



CSR IMPACT ASSESSMENT REPORT

Prepared for

MRF LTD.



For the CSR projects implemented during the period 2022-2023.

Reporting year 2024-25

by

SCA AND ASSOCIATES

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Note to the Reader

1. SCA and Associates has prepared this Impact Assessment report based on information provided by stakeholders, interviews, surveys and secondary sources considered reliable.
2. While every effort has been made to ensure the data's accuracy and comprehensiveness, SCA and Associates does not guarantee the completeness or absolute reliability of the information presented.
3. This report is for informational purposes only. It is not intended as professional advice and should not be relied upon as the sole basis for any decision.
4. SCA and Associates does not assume responsibility or liability for any consequences resulting from the use of the information in this report.
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6. For decisions affecting personal, organizational, or business matters, it is advised that the reader consult a qualified professional.
7. SCA and Associates will not be held liable for any direct or indirect damages arising from the interpretation or use of this report.
8. The scope of this report is limited to the specific project assessed and does not extend to any other areas not covered within the report.
9. This report is prepared in compliance with applicable Companies Act, 2013 and the Corporate Social Responsibility Policy Rules, 2014.

Background of CSR in India

The Corporate Social Responsibility (CSR) mandate in India is governed by Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014. As per Rule 8(3)(a) of the said rules, companies with a net worth of Rs. 500 crore or more, or turnover of Rs. 1,000 crore or more, or a net profit of Rs. 5 crore or more during any financial year are required to spend at least 2% of their average net profits over the preceding three financial years on CSR activities and every company having average CSR obligation of Rs. 10 crore or more in the 3 immediately preceding financial years, shall undertake impact assessment, through an independent agency, of their CSR projects having outlays of 1 crore rupees or more, and which have been completed not less than one year before undertaking the impact study.

In the case of MRF Ltd., it is obligated to undertake an impact assessment of its CSR projects. This impact assessment is required for projects with outlays of Rs. 1 Crore or more that have been completed over a year ago, starting from 31 March 2023.

To ensure transparency, the rules mandate that the impact assessment should be conducted by an independent agency. In this case, MRF Ltd. has appointed SCA and Associates (Firm) for the purpose. SCA and Associates is described as a firm established in 1980, based out of Mumbai, and engaged in professional assignments in the areas of audit/assurance and related professional tasks. The firm has four senior partners and audit staff to carry out these assignments.

The study was done on three CSR projects that was completed over a year ago viz

- 1. Construction of Building (13700 sq. Ft.), and Development of Sports Facility (43500 sq. Ft.). (To promote education, sports)**
- 2. MRF Pace Foundation (Training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports) and**
- 3. MRF Institute of Driver Development (Promoting education, employability and livelihoods).**

Overview of MRF CSR Initiatives

MRF has been committed to social causes long before CSR regulations made corporate social responsibility mandatory. The company's vision is to serve society holistically and intervene wherever necessary.

MRF's CSR activities align with its CSR Policy, formulated by the CSR Committee and approved by the Board. The policy outlines broad objectives, including initiatives in healthcare, education, women's empowerment, rural development, access to safe drinking water, skill development, sports promotion, vocational training, disaster management and environmental protection.

Executive Summary

MRF has successfully implemented multiple CSR programs aligned with its social responsibility goals

I. Construction of Buildings and Development of Sports Facilities (Promoting education, employability and livelihoods & Sports)

- The State Government envisioned a unified educational complex for schools in the Mandal, offering modern amenities. The project, named *Mana Vuru Mana Badi (Our Village, Our School)*, includes MRF's intervention in constructing new classrooms, a dining hall combined with a science lab and a modern sports facility.
- This initiative was implemented in collaboration with GIVE (Great India Village Empowerment) Foundation, which oversaw the development of school infrastructure and sports facilities.
- The impact assessment reveals a significant rise in school enrolments, attributed to improved facilities, while dropout rates have notably declined. Parents feel reassured sending their children to school, given the availability of a modern dining facility.
- The establishment of a world-class sports ground football turf meeting FIFA standard with flood light facility, has increased student participation in sports at school, Mandal and district levels.
- Overall, MRF's interventions have significantly enhanced educational and sports opportunities for economically disadvantaged children, positively impacting their health, academic performance and emotional well-being.

II. MRF Pace Foundation (Training to promote rural sports, nationally recognised sports, Paralympic sports and Olympic sports)

- The MRF Pace Foundation aims to develop quality fast bowlers for Indian cricket, having trained over 700 players to date.
- Improvements identified last year for fresh trainees have been successfully implemented in 2024.

- The MRF Pace Foundation stands as a landmark CSR initiative, addressing India's longstanding gap in developing professional fast bowlers while ensuring a sustainable training approach.

