



CSR IMPACT ASSESSMENT REPORT

Prepared for

MRF LTD.



**CSR Impact Assessment Report for CSR Projects Completed during
FY 2023-24**

(Assessment Conducted during FY 2025-26)

By

M/s SCA and Associates, Chartered Accountants, Mumbai

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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.
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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.

EXECUTIVE SUMMARY

BACKGROUND

Corporate Social Responsibility (CSR) in India is governed by Section 135 of the Companies Act, 2013, read together with the Companies (Corporate Social Responsibility Policy) Rules, 2014. Rule 8(3) of the CSR Rules requires companies having an average CSR obligation of ₹10 crore or more during the three immediately preceding financial years to undertake an independent impact assessment of CSR projects having an outlay of ₹1 crore or more and completed at least one year prior to the assessment.

In accordance with these statutory requirements, MRF Limited commissioned an independent Impact Assessment of its eligible CSR projects completed during FY 2023–24, with the assessment undertaken during FY 2025–26. The assessment has been carried out by **SCA and Associates**, Chartered Accountants, Mumbai an independent professional firm established in 1980 with experience in audit, assurance and advisory services.

The assessment covers the following CSR projects implemented by MRF Limited:

- **MRF Pace Foundation** – Training to promote rural sports, nationally recognised sports, Paralympic sports and Olympic sports through specialised fast bowling development programmes.
- **MRF Institute of Driver Development (MIDD)** – Promotion of education, employability and livelihoods through structured commercial driver training programmes with a focus on professional competency and road safety.

OBJECTIVES OF THE ASSESSMENT

The assessment was undertaken to:

- evaluate the relevance, effectiveness, efficiency, impact and sustainability of the selected CSR projects;
- assess the outcomes experienced by beneficiaries and other stakeholders;
- identify areas for further strengthening programme implementation; and
- provide an independent assessment of the selected CSR interventions in accordance with the applicable CSR Rules.

OVERVIEW OF MRF'S CSR INITIATIVES

MRF Limited has undertaken community development initiatives over several decades. The Company's CSR programmes are guided by its CSR Policy approved by the Board of Directors and are aligned with the activities prescribed under Schedule VII of the Companies Act, 2013. The Company's CSR portfolio encompasses interventions in healthcare, education, women empowerment, rural development, safe drinking water, skill development, training for sports, sanitation, vocational training, disaster management and environmental sustainability. The projects covered under this assessment reflect MRF's continued focus on creating long-term social value through investments in sports development, skill enhancement and road safety.

RESEARCH METHODOLOGY

The assessment adopted a mixed-method approach comprising both primary and secondary research.

Primary research included field visits to project locations, interactions with beneficiaries, trainers, programme administrators and implementing personnel, together with direct observation of project infrastructure and programme implementation.

Secondary research included a review of project documentation, programme records, operational information, training data and other relevant information made available during the course of the assessment.

The assessment evaluated each project against the recognised parameters of **relevance, effectiveness, efficiency, impact and sustainability** through documentary review, stakeholder consultations and field observations.

SUMMARY OF ASSESSMENT

MRF PACE FOUNDATION

The assessment indicates that the MRF Pace Foundation has established a structured framework for identifying and developing fast bowling talent through specialised coaching, technical support and dedicated training infrastructure.

Based on the information reviewed during the assessment, the Foundation has trained over 700 fast bowlers, with a number of trainees progressing to represent state associations, national teams and professional cricket competitions. The assessment also observed that improvements identified during the previous assessment had been incorporated into the coaching and trainee development processes.

The programme demonstrates continuity in implementation, established institutional processes and sustained stakeholder engagement. The initiative is aligned with **Schedule VII** of the Companies Act, 2013 and contributes towards **Sustainable Development Goal (SDG) 3 – Good Health and Well-being, SDG 4 – Quality Education**, and **SDG 10 – Reduced Inequalities** through structured sports development and capacity-building opportunities.

MRF INSTITUTE OF DRIVER DEVELOPMENT (MIDD)

The assessment indicates that the MRF Institute of Driver Development continues to provide structured training programmes for commercial vehicle drivers with emphasis on technical competency, road safety awareness and employability.

Stakeholder interactions and programme records reviewed during the assessment indicate that beneficiaries experienced improvements in driving competency, confidence and employment opportunities following completion of the training programme. The Institute has established operational systems supported by experienced instructors, structured training processes and dedicated infrastructure, contributing to continuity in programme delivery.

The initiative is aligned with Schedule VII of the Companies Act, 2013 and contributes towards SDG 3 – Good Health and Well-being, particularly Target 3.6 relating to road safety, SDG 4 – Quality Education through vocational skills development, and SDG 8 – Decent Work and Economic Growth through enhancement of employability and professional competencies.

