



CSR IMPACT ASSESSMENT REPORT

Prepared for

MRF LTD.



For the CSR projects implemented during the period 2021-2022.

by

SCA AND ASSOCIATES

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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 2022.

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 & 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 Class Rooms in Government Junior College, Sadasivapet, Telangana. *(To promote education)***
- 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 investing on social causes before CSR was made mandatory. Their Vision has been to serve the society as a whole and intervene whenever required.

The CSR activities carried out by the Company are in accordance with the CSR Policy, as formulated by the CSR Committee and approved by the Board.

The broad objectives, as stated in the CSR Policy, includes supporting causes concerning healthcare, education, rural development, provide safe drinking water, skill development, sports training, disaster management and environmental protection.

RESEARCH METHODOLOGY

To comprehend the outcomes of MRF's initiatives, the study incorporated a blend of research methods involving all stakeholders. The report is structured into three chapters, each dedicated to a specific project: Junior College Building, MRF Pace Foundation and MRF Institute of Driver Development (MIDD).

Each chapter comprises an overview of the respective sector, primary research observations, and insights into the project's impact. The insights are articulated in a manner that assesses each project is understood holistically. Implementing this structure enhances the report's standardization.

I CONSTRUCTION OF CLASS ROOMS IN GOVERNMENT JUNIOR COLLEGE, SADASIVPET

Mixed research methods were employed for the Junior College. Focus Group Discussion were held with teachers and MRF CSR executives to assess qualitative aspects such as motivation, enthusiasm, and project involvement. Interviews with students provided additional insights. Participant observation was utilized to map the college environment. Quantitative data collected from the office, such as attendance records, and data from MRF's CSR executives, including budget approvals and project monitoring documents, were also utilized in right context to interpret impact.

II. MRF PACE FOUNDATION

We used mixed research methods to evaluate the impact of Pace Foundation. In-depth interview with the Head Coach provided qualitative insights, and secondary data from video analyst helped understand the foundation's impact on trainees.

III. MRF INSTITUTE OF DRIVER DEVELOPMENT

To comprehensively evaluate the impact of the Driving School, again mixed research method was undertaken. Stakeholders were carefully considered. The Qualitative inputs gathered from key informant interviews and participant observation were integrated with quantitative results such as employment data, training results at to draw conclusions.

EXECUTIVE SUMMARY

I. JUNIOR COLLEGE, SADASIVPET

- MRF's CSR intervention, involves the construction of a new building, aimed to improve the learning environment.
- The study reveals the positive influence on student attendance, concentration, and teacher efficiency due to the construction of new buildings.
- The chapter concludes by stating MRF's intervention demonstrates a significant step towards enhancing educational opportunities for economically disadvantaged students in and around the Sadasivpet locality, with an emphasis on the need for ongoing maintenance and community engagement for the sustainability of the project.

II. MRF PACE FOUNDATION

- 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, swimming pool, and video analysis room.
- The MRF Pace Foundation has significantly contributed to Indian cricket by producing a notable roster of fast bowlers, many of whom have made their mark at both state and international levels. Notable players include Vivek Razdan, Javagal Srinath, Subroto Banerjee, and Zaheer Khan, among others. The impact is evident in their representation in the Indian Premier League (IPL), with players like K.M. Asif, Khaleel Ahmed, and Prasad Krishna showcasing their skills in the tournament.
- In conclusion, the MRF Pace Foundation stands as a successful CSR initiative, addressing a historical gap in Indian cricket. The foundation's impact on producing quality fast bowlers, its sustainable approach, and future expansion plans position it as a significant contributor to the development of cricket talent in India.

III. MRF INSTITUTE OF DRIVER DEVELOPMENT

- India faces a severe road safety challenge, with trucks contributing significantly to accidents and fatalities. MIDD's relevance is evident in Tamil Nadu, where a high number of accidents occur, making it a critical institution for road safety.
- MIDD addresses this issue by providing systematic driving lessons to commercial vehicle drivers, aiming to instil better driving etiquettes.
- Aligned with global road safety targets, MIDD's objectives resonate with the renewed Decade of Action for Road Safety (2021-2030) and Sustainable Development Goals (SDG) 3.6, aiming to reduce road deaths and injuries.
- MIDD's longstanding success, predating CSR mandates, and the commitment of instructors, all of them being ex-Servicemen, ensures the project's sustainability.
- The report concludes that MIDD's initiative is a positive step toward achieving road safety objectives, emphasizing the need for collaboration between drivers, regulating authorities, and state policing for sustained improvement in road safety.