III. MRF Institute of Driver Development (MIDD) (Promoting education, employability and livelihoods)

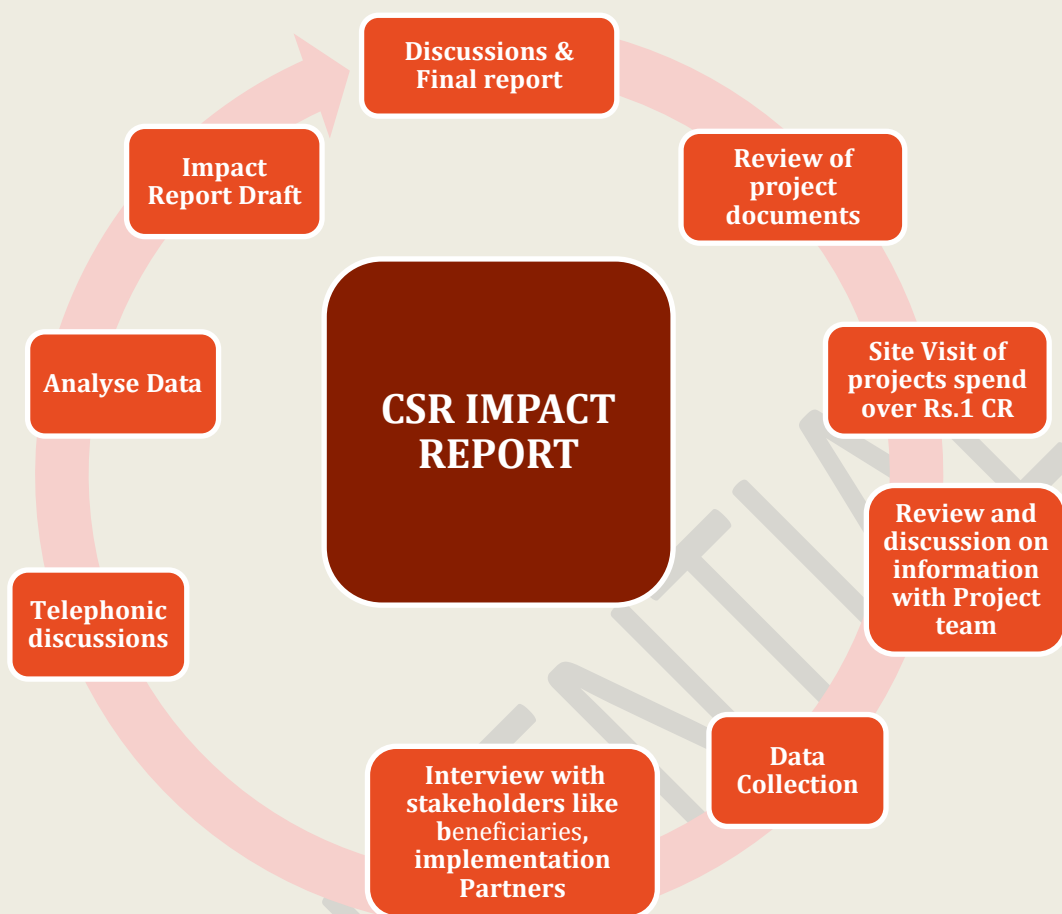
- India faces significant road safety challenges, with trucks contributing to a high number of accidents and fatalities. The MIDD is particularly relevant in Tamil Nadu, where road accident rates are high, making it a critical institution for promoting safer driving practices.
- MIDD provides structured training programs for commercial vehicle drivers, instilling better driving etiquette and safety awareness.
- Its objectives align with global road safety targets, including the renewed *Decade of Action for Road Safety (2021-2030)* and SDG 3.6, which aims to reduce road-related deaths and injuries.
- The institute's success predates CSR mandates, and its sustainability is reinforced by the dedication of its instructors, all of whom are ex-servicemen.
- The initiative strengthens employability prospects for drivers while emphasizing the need for collaboration between transport authorities, policymakers, and law enforcement agencies to ensure long-term road safety improvements.

Research Methodology

To evaluate the impact of MRF's CSR initiatives, the study employed a combination of research methods engaging all stakeholders. Personal site visits were conducted, and beneficiaries, along with the implementing agency, were interviewed.

The report is structured into three chapters, each focusing on a distinct project—*Construction of Buildings and Sports Facilities, MRF Pace Foundation, and MRF Institute of Driver Development (MIDD)*. Each chapter provides an overview of the respective sector, key findings from primary research, and insights into the initiative's impact. This structured approach ensures a standardized and comprehensive assessment of MRF's CSR contributions.

Process of Preparing Impact Report



I. Construction of Buildings and Development of Sports Facilities

The educational complex at ZPHS School was developed as a model for the entire district. Smaller schools in the Mandal were consolidated into a single campus, with shared facilities such as sports grounds, science and computer labs, serving students from KG to PG.

Under its CSR initiative, MRF sponsored the construction of a **dining hall-cum-laboratory, classrooms for School (13700 sq. ft.), and sports facilities (43500 sq. ft.)**. The project was implemented in partnership with the **GIVE Foundation**.

To assess the qualitative aspect including motivation, enthusiasm, and engagement—discussions were held with **principals, sports heads, teachers, students, and MRF CSR executives**.

Interviews with students provided further insights, while participant observation was conducted to analyse the environment. Additionally, relevant documents from the implementing agency were collected for review.

II. MRF Pace Foundation

An in-depth evaluation of the **MRF Pace Foundation** was conducted. The **Head Coach** provided qualitative insights, and secondary data from video analysts helped assess the impact on trainees. A visit to the facility included an assessment of its recently refurbished infrastructure.

During the visit, the **selection procedure** was also observed. **Programme Director Mr. Glenn McGrath, Mr. Senthilnathan, and his team** conducted the selections, which followed a structured and professional approach.

Selection Criteria:

- A. **Age**
- B. **Fitness**
- C. **Speed Test**
- D. **Technical Test**

The selection process spanned **three days**, focusing not on elimination but on addressing trainees' challenges and providing solutions. After initial assessments, corrective measures were suggested, and trainees were re-evaluated on the third day. A comparative video analysis showcased the improvements achieved based on the recommendations made by the **Programme Director, Chief Coach, and their team**.

Since **1992**, the foundation has also operated a **trainee exchange program** with **Cricket Australia**, further enriching its training capabilities.



III. MRF Institute of Driver Development (MIDD)

A **mixed-method research approach** was employed to assess MIDD's impact. The study carefully considered **stakeholder inputs**, integrating qualitative findings from key informant interviews and participant observations with **quantitative employment and training data**.

A site visit included discussions with the **head of the institute** to further evaluate the initiative's effectiveness.

I. Construction of Building and Development of SPORT Facility at ZPHS (Zilla Parishad High School), Gambhiraopet Mandal, Rajanna, Siricilla Dist Telangana.

Overview of Indian Public Education Infrastructure

India has approximately **10.32 lakh government schools**, many of which face critical infrastructure challenges. Deficiencies include:

- Shortage of classrooms and furniture
- Lack of electricity and inadequate toilets
- Poor dining facilities and insufficient water supply
- Absence of science/computer labs and internet access
- Lack of sufficient playgrounds

These shortcomings contribute to **low attendance rates, increased dropouts, and poor learning outcomes**. To address these issues, the government has allocated funds for **infrastructure development**, and many corporates, under CSR, have stepped in to support such initiatives.