OVERALL ASSESSMENT

Within the scope of the assessment and based on the information reviewed, the selected projects were found to be broadly aligned with their stated objectives and the intended CSR outcomes. The assessment indicates that both projects have established implementation frameworks, demonstrated continuity over time and generated positive outcomes for their respective beneficiary groups.

The MRF Pace Foundation contributes towards the development of sporting talent through structured coaching and athlete development, while the MRF Institute of Driver Development contributes towards skill development, employability and road safety through vocational driver training.

The observations and conclusions presented in this report are based on the documentation reviewed, information made available, field visits undertaken and stakeholder interactions conducted during the assessment period. As with all impact assessments, the findings should be interpreted within the scope of the assessment, the methodology adopted and the information available at the time of the review. Continued monitoring of beneficiary outcomes and periodic impact assessments would further strengthen the evaluation of long-term social outcomes associated with these initiatives.

Impact Report

I. 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.

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.



II. 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. MRF Pace Foundation

Overview of the Sports and Pace Bowling in India

Background and Rationale

Historically, Indian cricket has been dominated by spin bowlers, with a noticeable lack of high-quality fast bowlers. Recognizing this gap, the MRF Pace Foundation was established in 1987 to develop fast bowling talent in India. The foundation boasts world-class facilities, including training grounds, a gymnasium, a swimming pool, and a video analysis room.

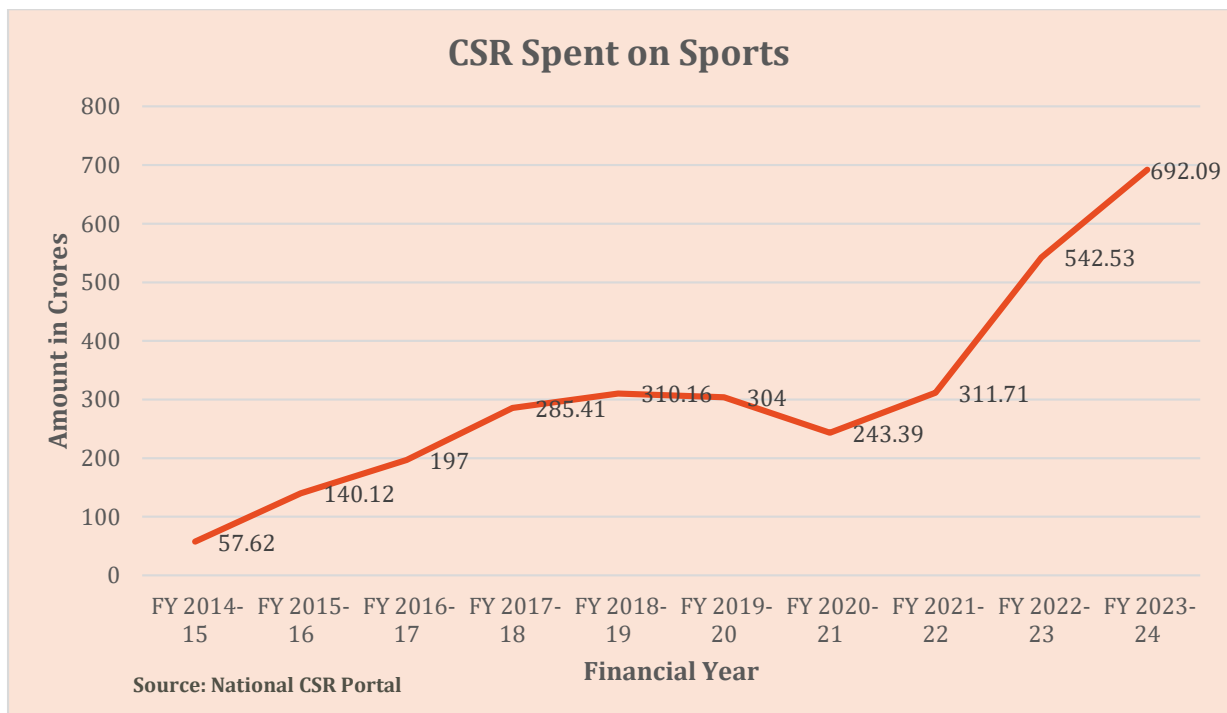
The foundation has been led by renowned international cricketers such as **Dennis Lillee** and **Glenn McGrath**, contributing significantly to its credibility and success.

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.

