

# **TOYOTA KIRLOSKAR MOTORS**

## **ROAD SAFETY INITIATIVES**

**BY**

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## Toyota Kirloskar Motor outline

1. Name **TOYOTA KIRLOSKAR MOTOR PVT. LTD.**
2. Incorporation **October 1997**
3. Head Office **BIDADI INDUSTRIAL AREA, BANGALORE**
4. Employees **3300 (Average**
5. Models **Innova, Corolla & Fortuner**  
**(Camry, Prado & Land Cruiser as CBU)**
6. Capacity **77,000 Units/Year**



**Corolla  
Altis**



**Innova**



**Fortuner**



**Camry**

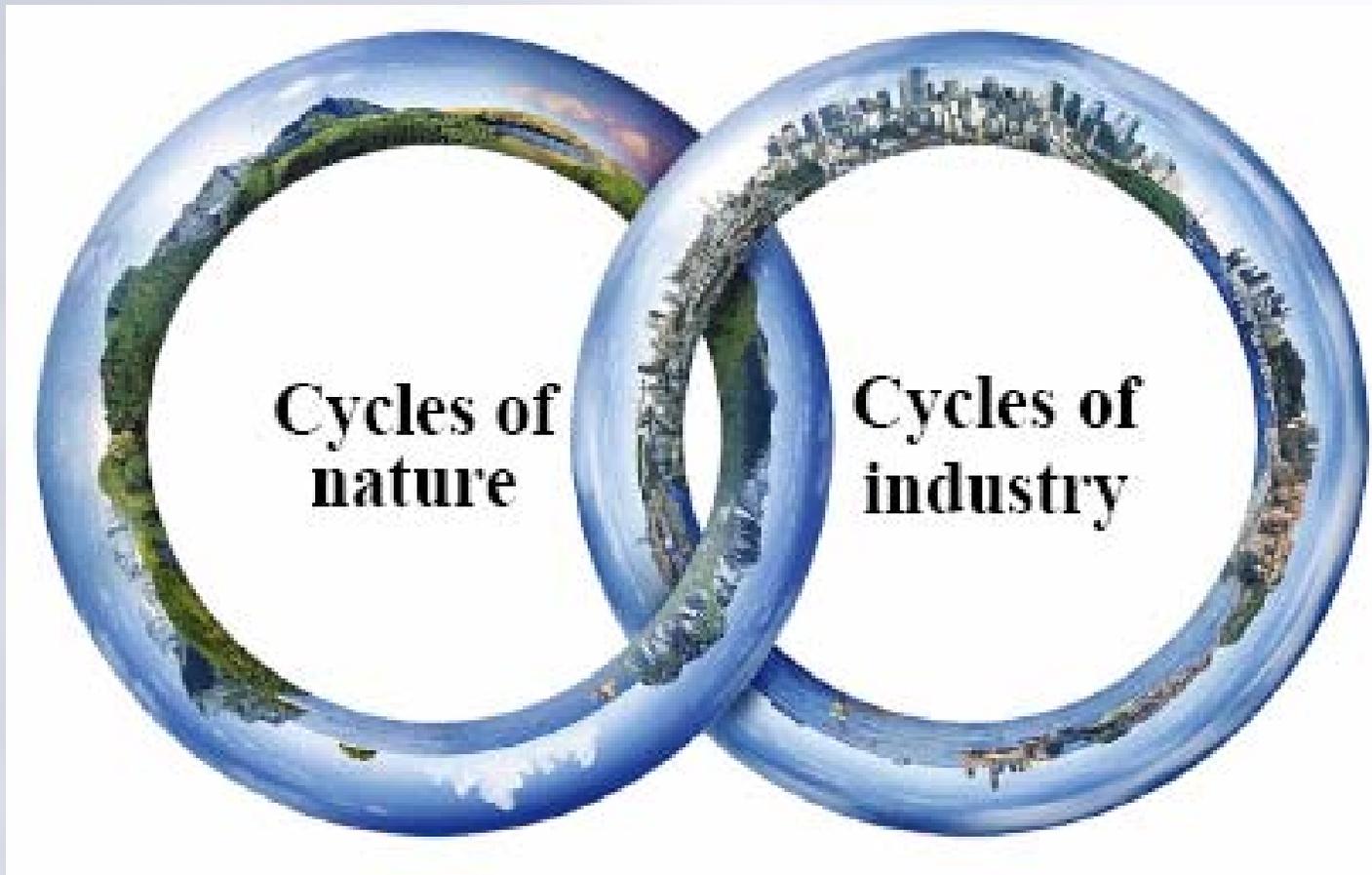


**Land Cruiser Prado**



**Land Cruiser**

**Open the Frontiers of Tomorrow**  
through the energy of people and technology



Harmonize the “Cycles of Industry” with the “Cycles of Nature”

