 kilometers, seek medical treatment.



Socio-economic profile of Patients



Traits of the Patients:



Patient Aspirations

Improve treatment outcomes

Achieve speedy recovery from illnesses/diseases

Affordable healthcare

Program Enablers

The findings are based on data collected from quantitative and qualitative methods mentioned in methodology (page 14-16) and data provided by MSIL.



Access to modern & state-of-art medical facility, high quality doctors & health care professionals and high quality services.



Providing free medical treatment under Ayushman Bharat scheme of the Government.



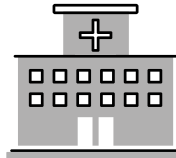
Partnership with (Accredited Social Health Activist) ASHA workers to spread awareness about high quality healthcare services through community awareness initiatives.

Program Journey



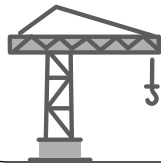
Memorandum of Understanding (MoU) signed with Zydus.

2018



Establishment of Primary Healthcare Center (PHC)

2018



Hospital's construction started

2019



Hospital became operational, providing vital care during the pandemic.

2021

Recently, Specialized services including



cardiology



neurosurgery



spine surgery



endoscopy

were introduced.



Expanded coverage area to 397 villages across 12 Talukas, reaching a radius of 400+ km.

2021-2023



Start of Cardiac care center

2023

Output

FY 2022-2023

	Total Permanent Doctors	16
	Total visiting Doctors	09
	Number of Ambulances	1 ICU on wheels
	Total number of Awareness Camps organized	63
	Total number of beds available at the Hospital	59 census beds
	Number of OPD Patients visiting the Hospital	3200+ Patients
	Number of IPD patients visiting the Hospital	35000+Patients (Approximately)
	Number of Peripheral OPDs conducted by the Hospital annually	100 (Approximately)
	Number of villages covered by the Hospital	397 Villages in 12 Talukas

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like the number of OPD & IPD patients visiting the hospital are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of patients and their families, opinions of the Hospital team, etc.

Program



Access to specialised doctors for comprehensive medical care.



Recognized with Gold quality certification from the Quality Council of India (QCI).



Accredited with National Accreditation Board for Hospitals (NABH) certification for quality healthcare standards.



Free access to services for people from lower socio-economic strata, over 95% of treatments covered under the Ayushman Bharat Yojana.



Attracts patients from distances spanning up to 400 kilometers.



80%

of the non-medical workforce comprises local individuals, fostering employment generation within the community.



Hosts awareness campaigns with the assistance of ASHA Workers.



Staff trained with Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) certification for enhanced service delivery.



3 Star Green Rating for Integrated Habitat Assessment (GRIHA) certification for Hospital Building.



Free pickup and drop facility for dialysis patients.

Patients



Affordable Treatment for people from all economic backgrounds.



Key factors appreciated by patients include the friendliness of staff, affordability, and the doctor's advice and guidelines.



88%

Over 88% of patients indicated good follow-up care post-initial treatment.



70%

The hospital has received positive feedback, earning a commendable Google review rating of 4.9 out of 5 for its medical facilities and staff.

Hospital Team



Standardized protocols ensure quality control.



Doctors and staff exhibit professionalism combined with empathy towards patients.



Non-medical staff express satisfaction due to the new employment opportunities created by the hospital.



Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on individuals and the community.

Impact on Individual and Community



High-quality & affordable healthcare services



Qualified and experienced doctors; high quality facilities



Increased awareness among people of medical services and individual health



Improved personal and family health



High treatment compliance & recovery

“

I recently had a heart attack and I'm immensely grateful to Zydus Sitapur Hospital for their exceptional emergency care. The swift action and thorough treatment by their team of doctors undoubtedly saved my life. Their expert care and invaluable guidance throughout my recovery journey made a significant difference. Thanks to them, I'm feeling much better now. My heartfelt appreciation to Zydus Sitapur Hospital for their life-saving efforts and exceptional medical team.”

Mohandas Jain
Gujarat, 55 kms away
Patient
Surgical Procedure

“

“I'm immensely grateful to Zydus Sitapur Hospital for the exceptional care my daughter received during her bout of jaundice. The medical team provided prompt treatment, and I'm delighted to share she has fully recovered and is now in perfect health. Thank you, Zydus Sitapur Hospital, for your outstanding care!”

Amrita Patel
Gujarat, 30 kms away
Mother of the Patient
Gastroenterologist consultation

“

I'm deeply grateful to Zydus Sitapur Hospital for their exceptional care following my accident. Prompt examination led to successful surgery, and I've fully recovered without pain. Their remarkable attention to every patient's well-being is commendable. Thank you for your exceptional care!”

Kuldeep Chauhan
Gujarat, 20 kms away
Patient
Orthopedic Assessment

02

Maruti Suzuki Podar Learn School, Sitapur, Gujarat



Program Overview

Maruti Suzuki has started the Maruti Suzuki Podar Learn School, in Sitapur, Gujarat in collaboration with the Podar Education Network. The mission is to provide holistic education to the children of nearby areas/villages, fostering academic excellence & moral values, discipline, and ethics.

Since its establishment in 2021, the Maruti Suzuki Podar Learn School in Sitapur, Gujarat, has been dedicated to providing a comprehensive educational experience. Developed in collaboration with the renowned Podar Education Network, its curriculum is enriched with lessons in Japanese life skills, ensuring a holistic approach to education.

Operating in English medium from Nursery to IXth class, the school serves over 400 learners,

including children from Hansalpur, Becharaji, and nearby areas.

Emphasizing holistic child development, the institution focuses on imparting best academic practices while instilling moral values, discipline, and ethics.

In addition to academic learning, the school's curriculum is designed to nurture students' moral character and ethical values. Alongside, there is a strong emphasis on extracurricular activities such as music education, sports education, yoga, and IT infrastructure, all aimed at fostering holistic personality development.

Furthermore, the school has introduced a new



curriculum on Japanese life skills, developed in collaboration with the Association of Overseas Technical Cooperation (AOTS), Japan, further enriching the educational experience for its students.

Program Goal

To provide an environment of good quality education and self-sustainability, where students feel nurtured and supported, allowing them to thrive academically and personally. It aims to cultivate a sense of confidence and independence in our students, ensuring that they feel empowered to seek knowledge, clear doubts, and engage actively in their learning journey, while also providing parents with the assurance that their child's educational needs are comprehensively met within the school environment.

Who will **benefit** from the programs?

9 years (Average age for students ranging from Nursery to 9th Grade)

Female (Both male and female children attend, with a higher ratio of male students)

Students hail from Becharaji, Hansalpur, and neighboring localities, spanning distances of less than 5 kilometers to over 20 kilometers.

Student

Age

Gender

Location

Student's Aspirations

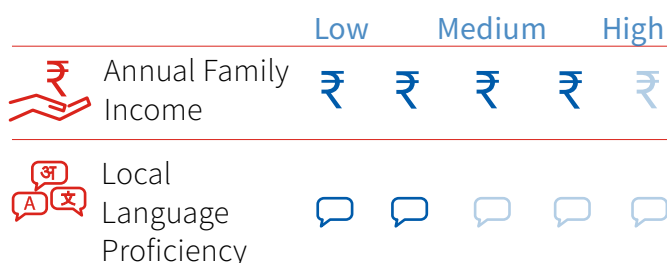
Enhance communication and behavioral skills.

Achieve high academic grades.

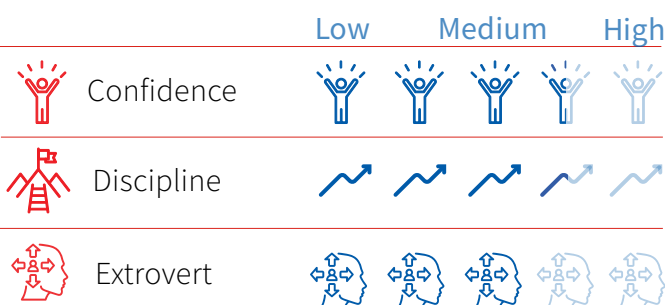
Seek opportunities and broaden horizons through extracurricular activities.



Family Profile of Students



Traits of Students



Program Enablers



Access to modern technology, advanced facilities, and high-quality equipment



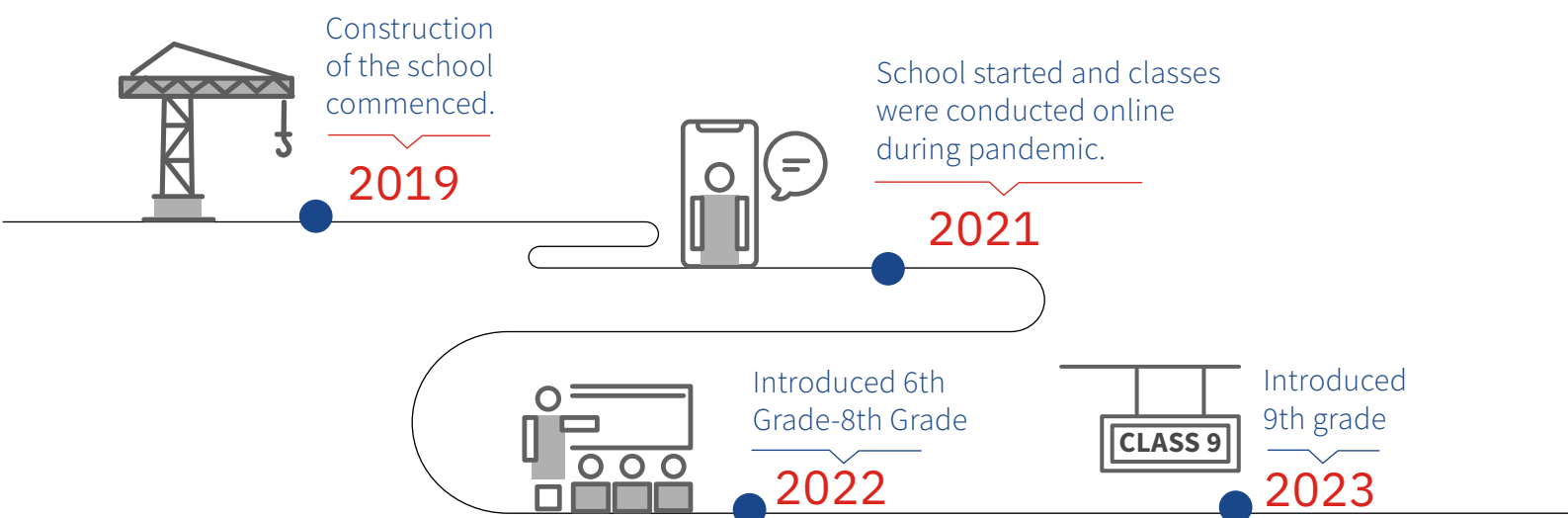
Skilled and motivated teachers serving as crucial enablers for educational success

The findings are based on data collected from quantitative and qualitative methods mentioned in methodology (page 14-16) and data provided by MSIL.





Program Journey



Output

FY 2022-2023



Number of students since 2021

503



Number of students enrolled each year (Avg)

167.66



Number of students enrolled in FY 2022-23 the last year

339



Number of teachers

Pre-Primary
Standard I to IX

10

17



Number of extracurricular activities at the school

25



Total number of Non-Teaching Staff employed

9



Student - teacher ratio

1:17



Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. These key findings represent valuable insights we have discovered about the program structure, experience of students, parents, teacher & school management.

Program



The school draws inspiration from Japanese principles and incorporates modules to inculcate time management, discipline and overall development.



The principal, a master trainer from the Podar ecosystem, conducts most in-person training for teachers ensuring delivery of good quality education.



Over 50% of the students reside in a 10-20 km radius from the school, as there is a lack of quality schools in the vicinity. 85% school students utilise the school transport services.

Students and Parents



80%

of students mentioned that the accessibility to resources and knowledge is considerably good.

The finding is based on data collected from students in Grade 6, 7 & 8.



80%

of students have shown an improvement in their relationship with parents.

The finding is based on data collected from students in Grade 6, 7 & 8.



88%

of students have shown improvements in their communication skills.



70%

of students have shown a significant increase in participation in household chores due to the influence of Japanese principles.

Teachers



Teachers utilize platforms like WhatsApp and other mediums to stay in touch with all parents, ensuring transparent communication for work and other matters.

“

Feel supported and safe with teachers and batch holders.

Student
Studying in Grade 8



Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on students and parents.

Students



Better teaching methods



Modern infrastructure



High engagement in extracurricular activities



High clarity of concepts

Parents



Enhanced family relationships



Improved discipline

“

“School prioritizes overall student development through Parent Teacher Meeting (PTM), group activities, surprise tests, external exams- Science Olympiad Foundation (SOF), annual day celebrations, and excellent facilities.”

“The school listens to and resolves any problems we encounter, demonstrating a commitment to student well-being.”

Parent of Raashi
Studying in Grade 8

“

The school has excellent infrastructure, trained staff, minimal fees, and a superb syllabus based on the play-way method.”

“My son absolutely loves this school - it's truly fantastic!”

Parents of Jubin
Studying in Grade 7

“

School provides transport for extra classes without extra fees, supporting slow learners.

Students receive appreciation and badges for English proficiency, fostering motivation.

Engaging teaching methods include real-life examples, group discussions, and interactive activities.

English Teacher
Grade 8



03

Village Development Projects



Program Overview

Recognizing the civic needs of the community Maruti Suzuki India Limited (MSIL) undertakes village development initiatives to address a wide range of developmental challenges around MSIL facilities.

Maruti Suzuki's initiative in Village Development Projects focuses on making neighboring villages cleaner, bolstering common community infrastructure, and fostering harmonious relationships with the communities surrounding its facilities.

Deployment of Sweepers and Waste Collection Vans:

To tackle the growing waste issue due to urbanization and migration, Maruti Suzuki

essential resources like sweepers and waste collection vans to support local households, promoting cleaner environments. Additionally, MSIL set up a pilot waste management plant in Bas Haria (Aliyar) village, managing waste from two project villages. After three years of operation, the plant was handed over to the Manesar Municipal Corporation for management.

Sewer line cleaning:

To tackle the challenge of liquid waste management in supported villages, Maruti Suzuki has installed sewer lines across nine villages in Haryana. This initiative ensures proper drainage and sanitation. Ongoing maintenance efforts are also implemented to sustain the functionality and durability of these crucial infrastructure assets. Regular cleaning of the sewer lines with



super sucker machines ensures smooth operations and cleanliness in the villages.

Paver street construction:

Recognizing the need for safer and more accessible thoroughfares, Maruti Suzuki undertakes the construction of paver streets in villages, mitigating risks posed by dilapidated roads and enhancing connectivity for street users including hawkers and residents, particularly during inclement weather.