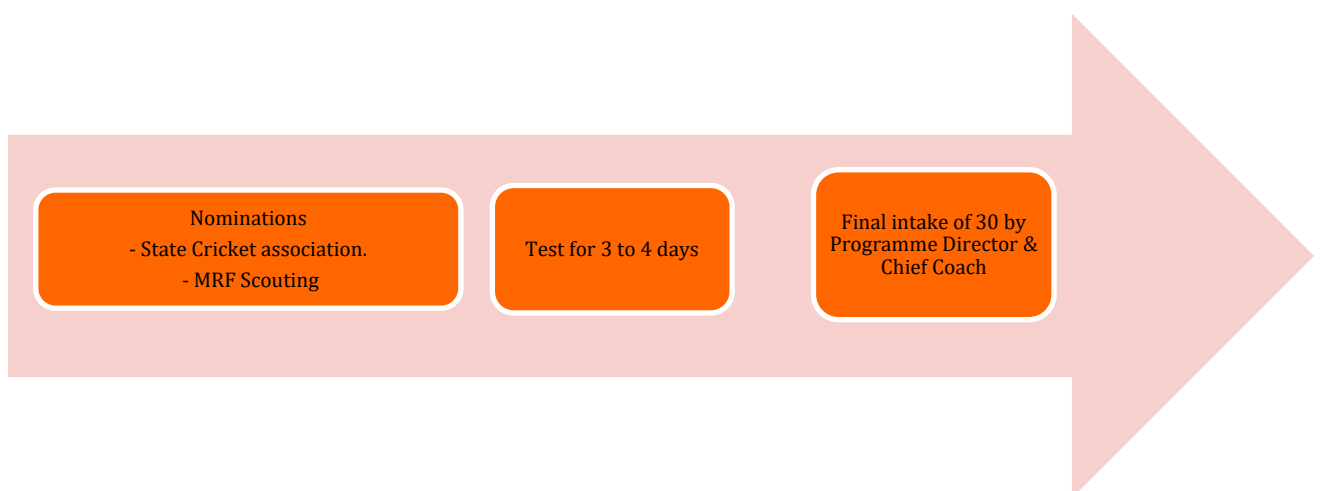
India currently has the richest cricket board in the world, but the situation was very different not long ago. Historically, Indian cricket was known for its spinners and great batsmen, with a noticeable absence of genuine fast bowlers. In response to this gap, the MRF Pace Foundation was established, 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.



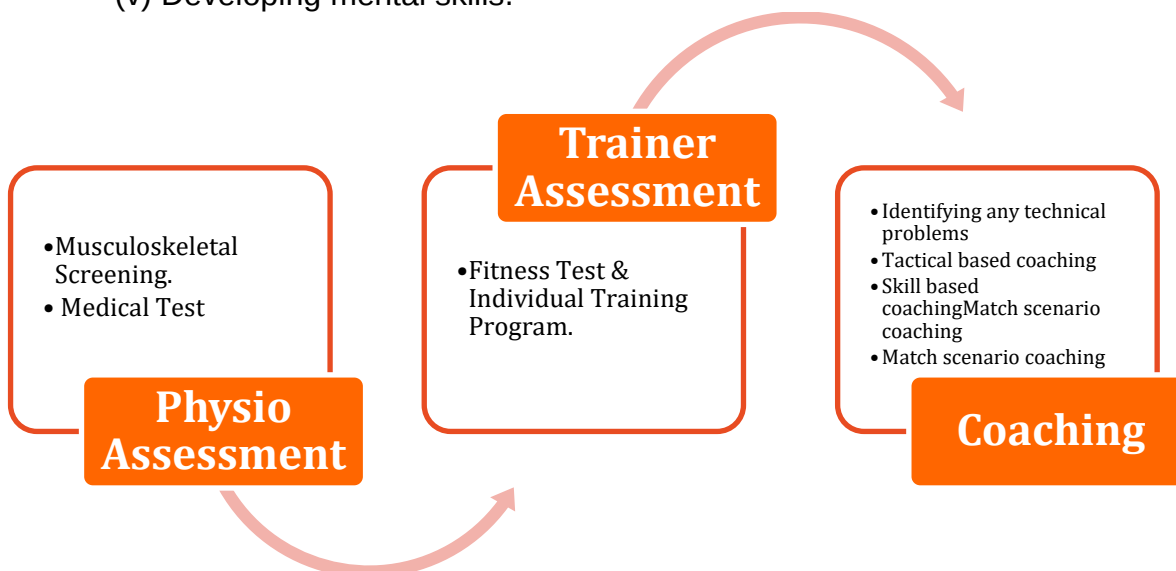
Process of intake

1. BCCI affiliates have 38 Association.
2. Take 30 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 in operation for over **three decades**, having been established at a time when private-sector involvement in sports training was largely uncommon in India. Since its inception, the Foundation has played a pioneering role in developing professional fast-bowling talent in the country.

