

Annual Review Special

2018-19

Go The Distance... To Bring Change

Apollo Tyres has been executing CSR Projects around its facilities/ project sites and also extending them to other locations as identified necessary. All our programmes are developed in partnership with the community to ensure that they cater to specific needs and to inculcate a sense of ownership amongst the community members.

THRUST AREAS OF OUR PROJECTS

Healthcare Programme for Trucking Community

Livelihood for underprivileged women

Biodiversity Conservation

Solid Waste Management and Sanitation



CMD Message

Dear Stakeholders,

It is a proud moment for us as we complete a decade of Apollo Tyres Foundation in service of our stakeholders. We look back with immense joy to see the many smiling faces of our beneficiaries, whose lives we have touched with our endeavours.

While the Foundation came into existence a decade ago, our work to serve our communities started much before in 2000 with the opening of our first Healthcare Centre in New Delhi.

We have always considered the Environment as a key stakeholder in our journey. This has been extended in our CSR themes with programmes on waste management and biodiversity themes.

Our work on building capacities, of women in particular, through our Women Empowerment initiatives has been creating case stories from Gujarat to Kerala.

As we look at the next decade ahead of us, I see tremendous potential for us to continue serving our society. I am confident that we shall continue to put in stellar contributions and work towards the building of a stronger nation.

Yours sincerely,

A handwritten signature in black ink, reading "Onkar Kanwar".

Onkar S Kanwar
Chairman & Managing Director

Health Programme for Truckers Community

At Apollo Tyres healthcare is identified as a significant initiative under CSR intervention. Truck drivers have unique health needs, and by virtue of their continuous travel, experience difficulty in accessing healthcare services. Preventive healthcare initiative for the truck driver community is the pioneer programme run by the organisation. Under this initiative the organisation runs 31 Healthcare Centres in the transshipment hubs spanning 18 Indian states. The programme provides healthcare services such as Prevention and Awareness of HIV-AIDS, Vision Care, Integration of Tuberculosis and other Non-Communicable diseases such as Diabetes, High Blood Pressure and General Treatment facility.

Apollo Tyres has started four mobile medical units (Apollo Tyres Healthcare Express) to provide healthcare facilities at the doorstep of its customers, truck drivers. The organisation has also organised health camps (**Sakushal Saarthi**) for the employees of its fleet owners.

Total Outreach

Cumulative	38,13,798
Reporting year	4,91,382

Received Treatment Facility

Cumulative	7,46,878
Reporting year	1,60,574

Total HIV Testing

Cumulative	1,81,894
Reporting year	44,741

Total Vision Screening

Cumulative	1,29,141
Reporting year	58,218

Total Diabetes Testing

Cumulative	43,823
Reporting year	43,823

Total TB Screening

Cumulative	1,967
Reporting year	966



Having the Right Vision

Nihal Ahmed, a driver with Hathras Transport Company, had been suffering from poor vision for a few months when his employer came to know about his problem. Far from being compassionate, the owner declared him unfit for driving and asked him to either go in for eye treatment or quit his job. Nihal went for a vision test and was told to pay INR 500 for new eye-glasses. Unfortunately, he had only INR 200 and could not afford to pay.

Unsure about his future, 55 years old Nihal returned to Transport Nagar when, across the road, he saw the health camp organised by Apollo Tyres Foundation. For as little as INR 15, Nihal finally had his eyes tested. Driver Nihal Ahmed now says that, whenever he is unwell, he prefers to visit the Apollo Tyres' Healthcare Centre. This is the only clinic where drivers are not only given preference but can also avail a range of services for only INR 15 – eye test, blood test, blood sugar, blood pressure, etc. – and treatment by an experienced MBBS doctor.



“ They checked my eyes and gave me free spectacles... Apollo Tyres' Healthcare Centre saved my job! I am very thankful. ”

SPARSH – Waste Management and Sanitation Programme



To support the cause, the organisation undertook initiative **SPARSH, swachh banao**. This initiative aims at providing comprehensive solution for better health and hygiene which includes proper waste management and promoting the use of toilets.

SPARSH
stands for



Clean My Transport Nagar (CMTN), Clean My Village (CMV), Sanitation Management and End-of-life Tyres (ELT) projects are initiated under SPARSH umbrella. The main features of CMTN and CMV project are door-to-door waste collection, daily cleaning of lanes, segregation of waste, compost creation from wet waste, awareness generation and others. In line with safe sanitation for all, the organisation constructed toilet cum bathing space in Chennai and Chinnapanduru (upcoming green field facility) AP. Under this category the organisation also constructed community toilets in transport hubs from the funds generated through community contributions.