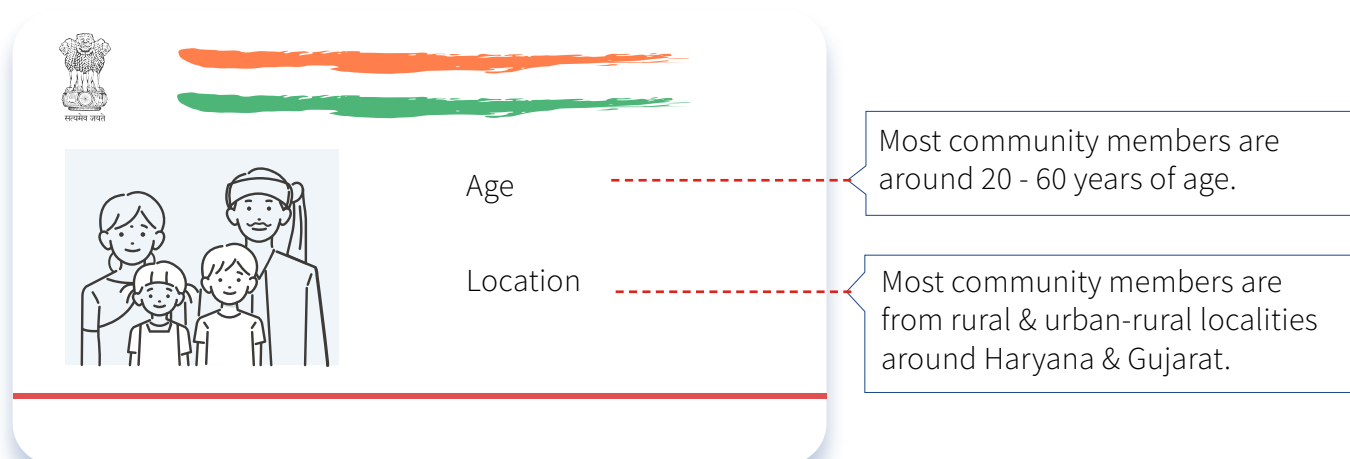
Repair of damaged bus sheds:

Improving transportation accessibility and convenience, Maruti Suzuki installs and repairs bus sheds in project villages, benefiting residents by providing shelter during their commute to nearby towns and schools, thereby enhancing overall village infrastructure and connectivity.

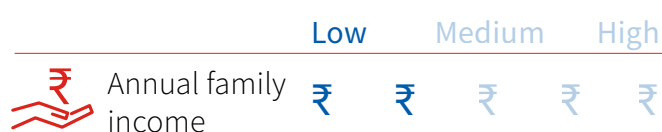
Program Goal

To cultivate strong, positive relationships within the community while fostering a high level of community involvement. By showcasing tangible improvements in cleanliness and infrastructure, Through transparent and inclusive practices, the program strive to benefit the entire community, touching hearts and addressing their needs in a meaningful and impactful manner.

Who will **benefit** from the programs?



Socio-Economic Profile of Community Members



Family Aspirations

Create a clean and healthy living environment for all.

Provide children with a convenient lifestyle to minimize health issues.

Traits of Community Members



Program Enablers



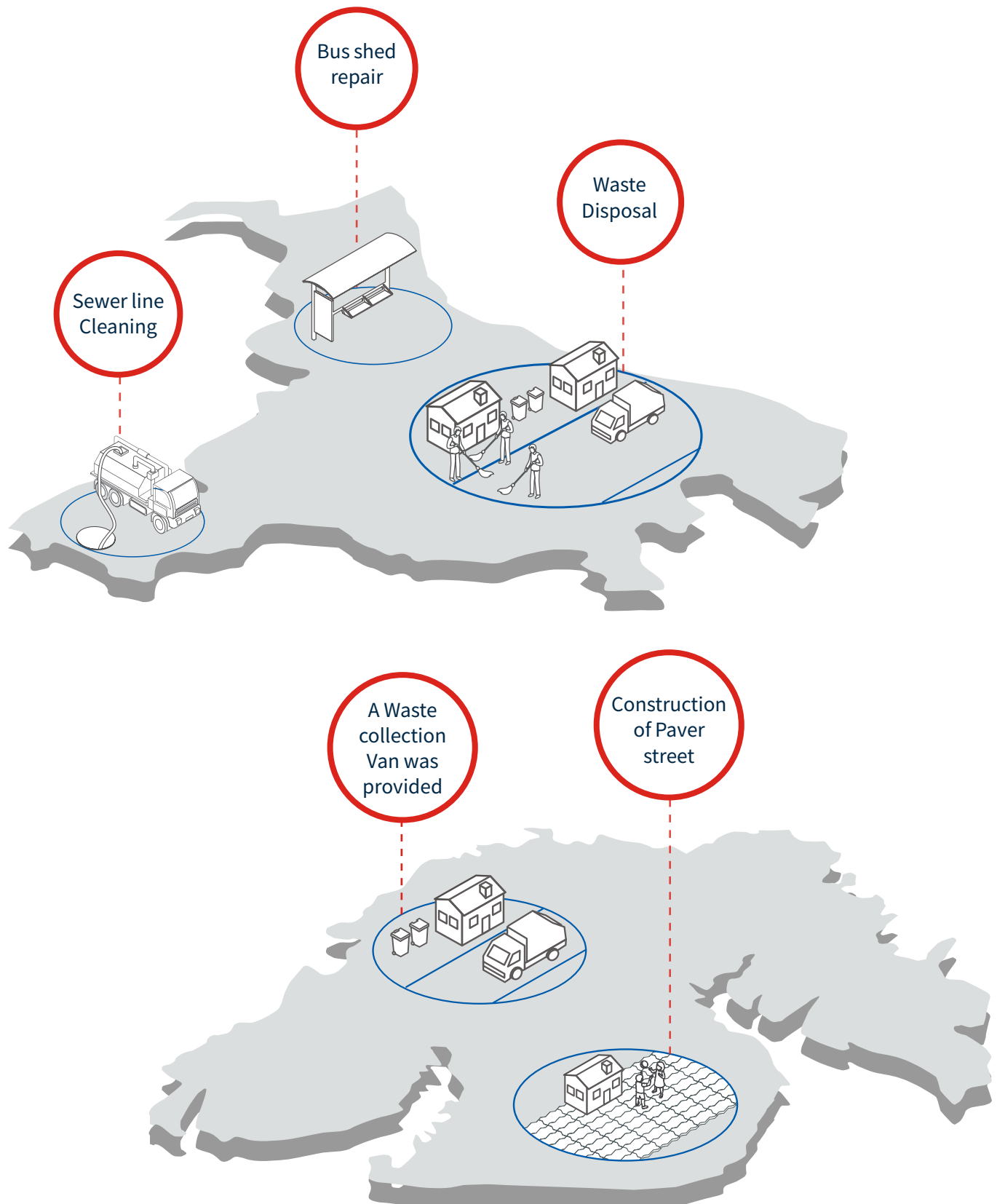
Benefiting the entire community



Involvement of local representatives like Sarpanch in the feedback and program implementation.

The findings are based on data collected from quantitative and qualitative methods mentioned in methodology (page 14-16) and data provided by MSIL.

The Ecosystem



Output

FY 2022-2023



Villages covered

26

Haryana:

Gurgaon (5 villages) Manesar (10 villages)
Rohtak (4 villages)

Gujarat

Gujarat:
Hansalpur (5 villages) Vithalapur (2 villages)



Number of sweepers provided

29 individuals in 5 villages



Waste collection vans deployed

(a)Vans operated:

9

(b)Vans provided to Gram Panchayat:

4



Villages where the vans are deployed

6



Villages connected by paver streets

1



Average daily bus shed users

1056 Households; Population - 5200
(Kheri Sadh Village as per Census 2011)



Total paver street users

329 households; Population-1633
(Naviyani village as per Census 2011)



Total waste collection van users

6060 households in Haryana;
Population- 27492 as per census 2011



Total sewer line users

4528 Households; Population-19799
(As per Census 2011) 5 villages of
Manesar



Length of the sewer line cleaned

23.57 kms

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like the number of waste collection van users, paver street users, sewer line users, and average daily bus shed users are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of community members, opinions of the community leaders, etc.

Program



The efforts of CSR Projects near the company facilities have been acknowledged by the Chief Minister, Governor, and several ministers.



The program is implemented with the involvement of stakeholders to ensure high efficiency.

Note: The villages in Gurugram & Manesar are under the Municipal Corporation of Gurugram and Municipal Corporation of Manesar respectively.



Community members consistently report that Maruti Suzuki demonstrates higher commitment and service.

Waste Collection Vans



100%

of villagers note an exceptional decrease in road and public place garbage.



98%

observe increased awareness of waste disposal practices in the community.



Majority agree that waste collection vans contribute to a better quality of life.

Paver Street



Paver street repair ensures drains repair, better access to school, benefiting all school-going children in the village. The majority find the paved street beneficial.



Easier access within the village enables pregnant women and patients to move around their houses comfortably.



Autos/personal vehicles can now enter village lanes, facilitating transport for pregnant women and patients to hospitals.

Sewer Line Cleaning



Closure of open drainages has led to a decrease in accidents that previously occurred.

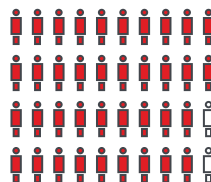


Improved community health situation due to clean surroundings and properly maintained sewage lines.



98%

of villagers praise the exceptional management of wastewater in the village.



90%

of villagers note exceptional improvement in village cleanliness.



MSIL's deputed staff demonstrates exceptional dedication by cleaning villages daily and ensuring their cleanliness and well-being.

Bus Shed



Bus shed initiatives have improved convenience and accessibility for hospital patients, offering significant benefits. Furthermore, these shelters protect school children during extreme weather conditions.



Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on individuals, and the community, as well as its impact on the environment.

Individual and community



Increase in accessibility because of paver street and bus shed



Better road infrastructure



Positive behavior changes among the community members

Environmental and economical



Cleaner communities



Better waste disposal processes

“

“Thanks to Maruti Suzuki’s waste collection vans, our lives have changed for the better. Before, we women had to carry heavy loads of garbage in traditional baskets and trek 1-2 kilometers to dispose of it in or near fields. Now, with the vans coming periodically, it’s so much easier and more convenient to manage household waste. Grateful for this improvement!”

Shanti
Baliyana, Rohtak
Community member

“

“Maruti Suzuki is the sole company undertaking waste collection and sewage cleaning in our village. No other company in the area offers similar services.”

Kamala
Dhana village, Manesar
Community member

“

The paver street has made a world of difference! No more struggling to find parking. I can conveniently park my vehicle right by my house.”

Rakesh Chaudhary
Naviyani, Gujarat
Community member

“

**Community development
isn't just about constructing
buildings; it's about
empowering people to
become agents of change
in their own lives and
communities.**

”

- Helen Clark



Theme II

ROAD SAFETY

According to the Global Status Report on Road Safety 2023, road traffic injuries remain the leading killer of children and young people aged 5-29 years. More than half of fatalities occur among pedestrians, cyclists and motorcyclists, in particular those living in low and middle-income countries. Consequently, road safety emerges as a significant health and safety concern worldwide. India, in particular, contributes to nearly 11% (approximately 150,000 per year) of global road accident-related fatalities.*²

The majority of road accidents and crashes result from drivers' negligence of safety rules, frequently due to inadequate formal training in safe road practices. Other reasons identified globally for such fatalities and increased incidents of accidents and crashes are non-adherence to traffic rules, speeding on roads, distracted driving, poor road conditions, etc.

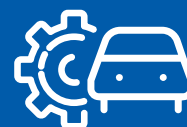
Driven by the commitment to make Indian roads safer, Maruti Suzuki undertakes various initiatives, augmenting government efforts to improve driving skills through professional driving training, increase compliance with traffic rules, and improve the driving license issuing system. The projects were introduced with a comprehensive approach encompassing 4E approach of Road Safety (Engineering, Enforcement, Education, Emergency Care).

These endeavors aim to elevate driving skills through professional training, foster greater compliance with traffic regulations, and cultivate a heightened awareness of road safety.

PROGRAMS

01

**Automated
Driving Test
Tracks (ADTT)**



02

**Institute for
Driving & Traffic
Research (IDTR)**



MSIL is establishing ADTTs within IDTR also to offer trainees both facilities in one location, with varying technology implementations across some ADTTs.



Delhi - 14 ADTTS & 2 IDTRs

IDTR Sarai Kale Khan, Delhi

IDTR Loni road/Wazirabad, Delhi

ADTT Sarai Kale Khan, Delhi (operated by IDTR)

ADTT Loni road/Wazirabad, Delhi (operated by IDTR)

ADTT Mayur Vihar, Delhi

ADTT Vishwas nagar, Delhi

ADTT Burari, Delhi

ADTT Loni road/Wazirabad, Delhi

ADTT Sarai Kale Khan, Delhi

ADTT Shakur basti, Delhi

ADTT Jharonda kalan, Delhi

ADTT Raja Garden, Delhi

ADTT Rohini, Delhi

ADTT Dwarka, Delhi

ADTT Hari Nagar, Delhi

ADTT Lado sarai, Delhi

IDTRs: 08

ADTTS: 19

Haryana - 2 ADTTS & 2 IDTRs

ADTT Bahadurgarh, Haryana
(operated by IDTR)

ADTT Rohtak, Haryana
(operated by IDTR)

IDTR Bahadurgarh, Haryana

Uttarakhand - 1
ADTTS & 1 IDTRs

ADTT Dehradun,
Uttarakhand
(operated by
IDTR)

IDTR Dehradun,
Uttarakhand

Bihar - 2 ADTTS & 1 IDTR

ADTT Patna, Bihar
(operated by IDTR)

ADTT Aurangabad, Bihar
(operated by IDTR)

IDTR Aurangabad, Bihar

Chhattisgarh - 1 IDTR

IDTR Naya Raipur,
Chhattisgarh

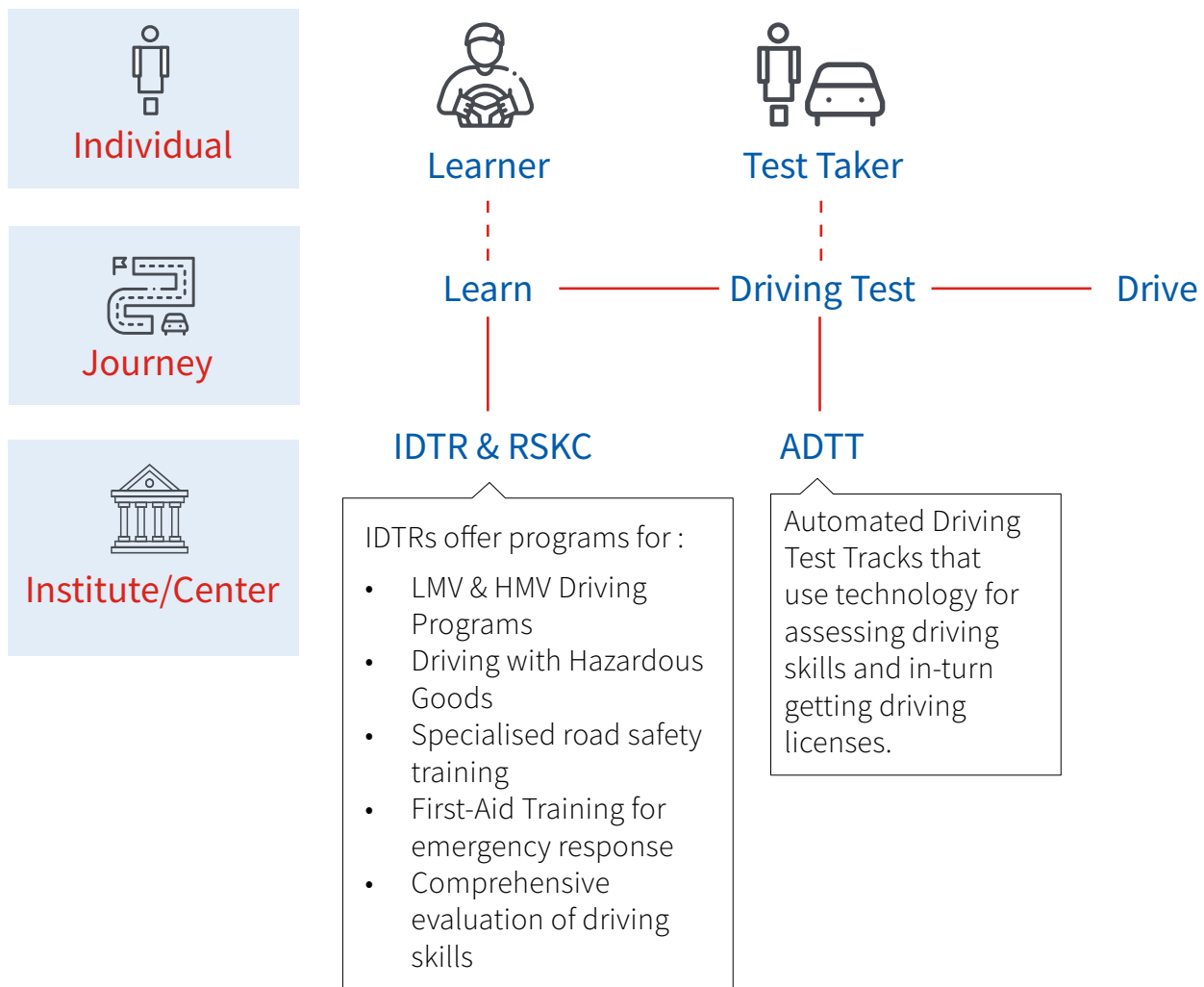
Gujarat - 1 IDTR

All Gujarat Institute of Driving
Technical Training & Research
at Vadodara, Gujarat