The institute was led for **25 years from 1988** by the legendary Australian fast bowler **Dennis Lillee**, whose leadership laid a strong technical and institutional foundation. He was subsequently succeeded by **Glenn McGrath**, himself a beneficiary of the Foundation's trainee exchange programme, ensuring continuity of international-standard coaching expertise.

The selection process is conducted through a structured and transparent mechanism. All **state cricket associations** are invited to nominate promising fast bowlers, while the Chief Coach and support staff also undertake **talent scouting at domestic tournaments organised by the BCCI**. Shortlisted candidates participate in a **three-day selection camp** conducted under the supervision of the Director and Chief Coach.

During the selection process, all participant expenses are fully borne by the Foundation. The total number of trainees is **capped at 30 at any given time**, with intake determined by the number of players graduating from the programme, ensuring focused training and optimal use of resources.

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, Chennai, 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, Chennai,





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.

Back foot Landing Position

Initial Stage

Post recommended changes



Fighting for the Balance Position to deliver the ball



Back foot, hip, and shoulder in a stronger

Front foot and Back foot Alignment

Initial Stage



Hips opening out, making it difficult to use the non-bowling arm

Post recommended changes



A stronger position

Release Position

Initial Stage



Body fighting for the balance

Post recommended changes



A strong position and high for delivering the ball

NOTABLE ACHIEVEMENTS

Name	Tournament
Mr. Raj Limbani	Under 19 Men's World cup 2024
Mr. Sakib Hussain	IPL Kolkata Knight Riders
Mr. M Venkatesh	Ranji Trophy
Mr. Raunak Kumar	Ranji Trophy
Mr. Vasudev	Ranji Trophy
Mr. N N Bhute	Vijay Hazare Senior one day
Mr. Jayveer Sinh	Vijay Hazare Senior one day
Mr. Dhruv Patel	Syed Mushtaq Ali T 20
Mr. Basit Bashir	Men's Under 23 One Day Tournament
Mr. Shauray Malik	Men's Under 23 One Day Tournament
Mr. Salaudeen	Men's Under 23 One Day Tournament
Mr. Achyuth	Men's Under 23 One Day Tournament
Mr. Saketh Ram	Men's Under 23 One Day Tournament
Mr. Praful Hinge	Men's Under 23 One Day Tournament
Mr. Varun Kumar Singh	Men's Under 23 One Day Tournament

Mr. Irfan Aftab	Men's Under 23 One Day Tournament
Mr. Saluden	Men's Under 23 One Day Tournament
Mr. Prashanth Sai Pikra	Men's Under 23 One Day Tournament
Mr. Shukmeeth Singh	Men's Under 23 One Day Tournament

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	Representation
1	Mr. Vasu Dev	Chhattisgarh	Ranji Trophy
2	Mr. Dhruv Patel	Baroda	Ranji Trophy
3	Mr. Venkatesh M	Karnataka	Ranji Trophy
4	Mr. Bhute	Vidarbha	Ranji Trophy
5	Mr. Gurnoor Singh Brar	Punjab	Ranji Trophy
6	Mr. Vidhwath Kaverappa	Karnataka	Ranji Trophy
7	Mr. Saketh Ram	Andhra	Senior One Day
8	Mr. Sakib Hussain	Bihar	Senior T20
9	Mr. Pavan Raj	Kerala	Under 23

10	Mr. Basit Bashir	Jammu & Kashmir	Under 23
11	Mr. Shaurya Malik	Delhi	Under 23
12	Mr. Vijay Kumar	Uttar Pradesh	Under 23
13	Mr. Aradhya Shukla	Punjab	Under 23
14	Mr. Ritwik Diwan	Madhya Pradesh	Under 23
15	Mr. Raunak Kumar	Jharkhand	Under 23
16	Mr. Praful Hinge	Vidarbha	Under 23
17	Mr. Garv Sangwan	Haryana	Under 19
18	Mr. Hiten Kanbi	Saurashtra	Under 19
19	Mr. Shivam Ujjwal	Uttar Pradesh	Under 19
20	Mr. C V Achyuth	Tamil Nadu	Under 19
21	Mr. Irfan Aftab	Bengal	Under 19
22	Mr. Sukhmeet Singh	Bengal	Under 19
23	Mr. Varun Kumar Singh	Jharkhand	Under 19
24	Mr. Prashanth Sai Paikra	Chhattisgarh	Under 19
25	Mr. Jayveer Sinh	Gujarat	Under 23
26	Mr. Salaudeen	Rajasthan	Under 19
27	Mr. Prince Badyani	Maharashtra	Under 19
28	Mr. Raj Limbani	Baroda	Under 19
29	Mr. Rejin Johnson	Tamil Nadu	Under 19
30	Mr. Ansh D Patel	Baroda	Under 19