CONSTRUCTION OF CLASS ROOMS IN GOVERNMENT JUNIOR COLLEGE SADASIVPET

OVERVIEW OF INDIAN PUBLIC EDUCATION INFRASTRUCTURE

In India, there are approximately 10.32 lakh government schools, and they encounter significant infrastructure challenges, which includes shortage of class rooms- furniture, electricity, insufficient toilets, limited availability of water tanks, a lack of computers, absence of internet facilities, and lack of enough playgrounds.¹ The deficiencies in quality translate into low rates of attendance, higher dropout rates, and poor learning outcomes.

Critics cite decreasing government budget allocation as a percentage to education as the main reason for the infrastructural problems.²

PRIMARY RESEARCH FINDINGS

MRF has initiated the project to construct a Junior College in the Sadasivpet municipality. The municipality was established in 1954 in Medak District. Around 51.69% of the population in this area lives below Poverty Line.³



The Government Junior College is the sole public institution accessible to the residents of Sadasivpet and the surrounding 14 villages. It functions with three languages of instruction: Telugu, Urdu, and English. The college offers various courses with combinations in subjects like Mathematics, Physics, Chemistry, Biology, Economics, and Commerce. In addition to regular courses, it also offer vocational courses.

EXISTING CONDITION OF THE COLLEGE

The existing old college infrastructure at Sadasivpet Government Junior College had inadequate number of classrooms. The old building had six rooms, with only three classrooms available for

¹ <https://timesofindia.indiatimes.com/india/42k-of-11-lakh-govt-schools-lack-drinking-water-15k-toilets/articleshow/81579059.cms>

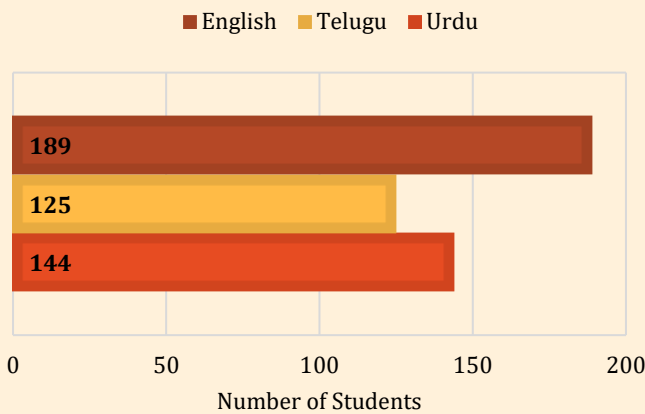
² <https://thewire.in/education/telangana-education-gets-a-raw-deal-yet-again-in-the-state-budget>

³ <https://sadasivpetmunicipality.telangana.gov.in/>

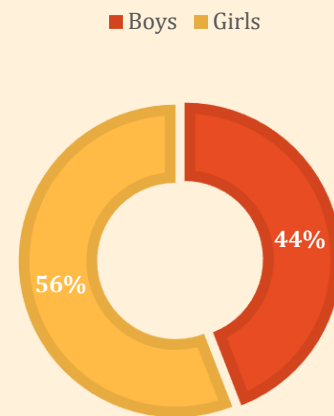
teaching, and the others were designated for a library, principal's room, and office. With only three classrooms available, all three mediums of instruction students had to share the same space, making the teaching environment challenging. It had toilet facility only for girls, and none for boys. The sanitation conditions were far from satisfactory.

Currently, there are 458 students in total.

NUMBER OF STUDENTS IN EACH MEDIUM



GENDER RATIO

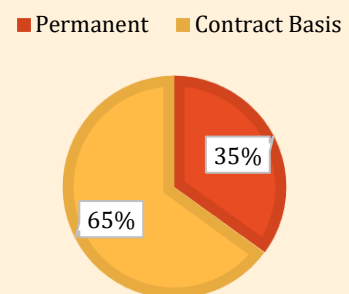


On examination of the students enrolled based on the medium of instruction, there is a higher number of students in the English medium compared to Urdu and Telugu. This underscores the preference for English as the primary language of instruction among students. Parents are also inclined to believe that English medium education offers an increased social mobility, leading to enhanced job opportunities for their families.⁴

Staff

The college employs a total of 20 teaching staff, with only 7 in permanent positions; the rest work on a contract basis, with their services, paid by the government. The inadequate infrastructure has been an obstacle for the teachers, affecting their motivation to teach. To address the challenges posed by staff shortages to provide a conducive learning

NATURE OF STAFF EMPLOYMENT



⁴ <https://www.epw.in/journal/2021/13/special-articles/learning-and-language.html>

environment, the principal and senior teacher have independently hired a cleaner and a security guard.