The Ecosystem

Under its Road Safety initiatives, MSIL empowers individuals by offering driving programs and enhancing the test experience through automation. MSIL manages two key programs: the Automated Driving Test Centers and the Institute of Driving & Traffic Research, aimed at promoting safe driving practices and improving overall road safety standards.



Who will **benefit** from the programs?

Automated Driving Test Tracks (ADTT)

While the majority of test takers at ADTT are male, there is a considerable presence of female examinees at the center.

Delhi Haryana Uttarakhand Bihar

New license and license renewal

Test takers are from all kinds of socio-economic backgrounds and culture as the centers are mainly located in Delhi and are open to the public and are easily accessible.

Institute of Driving and Traffic Research (IDTR)

Though predominantly male, IDTR also accommodates a significant number of female trainees.

Delhi Uttarakhand Bihar
Haryana Chhatisgarh Gujarat

Light motor vehicle(LMV)
Heavy motor vehicle(HMV)
Forklift
Hazardous goods

LMV



Age

18-45 years



Aspirations

Learn driving as a life skill

HMV and Hazardous



Annual family income

Low Medium High
₹ ₹ ₹ ₹ ₹



Aspirations

Learn driving for job opportunities

Govt. job opportunities

01

Automated Driving Test Tracks (ADTT)



Program Overview

Globally, India accounts for almost 11% (approx. 1.5 Lacs per year) of road accident-related deaths in the world. This makes Road Safety a major health and safety issue.*³

Driven by the commitment to make Indian roads safer, under 4E Road Safety approach, to improve the driving licensing system (Enforcement), MSIL has partnered with the Delhi Transport Department to set up 12 Automated Driving Test Tracks (ADTT) in Delhi. It has also set up 7 more ADTT centers in Bihar, Haryana, Uttarakhand.

Currently, two technologies adopted across centers are ARITRA & HAMS (Harnessing Auto Mobile For Safety). The smartphone-based solution HAMS (Harnessing Auto Mobile For Safety) is jointly developed by Maruti Suzuki's Institute of Driving and Traffic Research (IDTR) and Microsoft Research India to provide a safe, automated and transparent driver's license test process.

ARITRA technology

The technology uses advanced modules for precise tracking of the vehicle's trajectory during

*³Global Status Report on Road Safety 2023. 17 June 2023, www.who.int/publications/i/item/9789241565684.



designated test maneuvers. Through advanced video analytic technology, driving skills of the applicants is evaluated.

HAMS

The technology works by attaching a HAMS-enabled smartphone to the applicant's car which monitors the driver as well as the road. The technology uses advanced AI models for precise tracking of the vehicle's trajectory during designated test maneuvers.

The program facilitates the issuance of driving licenses for both two-wheelers and four-wheelers. The centers have specially designed tracks to conduct driving tests. They are equipped with high-resolution cameras to capture real-time footage of tests and analytics-based assessment tools. Additionally, biometrics are utilized to facilitate the issuance of driving licenses transparently and efficiently.

The testing modules include Reverse 'S', Forward '8', Overtaking, Junction test, Reverse parallel parking, and Uphill gradient driving for four-wheelers.

For two wheelers, the test include: Balancing test, Emergency braking, and Serpentine track for two-wheelers.

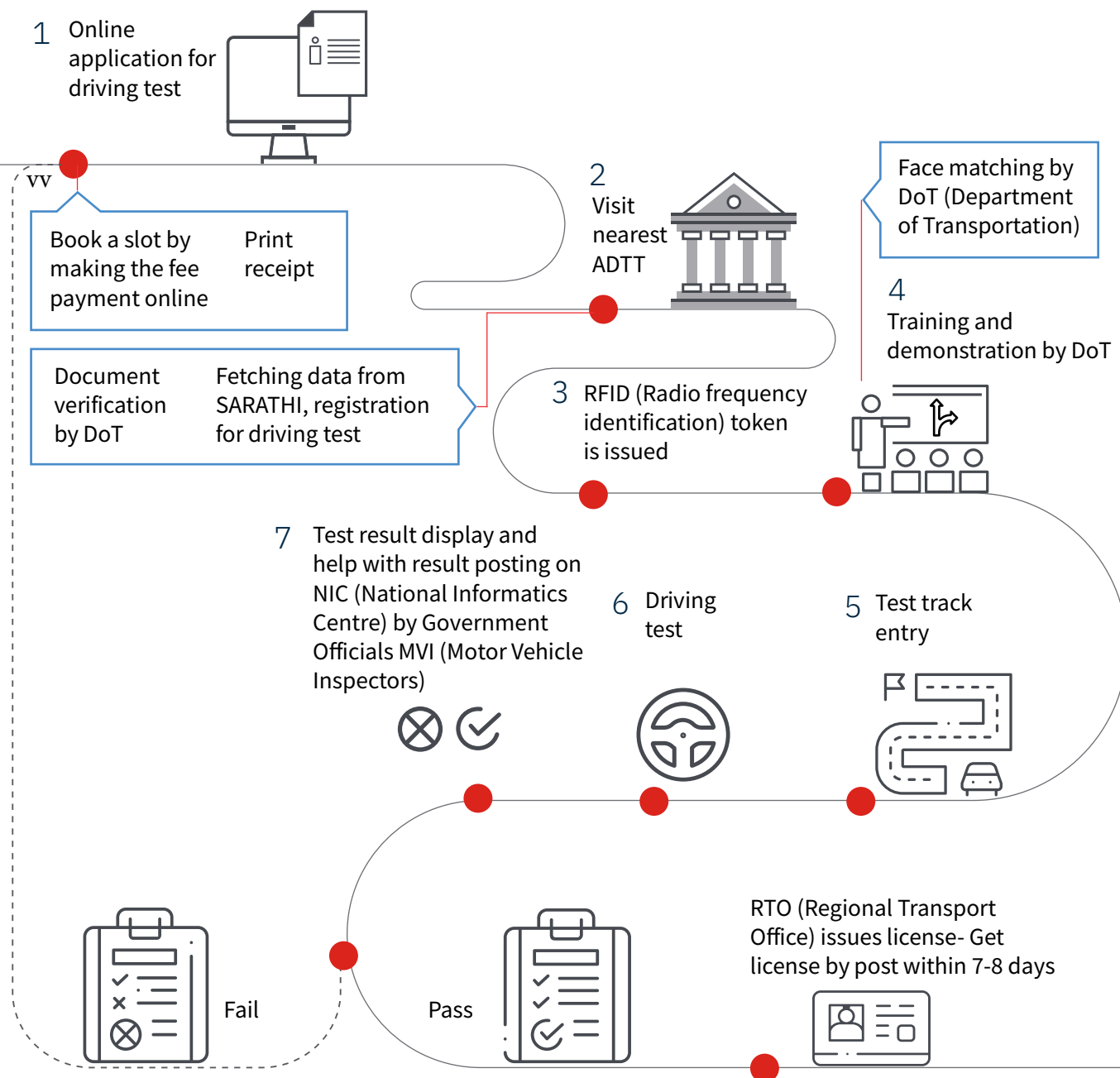
MSIL undertook the comprehensive task of constructing tracks, installing automation equipment, and seamlessly integrating it with NIC systems.

Moreover, MSIL is responsible for providing maintenance services, for three years following the handover. Additionally, MSIL committed to deploying one trained staff member per site for a continuous period of three years post-site handover. Individuals applying for a new license can now take advantage of a streamlined and technologically advanced testing process at ADTT facilities.

Program Goal

To promote road safety and ensure only trained drivers get the license providing comprehensive testing facilities.

Program Journey at ADTT



Program Enablers



Integration of latest devices like cameras, RFID readers, sensors, boom barriers, and signal lights for track automation

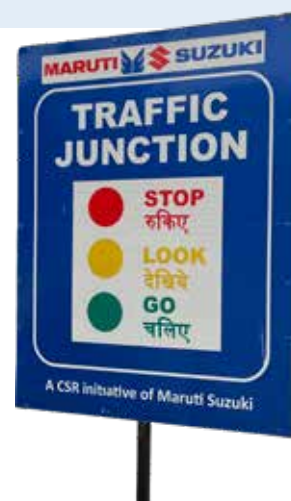


The utilization of softwares (ARITRA & HAMS) for generating reports, grading applicants' performance as either pass or fail, and employing track automation capable of detecting vehicle movements to assess applicants based on essential driving skills.

“

Automated tests eliminate any possibility of bias or manipulation in results, given their reliance on technology. Consequently, they offer an equal opportunity to all applicants.”

Ronak
Test taker, LMV
2nd Attempt , Pass
ADTT, Lado Sarai



“

The process is streamlined and easy to follow”

Ankit
Test taker, LMV
1st Attempt , Pass
ADTT, Lado Sarai

“

The visual demo shown before the test was helpful. It helped me to understand how the whole process works.”

Kalyani
Test taker, LMV
1st attempt, Pass
ADTT, Lado Sarai

Output

FY 2022-2023

Total Tests 310000+

Delhi ADTT 210000+

IDTRs Based ADTT 90000+

LMV 35000+

66%	34%
Pass	Fail

TW 53000+

77%	23%
Pass	Fail

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like the total number of tests conducted and test results are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of test takers, etc.



Program



Pre-ADTT was 84%, when ADTT was introduced pass percentage after automation intervention dropped to 35%, after upskilling and increased seriousness among the test takers, the pass percentage gradually increased to 55%.



Automation has improved the efficiency of driving test process.



Test taker



Automated tests ensure impartiality and equal opportunity for all candidates, without any bias. The system operates independently, preventing any favoritism or deliberate passing of individuals who may have failed.



Most test takers believe :

- Overall test experience is great
- Automation makes the test-taking process easier
- Automated test tracks offer superior experience than non-automated centers

Beyond numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on test takers, their driving skills & road discipline, and governance in driving test systems.

Impact on Test-Takers



Accurate & efficient driving tests



Improved road discipline



Better driving Skills



Improved governance in driving test systems

“
**Education is
not the filling of
a pail, but the
lighting of a fire.**
”

-W.B. Yeats

02

Institute of Driving & Traffic Research (IDTR)



Program Overview

In the last few decades, the volume of cars and vehicles on the roads has seen a multifold rise. Maruti Suzuki India Limited, with its vast experience, recognized that for responsible driving, training that is beyond handling a vehicle is required for a safe road experience. Training is essential to enhance three fundamental aspects of driving - Knowledge, Skills & Attitude required for a driver to become a responsible road user for life.

With this premise, Maruti Suzuki collaborated with the State Transport Department to set up the first Institute for Driving & Traffic Research (IDTR), in the year 2000, for driving training and road safety in the country as per the MoRTH Scheme (Ministry of Road Transport & Highways). Over a period of time, 7 more IDTRs have been set up in different states. IDTR adheres to a few significant pillars of accident prevention and control - well known as 4E approach- Education; Enforcement; Engineering; and Emergency.

IDTR is dedicated to promote education and provide a wide range of training programs for trainers or training instructors, drivers who carry dangerous/hazardous goods including random periodic evaluations, Heavy Motor Vehicle (HMV) and Light Motor Vehicles (LMV) drivers, conduct



refresher and orientation training courses for the drivers who are in service. Periodic training and evaluation of drivers of state transport undertakings. The program also offers first-aid training for emergency response, facilitated by certified professionals of AIIMS.

Evaluation for driving license aspirants is completed through the seven Automated Driving Test Tracks (ADTT) set up in IDTRs.

There are 23 Road Safety Knowledge Centres (RSKCs), of which 22 are located in Haryana and one in Bihar. These centres train the traffic violators and learner license applicants.

IDTR caters especially to the underprivileged youth of local scheduled tribes and provides free of cost training on driving skills to the tribal students of Gujarat to boost employment. The IDTRs are also spreading the message of Road Safety in schools and colleges to sensitize the youth about the significance of Road Safety. The institutes are also doing varied specialized training programs for corporates and drivers in Government departments such as forklift driving & handling, defensive driving, driving on hills, etc.

