

Annexure I to GIL CSR Policy

List of CSR Activities for FY 2016-17

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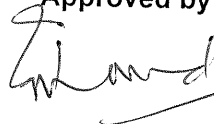
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Approved by the Board



A1. References to Annexure I in GIL CSR Policy


The following sections in the GIL CSR Policy make a reference to Annexure – I

- (i) Section 4 on Validity
- (ii) Section 5 on Areas of Focus
- (iii) Section 6 on Budget
- (iv) Section 8 on Implementation
- (v) Section 9 on Monitoring and Evaluation Framework

A2. CSR Expenditure

For 2016-17, GIL's CSR budget calculated as per Section 135 and 198 of Companies Act 2013, stands at INR 3,23,03,000. Of this, INR 2,40,57,500 is being allocated towards the project on "Driver Training Programme for Fleet Operators" undertaken in partnership with Institute of Road Traffic Education (IRTE). Another amount of INR 67,20,000 will be allocated to Sulabh Group NGO towards its project on sanitation and construction of public utility toilets on the Delhi Mathura Highway, this also includes the carry forward from last year(2015/16) of INR 86,081. Administrative expenses capped at 5 per cent of the total CSR budget for 2016/17 will be utilized towards overhead expenses of strengthening regulatory compliance and monitoring of the programme. The details of the same are given below:

A3. Summary of CSR Activities for FY 2016-17

Thematic Areas (Schedule VII)	Location	Activities/ Programs		Duration of the activity		Proposed Budget (INR Lakh)	
		Full programme	Activities in 2016	Start date	End date	Amount allocated	Amount utilized by the implementation partner
"Eradicating hunger, poverty, malnutrition, promoting preventive healthcare and sanitation and making available safe drinking water"	Delhi Mathura Highway 	Constructing and maintaining 3 public toilet facilities (10,10,3-4 seater capacity) on Delhi – Mathura Road <i>enclosure</i> <i>ASADPVR DELHI</i>	1. Consultation with the government and identification of exact project location 2. Construction of toilets.	October 1, 2016	March 31, 2017	67.2	
"promoting education,	Delhi NCR and	Provide training to	1. Establish tie-ups with fleet	November 1,	31 March	240.57	

including special education and employment enhancing vocational skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects"	Mumbai	4,660 drivers or private cabs, autos and passenger vehicles in Delhi NCR and Mumbai in financial year 2016-17	operators 2. Design and print of training modules 4. Conducting workshops 5. Setting up infrastructure for beneficiary engagement. 5. Submission of progress reports	2016	2017		
Administrative Expenses (@5%of CSR budget)						16.15	
Total CSR Budget						323.88	

A4. Details of the CSR Activities

Construction of public utilities: Sulabh Group NGO ("Sulabh")		
Thematic area	"Eradicating hunger, poverty and malnutrition, promoting preventive health care and sanitation and making available safe drinking water"	
Detailed description	<p>Sulabh Group NGO has constructed 1.3 million household toilets and are maintaining more than 8000 public toilets on 'pay & use' basis.</p> <p>The Indian Government has prioritized Swacch Bharat Abhiyan, Central governments ambitious project for elimination of open defecation in the country as one of its objectives.</p> <p>Sulabh Group NGO will construct and maintain public utilities around the Delhi Mathura Highway area. 3 toilet complexes will be constructed with the allocated budget with 10, 10 and 3-4 seater capacity. The project is subject to the availability of land on Mathura Delhi Highway in case land is not allocated in the above mentioned municipalities, the NGO has approved land available at other locations, and a mutually agreed location will be selected.</p> <p>Furthermore, Maintenance activity for the next 3 years at a cost of INR 450,000 (approx.) per year (this is extra from the budgeted amount for this year)</p>	
Location	Delhi Mathura Highway	
Duration	Five Months	
Total budget	Type of expenditure	Amount