INTERVENTION

In this challenging situation, MRF agreed to intervene under its CSR obligation. MRF implemented the project in four stages, which includes construction of 8 rooms on the ground floor, comprising 4 laboratories, 2 classrooms, and 2 for the principal and faculty each.

EVALUATION

RELEVANCE

The relevance of the school building becomes apparent when compared to the conditions of the existing college viz, Inappropriate teaching resources, congested classrooms accommodating students from three different mediums under a single roof, limited access to sanitation and water facility. The construction of the additional school building was aimed to address these critical shortcomings and provide a more conducive and appropriate environment for teaching and learning.

COHERANCE

The Sustainable Development Goal (SDG) 4 strives to "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all." The construction of the additional junior college building aligns with the SDGs and the current needs of the Indian education sector's objectives set forth.

EFFICIENCY

MRF had a dedicated team to implement the project. The construction was overseen by the team, which includes CSR executive and civil engineer who made regular inspections during the construction at the project site.

EFFECTIVENESS

The project had been effective in achieving its objectives, with no negative externalities. Due to the intervention, the principal expressed confidence in increasing the college strength from 400 to 600 in the coming couple of years.

IMPACT

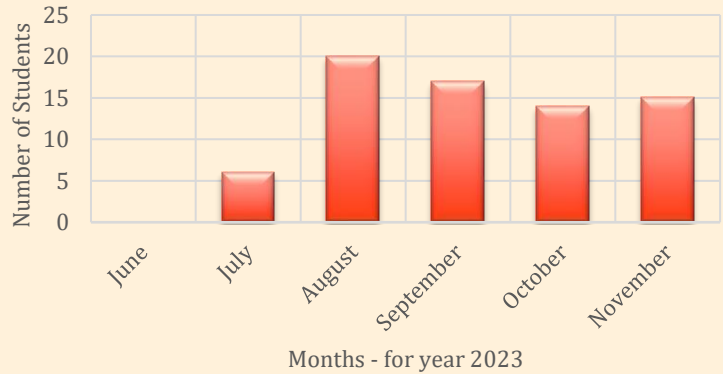
The Built area of the old college was approximately 8000 sq.ft. Whereas the newly built building by MRF spans over additional 9000 sq.ft.

The additional new building had a positive impact on various indicators such as improved sense of belongingness, motivation levels to come to college, and attendance levels. Students also acknowledged increased comfort level to concentrate on lessons taught. Also, absenteeism had reduced moderately and showed an upward trend for the classroom sampled.

The intervention had ensured dedicated toilets for both female and male students, discouraging open defecation and enhancing their sense of belonging. It also ensured a secure water connection to the building, addressing a deficiency that existed earlier.

From the perspective of teachers; they are now able to provide a better student learning experience as the laboratories can function effectively in the new and improved space. The exhaustion felt had also reduced for handling less crowded classrooms.

Number of Students above 75% attendance



Key Observations

1. *Old college area: 8000 sq.ft. New building additional area: 9000 sq.ft.*
2. *Increased willingness, reflected in attendance percentage, to attend college due to improved concentration in spacious classrooms.*
3. *The construction of a central stage fosters a sense of belonging, evident in successful events like Fresher's Day.*
4. *Addressed health issues with dedicated toilets, discouraging open defecation.*
5. *Improved water connection ensures a hygienic environment.*

RECOMMENDATIONS

There are external factors that pose challenges to MRF's objectives, such as gender inequality and college dropouts, which are influenced by the socio-economic conditions of the students. To address these challenges, the Junior College should conduct awareness sessions in community gatherings. These sessions can focus on showcasing the quality of education provided by the college and emphasizing the importance of women's education. Regular structured monitoring from MRF is also recommended for the project's sustainability.