The training curriculum covers both practical and theoretical aspects, typically spanning one to two days. Participants receive instruction on essential

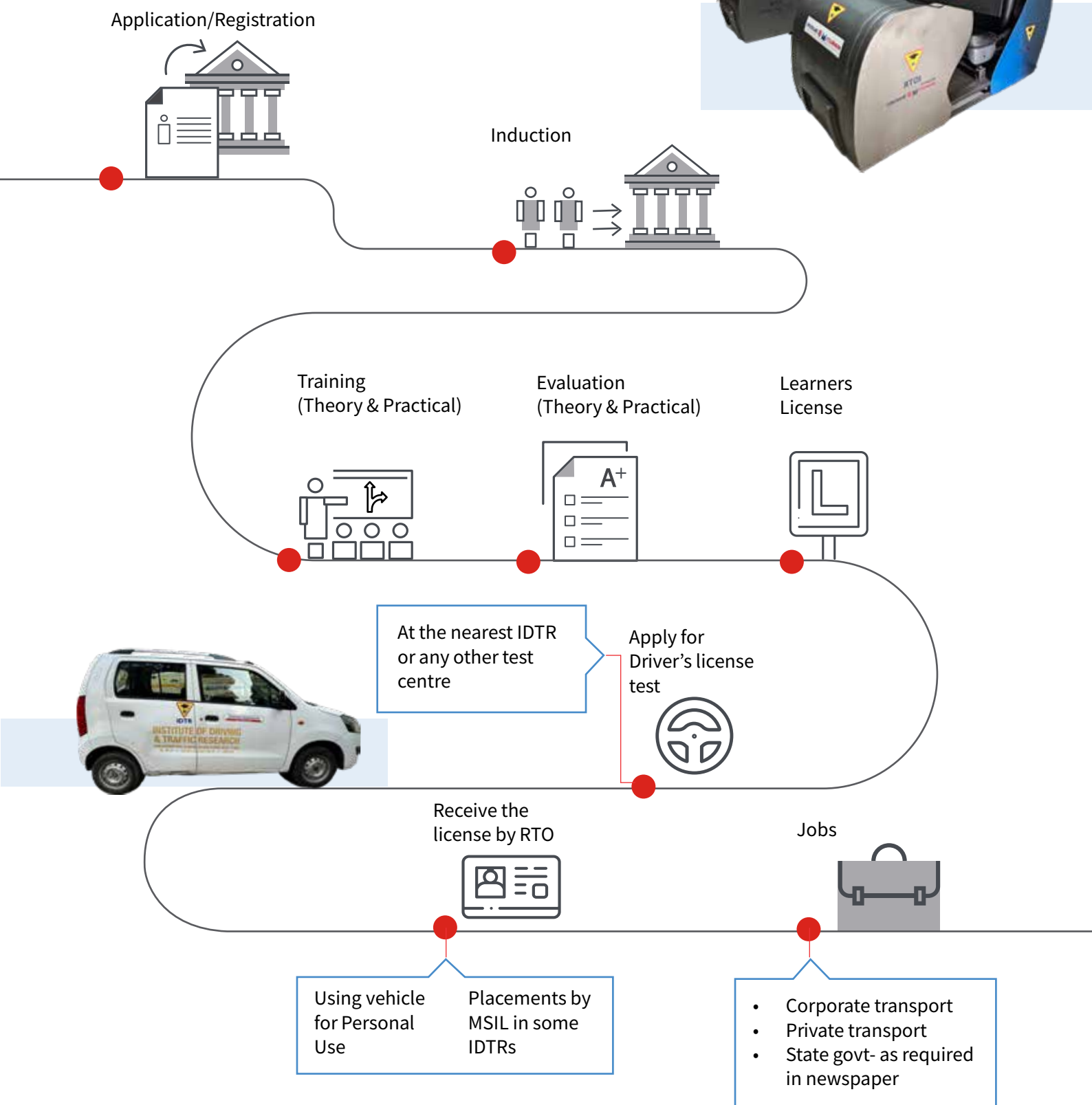
topics such as Samaritan laws, road rules and signages, penalties for traffic violations, and trauma management.

Maruti Suzuki India Limited had partnered with AIIMS, India's premier medical institute, and International Road Federation (IRF) to provide first aid and trauma care training to commercial drivers at its Institute of Driving and Traffic Research (IDTR). Participants receive comprehensive training in emergency care in collaboration with Jai Prakash Narayan-AIIMS Trauma Center, Delhi. The training equips them with the knowledge and practical skills needed to assist road accident victims during the "golden hour" in an event of a road incident. Golden hour after an accident refers to the first hour after an accident during which medical intervention can reduce mortality.

Program Goal

To increase road safety and foster sustained road discipline by providing comprehensive education and training to drivers, equipping them with the knowledge and skills necessary to adhere to traffic regulations and promote safer driving practices.

Program Journey for new IDTR learners



All trainees that get trained at IDTR are not DL aspirants.

Program Enablers



Certification and job opportunities available for LMV, HMV, and Forklift operations



Access to modern technology (Aritra and HAMS) for training and testing, advanced facilities, and advanced equipment



Collaboration established with the State Transport Departments

Output

FY 2022-2023



Number of Trainees

Learner

LMV:	2,306
HMV:	5,323
Forklift:	233
Driver training with women from vulnerable communities:	150

Refresher

Hazardous goods:	668
Forklift:	127
Train the Trainer:	324
First aid training:	3,368
Total number of bus drivers trained:	2,172

RSKC

Pre-license training:	65,391
Rule violators training:	1,36,891

“

“The engine knowledge and training to drive in reverse was excellent. Initially hesitant, but found it incredibly useful.”

Sanjana
LMV Trainee
IDTR Wazirabad

“

I have been driving cars for 15-16 years. I came to IDTR to learn to drive heavy motor vehicles (HMV). The training provided here is excellent. I have driven trucks, cars, and now buses too. The staff here is very kind and polite. I haven't encountered any challenges here.

Rakesh
HMV Trainee
IDTR Wazirabad

Outcome and Impact

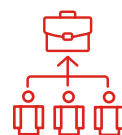
The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like the total number of trainees' performance are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of trainees, opinions of the trainers, etc.



Program



Attainment of training certifications greatly enhances credibility for employment opportunities, both in the private and government sectors, particularly for Heavy Motor Vehicles (HMs)



Provision of commercial Light Motor Vehicle (LMV) badges by institutes to facilitate employment prospects within the private sector



Emphasis on raising awareness regarding road rules, etiquette, including proper honking protocols, and maintaining safe distances between vehicles



Comprehensive instruction on essential vehicle checks such as engine, oil, and tire inspections, a unique offering not commonly found elsewhere



Implementation of feedback forms distributed to all trainees following their training sessions



Sakha, the women's cab service organization conducts tests and based on the test results offers placements.



Over **75%** of individuals have embraced road discipline and say they adhere to traffic rules after completing the training.



61% of past trainees attributed their good driving skills and increased patience on the road to the training received at IDTR.



Trainer



92% of trainers thought the simulator training was helpful for the trainees.



91% of trainers have rated track driving practice as a key factor in improving driving outcomes for trainees

“

“I really appreciate the environment and teaching methods here. I wasn't aware of road signage before, but now I feel more informed.”

Priya
LMV Trainee
IDTR Sarai Kale Khan



Trainee



97%
of trainees reported improvement in their driving skills after the training.



99%
of trainees stated that they now adhere to rules with greater discipline post-training.



73%
of trainees rated their understanding of road rules and regulations as satisfactory.



70%
of trainees rated themselves highly for their patience on the road, following the training.



73%
of trainees rated their vehicle control on the road as proficient after completing the training.

Beyond numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/ impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on trainees, their driving skills, road discipline, and livelihood opportunities.

Impact on Trainee



Better road discipline



Enhanced understanding of road signs



Improved understanding of various types of accidents and the surrounding conditions



Lesser Accidents



Better Livelihood opportunities

“

I came to IDTR to learn how to drive Heavy Motor Vehicle(HMV). I have gained valuable knowledge here, particularly regarding road signs. Before this, I was unaware of the variety of road signs, but I have learned about them all during my time here. Additionally, the staff at IDTR is extremely supportive and friendly. Moreover, there is a wide range of vehicle options available here, both small and large, allowing learners to gain experience driving various types of vehicles. I highly recommend IDTR for obtaining HMV license.

Manoj Gupta
HMV Trainee
IDTR Sarai Kale Khan

Theme III

SKILL DEVELOPMENT

In the context of India, skilling is not only a means to address the sector's technical demands but also a catalyst for economic growth.

According to data from the Society of Indian Automobile Manufacturers (SIAM), the Indian automotive sector makes up approximately 7.1% of the nation's GDP and employs over 32 million individuals, both directly and indirectly. By investing in skill development programs, the industry can cultivate a proficient workforce capable of driving innovation, improving efficiency, and contributing to the nation's economic growth. ^{*4}

Acknowledging the significant contribution of the service, automobile, and manufacturing sectors, which constitute over half of India's total economic output, there arises a pressing need to nurture and enhance the workforce. The interventions are focused on training programs targeting youth related to the industry's shop-floor requirements, behavioral & functional skills and industry work culture.

However, the current skill training infrastructure is struggling to meet the industry's demands in terms of quantity, quality, and relevance. It is projected that the manufacturing sector in India will require a workforce of 20 million individuals, necessitating the training of 1.5 million technicians annually. ^{*5}

Skill Development initiatives aim to prepare young people for careers in the automotive industry and includes the upgrading, repair, and maintenance of labs and infrastructure, industry-oriented courses industry exposure for students, and many more.

This strategic initiative is designed to enhance employability within the youth demographic, fostering their readiness for meaningful engagement in the burgeoning automobile industry.

PROGRAMS

01

Japan-India
Institute for
Manufacturing



02

Supporting
Government ITIs



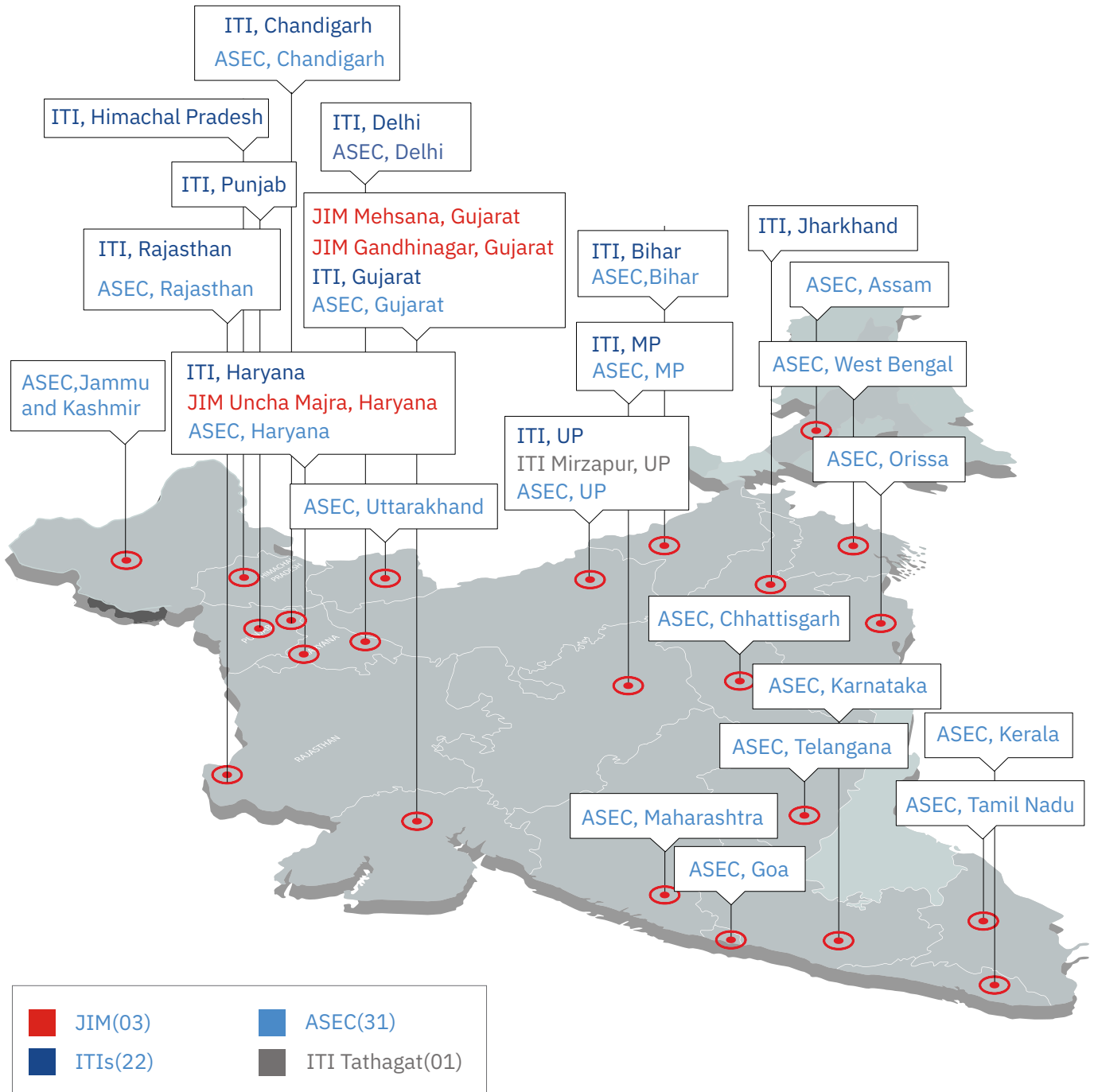
03

Automobile Skill
Enhancement
Centers (ASEC)



^{*4} Nonu. "Upskilling in India: Bridging the Past, Harnessing the Future." Skill Reporter, 7 Oct. 2023, www.skillreporter.com/editorial/upskilling-in-india-future-of-work-automotive-sector-rahul-mahadeshwar.

^{*5} Kumar, Rishi, et al. "Vocational Training in India: Determinants of Participation and Effect on Wages." Empirical Research in Vocational Education and Training, vol. 11, no. 1, Springer Science and Business Media LLC, Jan. 2019. Crossref, <https://doi.org/10.1186/s40461-019-0078-y>.



04

Supporting
Tathagat
Industrial
Training Institute
(ITI), Mirzapur,
Uttar Pradesh



05

Apprenticeship
Program



06

CII Skill Training
Center at
Chhindwara
(Madhya
Pradesh)



Who will **benefit** from the Programs?

Trainee



Most trainees are between the age group **16-23 Years**.



Age group

While majority of the trainees are male, there are 3 ITIs enrolling only women (FY 2022-23)



Gender

Most trainees are from rural / urban-rural areas.



Location

Most trainees are 10th/12th graduates at enrolment.



Qualification



Aspirations of Trainees

Work with Big Corporates

Own a Garage

Settle Abroad



Traits of Trainees

The findings are based on data collected from quantitative and qualitative methods mentioned in methodologies (pg.8) and data provided by MSIL.

Low

Medium

High



Disciplined



Confident



Workplace Conduct



Industry Understanding



The Ecosystem

The skilling ecosystem presents diverse opportunities for trainees, with MSIL playing a pivotal role in collaborating with various stakeholders. This collaboration enhances the range of opportunities available to trainees, contributing significantly to the overall automobile skill industry.