## Toyota's CSR Focus:

**TO CONTRIBUTE TOWARDS SUSTAINABLE  
DEVELOPMENT**

Areas of focus

**Environment**

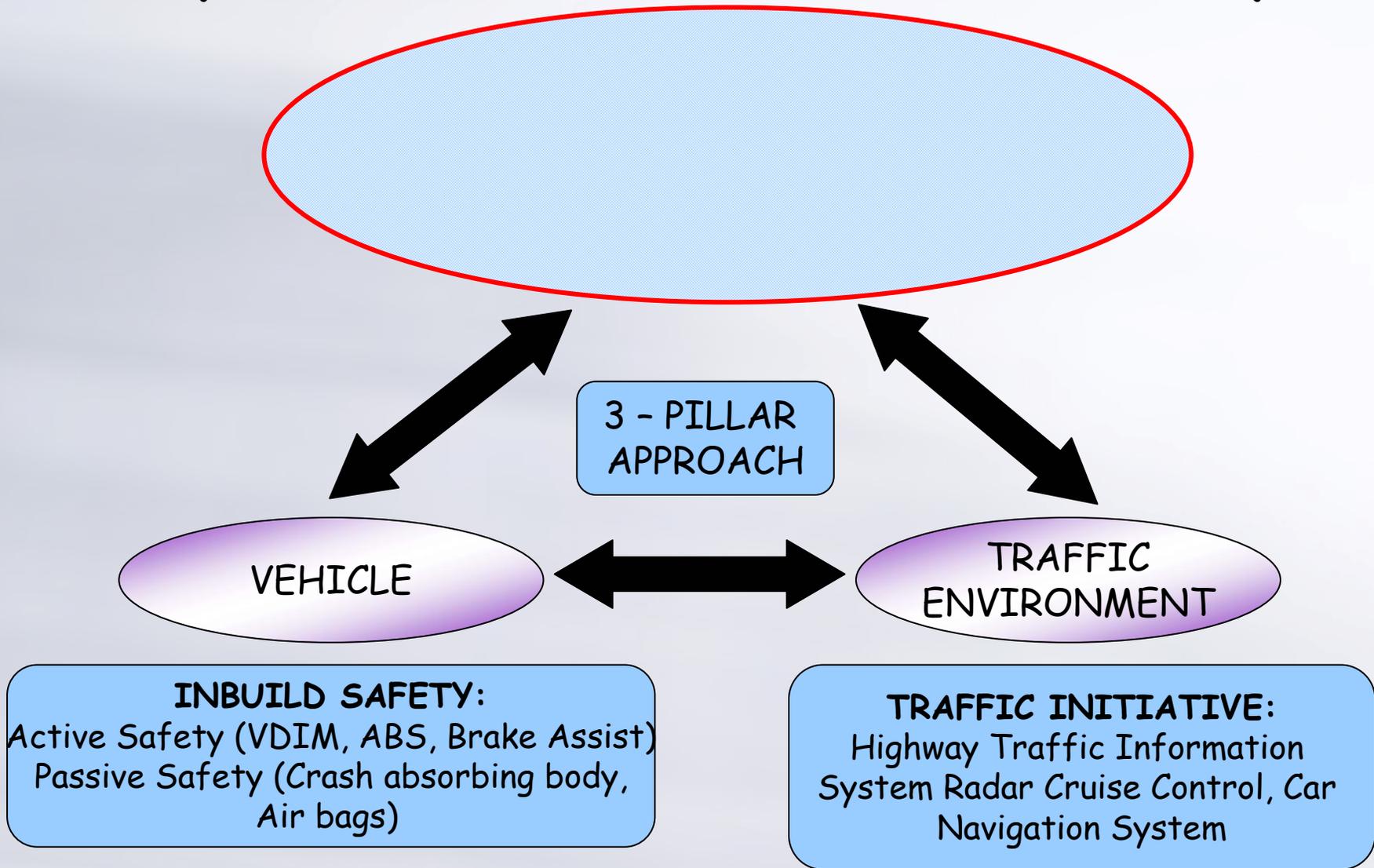
**Road Safety**

**Education**

**Local Community**

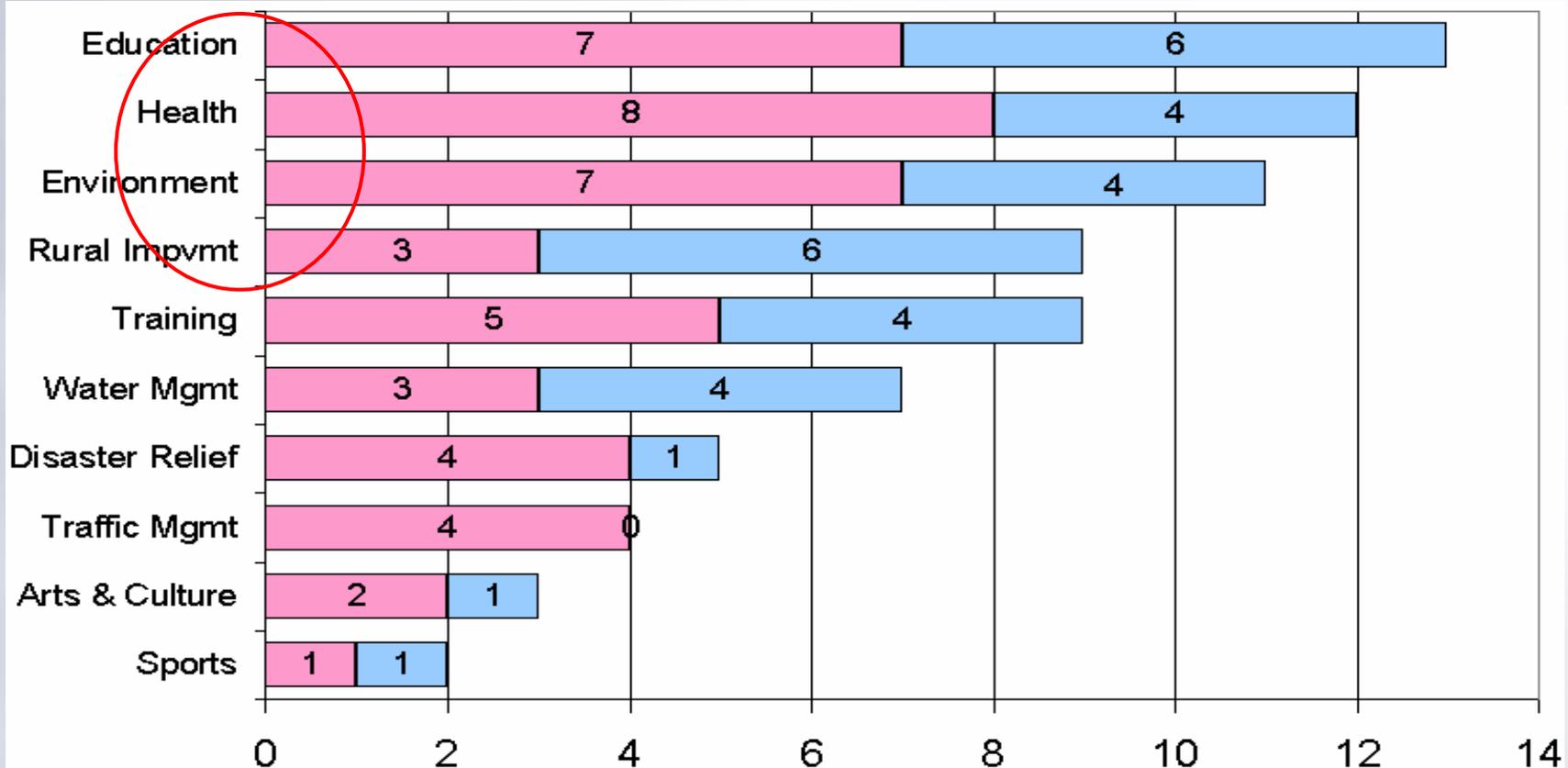
**Art and Culture**

# Toyota's Global Vision on Traffic Safety



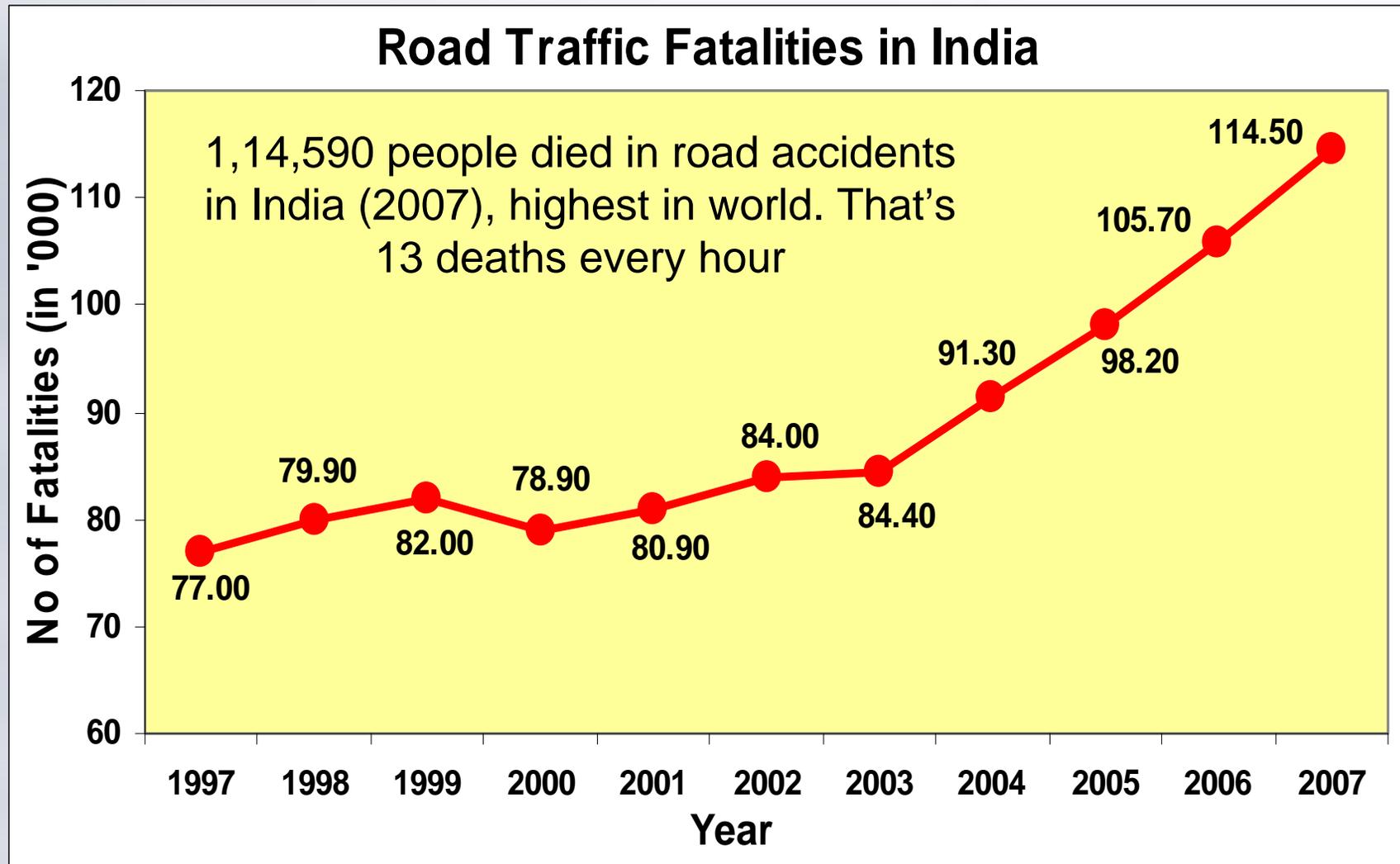
# Why road safety in India?

Findings of the TKM's internal study on CSR :