Primary research findings

The **State Government envisioned a single educational complex** with **modern amenities**, consolidating multiple schools from KG to PG. The initiative, titled “**Mana Vuru Mana Badi**” (*Our Village, Our School*), accommodates students across **three mediums of education—Telugu, English, and Urdu**.

MRF's CSR Intervention at ZPHS School, Gambhiraopet Mandal

Under the **MRF-sponsored initiative**, the following infrastructure was developed:

- **Classrooms, laboratory facilities**, and a **dining hall** capable of accommodating 800 students at a time
- **State-of-the-art sports facility**, approximately **43500 sq. ft.**, providing spaces for football, cricket, volleyball, kabaddi, athletics, badminton, and other sports

The **sports facility serves not only the school but also inter-school and district-level championships**. The goal is to establish this complex as a **model**, with potential replication across other districts.

Prior to MRF's intervention, the campus housed only a **boys' high school (classes VI-X)**. The following institutions were relocated to this new complex:

- **Anganwadi Centres**
- **Degree College, PG, and Intermediate Colleges**

Additionally, new facilities—such as a **library, new school buildings, and an Anganwadi centre** were constructed, making it a **comprehensive model for education**.

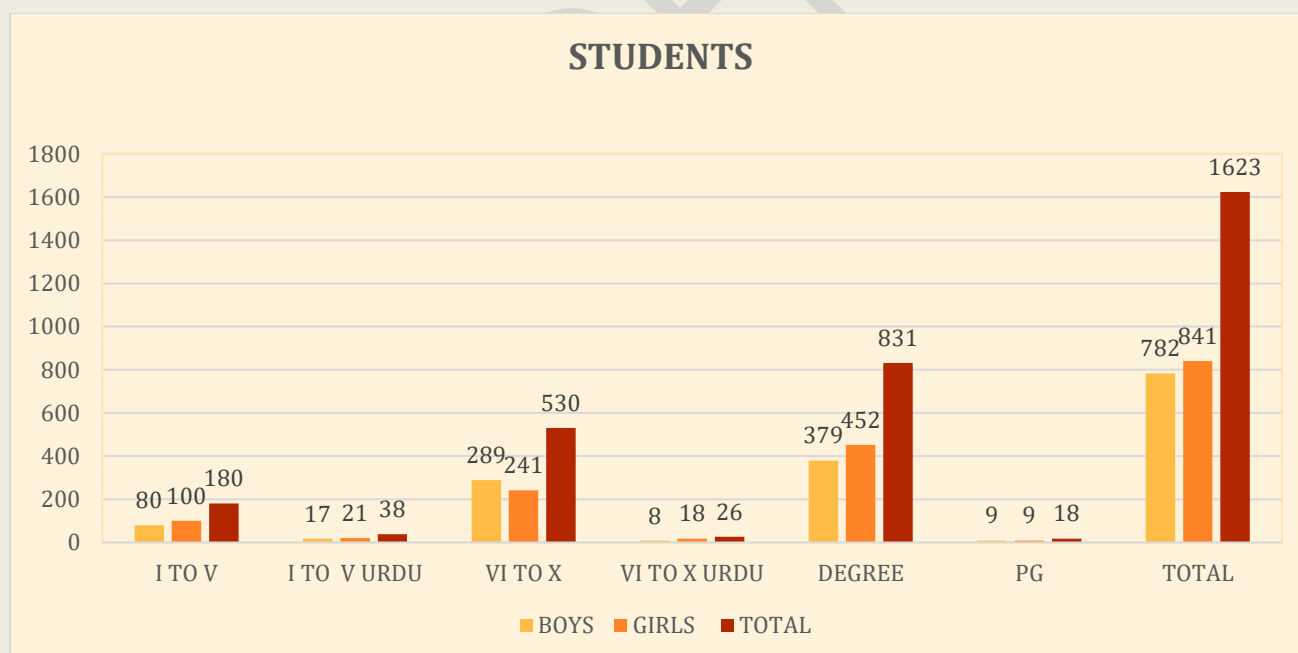
The following schools were shifted to this one single complex.

SCHOOLS
ZPHS (ZILLA PARISHAD HIGH SCHOOL) BOYS GAMBHIRAOPET VI TO X
ZPHS GIRLS GAMBHIRAOPET VI TO X
ZPHS URDU MEDIUM GAMBHIRAOPET VI TO X
MPPS (MANDAL PARISHAD PRIMARY SCHOOL) GANDHI GAMBHIRAOPET PRIMARY I TO V
MPPS URDU MEDIUM GAMBHIRAOPET I TO V
INTERMEDIATE - DEGREE COLLEGE
POST GRADUATION COLLEGE

In addition, Anganwadi Centres, Degree college, PG and intermediate colleges were also shifted from different places and clubbed together in one main campus of model school.

This project was implemented through an Implementation partner was GIVE (Great India Village Empowerment) Foundation. This foundation is registered having CSR registration number CSR00000535.

In addition to MRF sponsored initiative, new Anganwadi, Library, New school building etc. were also constructed. Making it a unique and complete model education Facility. Currently, there are 1623 students in total. Boys 782 Girls 841 from KG to PG in the new complex.



Existing Condition of the College

were in dilapidated condition, unsafe for children

Pictures attached.

The existing education structures



After intervention in one complex



Sports facilities





School Building



Canteen



The following facilities are provided.

Facilities
Cricket
Football
Kabaddi/ Kho Kho
Athletics
Badminton detachable Net
Volley ball detachable Net

With the new following sports facilities, students could participate in the following events.

Competition and athletics meet for Mandal and district level was held in the Complex.

Events	Won by the institution in the Complex
Kabaddi SGF	District 2nd
Volley ball SGF	District 2nd
Facility used for Mandal level 13 mandals	School Games Federation SGF
Sports event held - All sports	CM Cup
	Youth games

A Sports Director has been appointed from June 2024. This has helped the students in participation in various Mandal, District and State level competition. The impact of the same will be realised after a year.