Program Details for FY 2022-23



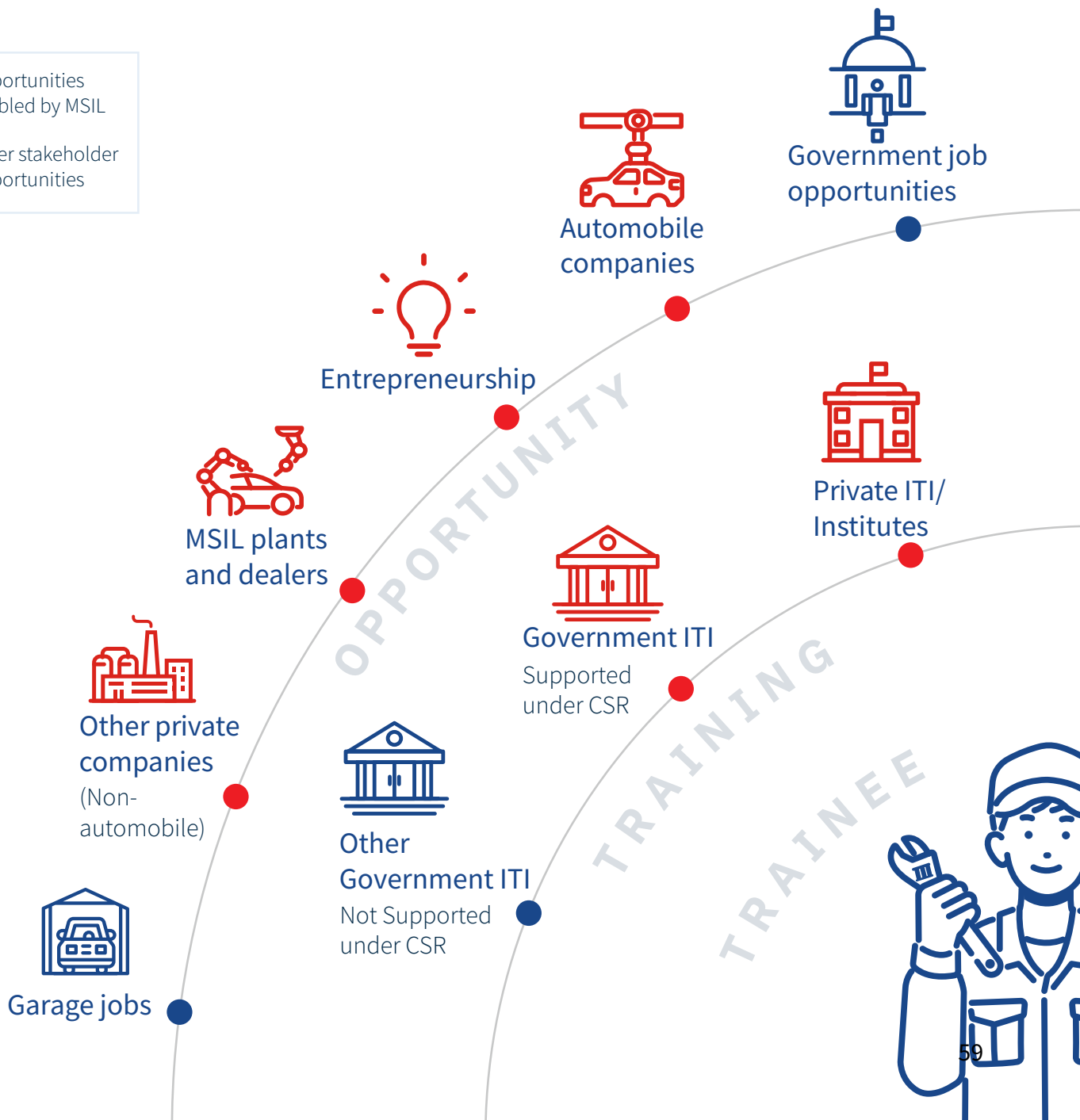
Total Trainees : 15000+



Total Trainers: 50+



Total Recruiter Companies : 20+



Japan-India Institute for Manufacturing

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 manufacturing industry.

This followed with a Memorandum of Cooperation (MoC) signing 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 three Japan-India Institutes for Manufacturing (JIM), in Gujarat and Haryana.

The Japan-India Institute for Manufacturing (JIM) is an initiative that aligns with Maruti Suzuki India Limited's broader goal of industry-focused training and development. It reflects MSIL's commitment to excellence, drawing inspiration from the efficient Japanese manufacturing style. JIM caters to individuals aged 18-21, specifically targeting those who have completed their 10th and 12th grades, offering specialized training in key trades essential for the automotive industry. These trades include Mechanic Motor Vehicle, Fitter, Electrician, Mechanic Auto Body Painting, Mechanic Auto Body Repair and Welder, Technician Mechatronics and Mechanic Diesel Engine all in line with MSIL's Japanese-inspired manufacturing practices.

In addition to the trade-specific training, JIM places a strong emphasis on well-rounded development. This comprehensive training program encompasses a range of essential soft skills, including 3G*, effective communication skills, interview techniques, behavior management, and time management. Developed in collaboration with AOTS (The Association for Overseas Technical Cooperation and Sustainable Partnerships), the program also offers lessons in employability skills and digital literacy.

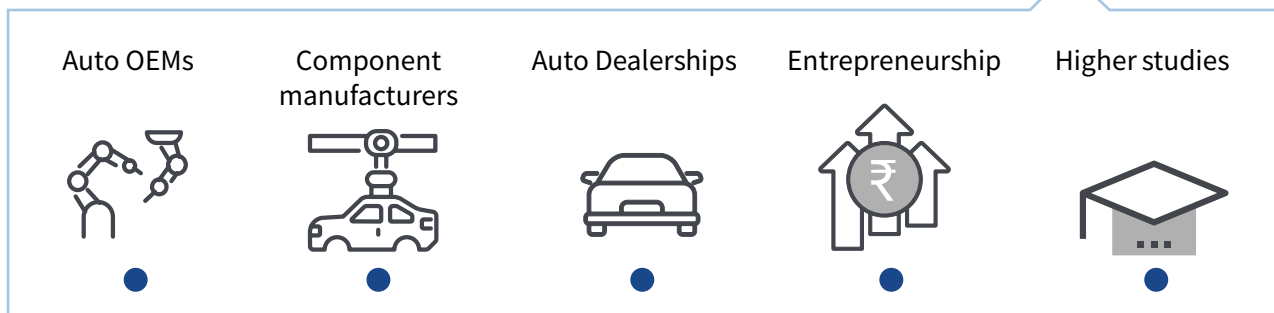
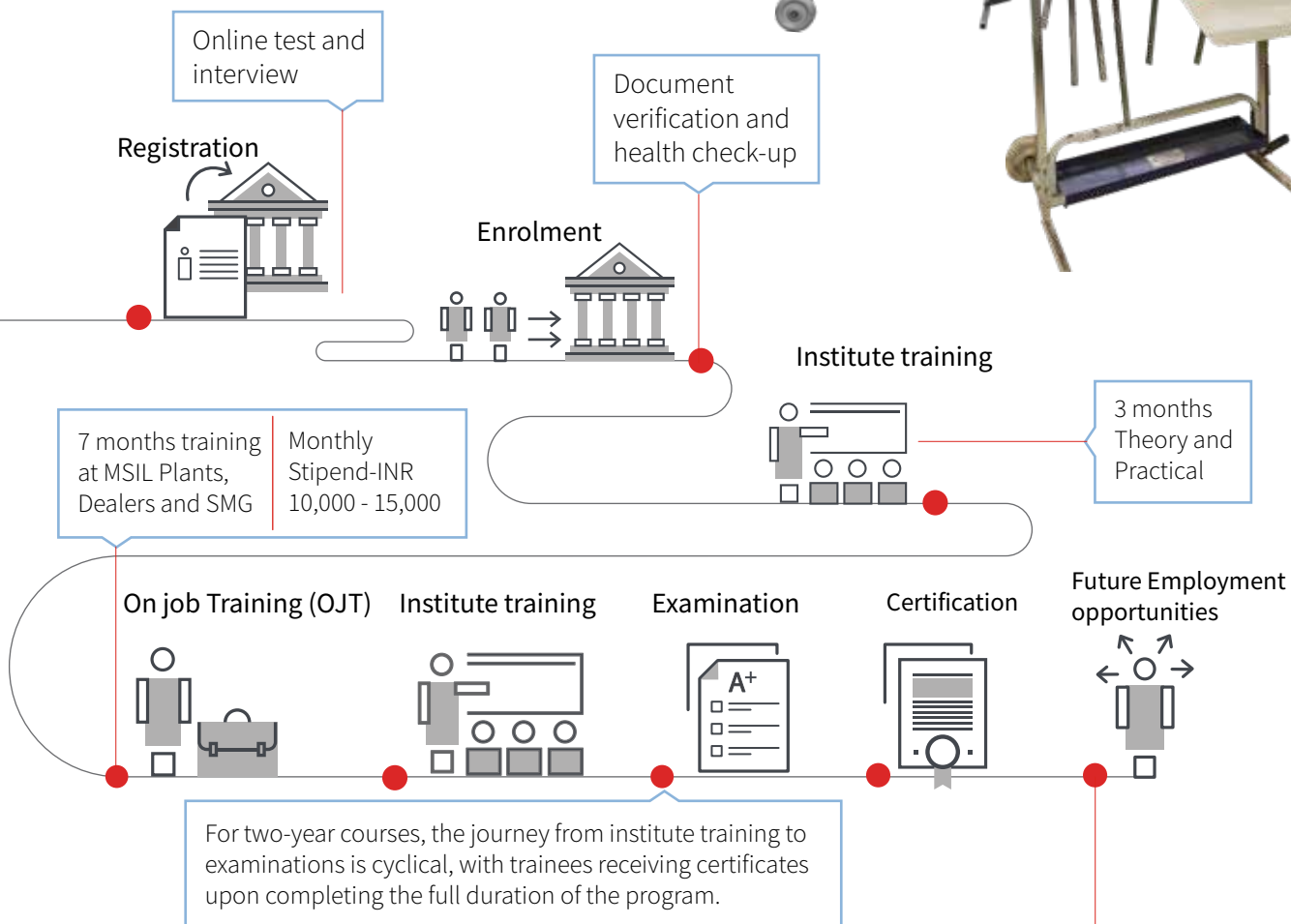
All JIM students benefit from the Dual System of Training (DST), combining theoretical learning from JIM with practical industry training and stipends. Upon completion, they receive a National Trade Certificate (NTC), enhancing their employability and industry opportunities compared to regular ITI graduates. This approach ensures that trainees not only excel in technical areas but also gain essential soft skills and digital know-how crucial for success in today's job market. JIM provides comprehensive training, meeting industry needs while empowering individuals with a diverse skill set for enhanced employability and professional growth.



Program Goal

To train and empower youth on Japanese Manufacturing practices and contemporary automobile technologies so as to create a pool of industry ready skilled manpower for Indian automobile industry.

Student Journey



Program Enablers



Access to high-quality, modern equipment aligned with industry standards



Training conducted by expert trainers and group facilitators



Increasing preference for jobs

“

I chose JIM because it provides invaluable industry exposure. Recently, I got the apprenticeship at MSIL, where I interact closely with permanent workers, gaining valuable insights and honing my communication skills for interviews and industry interactions.”

Mohit Kadam
Past Trainee
Trade: MMV, 2021
JIM Uncha Majra

Output

FY 2022-2023



Total number of JIMs : 3



Trainees enrolled during this period: 898



MSIL Recruited Trainees: 106

Multiple job fairs organized for other opportunities

“

At JIM, we earn while learning, and our knowledge has been greatly enhanced.”

Sujay Prakash
Past Trainee
Trade: Mechanic Auto Body Painting, 2021
JIM Uncha Majra

“

Thanks to JIM, I now have a structured sleeping and waking schedule. My family has noticed and appreciated the positive change in my behavior. I’ve moved away from aimless wandering.”

Kunal Maurya
Past Trainee
Trade: Mechanical Diesel Engine, 2021
JIM Uncha Majra

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like placement performance are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of trainees, placements, opinion of the trainers & recruiters, etc.



Program/
Institutes



Implementing Japanese guiding principles and work cultures such as 5S, Kaizen, and 3G promotes good workplace behavior.



Safety is considered as top priority.



'Earn and Learn' concept implemented through On Job Training.



In addition to the standard syllabus, an industry-specific course curriculum is provided.



Large campus with high-quality, modern training equipment.



Trainee



84%

of trainees rated the teaching methods at JIM favorably.



88%

of trainees appraise their overall training experience at JIM, encompassing technical and soft skills training, considerably well.



75%

of trainees, perceive the career advancement and professional development opportunities provided by JIM as highly commendable.



93%

of past trainee apprentices at Maruti Suzuki evaluate their industry understanding and workplace conduct considerably well.

“

At JIM, we hire candidates from various trades. The technical training provided to students is truly unparalleled.”

Recruiter
MSIL
JIM



Trainer



100%

of Trainers agree that the skill proficiency of JIM trainees is exceptional.



100%

of Trainers agree that the time management of JIM trainees is exemplary.



The introduction of new virtual classes and an e-library featuring YouTube video links for each topic has significantly boosted trainee attendance during On Job Training (OJT).



100%

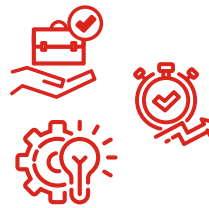
of Trainers rate the confidence and motivation of JIM trainees as outstanding.



Recruiter



Recruiters find the industry understanding of JIM trainees to be exemplary.



Common strengths in JIM trainees as observed by recruiters include workplace conduct, discipline, trade-related knowledge and skills, technical awareness, and familiarity with working culture.



Most recruiters acknowledge the excellent communication skills of JIM trainees.



Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on trainees, their lifestyle, families, and society, as well as its impact on the industry and ecosystem.

Impact on Trainee



Better skills



Better training experience



Better professional and financial opportunities



Improved lifestyle



Better morale (discipline & confidence)



Better industry understanding



Better workplace conduct

Impact on Family



Economic stability



Access to necessary amenities

Impact on Industry



Increased skilled manpower

It is also recognised that there is a the need for longitudinal, in-depth studies to further elucidate and understand the enduring impacts of the project over time.

“

The journey of skill development begins with the belief that every individual has the potential to learn, grow, and contribute meaningfully to society.

”

-Nelson Mandela

Supporting Government ITIs

Maruti Suzuki, in collaboration with government Industrial Training Institutes (ITIs), is actively engaged in a comprehensive initiative that encompasses diverse programs designed to enhance the overall training experience.

The interventions are aimed at improving lab infrastructure, training in automobile manufacturing trades, and exposing trainers and students to Japanese manufacturing practices. Soft skills are also taught to make students industry-ready. 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.

The introduction of specialized programs, such as Training of ITI Instructors, underscores Maruti Suzuki's commitment to cultivating skilled instructors who, in turn, impart valuable knowledge to students. This includes both classroom and practical sessions conducted at the Maruti Suzuki Training Academy (MSTA) training facility at MSIL Gurgaon Plant.

The ITI student training component is tailored to align students with industry culture, preparing them for seamless integration into professional environments. This involves training them on 13 standardized modules developed by MSIL, covering behavioral, functional, technical, and work culture aspects through various mediums such as presentations, videos, and simulators imparted by trainers appointed by MSIL.

Students undergo training in various behavioral modules including ITI induction, communication, interview skills, personal growth, professional development, and apprentice awareness. Functional modules encompass essential skills such as time management, workplace conduct, team building, stress and anger management, and safety protocols.

To bolster practical learning, Maruti Suzuki has developed basic training labs, facilitating a more hands-on approach in various areas including the weld shop, Maruti Suzuki Basic Training Lab (MSBT), Safety Lab, Metrology & Pneumatic Labs, and Auto Body Repair & Auto Body Paint Lab.

A distinctive feature of this initiative is the incorporation of modules aligning with Japanese. These modules cover behavioral, functional, and technical aspects, ensuring a holistic development approach for students.