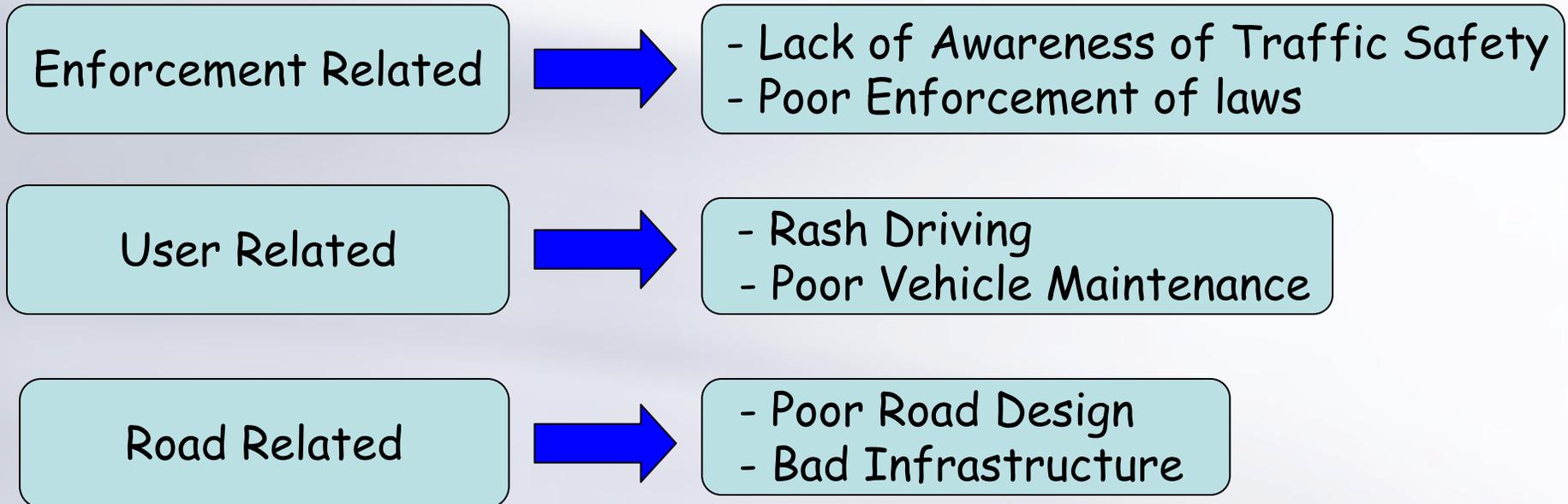
**Only 4 companies out of 14 are focusing on TRAFFIC SAFETY**

# Worsening Situation of Road Safety in India



Source: National Crime Records Bureau, Delhi

## Causes for Road Accidents



*Road traffic accidents will emerge as the fifth leading cause of death in 2030, rising from its position as the ninth leading cause in 2004.*

*- Human Suffering (WHO Study)*

# Road Accident Victims

## Cars kill most youth globally

Kounteya Sinha | TNN

**New Delhi:** Increased availability of vehicles and alcohol, along with youthful recklessness, have made road accidents the No. 1 cause of death among young people around the world. Among those below 24, traffic accidents account for 14% of male and 5% of female deaths.