Amount spent on the project Rs. 101,13,742

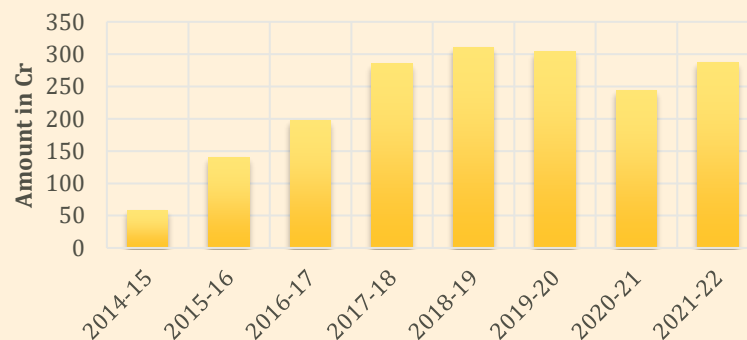
II. MRF PACE FOUNDATION

OVERVIEW OF THE SPORTS AND PACE BOWLING IN INDIA

Sports has been integral part of India since a long time, importance being given to Cricket. Despite the long history with sports in India, we are still not yet become what one would call – “a sporting nation.” This is due multiple reasons like parents and the education policy as such sees sports as not a career option but as extra-curricular activity this automatically translates into low success rate at the international level such as the Olympics and other sporting events.

The government has recognised the need for increased spending in sports infrastructure across the country to reap rewards at international events. This is evident from the spending pattern of government and various initiatives such as “Khelo India.” However, the same enthusiasm from the Indian corporate has been missing. Mayank Pande, member of the sports committee of the Federation of India Chambers of Commerce and Industry (FICCI), observed “Corporate spending on promoting sports in India has been largely negligible when compared to government funding”.⁵ This is true to an extent as we look at the graph highlighting corporate spending to promote sports over the years. We can observe the growth is slow and the amount allocated is also less compared to other thrust areas.

CSR spending on Training To Promote Sports



Source: National CSR Portal

However, the only exception to this precarious condition is Cricket. Currently, India houses the richest cricket board in the world. The situation for cricket was also not very different long ago. ‘India’s search for a fast bowler is almost as old as the game’.⁶ The Indian Cricket was all touted as a land of spinners and great batsmen. There was an absence of tear away fast bowlers available at the top level. In order to address this, MRF Pace Foundation was setup, with Dennis Lillee taking up the helm. Since then, the Indian fast bowling had changed for good.

PRIMARY RESEARCH OBSERVATIONS

The pace foundation was started way back in 1987 when sports training by private sector was not even considered viable. The Institute was first headed by the legendary Australian fast bowler Dennis Lillee.

⁵ <https://www.moneycontrol.com/news/trends/sports-trends/investments-boost-sports-in-india-corporate-funding-still-low-9029541.html>

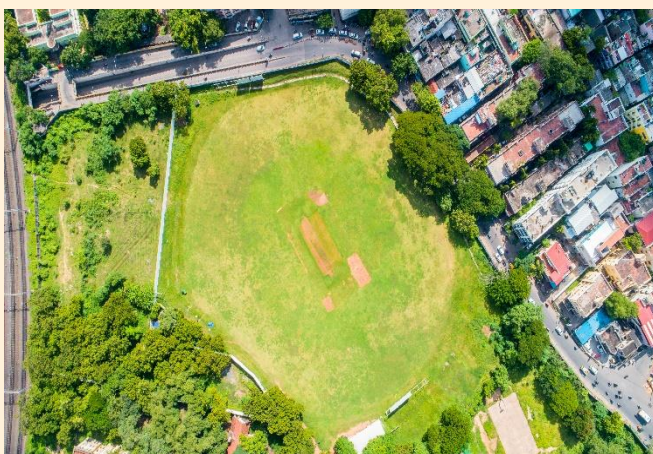
⁶ <https://www.indiatoday.in/magazine/sport/story/19910215-madras-based-mrf-pace-foundation-leads-quest-for-fast-bowlers-814027-1991-02-14>

He spearheaded the institute for 25 years since 1987. Succeeding Dennis Lillee is Glenn McGrath, who was also a trainee under exchange programme.

The selection process of trainees involves requesting all state cricket control boards to send a list of players whom they feel are eligible for selection. Apart from players list provided, the chief coach along with support staffs do talent scouting at the domestic level tournaments. A three-day selection camp is then held with the oversight of the Director and the chief coach. All expenses of the players are taken care by the pace foundation. The maximum number of trainees is restricted at a time is 30. The numbers of trainees selected would depend on the requirement based on the trainees graduated recently. Once the trainee is inducted into the foundation, the trainees have to undergo Muscular Skeletal Test by physio post that fitness level test is conducted. The training then commences in the month of late January or early February and goes on till the end of September.