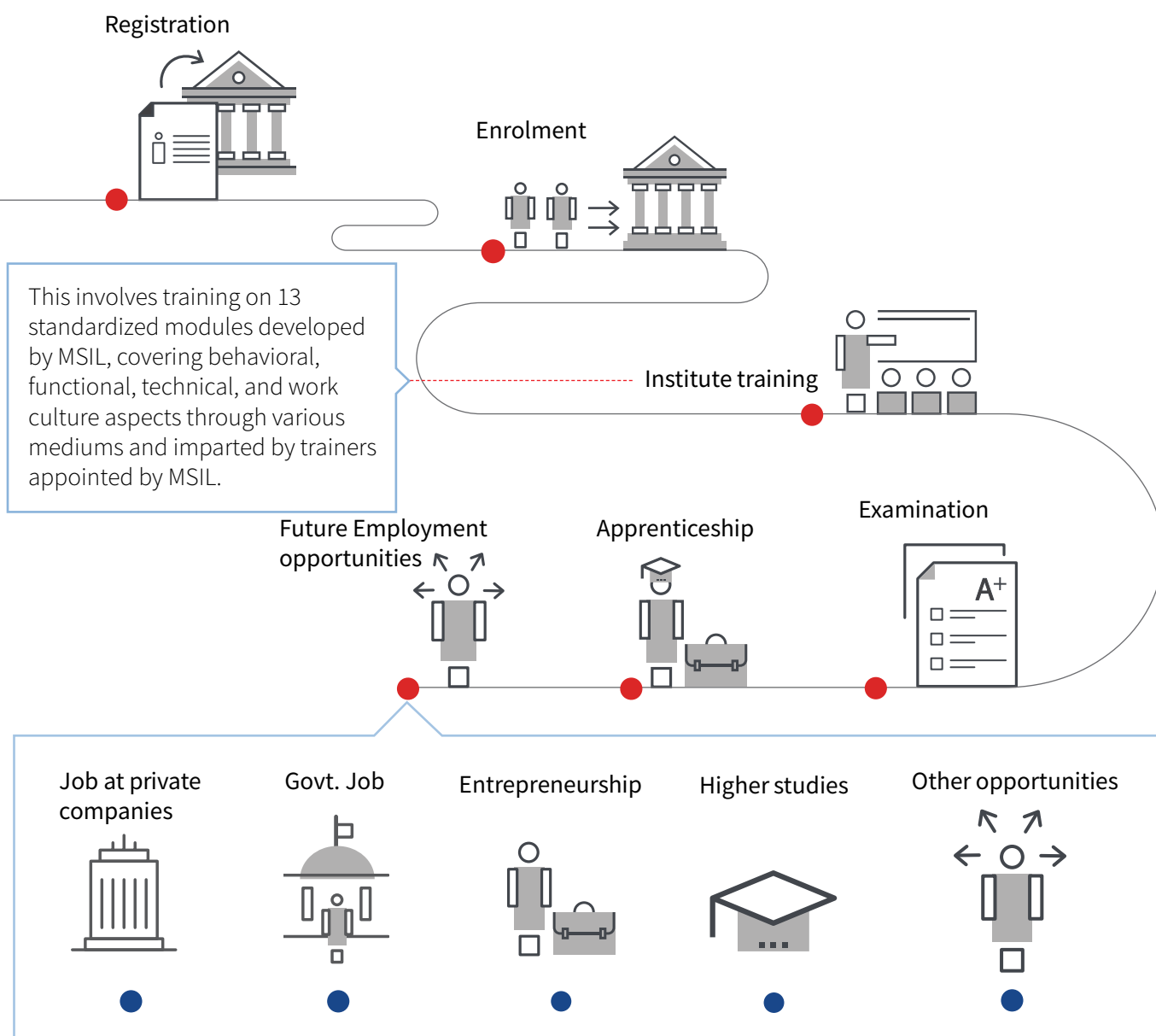




Program Goal

To equip students with the necessary skills and knowledge that align with the dynamic demands of the industrial landscape.

Student Journey



Program Enablers



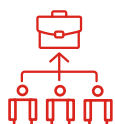
Personality development courses are offered.



Workplace conduct and stress management classes were implemented for students, resulting in noticeable improvements.



Skilled trainers providing enhanced training sessions.



Connecting students to local trades and company vacancies based on their trades.

“

The COPA trainer from MSIL, ensures that all his students grasp the concepts by relating them to real-life scenarios. We deeply respect and appreciate his efforts.”

Reshma
Current Trainee
Trade: Computer Operator and Programming Assistant (COPA), 2023
ITI Jhajjar



Output

FY 2022-2023



Partnered ITIs : 22



Trainees trained during this period: 7000+

“

We owe our presence here to the trainer from Maruti Suzuki who imparted invaluable employability skills such as communication and interview techniques. It's this knowledge that has brought us to where we are today.”

Reema
Apprentice
Trade: Computer Operator and Programming Assistant (COPA), 2022
ITI Jhajjar

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like placement performance are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of trainees, placements, opinions of the trainers & recruiters, etc.



Program/
Institutes



Trainers utilize various mediums including videos, Powerpoint presentations, and simulators to deliver practical training effectively.



The teaching modules are thoughtfully organized, catering especially to beginners with little to no prior industry experience.



Implementing Japanese principles and work cultures such as 5S, Kaizen, and 3G promotes good workplace behavior.



MSIL's industry connections enable trainees to access opportunities in both public and private sectors.

Students get recruited in both the private and public sector, ex- SAIL, SIEMENS, HAVELLS, L&T, etc. Eg: Nizamuddin ITI attracts a lot of recruiters, apart from MSIL like TATA, Toyota etc.



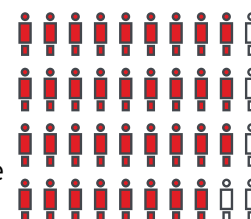
Trainee



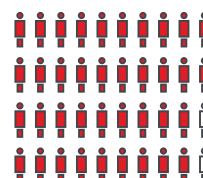
85%
of trainees rated the overall training experience as exceptional.



89.8%
rated their personal growth as exceptional because of the programs.



94%
of trainees stated that ITI helped improve their lives.





Trainer



100%

of trainers believe lab facilities have had a positive impact in learning outcomes for trainees.



Trainers facilitate several field projects and competitions, with students being awarded gifts and certificates, strengthening their case for placements.

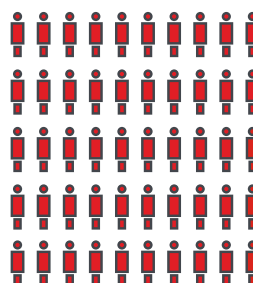


Maruti Suzuki instructors are perceived to have better industry knowledge, facilitating easier learning for trainees.



100%

of trainers rated trainees for skill proficiency, maintenance of resources & machinery and industry understanding very highly.



72%

of trainers believe, trainees' engagement and participation is exceptional in ITIs.



Recruiter



Most recruiters praised the skills, time management, motivation, and workplace conduct of the trainees as good.

Conversely, for other ITIs, these qualities were rated below average or fair.



Skill level and commitment emerged as common strengths among these trainees.

Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on trainees, their lifestyles and society.

Impact on Trainee



Enhanced discipline



Improved workplace behavior, including functional and emotional aspects



Effective time management skills



Increased confidence levels



Better professional opportunities



Enhanced knowledge in the automobile domain



Better Communication Skills



Better Financial Opportunities

Impact on Society



Empowering women in a male-dominated industry



Increased employability among female candidates

“

Arriving at ITI with little to no prior knowledge or context and working in the labs developed by MSIL, I am now equipped with a significantly deeper understanding of my trade within just a year. I feel more confident about my capabilities than ever before.”

Rishabh
Current Trainee
Trade: Electrician, 2023
ITI Nizammudin



“

Skill development is the cornerstone of innovation and progress, empowering individuals to shape their own destinies and contribute to the collective advancement of society.

”

- Sundar Pichai

Automobile Skill Enhancement Centers (ASEC)

Maruti Suzuki has taken a proactive step in addressing the growing demand for skilled personnel in the automobile industry through its Automobile Skill Enhancement Centres (ASEC).

Recognizing the industry's shift towards technology-driven solutions, Maruti Suzuki has revamped the traditional training curriculum to incorporate the latest advancements in automobile services. By focusing on practical applications alongside theoretical knowledge, trainees are better prepared to navigate the demands of the modern automotive landscape.

The initiative began in 2005 with the establishment of the first Automobile Skill Enhancement Center (ASEC) at ITI Pusa in Delhi. Since then, Maruti Suzuki has expanded its reach by partnering with Government ITIs under the Directorate General of Employment and Training (DGET) under the Ministry of Labor and Employment, Government of India. This strategic collaboration has enabled the program to scale up nationwide, reaching government ITIs across various states.

The core pillars of the ASEC program revolve around Infrastructure Enhancement, Curriculum Upgradation, and specialized technical skills development. The labs in Govt ITIs are equipped with state-of-the-art technology that are similar to automotive workshops that hands-on training, ensuring that trainees are well-versed in industry practices.

To facilitate placements, Maruti Suzuki has forged partnerships with its dealerships, particularly focusing on areas with skill gaps such as Mechanic Motor Vehicle (MMV), Mechanic Diesel Engine, Auto Body Repair (ABR), and Auto Body Paint (ABP). Since its inception in 2009-10, the program has been successfully implemented in 31 ITIs in 17 states & 3 UTs, demonstrating its widespread impact.

A comprehensive study conducted in 2018 underscored the program's effectiveness, highlighting its focus on infrastructure, curriculum, and trainer quality. By bolstering these pillars, Maruti Suzuki aims to enhance the overall quality and relevance of vocational education in the automobile sector.

Ultimately, the ASEC program plays a crucial role in bridging the gap between academic learning and practical application, thereby significantly boosting the employability of trainees and meeting the industry's growing demand for skilled professionals in automobile service.



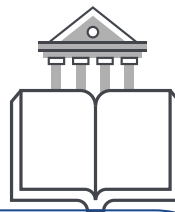
Program Goal

To enhance students' employability by equipping them with relevant skills and fostering awareness and understanding of emerging technologies.

ASEC Student Journey



Government ITIs enroll trainees for the program.



Curriculum offered by the institute

Curriculum offered by MSIL



1.Service trainings-
Mechanic Motor
Vehicle(MMV) Diesel
Mechanic



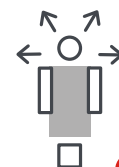
2.Body shop
Training-Auto
body repair Auto
body paint



On job
training

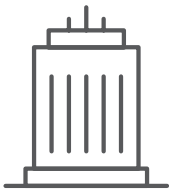


Assesment

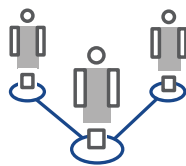


Job Fairs & Future
Employment
Opportunities

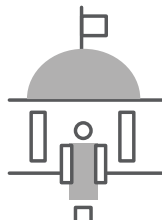
Job at Private
Companies



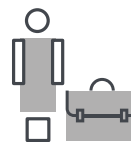
Get placed at
Service Networks



Govt. job



Entrepreneurship



Higher studies



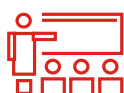
Program Enablers



Implementation of hands-on training methodologies



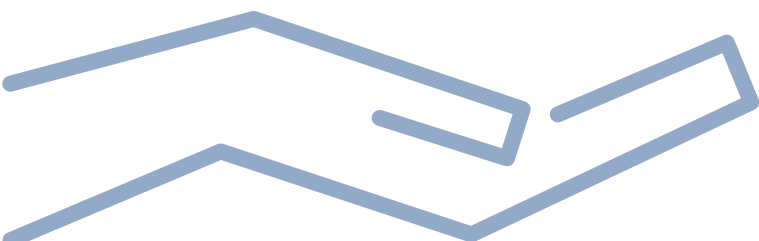
Training by Industry Experts



On-Job Training (OJT) Experience



Access to industry grade workspaces



“

They are faster in grasping technical terms & have cleared certifications like Suzuki Service Qualification System (SSQS) BRONZE & SILVER in their first attempts.

Recruiter
Mandovi Motors pvt Ltd
ASEC

Suzuki Service Quality System(SSQS) Bronze, Silver, and Gold are certifications given by SMC(Suzuki Motor Corporation) after theory and practical tests. These tests are for service technicians of MSIL dealerships denoting their skills and designation as technicians, notch ahead.

“

Since joining the program, our focus in life has significantly increased. We've moved away from wasting time on platforms like Instagram reels. Learning here feels like a meditative process for the mind, providing us with peace and joy.”

Sunil Khediya
Current Trainee
Trade: MMV, 2022
ASEC, Mumbai

Output

FY 2022-2023



Partnered ITIs : 31



Enrolled Trainees : 1593

“

Securing a job through the program has transformed my life. I now experience a newfound respect from others, and I'm proud to be financially independent. This opportunity has not only boosted my confidence but also opened doors to a brighter future.”

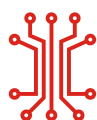
Rahul Kumar
Past Trainee
Trade: MMV, 2021
ASEC, Mumbai

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like placement performance are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of trainees, placements, opinions of the trainers & recruiters, etc.



Program/
Institutes



ASEC ensures modern equipment, constantly updated technology according to industry standards.



For trainees, ASEC serves as a campus placement, eliminating the need to seek jobs elsewhere.



ASEC incorporates Japanese principles into its training programs, focusing on imbibing specialized technical expertise for enhanced effectiveness and professionalism.



For trainees, the laboratory environment provided in institutes mirrors that of a Automobile service station.



91%

of trainees acknowledge ASEC's significant contribution to their personal and professional improvement.



An impressive 92% rate the trainers positively while over 90% commend the teaching methods employed.



Trainees at ASEC highly prefer Maruti trainers Maruti Suzuki, praising their practical approach and emphasis on modern and emerging automotive repair & service technologies and use of modern teaching methods like online videos, projectors, PPTs, and case studies.



91%

of trainees at ASEC recognized improvement in personality traits such as discipline, focus, and motivation post-training.



90%

of trainees rate the lab equipment provided by ASEC and the skills acquired at ASEC as considerably good.



All trainers at ASEC unanimously rate the time management skills of trainees as considerably well.



Trainer



Recruiter



Most recruiters believe trainees at ASEC demonstrate a better awareness of new technology trends & have a higher industry understanding.

Recruiters have highlighted the unique qualities of ASEC-trained students, noting their diligence, strong technical expertise, and fast learning abilities.



ASEC trainees exhibit higher confidence and curiosity for learning compared to counterparts from other ITIs or non-supported trades.

Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/ impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on trainees, their lifestyles and society, as well as its impact on the industry and ecosystem.

Impact on Trainee



Better understanding of industry practices and emerging technologies



Improved personality traits such as discipline, focus, and motivation



Better technical knowledge

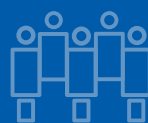


Better professional and career prospects



Better financial opportunities

Impact in Industry



Skilled workforce for automobile and related industries

Supporting Tathagat Industrial Training Institute (ITI), Mirzapur, Uttar Pradesh

Mirzapur, located in the eastern part of Uttar Pradesh (UP), is one of the poorest 200 districts of the country and among the fifteen poorest districts of UP.*⁶ An analysis done by International Labour organisation highlights variations in poverty rates among different occupational categories of households, showing that casual labor households experience the highest poverty rates while those reliant on regular salaried incomes have the lowest incidence of poverty.*⁷ Recognizing this opportunity, MSIL has invested in skill development programs aimed at addressing the underlying factors contributing to poverty in Mirzapur.

MSIL has collaborated with Tathagat Trust to manage operations at the Tathagat Industrial Training Institute in Mirzapur, Uttar Pradesh.