	Direct project cost	60,00,000
	Indirect project cost (Consultant fee)	7,20,000
	Total expenditure	INR 67,20,000
	Installment	Amount
Milestone payment	Payment of first installment (November 2016)	INR 23,52,000
	Payment of second installment after satisfactory submission of first progress report (January 2017)	INR 33,60,000
	Payment of third installment after submission of second progress report (February 2017)	INR 10,08,000
Expected outcomes	a. A total of 3 public toilet block (10, 10, 3-4 seater capacity) will be constructed. b. The project is expected to provide toilet services on 'pay and use' basis.	
Implementation schedule	Activity	Start & end time/ Schedule
	Phase 1: <ul style="list-style-type: none"> Project land identification and approval from government Project team formation and launch of project Need assessment survey (PRA) & Data collection Collection of quotations to procure the raw material for toilet construction Advance payment to suppliers/ vendors of raw materials for toilet construction 	October 1, 2016- December 15, 2016
	Phase 2: <ul style="list-style-type: none"> Procurement of raw material for toilet construction and start of toilet construction. Initiation of toilet construction activity Submission of Progress Report 1 	October 1, 2016- December 15, 2016
	Phase 3: <ul style="list-style-type: none"> Toilet Construction Goodyear Logo at project site Event promotion and outcome visibility through Sulabh and Goodyear media channels Submission of Progress Report 2 	15 December, 2016- 28 February 2017
	Phase 4: Submission of final Project Report	April 30, 2017
Monitoring methodology	Monitoring by Sulabh will takes place on monthly basis on the outcomes	







	identified for the activities listed above. The data is compiled and shared in the annual progress report along with photographic evidence of programme activities at the end of the financial year. Goodyear will make payments in a phased manner to mitigate risk of non-utilization of funds by Sulabh based on achievement of project milestones.		
Key performance indicators for monitoring progress	Indicator	Frequency of monitoring	Reporting responsibility
	Number of beneficiaries reached out through the public utilities created	2 months	Sulabh
	Number of toilet complexes constructed	2 months	Sulabh
Key performance indicators for assessing impact	Indicator	Timeline	Reporting responsibility
	Usage of the public toilets	31 March 2017	Sulabh
Reporting schedule	Sulabh will submit following : 1. Three progress reports on Monitoring KPIs (15 December, 30 January and 30 March) 2. Two Fund utilization Certificates on completion of milestone activities (15 December 2016 and 28 February 2017) 3. Final project report capturing results from assessments at the end of reporting year (April 30, 2017) 4. A final Fund Utilization Certificate audited by a chartered accountant		


Institute Of Road Traffic Education (IRTE) - Goodyear : Safer Roads, Safer You Initiative	
Thematic area	"promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly, and the differently abled and livelihood enhancement projects"
Detailed description	<p>The project "Goodyear-IRTE Driver Training Programme for Fleet Operators" aims to provide training to 4660 drivers of taxi cabs in Delhi NCR and Bombay in financial year 2016-17. The total cost of the project is INR 2, 40, 57,500 with per beneficiary cost being 5162 INR per annum.</p> <p>The provisional data provided by the Ministry of Road Transport & Highways, Government of India has revealed the disturbing trend of yet another increase of road deaths from 1,39,671 in 2014 to 1,46,133 persons killed in 2015. In India, the highest number of fatalities, constituting 26.4% was those of two wheeler riders. Passengers of light motor vehicles constituted 24.7% of the total fatalities, making this category the second highest in fatal road crashes in the country.</p> <p>Much of this has been attributed to inadequate investment in training and assessment of drivers of these vehicles due to following factors:</p> <ul style="list-style-type: none"> • Poor working conditions and low pay scales relative to alternate careers which does not attract well-qualified drivers • Majority of players in the road transport industry are small entrepreneurs with limited investment capability who are more focussed on getting immediate results on their top and bottom line <p>Moreover, while on one hand metro and tier-2 cities in India are</p>



