

NURTURING HOLISTIC RELATIONSHIPS

Building sustainable relationships with all our stakeholders and creating shared value are key to our corporate philosophy.

We create value for our communities through multiple initiatives as part of our CSR programmes; and by partnering with other stakeholders like suppliers and dealers. They are critically linked to our manufacturing business.

CORPORATE SOCIAL RESPONSIBILITY

The guiding philosophy for our CSR initiatives is 'More from Less for More People'. It implies achieving greater impacts, outcomes and outputs with strategic CSR investments, and the efficient deployment of financial and human resources.

Our CSR initiatives envisage meeting the existing and emerging needs of the community through the development of customised programmes and adopt an entire life-cycle approach.

Through our Affirmative Action programme, we reach out to the historically marginalised groups and 40% of our CSR budget is earmarked for programmes towards their upliftment. This is done through education, employability, employment and entrepreneurship.

KEY CSR PROGRAMMES FOCUS AREAS - TML



HEALTH

This programme focuses on malnutrition treatment and prevention by enhancing health of infants, adolescent girls, pregnant women and lactating mothers. Moreover, through Sumant Moolgaokar Development Foundation (a Company promoted trust) we facilitate sustainable drinking water solutions across our manufacturing locations.

Outreach through the Health Programme

362,000 people

Outcome

88% of severely and moderately malnourished children are now under normal category



VOLUNTEERING

In FY 2017, 11130 TML employees participated as volunteers.



EDUCATION

This programme aims to improve the accessibility and quality of secondary school education. We also provide financial assistance and scholarships to deserving students. Special coaching classes are also conducted to help students excel in competitive examinations.

Outreach through education Programme

86,900 students

Outcome

Improving pass percentage of Mumbai Municipal School students who appeared in Class X board exams from 71% to 79% in two years



EMPLOYMENT / SKILL DEVELOPMENT

This programme seeks to enhance the employability of youth by training them in automotive (driver and motor mechanic courses) and non-automotive (community members are offered agriculture and allied training) trades.

Number of youth trained in different marketable vocational skills

87,750

Outcome

Over 80% youth who underwent a year-long motor vehicle mechanic course found ready employment within one month of completion of their training



ENVIRONMENT

Community members, school students and employees are engaged in plantation and cleanliness drive – raising environmental consciousness. Community members are also encouraged to use renewable energy products, which reduce carbon emissions.

People participating in environmental awareness programme

43,500

Number of saplings planted

100,000

Outcome

Ensured survival of 70% saplings after a year of plantation

JAGUAR LAND ROVER – USING TECHNOLOGY FOR GOOD



Jaguar Land Rover uses its technology expertise to benefit local communities. It has undertaken several initiatives in the health and well-being space, using specific technologies in its vehicles, as well as, in promoting education and developing talent.

JLR's Global CSR programme applies its design and technology expertise for social good and has supported almost six million disadvantaged people in over 25 countries. The company was awarded the 'Best International Sustainability Programme' in the UK at the National CSR Awards.



Jaguar Land Rover (in partnership with ClimateCare) designed an activity that used smart technology to deliver safe water to schools. The programme is bringing award-winning LifeStraw water purification technology to 375 schools across western Kenya – giving over 220,000 school children access to safe water at school and the chance of a better education and future.

EMPLOYEE VOLUNTEERING

JLR's volunteering programmes are designed to leverage the skills of its employees to find solutions for the society. More employees volunteered to work in local communities and support education programmes during work hours, this year. It rose from 7774 in 2015-16 to nearly 10000 in 2016-17.

In 2016, JLR's volunteering initiatives included:

1. **Collaboration with Remap**, a charity that matches skilled volunteers, including engineers and technicians, with individuals affected by disability.
2. **Working for Countrymen's Club**, a charity that supports people suffering from dementia, Parkinson's and depression, among other diseases.
3. **JLR's apprentice engineers** used their expertise to develop a tractor simulator that enables retired farmers to once again experience something they loved.



JLR's apprentice engineers helped equestrian rider and MS sufferer Julie Payne by designing a set of lightweight folding steps that allow her to mount her horse unaided.