The first global study of causes of death in the 10-24 age group has found that around 2.6 million young people die each year, mostly from preventable and treatable causes. Not surprisingly, 97% of these deaths take place in poor countries. Almost two-thirds of these 1.67 million deaths were in sub-Saharan Africa and South-east Asia alone.

Alarmingly, the study found that more young people are killing themselves than was estimated earlier. Suicides were the second leading cause of death among the young, accounting for 6.3% of all deaths in the age group. Wars and drowning were the other top killers of the

**KILLER STATS**

The top ten causes of death in all 10-24 year olds, globally are:

|                        |      |                     |      |
|------------------------|------|---------------------|------|
| Road accidents         | 10%  | AIDS                | 5.5% |
| Suicide                | 6.3% | Drowning            | 4.1% |
| Violence               | 6%   | Fire-related deaths | 2.6% |
| Respiratory infections | 5.9% | Meningitis          | 2%   |
| Tuberculosis           | 5.5% | War                 | 1.8% |

youth. Next respiratory tract infection and TB, meningitis are the other top causes. Widely known for proving a new record, claiming 4 million lives in the group under 25, the Lancet journal announced on Monday from the Whitehall Hospital, Melbourne, London, that young people are dying at a rate never before in the world. Despite the fact that youths, they have been often overlooked in health programmes due to an 'excessive focus on the elderly or very sick by governments. The information has been available for years but this age group globally and

► Sepsis leading killer in fer



**Road Accidents are the No. 1 cause of death among young people (10 – 24 year) around the world.**

# TKM - Initiatives on Road Safety

## Activity 1:

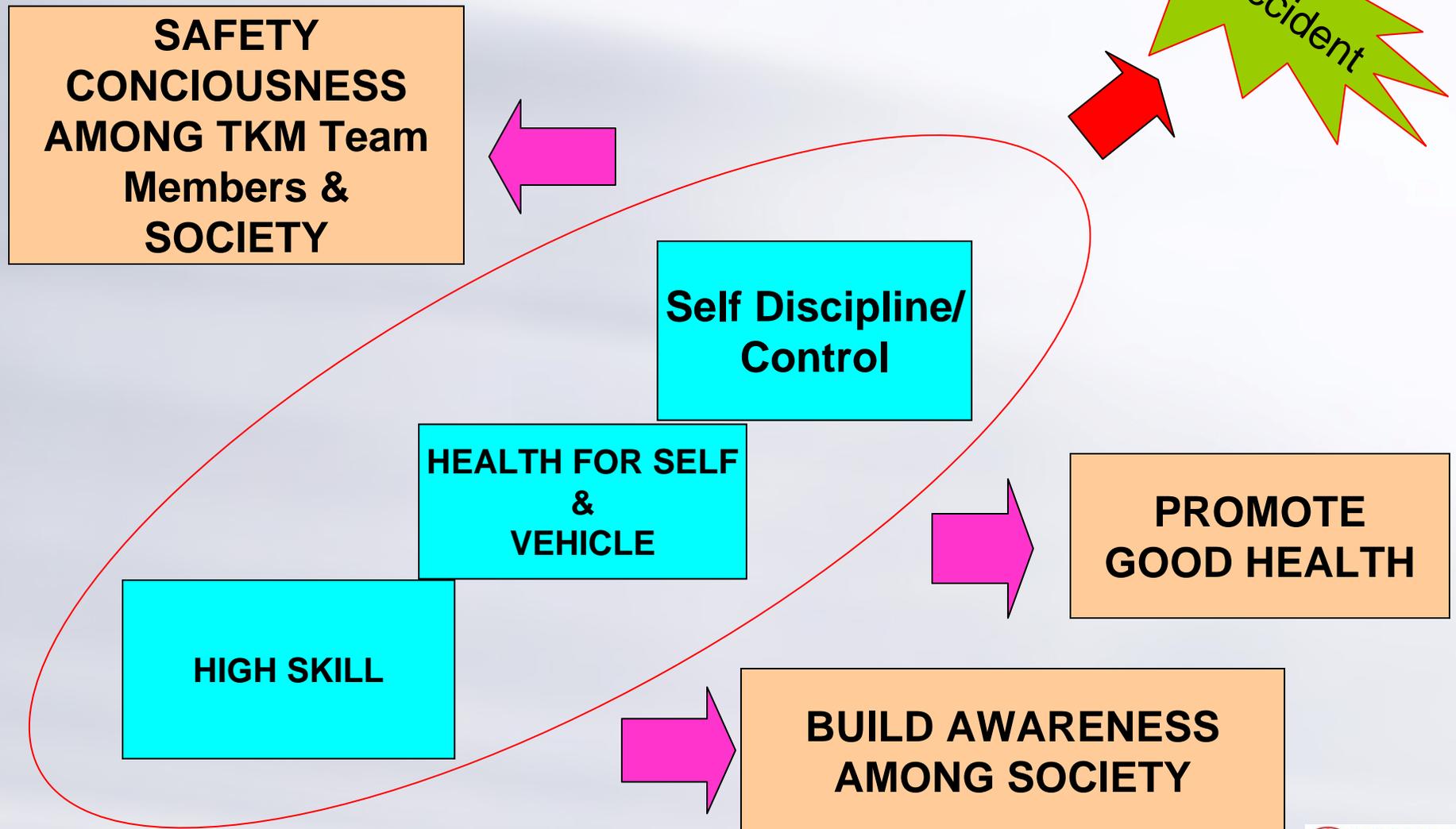
Intramural training and awareness to drivers

