

# STORIES OF CHANGE

Glimpses from the lives of those who benefitted from Maruti Suzuki's CSR credo of "serving with commitment". Schools, villages and Industrial Training Institutes get a makeover as government's goal of making a Clean India and a Skilled India moves towards fruition







## Creating Social Capital by Triggering Change

“Basic sanitation for every Indian” and “a skilled youth population” are two basic planks on which rests Maruti Suzuki’s corporate social responsibility (CSR) initiatives. Committing itself to uplifting areas around the factories it sets up, the Company establishes an understanding of the issues that concern villages and local people before outlining solutions. In 2014-15, Maruti Suzuki Industries Limited (MSIL) aligned its CSR agenda with requirements of the Companies Act 2013 and followed it up with an initial needs assessment in these settings. What emerged was the urgent need to strengthen village sanitation and to make young people more employable and “industry-ready”. These concerns aligned themselves with the Government’s goals of promoting “Swachh Bharat Abhiyan” (Clean India Campaign) and “Skill India” initiative.

The Company rolled out a systematic strategy as it began work in villages across Gurgaon, Manesar, Rohtak and Gujarat. The mapping exercise revealed that basic sanitation facilities were missing and there was overall lack of awareness amongst villagers with negligible funds available with the village panchayat, making it difficult for them to plan any intervention. A near absence of toilets in schools for girls led to huge gender imbalance with girls opting out of schools as they were denied their basic right to hygiene, privacy, respect and dignity. The Company was quick to draw up a multipronged plan of action that worked at multiple levels, namely strengthening sanitation facilities by laying sewer lines, providing solid and liquid waste management, constructing individual household toilets, waste disposal areas and developing a green belt. In Government schools, separate toilets for girls and boys were built and they were guided on maintaining and using the same. Schools saw special student-led and driven sanitation committees, creating a cadre of Sanitation Ambassadors who kept their schools, homes and neighbourhoods clean.

An urgent need was also felt for improving learning level of students in a way that could make a qualitative difference to their education and strengthen their foundation from the primary level itself. Inadequate infrastructure, absence of a steady stream of teachers and lack

of modern technologies were common concerns. To address these gaps, MSIL partnered Government of Haryana to improve learning level of students in 50 government schools. Interlinkages were strengthened between school administration and management departments leading to better motivation levels, discipline, results and performance.

As the country moves into a new era of development, led by a dynamic youth force that can trigger higher productivity, exports and a satisfied workforce, a pronounced mismatch has been felt between Industrial Training Institutes (ITI) and industry needs. To address these issues, the Company is supporting over 140 ITIs with a holistic approach. This covers faculty, student and infrastructure development in addition to providing students exposure and preparing them for a healthy work life. Within these ITIs, the Company is setting up Automobile Skill Enhancement Centres to upgrade auto trade facilities and provide latest technology and training aids to develop state-of-the-art infrastructure. The belief being that a ready pool of human resources will be better placed to get better jobs, uplifting the status of their families. The quality of manpower will further impact the industries they join, which in turn will build the social and economic capital of the nation.

Road safety which has a strong relationship with building driving training skills and imparting these to underprivileged men and women is also part of MSIL’s CSR work. The company in partnership with the State Government, is developing a supportive infrastructure that can strengthen driving skills through the six Institutes of Driving Training and Research across the country.

This “Stories of Change” case study compendium provides a glimpse of initiatives undertaken in the CSR domain. It captures heart warming stories of students, housewives, teachers, young professionals and the marginalised, highlighting challenges that are part of their daily existence and how corporates like Maruti Suzuki can make a difference to their lives. The stories hope to trigger a wider, more impactful change that can strengthen efforts of the Government in bridging the economic and social divide in the country.

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## **“Control” now has a positive connotation**

At home, children living in cramped quarters with four families sharing one bathroom were used to controlling their bladder till the bathroom was free for them to use. Things at school were worse. There were no separate toilets for boys and girls. Often enough they were broken, the doors did not shut and flushes had no water. This situation posed a grave problem for girls, who had to struggle even more, as they could not relieve themselves till they got home. Many had to take half day and skip school, especially on days they were menstruating. Repairing toilets, tiling them and installing doors with secure latches, functional taps, sinks and flushes proved to be a boon. The entire bathroom enclosure is now pretty with flower beds, disinfectants and happy faces. The toilets are prized fixtures and controlling the bladder no longer an anguish-ridden feeling.