Facilities

The facilities available at the Pace foundation are also of world-class. The foundation hosts two training ground facilities one at the Pachiyappa's college, it was hired in the year 2002. The training ground hosts full-fledged eleven's matches to test bowler's skills with batsmen in real. The ground contains four different pitches to practice bowlers on different conditions.



The second facility is at the MCC Higher Secondary School. The later also hosts a full-fledged cricket ground for centre wicket practice. Apart from that the facility includes an Olympic size swimming

pool, state of art gymnasium, a video analysis room, a concrete wicket and four turf wickets. The support staff includes assistant coaches, sports physician, Fitness trainer, Physiotherapist and a yoga instructor. Some of these facilities are also under renovation currently.



The foundation also has the facility of Live Video Feedback where coaches will provide necessary feedback with technical corrections at the ground itself using the LCD facility made available at the ground. The trainees can also monitor their technical work while going back to run up to correct flaws during the practice sessions.



SHIFTING HIS LEFT LEG



Initial Stage

Post recommended changes



Leg shifting inside

Leg coming straight



DELIVERY POSITION



Initial Stage

Post recommended changes



Front foot knee collapses and body falls due to this bowling arm comes around

Stronger position



DURING THE LOAD



He has an unconventional way of loading



BOWLING ARM TURNS POSITION



Initial Stage

Post recommended changes



Non-bowling arm, hip and early turn over

Better position



RELEASE POSITION



Initial Stage

Post recommended changes



Body falling position

Stronger position



DURING THE RUN-UP



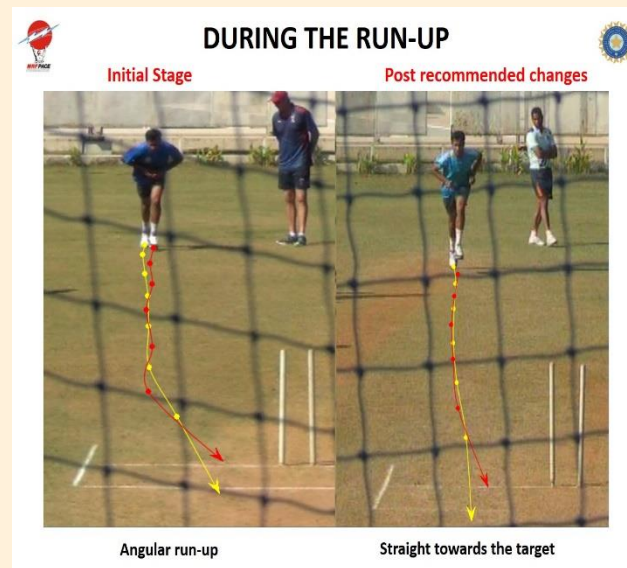
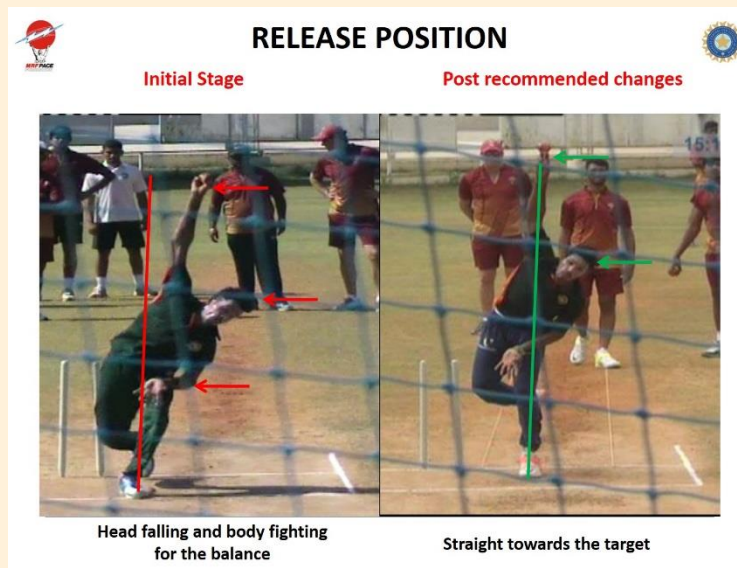
Initial Stage

Post recommended changes



Angular run-up

Straight towards the target



Over the years the foundation has developed successful association with Board of Control for Cricket in India (BCCI), and Cricket Australia Association.