	<p>experiencing growth of large organized taxi service providers, passengers, especially women, are increasingly feeling insecure to travel in these cabs after a number of rape/molestation/harassment incidents have been reported in last few years.</p> <p>In the previous year Training was provided to 2555 drivers through 127 workshops during the project timeframe in Delhi, Gurgaon, Faridabad, Noida and Mumbai. Safer Roads, Safer You Initiative was covered in majority of the newspapers and journals. Project created good vibes in the ministry and government.</p> <p>From the previous year project implementation the key learnings were,</p> <ul style="list-style-type: none"> Initially getting drivers was a challenge and only few organized taxi operators could be reached, however the interest gradually increased once the value of the training in market was established. In the previous year (2015/16) of the program, decision making was a challenge. From the learnings, and sample survey for evaluation it was found that the awareness of the brand name Goodyear was as low. <p>Keeping the above learnings the following steps have been taken</p> <ul style="list-style-type: none"> Looking at the demand of trainings the number of workshops were increased to 233, with 4660 drivers involving small taxi operators. To improve branding and creating a long term impact on beneficiaries a reminder mechanism is proposed that will engage beneficiaries over the period of time via SMS based driving tips. From the various market drivers , a module will be shaped and workshop is proposed for "women safety" To ensure better brand positioning several innovative initiatives are proposed such as, video of success stories and expert opinion on tyres. The workshop area is proposed to be designed with Goodyear's color and theme to creative psychological impact of brand awareness with drivers. Furthermore, drivers will be requested to paste the certificate in cabs <p>The aim of the project will be to:</p> <ol style="list-style-type: none"> Support the government towards the development of a safe, efficient and reliable public transport service, in order to build trust and faith in the common citizen using taxi services in the urban areas of India. to promote a safe and reliable driving culture amongst taxi drivers and thereby to improve road safety <p>The project is expected to start in November however various activities to assess the behavioral change in drivers will be carried on before that, the activities will (if not comprehensively) include testimonials from fleet operators on the change in driver behavior pre and post training, survey with driving supervisors of the fleet owners and inviting a set of willing drivers to assess retention of training content.</p>	
Location	Delhi NCR and Mumbai	
Duration	Five Months	
Total budget	Type of expenditure	Amount
	Direct Project cost	INR 2,33,37,500/-







	Indirect Project Cost (Consultant Fee)	INR 7,20,000/-	
	Total expenditure	INR 2,40,57,500	
Milestone payment	Installment	Amount	
	Payment of first installment (November , 2016)	INR 1,26,48,000	
	Payment of second installment after satisfactory submission of second progress report (January,2017)	INR 57,04,750	
	Payment of third installment (February 2017)	INR 57,04,750	
Expected outcomes	4660 drivers trained through 233 workshops		
Implementation schedule	Activity	Start & end time/ Schedule	
	Phase 1: Establish tie-ups with fleet operators- at least one in each city to cover 4660 drivers	November 1, 2016- December 15, 2016	
	Phase 2: Revising training content for all 6 modules with the feedback received and design and print of training collaterals	November 1, 2016- December 15, 2016	
	Phase 3: Signing contract with third party agency and sending messages through third party agency to engage beneficiaries.	November 1, 2016- January 1, 2017	
	Phase 4: Completion of 233 workshops and beneficiary engagement	November 1, 2016- March 20, 2017	
	Phase 5: Submission of Final Report on programme impact	April 30 , 2017	
Monitoring methodology	For monitoring project progress, IRTE has its own management information system (MIS) to track centre-wise data on the enrolment and training of drivers. Monitoring by IRTE will take place on monthly basis on the outcomes identified for the activities listed above. The data is compiled and shared in the annual progress report along with photographic evidence of programme activities at the end of the financial year. Goodyear will make payments in a phased manner to mitigate risk of non-utilization of funds by IRTE based on achievement of project milestones		
Key performance indicators for monitoring progress	Indicator	Frequency of monitoring	Reporting responsibility
	Number of workshops conducted	2 months	IRTE
	Number of drivers trained	2 months	IRTE
	Number of drivers successfully passing the assessment	2 months	IRTE
	Number of drivers engaged through beneficiary engagement module	2 months	IRTE
Key performance indicators for assessing impact	Indicator	Timeline	Reporting responsibility
	Improvement in driver rating pre and post assessment- split by	March 31, 2017	IRTE

	parameters (traffic rule adherence, hygiene, etiquette etc.)		
	Driver engagement through campaigns and targeting them through tips sent via SMSs	March 31,2017	IRTE
	Interaction with fleet owners/ supervisors to understand the effect of training on the drivers and change in their behavioral patterns.	March 31,2017	IRTE
Reporting schedule	IRTE will submit following : 1. Three progress reports on Monitoring KPIs (will be decided with IRTE) (15 December, 30 January and 30 March) 2. Phase-wise Fund utilization Certificates on completion of milestone activities 3. Impact report capturing results from assessments at the end of reporting year April 30, 2017. 4. A Final Fund Utilization Certificate audited by a chartered accountant		

A5. Differences

If there is any inconsistency between GIL CSR Policy, Annexure – I and/or Indian regulation on CSR spending, the requirements of the Indian regulation shall prevail.