“Not having functional toilets affects attendance, class performance and overall health of students. The inconvenience for adolescent girls is much more.”

Jyoti Verma, Class XI, Government  
Senior Secondary School,  
Sarhaul, Gurgaon

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## Sanitation Champions on a Mission

A team of girls takes a brisk walk around school to hunt for biscuit wrappers, polythene packets and balls of rolled-up waste paper. Before you know it, the “operation” ends and the girls join the morning assembly. Last year at a special function, Khushi was one of ten Sanitation Champs who were awarded Certificates, school bags and sweaters for bringing about a sanitation movement in the school. Class toppers appointed as “Sanitation Ambassadors” handpicked teams to lead the sanitation drive, creating awareness on hygiene, explaining the linkage it had with disease, insisting students use garbage bins that were newly installed and make garbage collection a game. Presto! A spic n’ spank school was theirs to run around, saunter and bask in. Boys too joined in and everyone proudly showed off the clean and well maintained to visitors.





WAY OF LIFE SUZUKI  
Way of Life  
TOILET BLOCK  
SENIOR BOYS

“Picking up the broom and duster did not make us sweepers. We were leading by example. Very soon, others joined in. Even boys who made fun of us gave a helping hand.”

Khushi, Class IV, Government High School, Mollaheda, Gurgaon

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## Healthy sporting culture sweeps across school playgrounds

Sooraj Thapa, a Class IX student of Sarhaul Government Senior Secondary School is enthused with an “I can” spirit as he takes part in football championships, winning gold and silver trophies that sit proudly in the Principal’s office. Not long ago, the grounds he plays on were dumping sites for garbage and construction material. From a volley ball ground, they were transformed into a multipurpose sporting ground serving as an athletics venue and kho-kho and kabaddi site. Hiring a special coach ensured mentoring for students who were prepared for tournaments. Based on requests made by the coach and Principal, sports kits, shoes, track suits, balls and even refreshments were provided, motivating budding sportspersons to excel.





“Seeing my friends achieve sporting excellence, gave me confidence to coax my parents to hire a private tutor and take part in state championships, going on to win a gold medal. My dream now is to represent the country in kick boxing.”

18-year old Ankaj, Class XI, Government Senior Secondary School, Sarhaul, Gurgaon

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## No Break in Teaching with Support Teachers

When Harinder Singh, was appointed a science teacher under Maruti Suzuki's Education programme, he was fearful that students of government schools were a boisterous lot. Majority of students were not interested in studies. He persevered, not with iron control but by making education interactive, talking of experiments, scientific discoveries and new advancements, going beyond text books. It has been five years and he is still teaching. He is a valued member of the school fraternity and admired by students whose grades in science have improved. Their conceptual understanding has improved with more practical demonstrations and interactions, but most of all there has been no interruption in teaching and course syllabus has been completed on time.





“When a teacher leaves we have no teacher for months. This impacts our performance, especially in Maths and Science. Ad hoc teachers bring a fresh approach and our classes are regular too.”

Ravi of Class XI Bass Khusala  
Government Middle school



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### **Celebrating their latest acquisition: A brand new toilet**

The self effacing Krishna makes do with the meagre money her husband makes as a daily wage labourer. Increasing construction activity shrunk open spaces for defecation and trudging 1-2 km to find a safe spot means braving risk of encountering insects, snakes and eve teasing of local boys. They have been saving to construct a toilet but with five mouths to feed, the decision to construct their own toilet would always be postponed till the day they found their house selected for toilet construction, post a village mapping exercise. The 10X10 toilet is now their most prized possession. No longer do they have to suffer sneering looks and taunts of neighbours who have toilets. They can go when the need arises rather than wait for dawn to break or have someone accompany them.



“The toilet has changed our lives. We can now use it in the privacy of our homes. It saves us time and humiliation. It is also a plus point as we hunt for a groom for our daughters.”

Krishna, mother of 3 daughters and a son

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## **Dreaming big with India's first trained female auto mechanic**

Poonam Singh from Meerut, Uttar Pradesh, is the first girl in the country to complete her automobile mechanic course and an apprenticeship from the Industrial Training Institute (ITI), going on to win a Prime Minister's Award. She was part of the 2nd Maruti Suzuki supported batch at the Automobile Skill Enhancement Centre, which benefitted from the tripartite partnership the Company had with the government and dealer network to upgrade infrastructure and curriculum, aligning students more strongly to industry needs. She trained on latest cars and made factory visits to interact with engineers. As Supervisor, she earns Rs. 12,000 a month plus performance incentives and is a star performer who uses her ITI acquired skills on the service and client side.