Number of players who represented in IPL 2022-up to 2023-24

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

- Mr. Vivek Razdan
- Mr. Javagal Srinath
- Mr. Subroto Banerjee
- Mr. Venkatesh Prasad
- Mr. David Johnson
- Mr. Debashish Mohanty
- Mr. Harvinder Singh
- Mr. T Kumaran
- Mr. Zaheer Khan
- Mr. Iqbal Siddiqui
- Mr. Tinu Yohanan
- Mr. Irfan Pathan
- Mr. RP Singh
- Mr. S Sreesanth
- Mr. Munaf Patel
- Mr. Varun Aaron

- Mr. Ishwar Pandey
- Mr. Dhawal Kulkarni
- Mr. Basil Thampi
- Mr. Khaleel Ahmed
- Mr. Yash Dayal
- Mr. Prasidh Krishna
- Mr. Avesh Khan
- Mr. Sandeep Warriar
- Mr. Chetan Sakariya

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. 749 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.

II. MRF Institute of Driver Development

Overview of Conditions for Driving on Indian roads

Road safety in India remains a critical concern, with accidents involving heavy vehicles, particularly trucks, accounting for a disproportionately high share of fatalities and serious injuries. Available evidence indicates that heavy commercial vehicles contribute to approximately **25% of major road accidents and nearly 30% of total fatalities**, highlighting their significant impact on road safety outcomes.

Empirical studies reinforce this concern. A study conducted by the **Central Road Research Institute (CRRI), New Delhi**, along the NH-8A corridor identified lorries as a **primary contributing factor in 58%** of road accidents and a **secondary factor in 61%** of cases. Further analysis by the **National Highways Authority of India (NHAI)** revealed that trucks were involved in a substantial proportion of fatal accidents—

52% in Mumbai, 40% in Delhi and nearly 65% on national highways. Heavy commercial vehicles are associated with a disproportionately higher risk of fatal road accidents, underscoring the need for targeted road safety interventions.

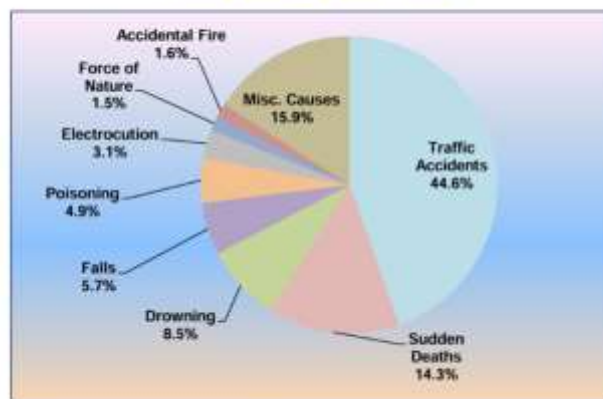
Driving heavy vehicles demands a high degree of physical coordination, situational awareness, and mental alertness. Drivers must simultaneously manage vehicle control, speeds, distances, road conditions, and interactions with other road users. These demands are further intensified in the Indian context due to inconsistent lane discipline, mixed traffic conditions, and varying road infrastructure quality.

The findings emphasize the need for **systematic training and stricter regulation of commercial vehicle drivers**. Core road safety components—such as comprehensive knowledge of traffic rules and road signs, enforcement of penalties for violations, prevention of driving under the influence of alcohol or drugs, avoidance of mobile phone usage while driving, and regular assessment of driver and vehicle fitness—must form an integral part of

structured driving curricula. Strengthening instructional quality and institutional training mechanisms is therefore essential to reducing accident risks and improving overall road safety outcomes.

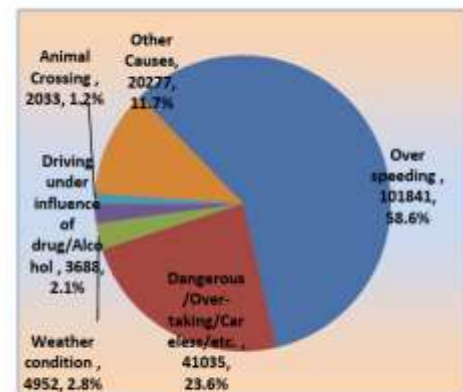
Source: *Accidental Deaths and Suicides Report, National Crime Records Bureau.*

FIGURE-1.7
Percentage Share of Various Major Causes of Accidental Deaths during 2023
(Forces of Nature and Other Causes)



• As per data provided by States/UTs.

FIGURE-1A.6
Major Causes of Road Accident Deaths during 2023



• As per data provided by States/UTs.