Cumulative

4,393.29 MT (metric tonnes) Total waste collected	24,607 Total Touch Points (door-to-door waste collection)	1,16,086 Total people outreached from awareness generation	807 Total toilets cum bathing space constructed	3,228 Total number of people using toilets cum bathing space
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Reporting year

2,606 MT (metric tonnes) Total waste collected	24,607 Total Touch Points (door-to-door waste collection)	18,122 Total people outreached from awareness generation	150 Total toilets cum bathing space constructed	600 Total number of people using toilets cum bathing space
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Data till March 2019



"Additionally the organisation also promotes recycling of waste tyres by constructing playgrounds. End-of-Life Tyre Playground provides a platform for the children from the villages to improve upon their agility and activeness, while sensitising them to the concept of recycling and reuse."

Inauguration of 4th 'Go the Distance' Playground in partnership with the Apollo Marketing Team

India, home to over 100 million+ end-of-life tyres every year, currently does not have a proper mechanism in place to recycle or dispose off these tyres. As a company committed towards sustainability, Apollo Tyres has been working towards tackling the issue of discarded tyres by setting up End-of-Life Tyres (ELT) 'Go the Distance' playgrounds.

Apollo Tyres has three ELT 'Go the Distance' playgrounds in Tamil Nadu and has recently added another playground in Telangana. The 4th playground has been set up at the Government Primary School in Venkateshwara Colony, Mahbubnager. In living our core value of 'Care for Society', the Sales and CSR teams joined hands to make the playground a reality for 175+ children in the area. The event was attended by the District Superintendent of Police, District Educational Officer, Mandal Educational Officer, Head Master, community members and other dignitaries.



Cumulative

5 Total ELT playgrounds developed	545 Number of students benefitted from playgrounds	1,223 Total waste tyres used
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Reporting year

2 Total ELT playgrounds developed	227 Number of students benefitting from playgrounds	676 Total waste tyres used
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Data till March 2019

Livelihood for Underprivileged Women (NAVYA)



Under the Navya banner, our organisation provides skill building and income generation activities for underprivileged women at their doorsteps in the villages around its manufacturing locations. These initiatives are agriculture and non-agriculture based and designed to address the problem of poverty and poor social status of women in the community.

Under this initiative Self Help Groups (SHGs) are formed or existing SHGs strengthened to empower and address issues related to women both in livelihood and social sectors. Income generation training includes agriculture and non-agriculture activities such as rubber sheet making, mushroom cultivation, apiculture (honey production), khakhra making, tailoring, organic farming, livestock care & management and others.

Various capacity building sessions are being undertaken to build the core strength of the beneficiaries. The trained beneficiaries are further linked with the market and service sector for employment. The programme also provides credit linkage with banks/financial institutions for setting up or expansion of the business.



Total Outreach (Women)

Cumulative	5,064
Reporting year	2,012

Total Women received Income Generation Training

Cumulative	3,030
Reporting year	1,158

Average Monthly Income

Cumulative	INR 7,000-15,000
Reporting year	INR 6,000-8,000

Increase in Yield

Cumulative	40-45%
Reporting year	30-40%

Strength in Adversity

Sulekha took to rubber tapping for a living, like most others in Vazhoor Panchayat, Kottayam, Kerala. Falling rubber prices coupled with her husband's medical treatment expenses left them with very little income. Then one day she attended a meeting with #ApolloTyresFoundation, dedicated to work with the wives of Rubber Tappers. They organised training and supported the village Apiculture Project. Sulekha connected with more women from the region and soon became the President of the group. She even got a government licence for the unit. In all this, she transformed from being a 'nobody' to being a new person filled with confidence and regarded by the community.



“The dawn had broken... I could write a good future for my family!”

Improved Farming Practices (NAVYA)



The project engages with and supports the local women and male farmers in the community through capacity building activities like livestock care & management and scientific agriculture practices. It not only strengthens the knowledge about modern techniques of farming, increased crop yield skills and agricultural practice expertise of the farmers but also establishes linkages with the market to ensure direct financial benefits. The main aim of the programme is to enable women farmers to acquire knowledge and skills in modern crop practices. Basic training related to seed selection, preparation of land, soil testing, organic compost making, methods of irrigation, kitchen gardening practices etc. are delivered. To promote the practice of organic farming, the Agri women cooperative is registered and all registered members implement organic farming.