EVALUATION

RELEVANCE

As many call it cricket is a religion in India. The entire nation comes together to watch cricket matches. Citizens irrespective of caste, creed, and religion watch and celebrate cricket. Nothing showcases the social cohesion of India as the sport does. Given this context, the intervention to train and nurture quality fast bowlers to play for India makes the intervention most relevant for the promotion of the sport. In latest Prasad Krishna, a trainee of institute, made his Test debut for India during the latest India vs. South Africa series. His debut is an exhibit for the foundation's continuing relevance in training.

COHERANCE

The project undertaken by MRF Pace Foundation is in line with the guidelines and overall view of NITI Aayog and other government agencies which advise on sports training such as "Identifying the athletes and other potential players and providing them with the access to health building, coaching, exercising, etc. at the base level to make them eligible and competent to perform. Training shall be purely related to the training of the students/athletes which ultimately leads to the promotion of the sports."

EFFECTIVENESS

The project has effectively served its purpose to the Indian cricketing community and has been highly effective. It was also efficient in its collaboration with other stakeholders such as BCCI and State Cricket Boards.

EFFICIENCY

The foundation had managed in using its resources efficiently. The foundation takes care of trainees from selection to his injury management till the day he graduates from the institute. All these processes are highly coordinated and effective among the stakeholders involved. Currently the renovation of all facilities such as gym, swimming pool are underway.

IMPACT

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.

Number of players who played IPL in 2021-22

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

SUSTAINABILITY

The foundation works in a centralized and organized manner with experts from the sport participating. This is evident with the smooth leadership successions that happens within the foundation. This leads to infer that the organization is sustainable enough to churn out more and more quality fast bowlers in the future.

In order to identify pace bowlers from local levels, there is a future plan to come up with 4 zone wise trials to select trainees who come outside of the formal cricketing setup. This would come up as a boon to aspiring pace bowlers who otherwise could not make it to state, national and international.

Key Impact

-
- *Twenty three Trainees represented the country.*
 - *More than 90% of the trainees have represented the state.*
 - *A total of 560 trainees have graduated from the institute up to date.*
 - *Continues to be a most sought-after institute for fast bowling training.*
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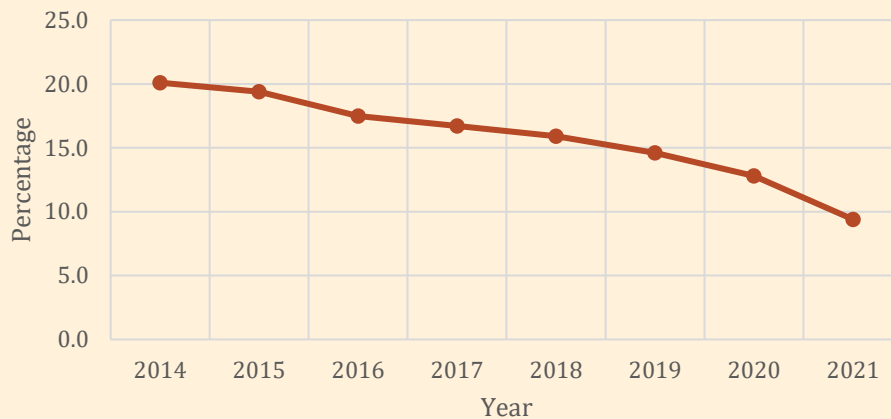
Amount spent on the project Rs.2,02,65,542

III. MRF INSTITUTE OF DRIVER DEVELOPMENT

OVERVIEW OF CONDITIONS FOR DRIVING ON INDIAN ROADS

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.⁷

Percentage Share of Deaths due to Truck/Lorry out of total accidents



Source: Accidental Deaths and Suicides report, National Crime Records Bureau⁸

Driving is a skill that demands continuous coordination of both the mind and body of the driver. It involves managing multiple tasks, such as operating heavy machinery at high speeds, navigating diverse terrains, calculating speeds and distances, and reacting to other drivers and obstacles. The

⁷ *Driver Training: An Effective Tool for Improving Road Safety in India* Neelima Chakrabarty, Anuradha Shukla1, H. Singh, Nancy Shokeen

⁸ <https://ncrb.gov.in/accidental-deaths-suicides-in-india-year-wise.html>

challenge is heightened, especially in countries like India and other developing nations, where there is a lack of lane discipline.