“I never thought I would make a career in a male dominated profession. Not only did I do well in the ITI course but got a good job and promotion. Now, I am planning to do an advanced course.”

Poonam Singh,  
Supervisor, Mann Service Centre, Meerut

## “Fitting in” with a more spruced up technical cadre

“Scared of entering the shop floor of a manufacturing facility”, “stammering while talking to a Shift in-Charge”, “unaware of management concepts like quality control, time management and productivity” and “insufficient experience on latest machines” were common scenarios faced by students at numerous ITIs across the country. Things changed dramatically when an MoU was signed between the Government of India and private sector companies that partnered ITIs to ensure students no longer had just a certificate on paper but a training that came with real learning and industry preparedness. They were now provided with exposure to real-life situations, factory processes and shop floors. Gaps were identified and collaborative ways found to implement solutions. Existing courses have also been strengthened with modern machines and defunct workshops revamped, students and faculty members given industry training and job fairs organised.





सुरक्षा सप्ताह  
दिसंबर 2015

### Truckers commit to the “zero accident” goal at ‘Jagriti’

Beaming with pride, Karambir Singh holds his ‘Star Award’ which he received for having no accidents in 2014-15 at a special Jagriti event organised for truckers. According to him, truckers are treated like outcasts. They meet their family barely twice a year and their constant companions are the conductor and helper assigned to them on long inter-state trips. Using an “edutainment” format, Jagriti imparts useful information on road safety. How much distance to maintain between vehicles, correct way of following the four-second rule and how to avoid trucks from overturning are shared through informal discussions and street plays. The all-day event goes on for six days with truck drivers trooping in to sign up for eye check-ups, HIV and other tests, besides being counselled on hygiene, diet, nutrition, sexually transmitted infections, heart and lifestyle diseases.



एस.एन.डी.एल

“Never have I got so much respect in my life as at the Jagriti event organised by Maruti Suzuki. Though we have been driving for decades, we were never trained on the scientific principles of truck driving, managing overflowing goods, reading road signs and minimising accidents.”

25-year old Karambir Singh,  
Chhatra district in Jharkhand



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## Finding a solution to the Sewer menace

Ishwar Singh, recounts numerous sanitation efforts of the state government which began but could not be completed, forcing residents to live in sub-human conditions. The turnaround came when a civil works team visited, undertook a mapping exercise and initiated work to fix the sewage issue. The filthy village transformed from having open garbage dumps, faulty sewer lines and frequent disease outbreaks to a model village where cleanliness was sacrosanct. While installing fixed dustbins around the village, hiring street sweepers and equipping them with brooms, cleaning agents and a mobile garbage van was one part of the sanitation story, the other more critical part related to laying and mending sewer lines to ensure proper disposal of liquid and solid waste. These initiatives helped our village in achieving the status of 'Nirmal Gram'.





“Maruti Suzuki is the first company that has shown it can walk the talk. Many have come before but they only indulged in baatein aur khali vaade. We are so happy that the Company cares for us. We will do everything to support them because in doing so we are benefiting ourselves.”

Ishwar Singh, sarpanch,  
Bas Hariya village in Manesar

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## Tribal youth embark on “driving change”

Marriage proposals are pouring in for 21-year old Jignesh who is now perceived as a well settled young man. He was working in a supervisory role at a dealer outlet, but it is the heavy motor vehicle driving training at All Gujarat Institute of Driving Technical Training & Research (AGIDTTR) that fetched him a Rs 20,000 job. The residential facility provided driving training on light and heavy vehicles and tractors, helping him qualify the driving test and other formalities at Regional Transport Office before finding a job. He also developed soft skills from making conversation with boys from different tribal communities to learning how to eat a wholesome meal on a dining table and participating in cultural activities. He is one of the 750 boys who have blossomed into smart young men of the world.





“Lessons on simulated driving, English speaking, etiquette training and working in corporate environment helped me get a job and hold it, keeping my employers happy.”

Jignesh Haresingh,  
Waghodia tehsil, Vadodra, Gujarat