Cumulative

1 Women organic farming & marketing cooperative	460 registered members	639* Total number of women received training in organic farming
40-45% increase in farm yield	1 Milk cooperative formed	25-30% increase in milk production

Reporting year

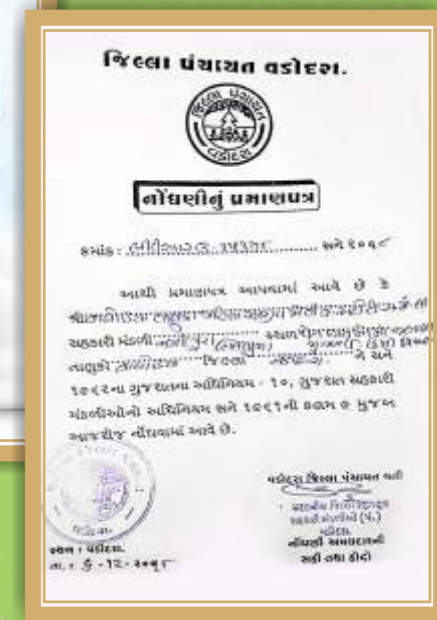
600 Total number of women received training in organic farming	30-40% increase in farm yield
50 women received organic farming certification	

*This includes non-members and registered members of FPO
Data till March 2019

FPO Certification

To promote the market linkage of organic produce, ATF registered the first women organic farming producer and Marketing Cooperative Society at Vadodara (first of its kind in Gujarat and possibly in India too).

460 women are members of this cooperative, out of which 50 women received C1 certificates for organic vegetable farming production in reporting year. This platform will provide direct market linkages to beneficiaries and will remove the middleman. Consequently women will get better prices for their produce.



Biodiversity Conservation

Mangrove conservation is a key initiative under the Biodiversity theme. It is in partnership with Wildlife Trust of India (WTI). The project is located in Kunhimangalam village in Kannur district, which is one of the largest mangrove villages of Kerala. The project established a hub located in the natural ecosystem for mangrove-based education, serving as an open air laboratory for research and promoting restoration through community and government participation. Other aspects of the project include a mangrove nursery and community-based initiatives to enhance public awareness and reduce threats to mangroves. Total 26,000 people were outreached from various awareness activities. A nature and Environment quiz was organised for college students. Around 5 acres of area was planted with mangrove saplings at 4 locations. More than 6,000 mangrove saplings were raised in mangrove conservation nursery.

The organisation has initiatives for the mitigation of climate change with projects like afforestation. Under afforestation project there are a total of 3,50,000 teak and red sandal trees in Tamil Nadu for emission reduction. As per estimation, around 10,100 tonnes of CO₂ has been sequestered from these trees.



Woodpecker Award

Apollo Tyres Foundation has won the award for 'Best Corporate Social Responsibility (CSR) Film,' for its short film on Mangrove Conservation at the 6th Woodpecker International Film Festival (WIFF) in New Delhi, India recently.

The film captured the ecological significance of Mangroves and their conservation activities at our Mangrove Conservation Project in Kannur, Kerala, India.

This project is in partnership with the Wildlife Trust of India. The film festival saw over 300 entries from 14 countries. WIFF is one of India's most respected film festivals, focusing on documentaries and short films, and is globally acclaimed for its focus on promoting issue based cinema.





Awards

CSR Health Impact Award 2018

CSR Health Impact Award 2018 was given under the Health CSR Project category. The award was presented during the India Health Summit Awards 2018.



NIPM CSR Award 2018

NIPM CSR Award 2018 was given by the Kerala Chapter of National Institute of Personnel Management (NIPM), for exemplary CSR work done by the Kerala CSR team.



CSR Times Award 2018

The organisation received CSR Times Award 2018 under the Healthcare category for exceptional healthcare programme for its truck driver community.



GCSRA Award 2019

Apollo Tyres has been honored with CSR awards – Gujarat CSR Authority Award (GCSRA) 2019. The company received GCSRA Award 2019 under 'Sustainable and Impactful CSR Project' for its exemplary work in Gujarat for women empowerment through its Programme Navya at the 3rd National CSR Conclave and CSR Award 2019 at Ahmedabad. The Award was presented by Shri Om Prakash Kohli, Governor of Gujarat.



Creating a Positive Impact

A Step towards Clean India

To support the National Development agenda (Swachh Bharat Abhiyan – Total Sanitation Campaign) the organisation constructed more than 700 individual toilets in the Chennai region in partnership with local panchayat and individual contribution. Aligned with the organisation's core values (Care for Society), our employees also came forward and contributed towards construction of toilet-cum-bathing-spaces. 8 employees donated money for the construction of 11 toilets-cum bathing- spaces in Chennai location - directly benefitting 44 household members.

