

A group of young girls are looking through a large, dark tire. They are smiling and looking towards the camera. The tire is the central focus, framing the girls' faces. The background is slightly blurred, showing more of the girls and some outdoor setting.

apollo
Tyres Foundation

Annual Review Special

2017

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

Environment Conservation

- Biodiversity
- Watershed Management

NAVYA - A Women Empowerment Programme

- Livelihood & Skill building
- Improved farming

SPARSH

- Waste Management
- Sanitation Programme

Health Programme for Truckers Community



CMD Message

Before Corporate Social Responsibility became an established function in organisations, we had already woven it into our Group's value system. At Apollo Tyres, enhancing stakeholder value is the key for all our business activities.

As a responsible organisation, we are responsive to the entire spectrum of our stakeholders. We have designed programmes targeting the needs of the people. We strive for inclusive growth involving our stakeholders, enabling them to make sustainable choices and contribute to a responsible society for future generations.

To achieve this, the organisation has initiated several projects on Social and Environment themes. Our initiatives range from creating livelihood opportunities for underprivileged women, capacity building of farmers on improved farming practices, constructing toilets for neighbouring communities to eco restoration of ponds and mangrove conservation.

I am happy to share with you the first annual review detailing our approach on the CSR initiatives in the India Operations. This will provide you with an insight into our commitment towards creating a positive impact in the lives of our stakeholders.

Yours sincerely,

Onkar S Kanwar
Chairman & Managing Director

Health Programme for Truckers Community

Enhancing the well being of the stakeholder is the utmost priority for the organisation. On that note the organisation initiated preventive health care projects for it's key stakeholders, truck drivers who are it's customers and supply chain partners.

The flagship programme has fully established 26 Health Care Centres in large Trans-shipment hubs across the country. These Health Care Centres are staffed with well qualified doctors, paramedics, counsellors and outreach workers.

Health Care Centres provide services under HIV awareness and prevention, vision care, tuberculosis and other non communicable diseases such as diabetes. Periodic eye check-up camps are organised at the Transport Nagar locations and people identified with refractive errors receive eye glasses at subsidised rates. Cataract patients are referred to nearby hospitals.

Total Outreach

Cumulative	37,17,571
Reporting year	5,93,923

Received Treatment Facility

Cumulative	5,86,094
Reporting year	1,31,471

Total HIV Testing

Cumulative	1,20,813
Reporting year	28,571

Total HIV Positive

Cumulative	1,012
Reporting year	136

Received Vision Screening Facility

Cumulative	45,186
Reporting year	35,624

Data as on Nov 30, 2017



Awareness Brings New Life

60-year old Bala Devi is a dhaba owner in AW block at Sanjay Gandhi Transport Nagar, Delhi. She hails from Meerut, Uttar Pradesh and is a widow with two children. She has been associated with Apollo Tyres Health Care Centre from 2004 as a peer educator and has been offering her services to the programme absolutely free. Initially, her husband was a peer educator at the Health Care Centre. However, after his demise, she was required to take all the responsibilities of her family. Bala Devi ensures that she disperses awareness regarding health to truckers when they visit her dhaba and encourages them to avail Apollo Health Care Centre's facilities.

There are about 700 active peer educators who provide voluntary services for the health care project across locations.



“A healthy truck driver will be able to avail my 'Dhaba's' services too. This is my motivation to work on this programme.”

NAVYA - Livelihood & Skill Building Programme



Livelihood & Skill Building

The project targets to improve the situation of the women by providing them income generation opportunities at their doorsteps and sensitising them on gender rights to address the problems related to discrimination.

Women are trained on financial literacy, book keeping, documentation, leadership etc. through SHG trainings. The main objective of this initiative is to inculcate the habit of savings amongst women. The women are also trained to deal with social issues like domestic violence, gender rights, dowry etc.

The organisation also invests in women by providing Skill development training to create livelihood sources. These are agriculture and non agriculture based trainings. The training includes vocational skills such as apparel making, jewelery designing, nursing, beautician, housekeeping, khakhra making, sanitary napkin making, soap and detergent making, improve farming and others. The trained beneficiaries are further linked with the market and service sector for employment.