Intervention

Given the existing infrastructure challenges, MRF **agreed to intervene** under its **CSR mandate**, collaborating with the **GIVE Foundation** (CSR registration number **CSR00000535**).

Under this project, MRF sponsored the construction of:

- **A new block for classrooms**
- **Dining hall and science/computer laboratories**
- **World-class athletics arena, including facilities for football, cricket, badminton, volleyball, kabaddi, and kho-kho**

Evaluation

Relevance

The relevance of this intervention is evident when compared to **existing deficiencies**, including the lack of **adequate classrooms for students, hygienic dining facilities, and science/computer labs**. The new construction aims to resolve these critical shortcomings and provide a **safe and conducive learning environment**.

Coherence

The initiative aligns with **SDG 4**, which seeks to “**Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.**” The construction of **dining/laboratory spaces, classrooms, and sports facilities** meets both **SDG objectives** and **India’s current educational infrastructure needs**.

Efficiency

MRF implemented the project through **GIVE Foundation**, which deployed **local teams** to oversee construction and ensure efficient execution.

Effectiveness

The project **successfully achieved its objectives** without any negative externalities. The **principal confirmed that enrolment is increasing**, as parents are eager to admit their children due to **comprehensive facilities**. The intervention has led to an **upgrade in infrastructure comparable to urban schools**.

Impact

- The **consolidation of multiple schools into a single complex** has **encouraged parents to enrol their children** in school.
- The **world-class sports facility** has enhanced student engagement, reducing excessive screen time and increasing participation in sports.
- The **campus now hosts sports events at Mandal and District levels**, providing a **venue for competitions at the state level**.

Key observations

1. **Relocation of Schools:** Schools from KG to PG in the area were relocated to a new complex that includes a dining hall, laboratories, and sports facilities.
2. **Increased Enrolment:** There has been a notable increase in student enrolment, reflecting a heightened willingness from the community.
3. **Sports Participation:** Participation in sports events has risen, and the facility now serves as an excellent venue for hosting numerous events.
4. **Dining Facilities:** The common dining room can accommodate around 800 children at once. This setup not only provides an efficient mid-day meal system but also frees up additional time for academic activities.
5. **Improved Hygiene:** The facility now boasts a significantly improved hygienic environment.

Amount spent on the project Rs. 400 lakhs through an Implementing Agency GIVE.

II. MRF Pace Foundation

Overview of the Sports and Pace Bowling in India

The MRF Pace Foundation seeks to address the historical lack of quality fast bowlers in Indian cricket. The foundation boasts world-class facilities, including training grounds, a gymnasium, a swimming pool, and a video analysis room.

The government has recognized the need to increase spending on sports infrastructure nationwide to achieve success in international events. This is evident from the spending patterns and various initiatives, such as "Khelo India." However, the same enthusiasm has been missing from Indian corporations. Mayank Pande, a member of the sports committee of the Federation of Indian Chambers of Commerce and Industry (FICCI), observed, *"Corporate spending on promoting sports in India has been largely negligible when compared to government funding."*

This observation is reflected in data showing corporate spending trends for sports over the years. Despite this, growth in sports funding increased in 2022-23.

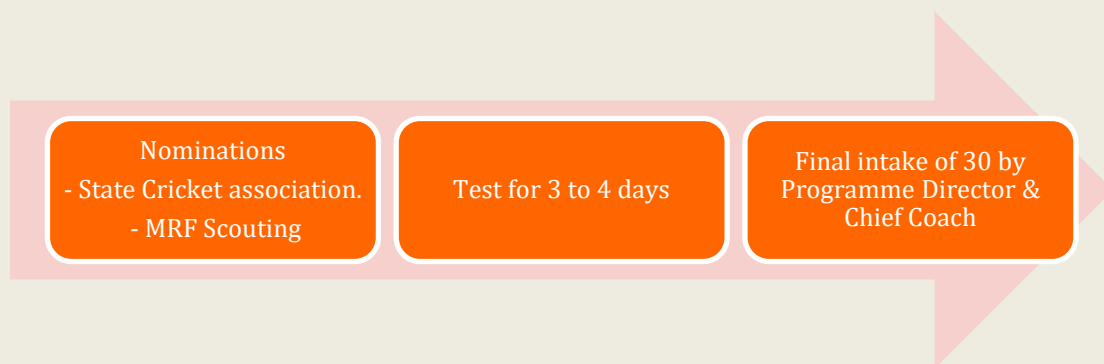
India currently has the richest cricket board in the world, but the situation was very different not long ago. Historically, Indian cricket was known for its spinners and great batsmen, with a noticeable absence of genuine fast bowlers. In response to this gap, the MRF Pace Foundation was established, initially headed by Dennis Lillee and now led by Glenn McGrath. Since its inception, Indian fast bowling has evolved significantly.

This program is completely free of cost—there is no other pace bowling academy offering such high-quality training without fees.