On a similar note, at Agra Transport Nagar local community members have come forward. They pay a minimal amount every month for the waste management service (CMTN program). With the support of community contribution and the local municipality, the organisation constructed 2 community toilets, benefitting approximately 300 people on a daily basis.



In the Lives of Our Stakeholders

Living Our Values

Living the Apollo value of 'One Family', Apolloites came together and spread the joy of giving by spending one day at a Shelter Home in Dwarka, New Delhi. ATF organised a health camp and cleaning drive at the shelter home. Apolloites volunteered in the cleaning and food distribution drive, and accompanied the senior citizens for the health check. Around 11 employees from HO participated in this noble cause.



Creating a Positive Impact

Ek Naam.... Campaign

A month long campaign, Ek Naam... was organised to felicitate 8 women achievers - the change agents - selected for their intervention in the community towards providing further livelihood opportunities to more women or by bringing social change in their community.

All these 8 change agents received awards from the Collector and Mayor of Vadodara city. An Ek Naam... symposium was also organised to celebrate International Women's Day with all the change agents.



In the Lives of Our Stakeholders

Apollo Tyres Foundation completed 10 years

A celebration was organised at Vadodara location to celebrate the 10 years journey of Apollo Tyres Foundation. A snapshot on 10 years achievement of the Foundation was shared with the stakeholders. President APMEA, Satish Sharma and Unit Head Limda plant, Piyush Bansal unveiled the diary, depicting the 10 year journey of ATF.



Our Response to

Kerala Floods

The organisation also provided relief support during Kerala floods. Flood relief support was provided in three areas: conducting health camps, organising cleaning drives, distribution of food and First Aid kits in Chalakudy, Aluva, Kodakara, Kalamassery and Airapuram, Kerala.

Around 750 families received home cleaning and First Aid kits, 1,250 families received food kits. Total 16 free health camps were conducted and around 1,233 people were benefitted. Through waste collection and cleaning drive, around 200 families were provided support and 200 metric tons (MT) of waste was collected.



Our CSR Programme Collaborations

Our CSR programme works on a holistic approach. It not only provides services at the doorstep of the beneficiary for better connect, it also fosters partnerships with corporate and government agencies for wider outreach, knowledge sharing and technical support.

In 2018-19 Apollo Tyres partnered with The Union (US AIDS) for technical partnership in creating awareness related to TB. In the reporting year, The Union provided training related to TB to Apollo Tyres Foundation (ATF) staff. The Union, as a technical partner facilitates the coordination between ATF and the Central TB Division / State TB cell for easy implementation of the project.



Under Healthcare programme for trucking community, Apollo Tyres partnered with Ashok Leyland and started a Mobile Medical Van (Healthcare Express) at Chhindwara location. ATF provides support in programme implementation while Ashok Leyland focuses on office set up and in providing the van.



The organisation partnered with Essilor Vision Foundation, on the occasion of International Sight Day. A week-long campaign was jointly organised with vision testing camps at all the healthcare centres. Truck drivers who were identified with refractive error issues received spectacles free of cost. 6,064 Truck drivers were detected with refractive errors and 5,413 pair of spectacles distributed.



The organisation partnered with NABARD under Micro Enterprise Development Program (MEDP) for providing livelihood training to underprivileged women at Vadodara location. MEDPs are on-location skill development training programmes which attempt to bridge the skill deficits or facilitate optimization of production activities already pursued by the SHG members. Grant is provided to eligible training institutions and SHPIs to provide skill development training in farm/off-farm/service sector activities leading to establishment of micro enterprises either on individual or on group basis. Total 30 women received income generation training under MEDP.





We, at Apollo Tyres, being conscious of the triple bottom-line coherence (people, planet, profit), have developed a CSR framework identifying and prioritising our key stakeholders - Customer, Employees, Supply Chain Partner and Community. This framework clearly revolves around the principle of the three I's i.e. to Involve, Influence and Impact.

Apollo Tyres Foundation (ATF) was registered in 2008 through which the CSR activities of Apollo Tyres Ltd. are implemented. The objective of all the activities is to make a positive impact on the everyday lives of our stakeholders on business. Unless the same is achieved, it will not lend itself to sustainability.

The CSR programmes and activities are aligned to national and international development goals.

For more information, visit our website: www.apollotyres.com/en-in/responsibility_overview
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