Total Outreach (Women)

Cumulative	2,168
Reporting year	764

Received Income Generation Training

Cumulative	1,532
Reporting year	676

Average Monthly Income

Cumulative	INR 5,000-10,000
Reporting year	INR 3,000-6,000

Increase Yield

Cumulative	35-40%
Reporting year	30-35%

Data as on Nov 30, 2017

Strength in Adversity

Daxaben Rameshbhai Parmar from Alwa Village in Waghodiya, Vadodara, lives in a family of six. Her husband was the only earning member of the family and mere survival was a challenge for the family. She was unable to support him owing to her health problems. However, Daxaben found out about Apollo Tyre Foundation's (ATF) Self Help Group. Through ATF's 10-day Income Generation Training, she joined a catering unit and presently earns INR 4,000-7,000 per month.



“ I am able to pay the school fees of my children with the income I earn. ”

NAVYA - Improved Farming Programme



Improved Farming

The project engages with and supports the local women farmers in the community through capacity building activities like livestock care and management and scientific agriculture practices. It not only strengthens the knowledge about modern techniques of farming, increased crop yield skills and agricultural practices 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 new 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.



Cumulative

01
Agri women
cooperative with over
530
women

100%
adoption of
improve farming
techniques

35-40%
increase
in farm
yield

1525
farmers
received
training

01
Dairy
cooperative
formed

20-25%
increase
in milk
production

141
farmers linked
with milk
cooperative

Reporting year

409
farmers
received
training

346
farmers adopted
improved farming
techniques

25-30%
increase
in yield

Data as on Nov 30, 2017



Sowing Seeds of Success

Varshaben Baldevbhai Valand from Waghodiya, Vadodara, lives in a family of four. Owing to obsolete farming techniques, she was barely able to make ends meet for the family. She was trained by Apollo Tyres Foundation in organic and zero-budget farming. By switching from conventional farming methods to advanced techniques, Varshaben cultivated 'Gujarat 17'(rice) in Kharif season on an acre of land owned by her and managed to achieve a bumper production of 4,000kg/acre of rice, up from 800kg/acre in the previous year.



“ I can now adequately provide for my family and pay for my children's education. ”

SPARSH - Waste Management and Sanitation Programme



Our Waste Management programme started in 2013. The programme caters to its stakeholders in Transport Nagars under the name 'Clean My Transport Nagar', and in communities around our manufacturing locations under the name 'Clean My Village'. Similarly, the Sanitation programme is aimed at providing safe and hygienic sanitation for our stakeholders around our manufacturing locations, particularly Chennai location.

Both initiatives - waste and sanitation, are running under the umbrella programme **SPARSH, Swachh Banao** - our endeavour to promote waste conscious societies in a resource constrained habitat and hygienic lifestyles by crusading against open defecation.



The strategy of SPARSH remains to engage with its stakeholders to create awareness on the 3 R's, i.e. **Reduce, Reuse** and **Recycle**. This approach supports in creating wealth from waste, which is utilised in the programme again, thereby making it sustainable.

SPARSH stands for



Cumulative				
3,43,056 MT (metric tonnes) Total Waste Collected	12,000 approx. Total door to door waste collection	1,15,000 Total people outreach from awareness	433 Total number of toilets with bathing space constructed	2100 Number of people using toilets

Reporting year				
2137.59 MT (metric tonnes) Total Waste Collected	12,000 approx. Total door to door waste collection	28,000 Total people outreach from awareness	150 Total number of toilets with bathing space constructed	700 Number of people using toilets

Data as on Nov 30, 2017

A Step towards Clean India

Bakya from Vallam village, Kancheepuram district, faced the problem of having to relieve herself in the open, because of the lack of toilets and the financial means to build new ones. She and the other ladies in the village would be forced to go in the open before sunrise or after sunset. Until then, they would have to control their bowels. This problem exacerbated further in monsoons and during menstruation. Apollo Tyres Foundation took the initiative of building toilets with bathing space and conducting awareness programs in the village. The women now feel comfortable and safe. The sanitation levels have also gone up drastically.