## Activity 2:

Toyota Safety Education Programme (TSEP)

# Activity 1: Intramural training and awareness to drivers

# Training module



# Training and awareness to employees & drivers



Driver training



Safety belt awareness



Manual display of road safety slogans



Fire fighting



# Toyota Safety Education Programme (TSEP)

- o To spread awareness on road safety
- o An interactive learning programme
- o Designed especially for school children in the age group of 6-12 yr



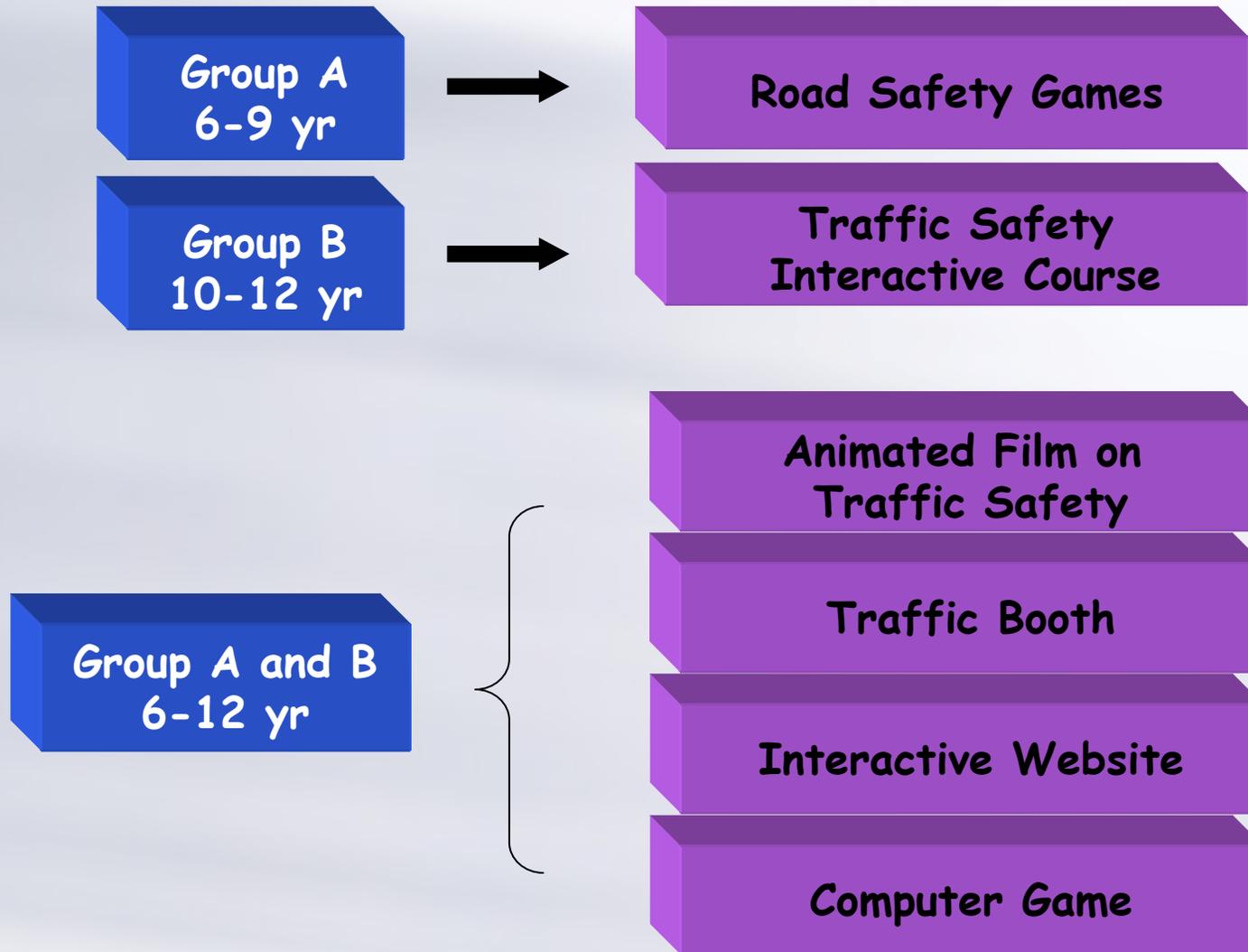
# Toyota Safety Education Programme (TSEP)