Crucial elements of road safety, including understanding traffic rules, regulations, and road signs, enforcing penalties for drivers breaking traffic rules and speed limits, avoiding driving under the influence of alcohol or drugs or using mobile phones while driving, and understanding the basic mechanics of vehicle and driver fitness, should be integral components of the curriculum provided by motor driving schools. Enhancing the quality of instructions and emphasizing these important aspects is essential for promoting safe driving practices.

PRIMARY RESEARCH OBSERVATIONS

India registers largest number of road accidents, about 1 in every 4 deaths in road accidents. Especially Tamil Nadu roads are highly prone to accidents.⁹ Most of these accidents happen due to human error which are completely avoidable. It is with this background that MIDD was started at 1988, spread across area of 37,992 square feet. The institute aims to provide systematic driving lessons to the drivers in order to instil better driving etiquettes to the heavy and light commercial vehicle drivers. The only alternate is Institute of Road Transport (IRT), run by the government, conducts its classes at Gummidipoondi, near Chennai.



⁹ <https://www.thehindu.com/news/national/tamil-nadu/tn-tops-in-number-of-accidents-on-national-highways/article67517733.ece>

About the program

Every year 4 courses for HCV and 8 courses for LCV are being conducted at the institute. The duration for the course for LCV is 6 weeks with 25-30 hours of training and HCV is 12 weeks with 40-55 hours of training. A nominal amount of fees is being collected from the trainees. The fees for LCV is 6,000 and for HCV is 14,000 rupees. The students are given training in both theory and on road driving practice. The on road driving practice includes multiple modules like city driving, highway driving, hill driving at Yelagiri hill and many such modules of courses. The institute also provides basic knowledge of engines, so the trainees have a basic understanding of how to repair a truck or van which they might handle in the future. The institute also conducts interpersonal skills to the trainees, a mandatory 50 hours training on spoken Hindi is being conducted for the HCV drivers. The institute also provides accommodation facility to the trainees, priority is provided to trainees who come from districts other than Chennai. Apart from the accommodation facility they are also given a pair of shoes and khaki uniform. They are mandated to wear uniforms for every training session. Through this practice the institute aims to bring in better manners which will also transform while they become drivers.



During 2020-21, MIDD could not conduct the regular courses due to lockdowns and Covid restrictions between March 2020 and October 2020. The new governmental regulations restricted the intake of students per course as all driving schools had to implement social distancing norms due to influx of Covid pandemic.



Passing out ceremony: the institute organizes a graduation ceremony for each completed batch. This ceremony plays a significant role in fostering a sense of connection among the trainees.



Selection Criteria

MIDD recruits trainees through advertisements in three different Tamil dailies and also through word of mouth of the previously graduated trainees. On average 100 trainees are recruited every year across courses. The trainee needs to be a domicile of Tamil Nadu or should have studied in Tamil Nadu. The criteria to select strictly follows the rules and regulations laid down by the RTO to issue a driving license in Tamil Nadu.

EVALUATION

RELEVANCE

In Tamil Nadu, a state consistently experiencing a high number of accidents annually, there is an urgent demand from both the state and other stakeholders to ensure the provision of safe, accident-free roads for the citizens. In this context, the presence of MIDD emerges as a highly relevant institution.

COHERANCE

The objectives of MIDD are in consistent with other initiatives at global and national level to reduce road accidents. The ambitious target of reducing road deaths and serious injuries by 50 per cent that were set with the Global Decade of Action for Road Safety (2011-2020) and SDG 3.6, were renewed on 2021. The Second Decade of Action for Road Safety 2021-2030 was proclaimed in UN Resolution on Improving Global Road Safety with a target to reduce road deaths and serious injuries by 50 per cent by the end of 2030.



EFFECTIVENESS

The institute has effectively served the community through the rigours systematic training of drivers for the Indian roads. Trained drivers are provided to Travel agencies such as Parveen in the past year. The positive externalities of the project extend beyond the driver community.