Biodiversity Conservation

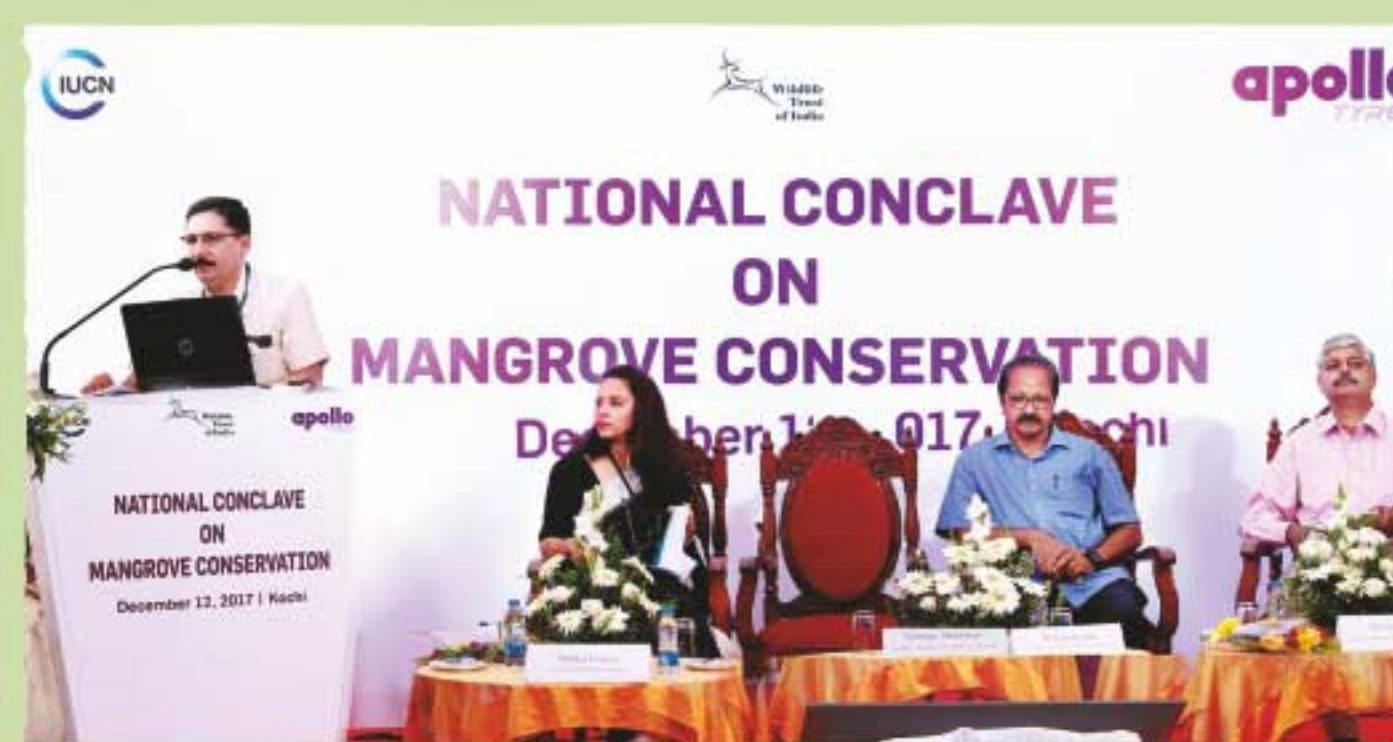
Continuing our commitment towards environment sustainability, the organisation has initiated various biodiversity conservation projects. The projects range from establishing theme-based gardens such as creation of butterfly zones, developing medicinal gardens etc. outside in the community in Kerala, India.

Under biodiversity theme, Mangrove conservation a significant project, in partnership with Wildlife Trust of India (WTI) was initiated in Kannur district.

The site of 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 are: a mangrove nursery and community based initiatives to enhance public awareness and reduce threats to mangroves.

The organisation, in partnership with WTI and International Union for the Conservation of Nature, organised a National Conclave on Mangrove Conservation in December 2017 in Kochin, Kerala.

Representatives from corporates, policy makers, research students and scientists attended the event.