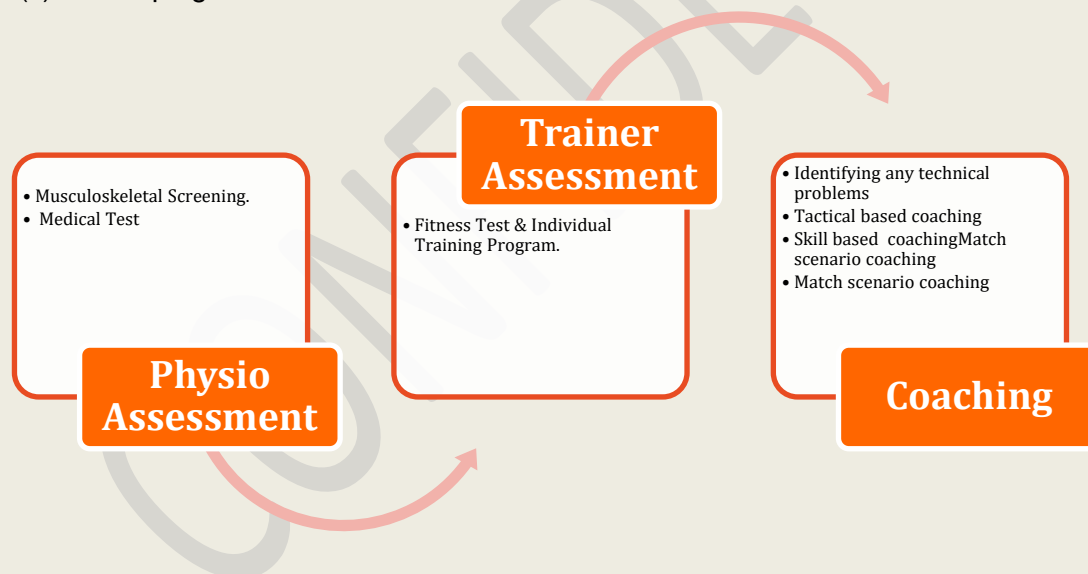
Process of intake

1. BCCI affiliates have 38 Association.
2. Take30 trainees for every year.
3. Category for selection Under the age 16,19,23 and State team from various associations.
- 4.MRF Pace Foundation request the state association nominate 2 bowlers and they can add any exceptional talented bowlers.
5. MRF Pace Foundation also suggest some bowlers who we shortlisted through talent scouting.



Training methodology

1. Medical Test
2. Physio Assessment.
 - (i) Musculoskeletal Screening.
3. Trainer Assessment.
 - (i) Fitness Test & Individual Training Program.
4. Coaching:
 - (i) Identifying any technical problems
 - (ii) Tactical based coaching
 - (iii) Skill based coaching and
 - (iv) Match scenario coaching.
 - (v) Developing mental skills.



Reporting

A structured system is in place for monthly reports covering:

- Coaching
- Physio
- Training yoga

Primary research observations

The MRF Pace Foundation has been operating for over 35 years. When it first started, private-sector sports training was not considered viable in India.

Dennis Lillee, the legendary Australian fast bowler, headed the institute for 25 years, beginning in 1987. He was succeeded by Glenn McGrath, who had previously trained under an exchange program.

The selection process involves requesting all state cricket associations to submit lists of players they believe should be considered. In addition to these lists, the chief coach and support staff conduct talent scouting at domestic tournaments organized by the BCCI.

A three-day selection camp is then held under the oversight of the Director and Chief Coach. All expenses for players are covered by the foundation. The total number of trainees is capped at 30 at any given time, and selection depends on the number of players who have recently graduated from the program.

Once inducted, trainees undergo:

1. **Medical tests**
2. **Musculoskeletal assessment by a physiotherapist**
3. **Fitness evaluation**

Training begins in mid-February and continues until September.

Facilities

The MRF Pace Foundation provides world-class training facilities.

1. **Training Grounds:**

- The first facility, located at Pachaiyappa's College, was hired in 2002. It hosts full-fledged 11-player matches to assess bowlers under real match conditions. The ground contains four different pitches for practice in various conditions.
- The second facility is at MCC Higher Secondary School.

2. **Additional Amenities:**

- Olympic-sized swimming pool
- State-of-the-art gymnasium
- Video analysis room
- Concrete wicket and four turf wickets
- Support staff, including assistant coaches, a sports physician, fitness trainers, physiotherapists, dietitians, and yoga instructors

Most of these facilities have undergone renovations over the years.

3. **Live Video Feedback:**

- Coaches use LCD screens to provide immediate technical corrections on the ground.

- Trainees can monitor and adjust their techniques before returning for another bowling attempt during practice sessions.

The foundation has developed strong partnerships with the Board of Control for Cricket in India (BCCI) and Cricket Australia Association.



Back foot Landing Position

Initial Stage



Fighting for the Balance

Post recommended changes



Back foot, hip, and shoulder in a stronger position to deliver the ball

Front foot and Back foot Alignment

Initial Stage



Hip opening out, preventing the use of the non-bowling arm

Post recommended changes



Able to use the non-bowling arm

Release Position

Initial Stage



Body falling

Post recommended changes



A stronger position to deliver the ball

Evaluation

Relevance

Cricket unites the nation, with people from all backgrounds watching and celebrating the sport. The MRF Pace Foundation plays a crucial role in nurturing talented fast bowlers to represent India, making its intervention highly relevant for the promotion and development of cricket.

Coherence

The foundation's objectives align with guidelines set by NITI Aayog and other government agencies advising on sports training. These guidelines emphasize identifying athletes early and providing them access to training, health-building resources, coaching, and fitness programs to enhance their competence.

Effectiveness

The foundation has successfully served Indian cricket, efficiently collaborating with stakeholders like BCCI and state cricket associations.

Efficiency

The foundation manages its resources effectively. It oversees trainees from selection to injury management until graduation. All processes are highly coordinated among stakeholders, ensuring smooth operations. Facilities such as the gym and swimming pool have undergone upgrades.

Impact

The MRF Pace Foundation has produced impactful fast bowlers for India at the highest levels. Many of its graduates have had lasting careers in international cricket.

SL No	Name	State
1	Vasu Dev	Chhatisgarh
2	Akash Singh	Rajasthan
3	M Venkatesh	Karnataka
4	Gurnoor Singh Brar	Punjab
5	Simarjeet Singh	Punjab
6	Dhruv Patel	Baroda
7	Raj Angad Bawa	Chandigarh
8	Rakshann	Hyderabad
9	Ashwani Kumar	Punjab
10	Mukesh Choudhary	Maharashtra
11	Sushant Mishra	Jharkhand
12	Raunak Kumar	Jharkhand
13	Vidyadhar Patil	Karnataka
14	Bashit Bashir	J & K
15	Rahul Kumar	Bihar
16	Shaurya Malik	Delhi
17	Vasu Vats	Uttar Pradesh
18	Garv Sangwan	Haryana

Number of players who represented in IPL during 2022-23

- K.M. Asif
- Sushant Mishra
- Basil Thampi
- Avesh Khan
- Prasidh Krishna
- Kamalesh Nagarkoti
- Mukesh Choudhary
- Chetan Sakariya

There are Number of players who continue to play in IPL.