Craftsmen Training Scheme(CTS) prescribed comprehensive training programs in electrician and fitter trades, each spanning two years is imparted at Tathagat ITI. The Scheme was introduced by the Government of India to ensure a steady flow of skilled workers in different trades for the domestic industry and to raise quantitatively and qualitatively industrial production through systematic training. Additionally, it aims to reduce unemployment among educated youth by providing them with employable skills and to cultivate and nurture a technical and industrial attitude in the minds of the younger generation.

MSIL has considerably contribute in improving the training infrastructure, emphasizing suzuki personality development courses in its programs. Trainers hired by Maruti prioritize trainees' holistic development, while also offering skill development opportunities at subsidized fee to the underprivileged such as Kol community. The Kol is the largest tribe in Uttar Pradesh. They are one of the Scheduled Castes available in UP. Most of targeted beneficiaries do not have any land and depend upon the forest for their income.

Notably, the institute welcomes a diverse cohort, with 10-15% of female trainees. Tathagat ITI remains committed to delivering quality vocational education and empowering individuals for future success, especially in a far-off location.

*6 Sanz Espinar, Gemma. "https://riull.ull.es/xmlui/bitstream/handle/915/30978/C_22_%282022%29_28.pdf?sequence=1&isAllowed=y." Cédille, no. 22, University of La Laguna, 2022, pp. 513–19. Crossref, <https://doi.org/10.25145/j.cedille.2022.22.29>.

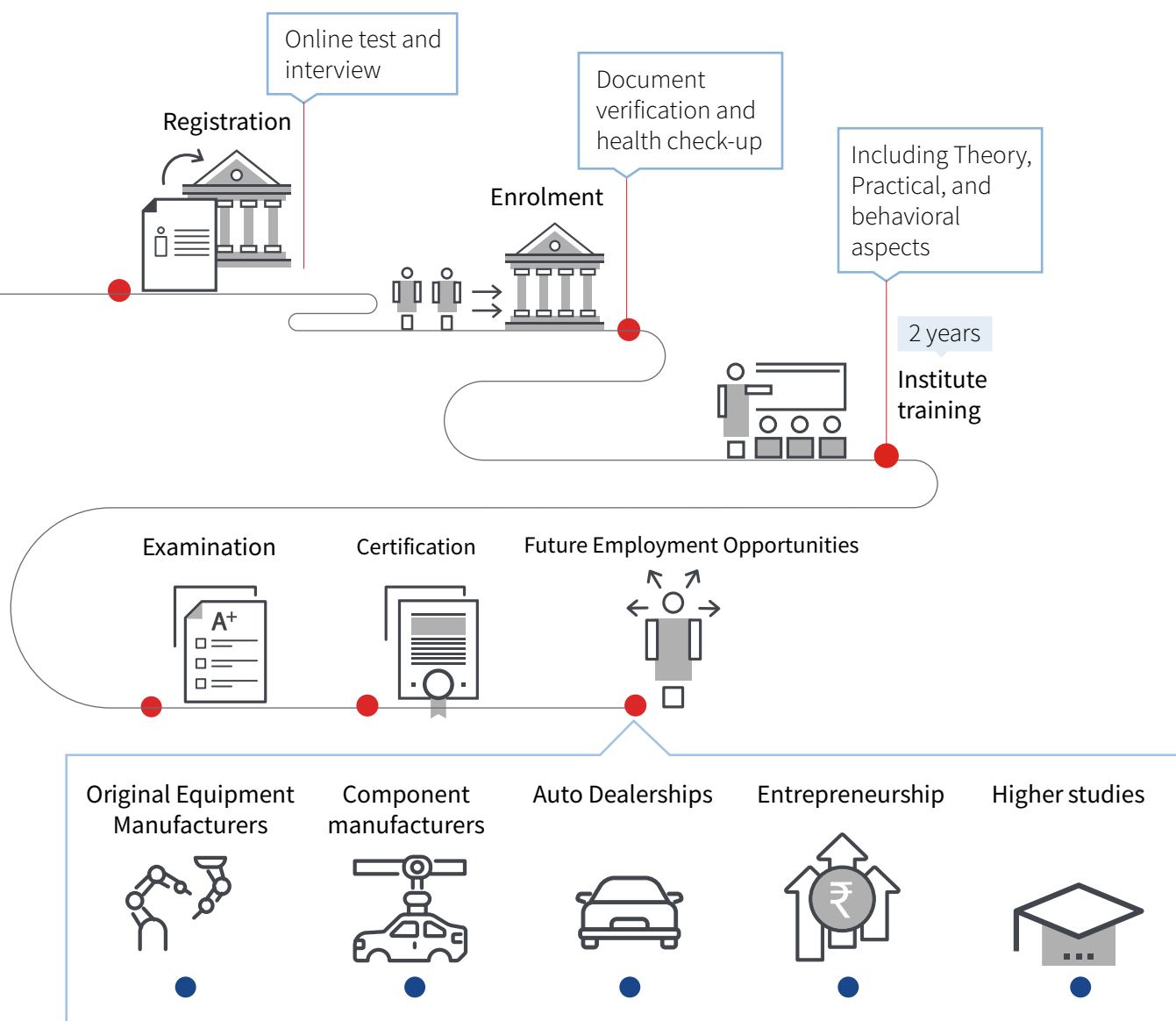
*7 Borzaga, Carlo, et al. "Social and Solidarity Economy and the Future of Work" This Paper Draws on a Work That Was Previously Published by the ILO and Is Available at: http://www.ilo.org/wcmsp5/groups/public/-ed_Emp/-emp_Ent/-coop/Documents/Publication/wcms_573160.pdf (Copyright © International Labour Organization 2017.)." Journal of Entrepreneurship and Innovation in Emerging Economies, vol. 5, no. 1, SAGE Publications, Jan. 2019, pp. 37–57. Crossref, <https://doi.org/10.1177/2393957518815300>.



Program Goal

To provide better economic opportunities for students through job placements.

Student Journey



“

Manoj sir's motivational words and teaching methods have inspired us to approach our training with utmost dedication and hard work.”

Harsh verma
Current Trainee
Trade: Electrician, 2022
ITI Tathagat, Mirzapur



Program Enablers



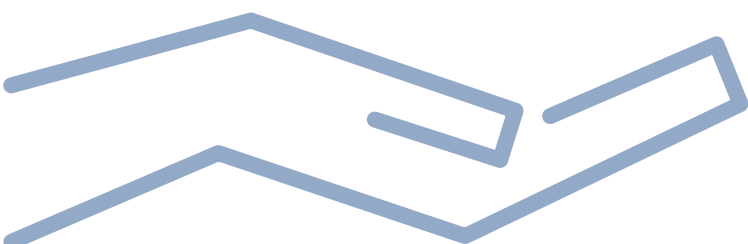
State of the art training infrastructure for students.



Provide subsidised fee benefits to the underprivileged students.



Job opportunities are provided upon training completion.



Output

FY 2022-2023



Enrolled Trainees : 80



15 female trainees



MSIL Recruited Trainees : 14

“

Significant transformation has taken place in the lives of the students here, especially those from underprivileged areas. Despite being from economically disadvantaged backgrounds, these students have experienced notable improvements, not only in their own lives but also within their families.

In an area marked by poverty, where many students lack interest in education, our institute offers training, catering to the needs of the economically challenged, disabled individuals, and girls.”

Trainer
Trade: Electrician
ITI Tathagat, Mirzapur

“

Trainers also help female trainees wherever possible and also take extra efforts where needed. If I face any challenges, the trainers immediately solve the challenges. We are getting so many facilities here.”

Sushmita
Female Trainee
Trade: Electrician, 2023
ITI Tathagat, Mirzapur

“

We apply the practical skills learned here in real-life situations at home. It's not limited to just the institute; we can also implement them effectively in our daily lives.”

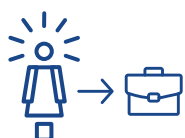
Kushal Pawar
Current Trainee
Trade: Fitter, 2022
ITI Tathagat, Mirzapur

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. Along with the perception of the beneficiaries more tangible outcomes of the project like placement performance are collected through the study. These key findings represent valuable insights we have discovered about the program structure, experiences of trainees, placements, opinions of the trainers & recruiters, etc.



Program/
Institutes



The program prioritizes training for the tribal community, individuals with disabilities, female trainees, offering them opportunities for skill development and empowerment.



ITI provides career opportunities for trainees without prior goals.



Soft skills training encompasses the 5S methodology (Sort, Set in Order, Shine, Standardize, Sustain).



Utilization of projector and video training methods.



Trainee



82%
of trainees achieved a pass percentage higher than 70%.



100%
of trainees credit ITI Tathagat for improving their lives.

No fee for 50% of students who are:
Girls, Widow, Specially abled, SC/ST community



Trainees & Apprentices appreciate the work culture offered at MSIL during training & post-training job opportunities.



Motivational targets are set frequently throughout the year to inspire students.



Trainers assist female trainees and offer extra support as needed.



Trainers promptly address any challenges faced by trainees.



Trainer



70.5%

of trainers acknowledge the positive impact of the training program on various parameters: Theory, Simulators, Lab facilities etc



Recruiter



Recruiters consistently rate the industry knowledge and value addition of trainees as exceptional.



Recruiters believe ITI students demonstrate strengths in good behavior and conduct.

Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/ impacts mapped during interaction with respondents. This document captures the multi-dimensional impact of the program on trainees, their lifestyles, families, and society.

Impact on Trainee



Better training experience



Better professional opportunities



Better financial opportunities



Better time management

Impact on Society



Empowering & Increasing Employability for women



Better understanding of surrounding resources and availability

Impact on Family



Better lifestyle



Economic stability

“

There is no other ITI that offers affordable education, and offers apprenticeship opportunities like this one.”

Srinivas
Current Trainee
Trade: Electrician, 2022
ITI Tathagat, Mirzapur



05 Apprenticeship Program

Program Overview

The government introduced the Apprentices Act, 1961 to fulfill the industry's need for skilled manpower by offering practical training. Subsequently, amendments expanded its scope to include Graduates, Technicians, Technician (Vocational), and Optional Trade Apprentices.*⁹

The objective of apprenticeship selection at MSIL & Suzuki Motor Gujarat is to offer hands-on experience, specialized skill development, industry exposure, enhanced employability, and pathways for career progression. This involves mobilizing ITI students for registration, conducting online calling and verification, organizing apprentice drives at ITI locations, and collaborating with the HR team to finalize apprentice selections.

Students from various ITIs are trained at the Company's plant as part of the apprenticeship program. They are given a monthly stipend as well as the opportunity to interact with company experts and improve their employability by working on the shop floor. Through this program, students receive hands-on experience preparing them for the industry.

In the assessment year 2023-24, 3000+ students benefited from this program, further underscoring its significance in bridging the gap between academic learning and real-world applications.

“

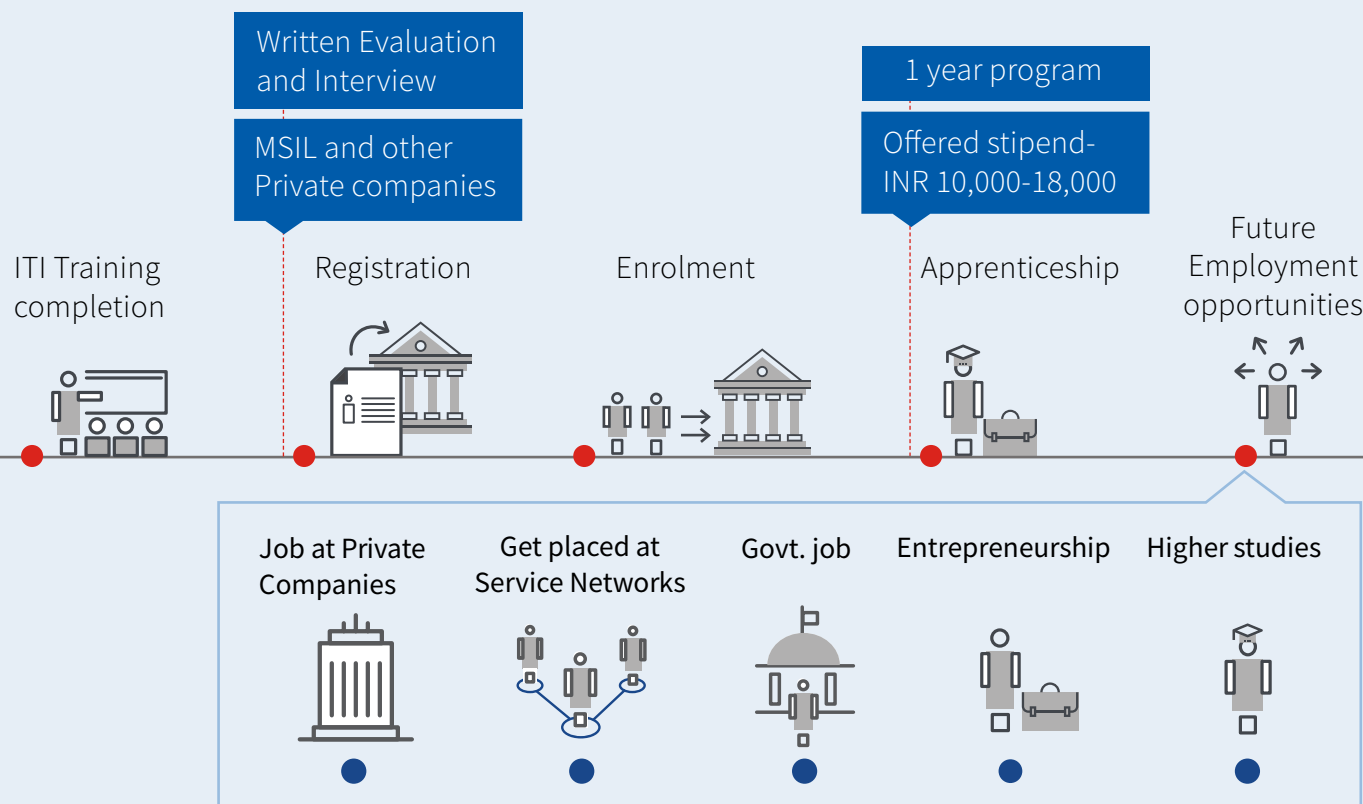
After finishing my ITI, I was selected as an apprentice at Maruti Suzuki. It's been really helpful for me.”

Anuj Shah
Apprentice
Trade : MMV, 2021
Maruti Suzuki, Gurgaon

Program Goal

To equip students with the skills and knowledge necessary to become industry-ready professionals.

Program Journey



Beyond numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/ impacts mapped during observation & interaction with respondents. This document captures the multi-dimensional impact of the program on trainees.

Impact on Trainee



Improved Industry Understanding and Workplace Conduct



Economic Stability



Increased Confidence and Motivation



Better Financial Opportunities



06 Supporting CII Skill Training Center at Chhindwara (Madhya Pradesh)

Program Overview

Recognizing the limited exposure to the automobile industry and latest technologies among graduates from Government ITIs, particularly in tribal and SC category communities, MSIL is supporting CII upskilling center in Chhindwara, Madhya Pradesh.