Source: Accidental Deaths and Suicides report, National Crime Records Bureau¹

Primary Research Observations

Need Assessment & CSR Rationale (Linked to Outcomes and Impact)

According to the National Crime Records Bureau (NCRB), road traffic accidents continue to pose a significant public safety challenge in India. Tamil Nadu remains among the states with a high incidence of road accidents, with human error identified as a major contributing factor. The involvement of inadequately trained commercial vehicle drivers in road accidents highlights the need for structured capacity-building interventions focused on driving skills, discipline, and road safety awareness.

Responding to this identified need, the MRF Institute of Driver Development (MIDD) was established in 1988 as a focused CSR initiative aimed at improving professional driving standards among heavy and light commercial vehicle drivers. MIDD addresses critical gaps in the driver training ecosystem by offering standardized, practice-oriented programmes that extend beyond licensing requirements to strengthen safe driving behaviour and enhance employability. In the regional context, the Institute of Road Transport (IRT), Gummidipoondi, is a comparable government-run institution,

¹ <https://ncrb.gov.in/accidental-deaths-suicides-in-india-year-wise.html>

highlighting MIDD's complementary role in strengthening the driver training ecosystem.

- The relevance and effectiveness of MIDD's intervention are reflected in its **outcomes and impact indicators**, including:
- **Improved driver competence and confidence**, as evidenced by trainee feedback and post-training assessments;
- **Enhanced employability**, with trained drivers securing placements with transport operators and logistics partners;
- **Behavioural change**, demonstrated through improved adherence to traffic rules, safer driving etiquette, and reduced risk-prone practices;
- **Cumulative scale of impact**, with thousands of drivers trained since inception and over **100 drivers trained during the reporting year**, contributing to safer road usage.
- By addressing a high-risk segment through structured skill development, MIDD contributes directly to **national road safety priorities** and advances **Sustainable Development Goal (SDG) 3.6**, which aims to halve road traffic deaths and injuries. The institute represents a sustained and outcome-oriented CSR intervention, converting identified societal need into measurable improvements in road safety, livelihoods, and public well-being.

About the program

MIDD conducts:

1. **4 courses annually for Heavy Commercial Vehicles (HCV)**
2. **8 courses annually for Light Commercial Vehicles (LCV)**

Course duration:

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

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

- **City driving**
- **Highway driving**
- **Hill driving** (at Yelagiri Hill)

- Other essential driving modules
- Beyond core driving instruction, trainees receive **foundational training in automobile mechanics**, including vehicle operation, routine maintenance, and basic troubleshooting. This knowledge improves drivers' ability to identify mechanical issues early, handle vehicles more responsibly, and reduce breakdown-related risks, thereby contributing to **safer road usage and lower accident probability**.
- To enhance workplace readiness and mobility across regions,
- **Heavy commercial vehicle (HCV) trainees undergo 50 hours of mandatory spoken Hindi training**. This strengthens communication with employers, law enforcement personnel, and co-drivers, directly improving **employability, job retention, and operational efficiency** in the transport and logistics sector.
- The provision of **residential accommodation**, with priority for trainees from outside Chennai, ensures uninterrupted participation in training programmes and promotes equitable access. HCV trainees are also provided with
- **standardised footwear and uniforms**, which are mandatory during training. These measures reinforce **discipline, professional conduct, and accountability**, fostering behavioural change that extends beyond training into on-road driving practices and formal employment environments.