The foundation has been successful in providing impactful fast bowlers to India at the top level.

- Vivek Razdan
- Javagal Srinath
- Subroto Banerjee
- Venkatesh Prasad
- David Johnson
- Debashish Mohanty
- Harvinder Singh
- T Kumaran
- Zaheer Khan
- Iqbal Siddiqui
- Tinu Yohanan
- Irfan Pathan
- RP Singh
- S Sreesanth
- Munaf Patel
- Varun Aaron
- Ishwar Pandey
- Dhawal Kulkarni
- Basil Thampi
- Khaleel Ahmed
- Prasidh Krishna
- Avesh Khan
- Sandeep Warrier
- Chetan Sarkariya

Not just with the debut but most of them went on to make lasting impact for Indian team at the international stage.

Sustainability

The foundation operates in an organized and centralized manner, ensuring smooth leadership transitions over the years. This indicates its strong sustainability in continuing to develop quality fast bowlers for the future.

A formal selection camp for aspiring pace bowlers was held to identify talent from grassroots levels. This initiative benefits those who might not otherwise make it to state, national, or international levels.

Key Observations

1. **National Representation:** Twenty-three trainees have represented the country.
2. **State Representation:** Over 90% of the trainees have represented their state.
3. **Graduation Numbers:** Approximately 700 trainees have graduated from the institute to date.
4. **Institutional Prestige:** It continues to be one of the most sought-after institutes for fast bowling training.
 - *Amount spent on the project Rs. 705 lakhs*



Glenn McGrath at a training session at the MRF Pace Foundation in Chetpet, Chennai. Apart from those in the main teams, eight bowlers from the Foundation have travelled to the IPL in UAE as net bowlers. Photo Credit: R. RAVINDRAN

III. MRF Institute of Driver Development

Overview of Conditions for Driving on Indian roads

Accidents involving heavy vehicles, such as trucks, are a significant safety concern. They account for approximately 25% of major accidents and 30% of fatalities. A study conducted by the Central Road Research Institute (CRRI), New Delhi, on NH-8A revealed that lorries were a primary factor in 58% of all road accidents and a secondary factor in 61% of them.

Similarly, an analysis by the National Highways Authority of India (NHAI) showed that trucks were involved in:

- 52% of fatal accidents in Mumbai,
- 40% in Delhi,
- 65% on all highways.

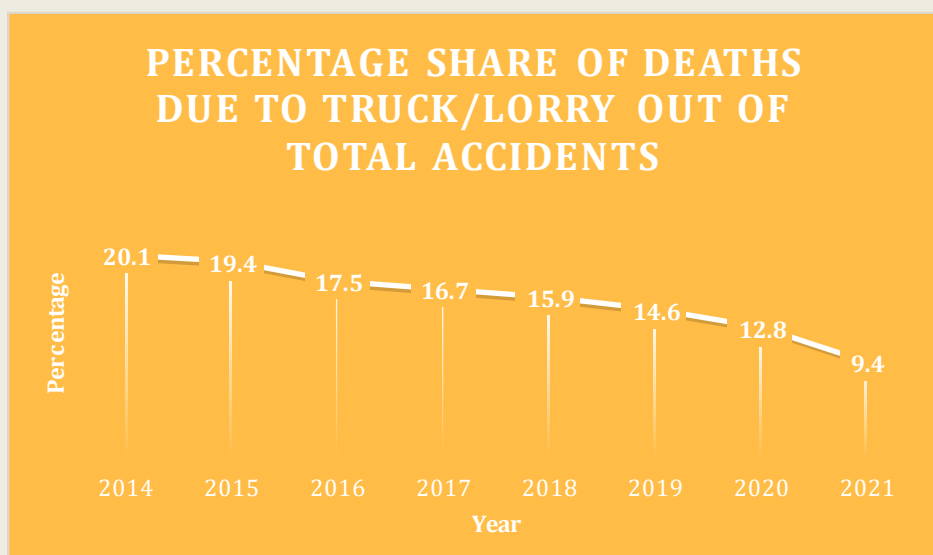
These trucks have been labelled as “Killer Trucks.” The training and regulation of lorry drivers require special attention, particularly in the Indian context.

Source: *Accidental Deaths and Suicides Report, National Crime Records Bureau*

Driving is a skill that demands continuous coordination between the driver's mind and body. It involves managing multiple tasks, such as operating heavy machinery at high speeds, navigating diverse terrains, calculating distances, and reacting to obstacles and other drivers. The challenge is further heightened in countries like India, where lane discipline is often lacking.

Key elements of road safety—such as understanding traffic rules and road signs, enforcing penalties for violations, preventing driving under the influence of alcohol or drugs, avoiding mobile phone use while driving, and ensuring vehicle and driver fitness—should be integral to motor driving school curriculums. Enhancing instructional quality and emphasizing these aspects is essential for promoting safe driving practices.

The number of accidents involving heavy vehicles, e.g. trucks, are a major safety issue. It is because around 25% of the cases in major accidents cases and around 30% fatalities are caused by them. The Central Road Research Institute (CRRI), New Delhi conducted a study



of NH-8A, the results showed that Lorries were involved as a primary factor in 58% of the total number of road accidents and as a secondary factor in 61% of the total road accidents. Another analysis by National Highways Authorities of India (NHAI) on road accidents had revealed an important observation that of the fatal road accidents by the type of vehicles at different locations in India showed that trucks are involved in 52% cases in Mumbai, 40% in Delhi and 65% on all Highways. They are labelled as “Killer Trucks”. Training and regulation of such lorry drivers needs special attention especially in the Indian context.¹

Source: Accidental Deaths and Suicides report, National Crime Records Bureau²

Primary Research Observations

India records the highest number of road accidents globally, with nearly one in every four accident-related deaths occurring in the country. Tamil Nadu, in particular, has a high incidence of road accidents, most of which are due to human error and are entirely avoidable.