Situated in the tribal belt of Madhya Pradesh, with scheduled castes and scheduled tribes made up 11.11% and 36.82% of the population respectively. The main Scheduled Tribes are Gonds and Mawasi Korkus.*⁸

Known for its difficult terrain and situated in the Satpura mountain region, Chhindwara provides an ideal setting for upskilling initiatives, ensuring that marginalized communities have access to quality training and opportunities for socio-economic advancement.

This upskilling program targets students aged between 18 to 23 years from economically weaker section (EWS) areas, offering a 3-month course after the completion of their ITI training.

At CII, knowledge enhancement is prioritized through comprehensive training programs covering a wide array of topics such as, safety protocols, soft skills, engine mechanics, drivetrain/chassis systems, electricals/electronics, basic computer literacy, and on-site practical training through MSIL dealer visits. Upon completion, trainees receive a certificate acknowledging their achievement.

Program Goal

To enhance the technical skills of individuals for better employability prospects of students, particularly those hailing from scheduled tribes and economically disadvantaged backgrounds, thereby fostering greater economic empowerment and social inclusion.

*⁸ “Chhindwara District.” Wikipedia, 2 Apr. 2024, en.wikipedia.org/wiki/Chhindwara_district#:~:text=Chhindwara%20has%20a%20sex%20ratio,are%20Gonds%20and%20Mawasi%20Korkus.

Outcome and Impact

The outcomes of the project are studied by understanding the perception of the beneficiaries and other key stakeholders. These key findings represent valuable insights we have discovered about the program structure and experiences & performance of trainees, etc.

<p>Program/ Institutes</p>	<p>Better employability, particularly for individuals from scheduled tribes and economically weaker sections of society.</p>	<p>Successful completion of training by 145 students across eight batches as of March 2023.</p>	<p>Emphasis on extracurricular activities including games, mindfulness exercises, annual day celebrations, Independence Day events, art-related activities, and blood donation camps.</p>	<p>Provision of hostel, canteen, and administrative facilities by MSIL in collaboration with the Confederation of Indian Industry (CII), in addition to skill training.</p>
<p>Trainee</p>	<p>Improvement in the quality of training.</p>	<p>In the 5th batch of the CII program, the average percentage in the final test was 60%, which steadily increased to 83% by the 8th batch of the program, showcasing a notable improvement over successive iterations.</p>		

Beyond Numbers

The project's influence extends far beyond mere numerical figures. This section highlights the outcomes/impacts mapped during interaction with respondents. This document captures the multi-dimensional impact of the program on trainees.

Impact on Trainee

- Improved Technical and Soft skills
- Better Professional Opportunities
- Better Financial Prospects

Output

FY 2022-2023

	Trainees Enrolled	72
	Trainees Recruited	72
	Trainees recruited with MSIL	63
	Average Salary	Upto INR 20,000
	Recruiter Companies	3
	Institute Staff	1

Comparison

Parameters	Japan-India Institute of Manufacturing (JIM)	Government ITIs Partnered with MSIL	Other ITIs
Overall Training Experience	Impact Focus on Safety Measures is highly prioritized	Impact MSIL's initiatives give industry exposure to trainees improving their industry readiness	Impact
Infrastructure & Facilities	Maintenance Trainees have access to great resources, facilities & equipments with regular maintenance	Maintenance Trainees have access to latest industry equipments with moderately maintained resources & facilities	Maintenance Infrastructure lacks access to basic resources & facilities
Teaching Methods	Interactive Presentations, Videos, Smart Classes	Hybrid MSIL Trainers use interactive methods while regular training is using textbooks & basic methods	Basic Training offered is using basic methods
Trainers	Skills Trainers with high industry experience & consistent upskilling	Skills Trainers have limited industry experience and lack opportunities for upskilling.	Skills Trainers lack sufficient industry knowledge and are not equipped with industry standards.
Industry Understanding	Industry Understanding Every Student engages in On-Job training that helps them with valuable industry exposure.	Industry Understanding Limited touchpoints for students via plant visits and industry experts interactions for industry exposure.	Industry Understanding

Professional Opportunities	 Large Corporate Companies Access to great training & facilities ensures high-quality professional prospects	 Mid-sized Corporate & Private Companies MSIL's initiative enables trainees with industry & employable skills	 Small Private Companies and Local Garages
Financial Opportunities	INR 21,000	INR 18,500	INR 3,000 - INR 6,000
Workplace Conduct	 Professionalism Students are taught employability skills and Japanese principles, empowering them to become excelling professionals.	 Professionalism Limited intervention for employability skills	 Professionalism No intervention on employability skills
Personality Skills	 Discipline motivation and hardwork Training on Japanese principles and a focus on understanding the significance of soft skills are emphasized.	 Discipline motivation and hardwork MSIL's initiatives around behavioral & functional training improve interpersonal skills	 Discipline motivation and hardwork A lack of initiative to enhance soft skills and improve personality development.

08 ANNEXURES

Protocols

Skill Development

Japan-India Institute of Manufacturing (JIM) Protocol-

https://docs.google.com/document/d/1oLf4wTxScr5_9cA4mAbFiKEtZiWg8pkKN2GnEvZa3sA/edit?usp=sharing

Government ITIs and Automated Skill Enhancement Centers (ASEC) Protocol-

<https://docs.google.com/document/d/1RIF-8O2aU2R1t1rKOl14SdKnnORXSgo-BpS-Ph3MfTs/edit?usp=sharing>

Upgradation of Tathagat Industrial Training Institute (ITI) Protocol-

https://docs.google.com/document/d/18jO2WJ0keUZG5u20DnL4at1TG35uF6_JRcVlbSEYfRA/edit?usp=sharing

CII Skill Training Center at Chhindwara (Madhya Pradesh) Protocol

Training of Apprentices Protocol

Road Safety

Automated Driving Test Center (ATDC) Protocol-

<https://docs.google.com/document/d/1SrSfGXDDS6-fMKbRNAI3mbH81wI0J-RsCqSunOseOy4/edit?usp=sharing>

Institute for Driving & Traffic Research (IDTR) Protocol-

https://docs.google.com/document/d/1dg2lQk_QpnODK_hM3_Tyg0C9aHOjOX36lh6LaKiX6bA/edit?usp=sharing

Community Development

Zydus Sitapur Hospital, Gujarat Protocol-

https://docs.google.com/document/d/1S3tZlO0IMvwOkVkyhm2lYJA37CkbBAHaNxuE8h_t2EY/edit?usp=sharing

Maruti Suzuki Podar Learning School, Sitapur, Gujarat Protocol-

<https://docs.google.com/document/d/1tDbkwYBHUO1BBqWhTiowMb1boDk2lts0op6lnExzz2Q/edit?usp=sharing>

Village Development Projects (WASH) Protocol-

Gujarat- <https://docs.google.com/document/d/1gMSQHMuV69pucOqrSUhm9hoNgkXcpl68dSyH5ZGyBA/edit?usp=sharing>

Delhi- <https://docs.google.com/document/d/1W8hU06D5nJPowOt2kfsIqSnETAGclL6vxl4kAMPDU6E/edit?usp=sharing>

Abbreviations

1. 3G : Gemba (Actual Place), Gembatsu (Actual Thing), Genjitsu (Actual Condition)
2. 5S : Seiri (Sort), Seiton (Straighten), Seiso (Shine), Seiketsu (Standardize), Shitsuke (Sustain)
3. ABP: Auto Body Paint
4. ABR: Auto Body Repair
5. ADTT: Automated Driving Test Center
6. AOTS: The Association for Overseas Technical Cooperation and Sustainable Partnerships
7. ASEC: Automobile Skill Enhancement Center
8. ASHA: Accredited Social Health Activist
9. CII: Confederation of Indian Industry
10. COPA: Computer Operator and Programming Assistant
11. CSR: Corporate Social Responsibility
12. CTC: Cost to Company
13. CTS: Craftsmen Training SCHEME
14. DST: Dual Scheme of Training
15. EAP: Employee Assistance Programs
16. EWS: Economically Weaker Section
17. FY: Financial Year
18. GRIHA: Green Rating for Integrated Habitat Assessment
19. GST: Goods & Services Tax
20. HAMS: Harnessing Automobiles for Safety
21. HMV: Heavy Motor Vehicle
22. IDTR: Institute of Driving & Traffic Research
23. IPD: In-Patient Department
24. ITI: Industrial Training Institute
25. JIM: Japan-India Institute for Manufacturing
26. L&T: Larsen & Toubro
27. LMV: Light Motor Vehicle
28. METI: Ministry of Economy, Trade and Industry (Government of Japan)
29. MMV: Mechanic Motor Vehicle
30. MoC: Memorandum of Cooperation
31. MoRTH: Ministry of Road Transport & Highways
32. MoU: Memorandum of Understanding
33. MSBT: Maruti Suzuki Basic Training
34. MSDE: Ministry of Skill Development and Entrepreneurship (Government of India)
35. MSIL: Maruti Suzuki India Limited
36. MSTA: Maruti Suzuki Training Academy
37. NABH: National Accreditation Board for Hospitals
38. NCVT: National Council for Vocational Training
39. NIC: Network Interface Card
40. NTC: National Trade Certificate
41. ODF: Open Defecation Free
42. OJT: On Job Training
43. OEMs: Original Equipment Manufacturers
44. OPD: Outpatient Department.
45. PHC: Primary Healthcare Center
46. PTM: Parents-Teachers Meeting
47. PWD: Public Works Department
48. QCI: Quality Council of India
49. RFID: Radio Frequency Identification
50. SAIL: Steel Authority of India Limited
51. SC: Scheduled Castes
52. SMG: Suzuki Motors Gujarat
53. SOF: Science Olympiad Foundation
54. WASH: Water, Sanitation, and Hygiene
55. SIAM: Society of Indian Automobile Manufacturers
56. METI: Ministry of Economy, Trade and Industry - Government of Japan
57. MSDE: Ministry of Skill Development and Entrepreneurship - Government of India
58. DGET: Directorate General of Employment and Training
59. SSQS: Service Qualification System
60. 4E approach: Engineering, Enforcement, Education, and Emergency Care
61. HAMS : Harnessing Automobile For Safety
62. NIC: National Informatics Centre
63. MVI: Motor Vehicle Inspections
64. DoT: Department of transportation
65. RFID: Radio frequency identification
66. ASHA : Accredited Social Health Activist

References

1. Comeau, Donald C., et al. "PMC Text Mining Subset in BioC: About Three Million Full-text Articles and Growing." *Bioinformatics*, edited by Jonathan Wren, vol. 35, no. 18, Oxford UP (OUP), Jan. 2019, pp. 3533–35. Crossref, <https://doi.org/10.1093/bioinformatics/btz070>.
2. Global Status Report on Road Safety 2018. 17 June 2018, www.who.int/publications/i/item/9789241565684.
3. Global Status Report on Road Safety 2018. 17 June 2018, www.who.int/publications/i/item/9789241565684.
4. Nonu. "Upskilling in India: Bridging the Past, Harnessing the Future." *Skill Reporter*, 7 Oct. 2023, www.skillreporter.com/editorial/upskilling-in-india-future-of-work-automotive-sector-rahul-mahadeshwar.
5. Kumar, Rishi, et al. "Vocational Training in India: Determinants of Participation and Effect on Wages." *Empirical Research in Vocational Education and Training*, vol. 11, no. 1, Springer Science and Business Media LLC, Jan. 2019. Crossref, <https://doi.org/10.1186/s40461-019-0078-y>.
6. Sanz Espinar, Gemma. "https://riull.ull.es/xmlui/bitstream/handle/915/30978/C_22_%282022%29_28.pdf?sequence=1&isAllowed=y." *Çédille*, no. 22, University of La Laguna, 2022, pp. 513–19. Crossref, <https://doi.org/10.25145/j.cedille.2022.22.29>.
7. Borzaga, Carlo, et al. "Social and Solidarity Economy and the Future of Work* This Paper Draws on a Work That Was Previously Published by the ILO and Is Available at: http://www.ilo.org/wcmsp5/groups/public/-ed_Emp/-emp_Ent/-coop/Documents/Publication/wcms_573160.pdf (Copyright © International Labour Organization 2017.)." *Journal of Entrepreneurship and Innovation in Emerging Economies*, vol. 5, no. 1, SAGE Publications, Jan. 2019, pp. 37–57. Crossref, <https://doi.org/10.1177/2393957518815300>.
8. "Chhindwara District." Wikipedia, 2 Apr. 2024, en.wikipedia.org/wiki/Chhindwara_district#:~:text=Chhindwara%20has%20a%20sex%20ratio,are%20Gonds%20and%20Mawasi%20Korkus.
9. Apprenticeship Training | Directorate General of Training. dgt.gov.in/Apprenticeship_Training.

Disclaimers

Testimonial Identity Protection:

Names and identifying details in testimonials have been altered or edited to protect the privacy and confidentiality of individuals.

Accuracy Disclaimer:

While every effort has been made to ensure the accuracy of the information presented in this impact assessment, we do not guarantee its completeness or correctness. Readers are encouraged to verify any critical data points independently.

Third-Party Sources:

Some information and statistics included in this document may have been sourced from third parties or the organization. We do not assume responsibility for the accuracy or reliability of such third-party data.

Subjectivity of Impact:

Assessments of impact and outcomes are subjective and may vary based on individual perspectives and interpretations. The conclusions drawn in this document represent our best assessment based on available data and analysis.

Forward-Looking Statements:

Any projections, forecasts, or forward-looking statements included in this document are based on assumptions and beliefs as of the date of publication. Actual results may differ materially from those expressed or implied in such statements.

Timeframe Clarity:

The study focuses on initiatives and projects with varied timeframes, ranging from continuous efforts to long-term projects. Notably, projects such as Zydus Sitapur Hospital and Maruti Suzuki Podar Learn School commenced in 2021, while others had a minimum five-year history before the study. Given this diversity, the study adopts the fiscal year 2022-2023 as a benchmark timeframe for assessing outputs, outcomes, and impacts. While this timeframe provides valuable insights into short-term effects, it may not fully capture long-term outcomes and impacts.

Challenges in Measuring Intangible Results and External Factors:

Recognizing the complexities inherent in measuring outcomes, especially those related to social change or behavioral shifts, the study acknowledges challenges in quantifying certain project benefits. For example, while a driving training program may contribute to accident reduction, attributing this solely to the program can be intricate. Additionally, external factors beyond project control, such as socio-economic fluctuations or governmental actions, may influence observed outcomes. To address these challenges, the study prioritized gathering quantifiable metrics like placement data, healthcare and education accessibility, and infrastructure utilization.

Data Confidentiality:

All data presented in this impact assessment document is based on confidential information and is intended solely for the use of the intended recipients.

About Social Innovation Studio



We are solving for people in complex ecosystems, addressing wicked problems that need innovative tools and processes. We are committed to helping purpose-driven organisations with such tools & processes while working on Research, Program & System Design, Behavior Change, Community Capacity Building, Community Toolkits, Impact Communication and much more.

About Us:

We are on a mission to co-create impact with organizations to enable & empower people. Our synergy with organizations like yours centers on three pillars:

- Empathy-Driven Design: Creative problem-solving through design thinking that resonates deeply with your community values.
- Evidence-Based Solutions: Tailoring impactful, sustainable approaches to your unique mission.
- Collaborative Impact: Aligning closely with your vision for a meaningful, shared impact.

To learn more about us, explore our website! <https://socialinnovationstudio.com/>