EFFICIENCY

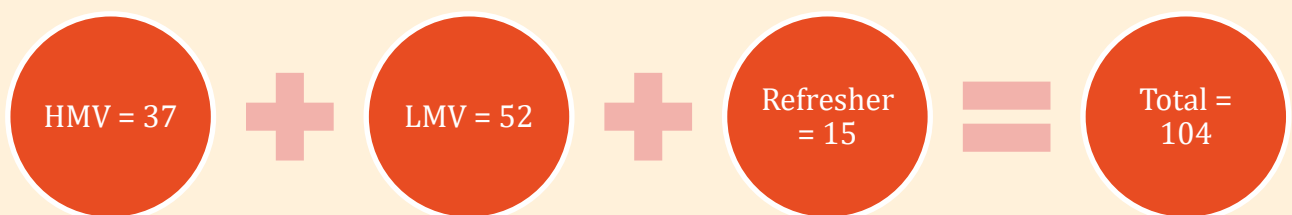
The institution is effective in using its resources. One among the key stakeholders are the trainers whom are ex-servicemen. They have very high levels of experience because of which they are able to extract and provide the best possible teaching experience from any given condition. The vehicles are replaced every 8 years, as per the guidelines of RTO.

SUSTAINABILITY

The project has been operational for a considerable period, predating the introduction of the CSR mandate. Throughout this time, the project has operated successfully. The instructors, who are ex-servicemen, demonstrate a high level of integrity and professionalism in their work. The future of road safety regulation is anticipated to undergo significant changes, such as the ongoing discussion surrounding the Bharatiya Nyaya Sanhita Bill, Staying abreast of legislative updates and technological advancements is crucial for the institute to ensure their programs align with evolving road safety standards and produce well-informed drivers. The culmination of these factors assures the project's sustainability moving forward.

IMPACT

The total number of trainees under the institute for the period 2021-22 is 104, this includes the both the HMV and LMV trainees along with a refresher batch which was done on demand by clients. The illustration below shows number of trainees impacted in each course and in total for the particular one year period.



Upon interviewing trainees, it was observed that they have gained confidence as a result of their training. The training has increased their chances of employability, with organizations seeking heavy vehicle drivers reaching out to the institute for placement opportunities. Beyond the intended outcome of producing skilled drivers through systematic practice, the institute also accommodates trainees

CASE STUDY

Jaison C.T., who holds a bachelor's degree in mathematics, has enrolled in the MRF Institute of Driver Development. He conveyed this decision is part of his desire to establish his own transportation venture.

aspiring to start their own businesses in the transport industry. This underscores the positive impact the institute has on its trainees and, consequently, on overall road safety.

Key Impact

1. *Total Trainees (2021-22): 104*
 2. *Increased Confidence: Trainees exhibited heightened confidence post-training.*
 3. *Employability Boost: Organizations seek the institute for qualified heavy vehicle drivers.*
 4. *Skills: Equipping the trainees with better driving etiquettes and soft skills such as Spoken Hindi and hard skills such as engine repair knowledge and vehicle maintenance.*
 5. *The efforts of the institute contribute positively to overall road safety.*
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Amount spent on the project Rs. 1,42,58,632

CONCLUSION

In conclusion, the examined Corporate Social Responsibility (CSR) initiatives by MRF encompass diverse sectors, each contributing uniquely to societal development.

The intervention at Sadasivpet Government Junior College exemplifies MRF's commitment to uplifting education infrastructure, emphasizing the transformative impact of a conducive learning environment on student attendance, concentration, and teacher efficiency. The study underscores the significance of ongoing maintenance and community engagement for the sustained success of such projects, signalling a positive step towards enriching educational opportunities for economically disadvantaged students.

MRF Pace Foundation, aimed at rectifying the historical deficiency of quality fast bowlers in Indian cricket, stands as a testament to MRF's dedication to sports development. With world-class facilities and a track record of producing renowned fast bowlers, the foundation not only addresses a longstanding gap in Indian cricket but also contributes significantly to talent development.

The MRF Institute for Driver Development (MIDD), the initiative addresses a critical issue in India's road safety landscape, particularly in Tamil Nadu. By providing systematic driving lessons to commercial vehicle drivers, MIDD aligns with global road safety targets. The report highlights MIDD's tangible impact through data on licensed graduates and employment outcomes, emphasizing the enduring success. As informed to us, apart from the systematic training there exists a need for strict policing from the state.

In summary, MRF Foundation's CSR interventions extend beyond mere financial contributions, actively addressing societal challenges and fostering positive change. As MRF continues to champion these causes, the projects presented here exemplify the potential of strategic CSR to make a lasting difference in the lives of individuals and communities.