Recognizing this challenge, MIDD was established in 1988 on a **37,992-square-foot** campus. The institute provides systematic driver training to instil better road etiquette among drivers of heavy and light commercial vehicles. The only alternative is the **Institute of Road Transport (IRT)**, a government-run training center located in **Gummidipoondi, near Chennai**.

About the program

MIDD conducts:

- **4 courses annually for Heavy Commercial Vehicles (HCV)**
- **8 courses annually for Light Commercial Vehicles (LCV)**

Course duration:

- **LCV training lasts 6 weeks**, with **25–30 hours** of training.
- **HCV training lasts 12 weeks**, with **40–55 hours** of training.

A **nominal fee** is collected from trainees:

- **LCV course:** ₹6,000
- **HCV course:** ₹14,000

The program includes **both theoretical instruction and practical on-road driving sessions**, covering:

- **City driving**
- **Highway driving**

¹ *Driver Training: An Effective Tool for Improving Road Safety in India* Neelima Chakrabarty, Anuradha Shukla¹, H. Singh, Nancy Shokeen

² <https://ncrb.gov.in/accidental-deaths-suicides-in-india-year-wise.html>

- **Hill driving** (at Yelagiri Hill)
- Other essential driving modules

Trainees also receive **basic knowledge of automobile mechanics**, covering vehicle operation, maintenance, and troubleshooting—ensuring they understand the machines they will eventually handle.

Additionally, **HCV trainees receive 50 hours of mandatory spoken Hindi training** to improve communication skills.

Accommodation is available, with **priority given to trainees from outside Chennai**. HCV trainees also receive:

- **A pair of shoes**
- **Two sets of khaki uniforms**, which they are required to wear during all training sessions

These practices aim to instill discipline and professionalism among future drivers.

Key Features & Differentiators

This program is **heavily subsidized**, with only a **nominal fee** collected. MIDD stands out compared to its competitors due to:

- **Free uniform distribution**
- **Extended training hours**
- **Hill driving modules**
- **Vehicles replaced every 8 years**, adhering to **RTO guidelines**

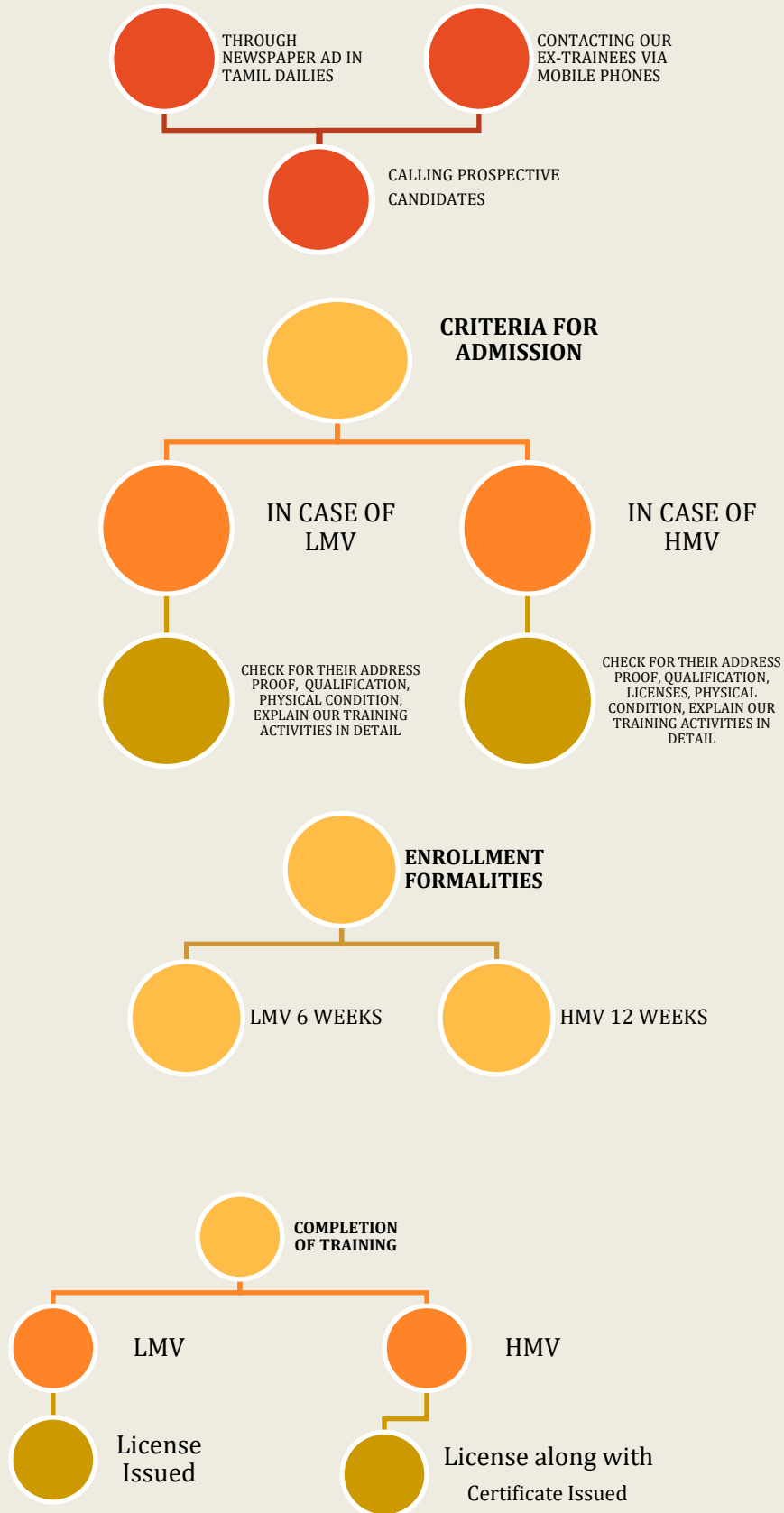
Selection criteria

MIDD recruits trainees through **advertisements in three Tamil-language newspapers** and **word-of-mouth referrals from previous graduates**.