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**

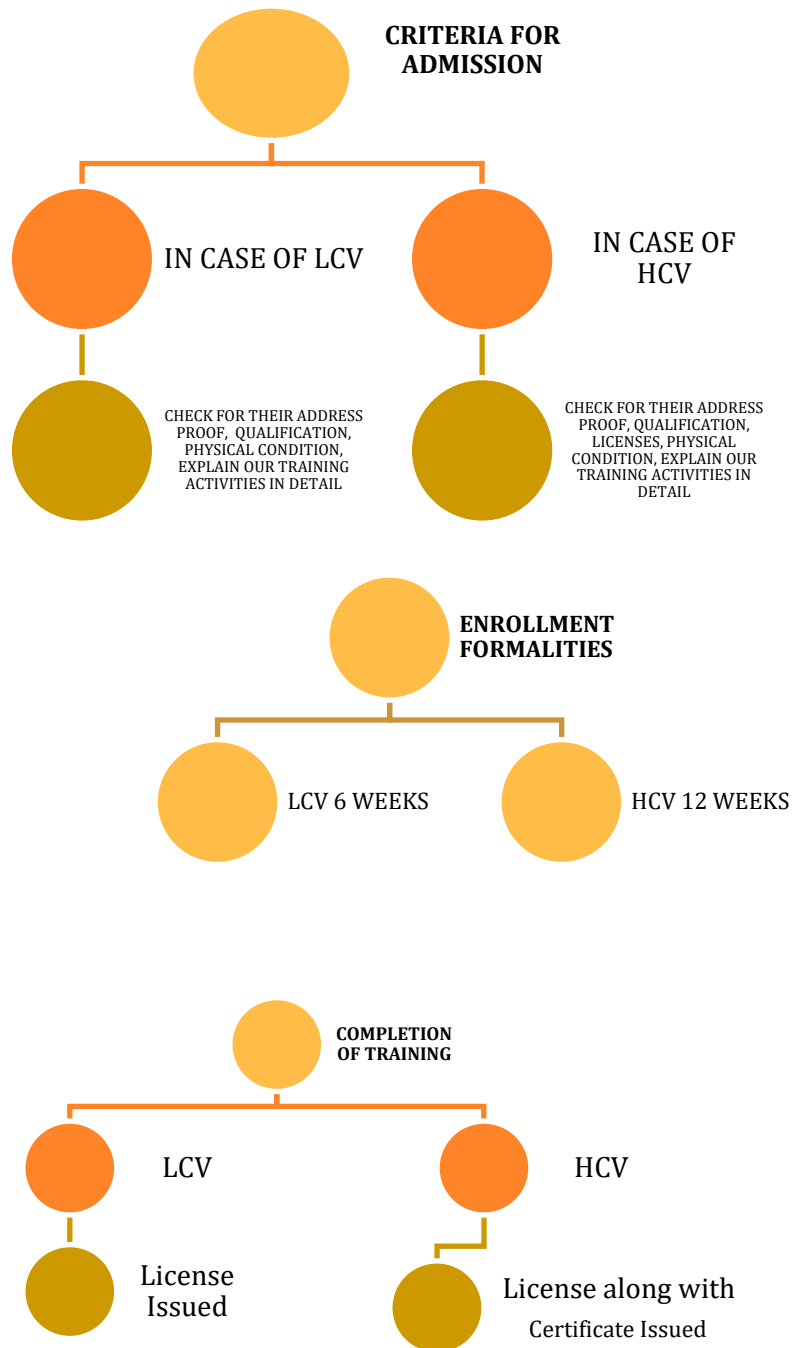
Selection criteria

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

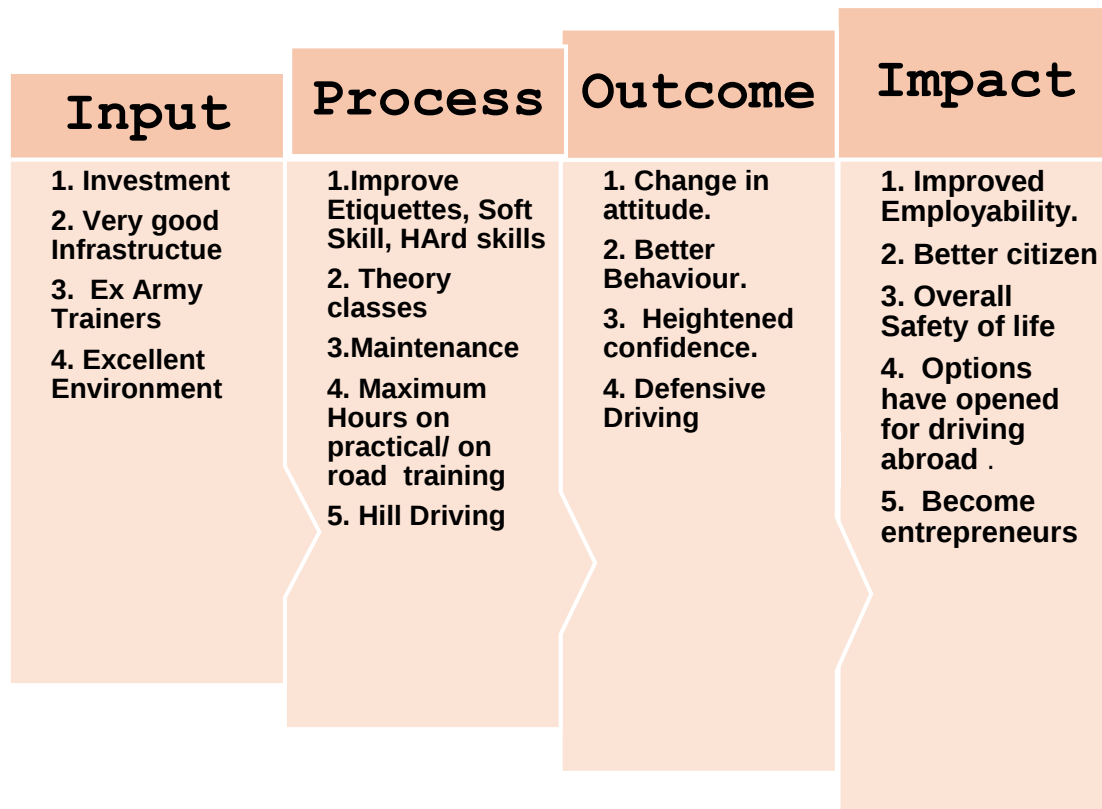
Each year, an **average of 100 trainees enrolls** across various courses.