## Phases of Implementation:

|                      |                            |  |                             |
|----------------------|----------------------------|--|-----------------------------|
| <b>Phase I</b>       | <b>Pilot Project</b>       | <b>Bangalore</b>   | <b>20,000<br/>children</b>  |
| <b>Phase II</b>      | <b>National<br/>Launch</b> | <b>5 Largest Cities in India</b><br>Delhi, Mumbai,<br>Bangalore, Chennai &<br>Kolkatta | <b>100,000<br/>children</b> |
| <b>Phase<br/>III</b> | <b>Sustain<br/>TSEP</b>    | <b>5 Largest Cities in India</b><br>Delhi, Mumbai,<br>Bangalore, Chennai &<br>Kolkatta | <b>100,000<br/>children</b> |



# Programme Design



# TSEP Activities



1. **Traffic Safety Games**  
“Fun learning” – puzzles, card games and board games

2. **Interactive course**

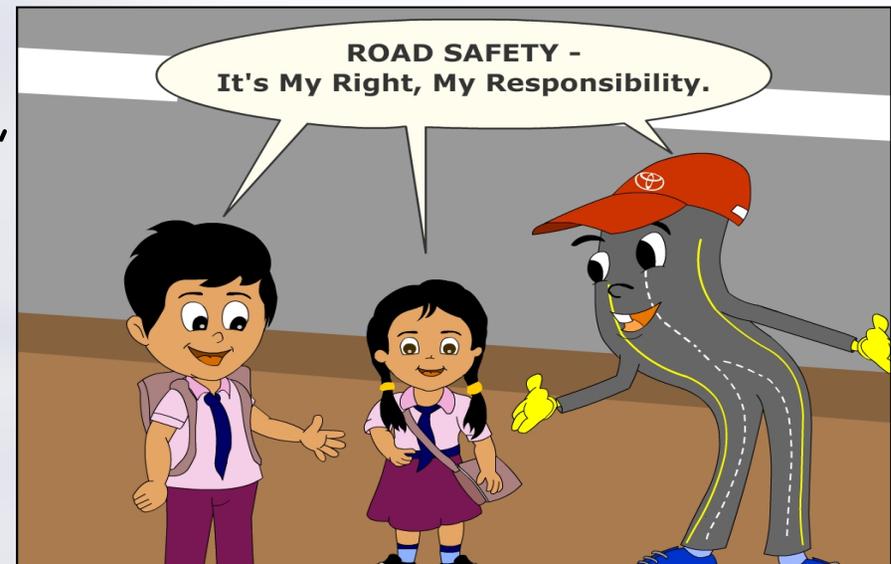
“Engaging” – classroom methodology



# TSEP Activities

## 3. Animated Film on Traffic Safety

“Exciting” – Aki, Maya and ‘Traffy’, the TSEP mascot, take you on a journey



## 4. Traffic Booth

“Participation” – display of messages and visuals on road safety

# TSEP Activities



5. Website [www.tsepindia.com](http://www.tsepindia.com)  
 "Access" – up-to-date information and traffic safety wallpapers