Environment Conservation

Watershed Management

Within this theme, pond restoration projects are undertaken at Chennai, Limda and Perambra locations. The projects are designed for restoring and enhancing the aqua-biodiversity. The activity includes water quality assessment, cleaning, deepening and bunding of the ponds. It also involves development of surroundings around the pond area. Taking an ecosystem approach we aspire to make these ponds fit for supporting aquatic life as well as provide for green spaces, and be a source of clean water.

Cumulative

08
Total ponds
constructed

Data as on Nov 30, 2017

Reporting year

03
Total ponds
constructed





Awards

Best CSR Campaign

Apollo Tyres Ltd. was honoured with the prestigious Indycrowd CSR Excellence Awards 2017 for the best CSR Campaign - Biodiversity and Climate Change.



FICCI CSR Award

Apollo Tyres was honoured with a recognition plaque for 'FICCI Corporate Social Responsibility (CSR) Award', under the women empowerment category during the 16th edition of FICCI CSR Summit and Awards 2017.

The event was organised by FICCI Aditya Birla CSR.



ACEF Award

Apollo Tyres Foundation (ATF) received an Award for Best Stakeholder Engagement category under CSR Excellence at Asian Customer Engagement Forum.

The award was presented to the organisation for its work in the areas of Health, Waste Management and Livelihood Generation for its stakeholders.





OUR SOCIAL MEDIA FOOTPRINT

POND CONSERVATION

Pathway to our future...Go The Distance!

"This Earth is our only home. Together, we must protect and cherish it."

- By **B.K Moon**

Ponds are important hotspots for biodiversity as these support more species than any other freshwater habitat. A source of water, not only does it store rainwater, but it's a complete ecosystem. Our ongoing efforts to restore this natural habitat in various geographical locations such as Tamil Nadu, Kerala and Gujarat.

BREAKING THE BARRIERS!

Rural women face particular challenges in accessing employment opportunities and achieving gender equality. Project NAVYA, focuses on skill development to create livelihood opportunities at their doorstep, and provide market linkage. As an ongoing commitment, we provide our women beneficiaries a linkage and exposure to the market. We took a stall space at the International Bazaar in Ashok Hotel, New Delhi organised by DCWA (Delhi Common Wealth Women's Association), where our women beneficiaries participated and displayed their products.

Rekhaben "I could have never dreamt of this opportunity. I have never stepped out of Gujarat, and now I am in Delhi. I feel very happy to be able to experience this event".

GOING THE DISTANCE TO BRING GOOD HEALTH

Good health is not just a necessity but an essential for well being! The Sustainable Development Goal 3, Good Health and Well-being, stated a commitment to end the AIDS epidemic by 2030. There are over 2 million HIV infected patients in India making it the third highest country in the world. #ApolloTyresFoundation, under it's Health programme, conducted various activities at it's 26 established Health Care Centres on #WorldAidsDay.

Further awareness sessions were also cascaded by our Supply Chain Management team at the premises of their Business Partners for their employees. A perfect example of partner responsibility.

SUSTAINABLE AGRICULTURE

Agriculture sector is the largest employer in India's economy, about 52% of the total workforce. The economic contribution of the sector to the GDP is steadily declining along with the saga of increasing farmer suicides. There is a need to focus on the farmers' income security, and provide a boost in the stagnant growth. There is progress made towards achieving food security, where population has tripled, and food production has more than quadrupled too. However, crop yields are just about 30 to 60%.

Apollo Tyres Foundation works with farmers in the States of Gujarat, Maharashtra and Tamil Nadu. We provide training to the farmers on modern farming techniques and ways to increase agricultural productivity. The training includes services related to livestock care and management and seed selection, preparation of land, soil testing, organic compost making, methods of irrigation, kitchen gardening practices. With our intervention, the crop yield has increased by 35 to 40%.

CREATING A POSITIVE IMPACT IN THE LIVES OF OUR STAKEHOLDERS





Apollo Tyres, being conscious of the triple bottom line coherence (people, planet, profit), has developed a CSR framework identifying and prioritising its 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 was registered in 2008 through which the CSR activities of Apollo Tyres Ltd. are implemented. The objective of all the activities is to have 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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