- **Eligibility:** Must be a **Tamil Nadu domicile** or have **studied in Tamil Nadu**.
- Selection strictly follows.

RTO regulations for driving license issuance.



METHODOLOGY OF IMPACT ASSESSMENT



Passing out ceremony / Demo:

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





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:

1. **The Global Decade of Action for Road Safety (2011–2020)**
2. **UN Resolution on Improving Global Road Safety (Second Decade: 2021–2030)**
3. **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**:

1. Trainers are **highly experienced ex-servicemen**, known for their **rigorous and effective** teaching methods.
2. 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 and evolving legislative and technological developments underscore the importance of continuously updating driver training programmes

Between **2023 and 2024**, **107 trainees**—both HCV and LCV 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



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.

Total Trainees (2023–24): 107 Cumulative 6248 trainees since inception.

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:** There is good improvement on feedback system compared to earlier years, on implementing the enhanced system. Amount spent Rs 142 lakhs.

Testimonials: In their own words (translated into English)

Training Category	Beneficiary	Educational Background	Reason for Joining the Programme	Reported Outcome
Light Commercial Vehicle (LCV)	Mr. Sanjay	Student – Visual Communication	Joined the programme to develop driving skills despite initial hesitation.	Reported increased confidence in driving after completing the six-week training programme and appreciated the practical orientation of the course.
	Mr. Bandaru Sai Krishnan	B.Com., SAP Trained	Sought an alternative career option after learning about the programme through an advertisement.	Reported that the training broadened potential employment opportunities in the driving profession.
	Mr. Suresh Krishna	B.Sc. (Safety)	Intended to acquire driving skills for future use.	Completed the training and reported gaining practical driving skills.
Heavy Commercial Vehicle (HCV)	Mr. Franklin	B.A. (Defence)	Enrolled without prior driving experience.	Reported gaining confidence in driving within a few weeks of training and expressed interest in pursuing employment involving professional driving.
	Mr. Tamil Selvan	Class X Pass	Joined with the objective of becoming a professional driver.	Reported that the programme helped build the skills required to pursue a driving career.
	Mr. Raj Gautam	ITI (Mechanical)	Sought opportunities for overseas employment.	Indicated that the HCV training aligned with his career aspirations of working abroad as a professional driver.
	Mr. Saravanan	Diploma in Nautical Science	Joined HCV training after completing LCV training at MIDD.	Reported that the programme supported his objective of pursuing professional driving opportunities outside India.
Illustrative Career Progression	Mr. Libin	MIDD Trainee (Specialised Programme, 2022)	Completed a three-month specialised training programme.	Based on information shared during the assessment, the beneficiary subsequently obtained employment in the electric vehicle sector, initially with a German EV manufacturer and later in a vehicle testing role in the United States. This information has been reported by the beneficiary and has not been independently verified as part of this assessment.

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 1987, 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.

Since its establishment, the MRF Pace Foundation has trained over 700 fast bowlers, many of whom have gone on to represent India at the state, national and international levels. Distinguished alumni include Mr. Javagal Srinath, Mr. Zaheer Khan, Mr. Irfan Pathan, Mr. R.P. Singh, Mr. Munaf Patel and Mr. Prasidh Krishna. The Foundation continues to nurture emerging pace bowling talent, with several trainees progressing to domestic cricket and the Indian Premier League (IPL). With the rapid expansion of cricket academies and structured talent development programmes across India, the Foundation continues to refine its talent identification and coaching initiatives to sustain its leadership in fast-bowling development.

The amount spent during the period 2023-2024 was Rs 749 lakhs.

(b) MRF Institute of Driver Development (MIDD)

MIDD addresses India's road safety challenges by providing structured training for commercial vehicle drivers. In 2023-24, it trained 107 individuals, including Heavy and Light Motor Vehicle operators, as well as refresher batches for corporate clients.

One beneficiary (Mr. Libin) reported career progression into the international automotive sector following specialised training at MIDD. This illustrates the potential career opportunities arising from advanced driver training; however, individual outcomes may vary.

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 2023-2024 was Rs.142 Lakhs.