6. Computer Game  
 "Virtual simulation"  
 – with an underlying message on road safety

# TSEP Activities



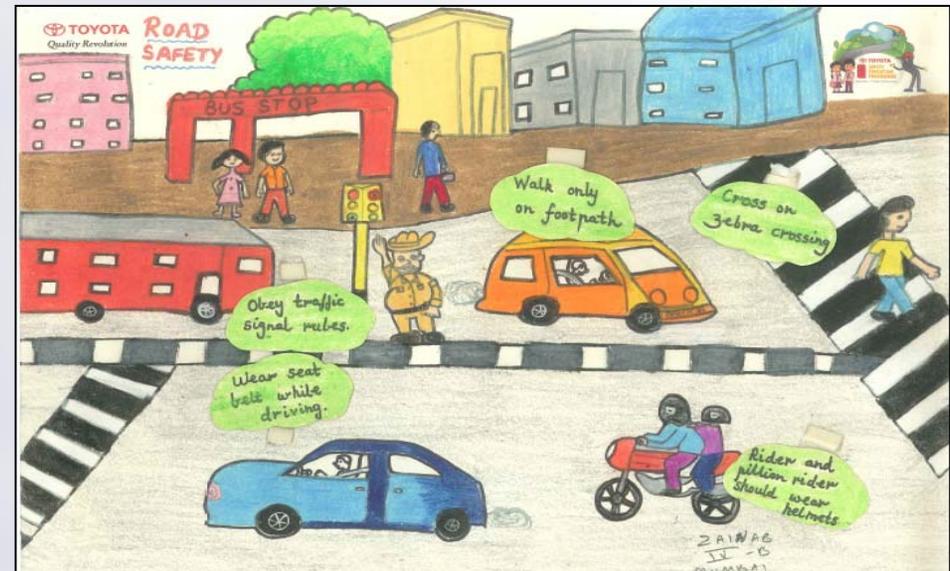
## 7. Giveaways

“Sustain the learning process”

- Fun-fact and comic books with road safety signs and messages.

## 8. Painting competition-

- Make learning more effective





## Glimpses of Implementation

Animation film

Interactive course



Road Safety Week

Board Games



“Toyota Company had organized a programme which made us learn lot about traffic safety rules. The animation film is very effective and I am sure every child will follow the rules. Traffic Safety rules are very important by which we can avoid accidents and I am thankful to Toyota for organizing a programme which made us learn safety rules”

**Krithika Kapoor, 5th STD,  
Pawar Public School, Mumbai.**

# Feedback on TSEP

**Toyota has brought corporate social responsibility into classrooms through interactive road safety modules**

**Team DNA, BANGALORE**

"Road safety is my right and responsibility. Always Be Careful (ABC)," these are the slogans heard from students of Vidya Vardaka Sangha School in the city after they were shown an animated movie on road safety and traffic rules, recently.

Toyota has started a Toyota Safety Education Programme (TSEP) in...



Toyota organised its road safety demonstration at Vidya Vardaka Sangha School, in Rajaiil Nagar

The TSEP programme at schools was surely a big hit! This is what some of the kids had to say.

**Dharini M., 11, Shantiniketan Trust, Bengaluru**  
It was fun to learn more, with gifts given.

**Bande Nawaz. M. K., 11, Shantiniketan Trust, Bengaluru**  
I learnt that even while riding a cycle, I should wear a helmet. Thank you, TSEP.

**Nitin R. M., 14, TNT Parikrama Learning Centre, Bengaluru**  
TSEP helped me learn road signs.

Toyota Road safety education

today, I will tell him...  
used to jump traf...  
im politely to obey...  
im to be patient at...  
and using foul lan...  
standard 7.  
thing traffic rules...  
on four compo...

**Swetha S, Standard 7 student**

Our bus driver always jumps traffic signals, so I will tell him politely to obey traffic rules, and also tell him to be patient at signals.

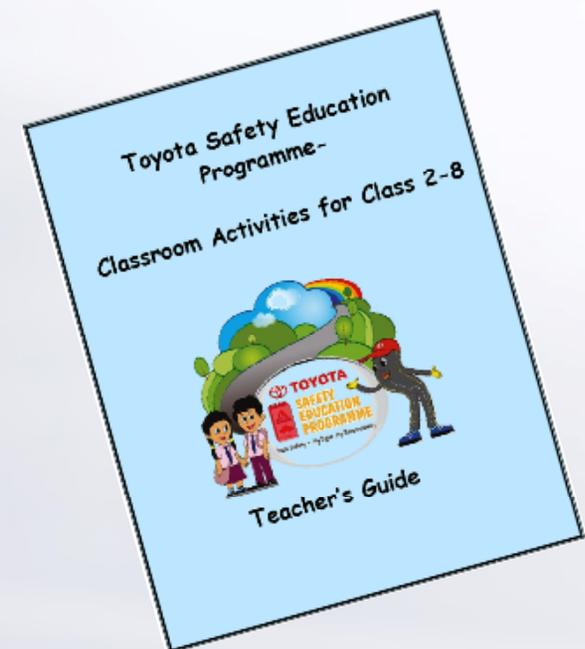
imated movie, the second sessions, the third com-the fourth is painting. To Toyota distributed prizes. rogramme on a pilot ba-tave covered 20,000 chil-s. We got a good response have decided to extend it aid Pankaj Gupta, GM, ota.

## TSEP Future

- o Aim is to make Road Safety awareness as part of school curriculum
- o Train teachers on Road Safety - 280 teachers trained in 2008 - '09
- o Introduced a sustainability module form this year (2009 - 10)
- o Support schools to conduct road safety activities on their own
- o Continue reaching out to new schools.

### TSEP activity manual -

- o 40 different activities for classes 2-4 and 5-8
- o Given to old schools
- o Teacher orientation
- o Monitor and support schools



***TSEP Video***  
***(4 minutes)***  
***TSEP film 08-09***

# **Road Safety – My Right and My Responsibility**



**THANK YOU !**