Each year, an **average of 100 trainees enrolls** across various courses.

- **Eligibility:** Must be a **Tamil Nadu domicile** or have **studied in Tamil Nadu**.
- Selection strictly follows **RTO regulations** for driving license issuance.

RECRUITMENT/ TRAINING/ PASSING OUT FLOW CHART



Passing out ceremony:

MIDD organizes a **graduation ceremony** for each completed batch, fostering a sense of community among trainees.



Batch 2022-23

Evaluation

Relevance: Tamil Nadu consistently experiences a **high number of accidents**, creating **an urgent demand** for safe and well-trained drivers. MIDD plays a **crucial role** in fulfilling this need.

Coherence

The institute's objectives align with national and global initiatives aimed at **reducing road accidents**, such as:

- **The Global Decade of Action for Road Safety (2011–2020)**
- **UN Resolution on Improving Global Road Safety (Second Decade: 2021–2030)**
- **SDG 3.6**, which sets the target of reducing road deaths and injuries by 50% by 2030



Effectiveness

MIDD has **successfully trained many drivers**, contributing to **safer roads**. Trained drivers have been employed by **travel agencies such as Parveen** in the past year.

Additionally, the institute's positive externalities extend beyond just the driver community.

Efficiency

MIDD is **efficient in resource utilization**:

- Trainers are **highly experienced ex-servicemen**, known for their **rigorous and effective** teaching methods.
- Vehicles are replaced **every 8 years**, in compliance with **RTO guidelines**.

Sustainability

MIDD has **operated successfully for decades**, predating the **CSR mandate**.

Ex-servicemen instructors uphold **high standards of integrity and professionalism**. Future road safety regulations—such as those discussed in the **Bhartiya Nyaya Sanhita Bill**—underscore the importance of staying updated on **legislative and technological developments** to ensure **continuously improving training**.

Impact

Between **2022 and 2023**, **114 trainees**—both HMV and LMV drivers—completed training at the institute.

Trainee interviews reveal that:

- They **gained confidence** through structured training.
- Their **employability increased**, with **organizations reaching out to MIDD for placements**.
- Some trainees **aspire to start their own transport businesses**, highlighting the institute's **broader impact beyond driver training**.

Key Observations



Total Trainees (2022–23): 114

1. **Increased Confidence:** Trainees exhibited heightened confidence after training.
2. **Employability Boost:** Organizations increasingly seek the institute for qualified heavy vehicle drivers; as a result, 30 trainees were successfully placed.
3. **Skill Development:** The institute equips the trainees with improved driving etiquettes, essential soft skills (including spoken Hindi), and critical hard skills such as engine repair and vehicle maintenance.
4. **Positive Impact on Road Safety:** The institute's efforts contribute significantly to overall road safety.
5. **Feedback Enhancement:** Although there was a need to improve the feedback system to better track the professional engagement of drivers, an enhanced feedback mechanism has since been implemented.

Amount spent Rs 140 lakhs

Final Conclusion

MRF's Corporate Social Responsibility (CSR) initiatives span multiple sectors, each making a significant impact on societal development.

(a) MRF Pace Foundation

Established in 1988, the MRF Pace Foundation has reshaped Indian cricket by prioritizing fast bowling, an area traditionally overshadowed by spin. Under the guidance of legends like Dennis Lillee and Glenn McGrath, the foundation has identified and trained elite fast bowlers through rigorous selection and world-class facilities. Key collaborations with the BCCI and Cricket Australia reinforce its influence.

The foundation boasts top-tier amenities, including four international-level turf wickets, a gym, a mini-Olympic-size swimming pool, video analysis rooms, and an indoor plunge pool for recovery. It operates from two training locations—Pachaiyappa's College, Chennai, which hosts full matches, and MCC Higher Secondary School, Chennai, which provides net cricket practice.

Over 700 bowlers have trained at the Foundation, many going on to represent India at state, national, and international levels. Distinguished alumni include Zaheer Khan, Javagal Srinath, Irfan Khan, R.P. Singh, Munaf Patel and Prasad Krishna. While the Foundation continues to produce IPL players, the growing number of cricket academies in India has impacted its reach, necessitating strategic adjustments to sustain national-level talent production.

The amount spent during the period 2022-2023 was Rs 705 lakhs.

(b) MRF Institute of Driver Development (MIDD)

MIDD addresses India's road safety challenges by providing structured training for commercial vehicle drivers. In 2022-23, it trained 114 individuals, including Heavy and Light Motor Vehicle operators, as well as refresher batches for corporate clients.

The program emphasizes safe driving practices, interpersonal skills, spoken Hindi, and basic engine maintenance, enabling trainees to secure employment with leading transport companies or establish their own businesses. An impact study highlights MIDD's alignment with national and global road safety goals, though stricter enforcement remains essential for greater effectiveness.

The amount spent during the period 2022-2023 was RS.140 Lakhs.).

(c) School Infrastructure & Sports Facility (Telangana)

Supporting the State Government's mission to elevate government school standards, MRF upgraded a Zilla Parishad High School in Telangana. Previously suffering from

inadequate infrastructure, the school now features modern classrooms, ventilated learning spaces, and dedicated science and computer labs.

The ground floor includes a 6,850 sq. ft. dining hall furnished with stainless steel tables, enhancing hygiene and student comfort. The first floor hosts new classrooms and advanced laboratories. A state-of-the-art, FIFA-standard sports facility (43,500 sq. ft.) was also constructed, equipped with LED floodlights and designated areas for multiple sports.

The intervention has significantly improved student enrolment, attendance, and engagement, with better sanitation and sports facilities benefiting both the school and the wider community. Enhanced infrastructure has fostered greater confidence in government schools, promoting inclusivity and holistic student development.

The amount spent during the period 2022-2023 was Rs 400 lakhs.

Through its sustained CSR initiatives, MRF continues to strengthen sports talent, road safety, and education, reinforcing its role in India's societal development.