

**BUILT
ON
QDR**

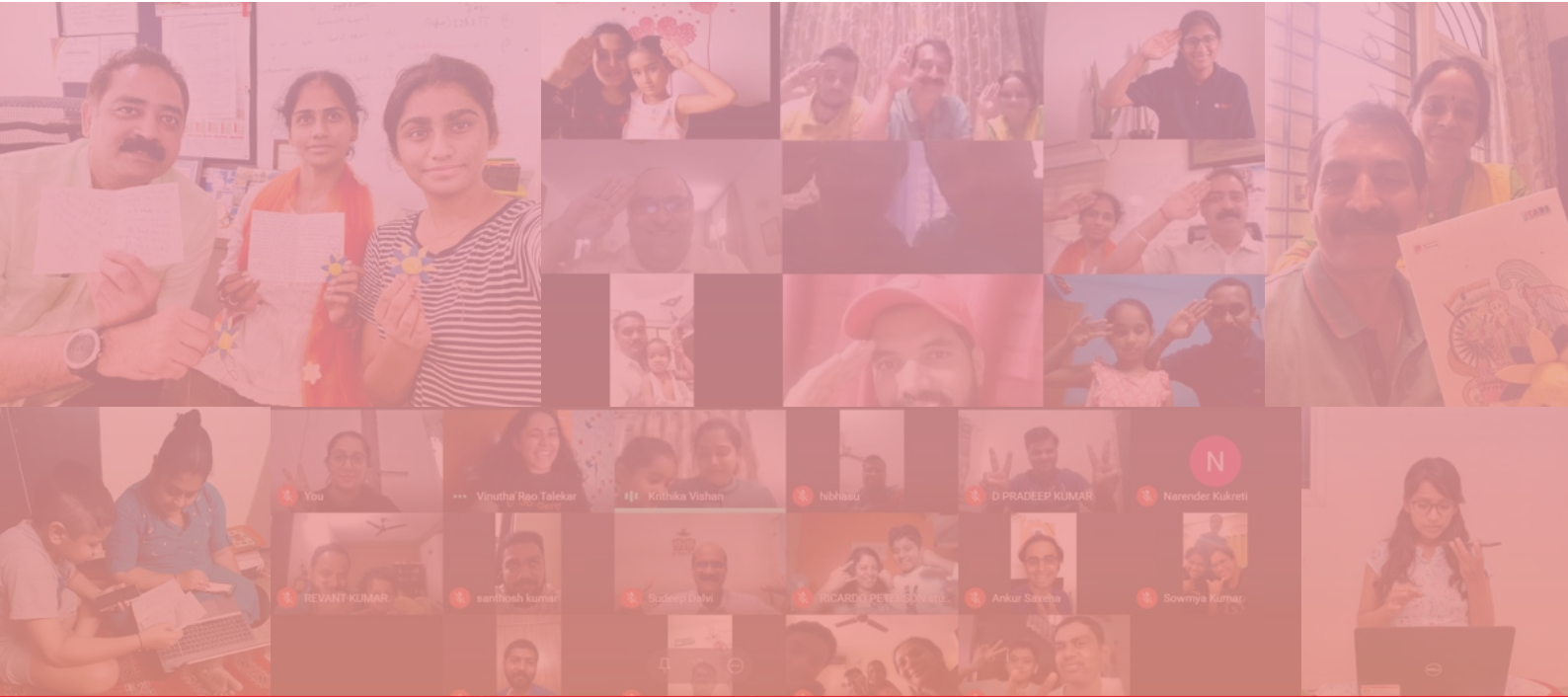


TOYOTA
Quality Revolution



iCARE

COMMUNITY ACTION TO REACH EVERYONE



iCARE

TKM employee Volunteerism activity

Driving the wheels of change in the community

DOCTORS ARE THE NEW SUPERHEROS PEOPLE LOVE

Anagha

THANKS GIVING TO YOU BECAUSE TODAY MANY OF US
ACTUALLY ABLE TO BREATHE WE ACTUALLY OWE IT
ONLY TO YOU. THANKFULNESS FOR SAVING OUR LIFE
FROM THIS PANDEMIC.

Version 1

31 December 2020

Introduction

iCARE is Toyota Kirloskar Motor's institutionalised Employee Volunteering Program (EVP) started in 2017. **"iCARE" stands for 'I, Community Action to Reach Everyone'**, encouraging employees to contribute in their individual capacity to bring about change in the community and lives of the people by doing good. The COVID 19 pandemic brought the world to a complete standstill. There were stories of heart-breaking loss and a tremendous impact on businesses and the economy at large

For the first time, we were presented with the opportunity to show how resilient we were to anticipate the challenges that we were faced with. We were diligent and forward thinking and used this challenge as an opportunity to rethink corporate volunteering by moving to a virtual format.

Employees utilize their valuable time and skills for community welfare thereby, they obtain a deep sense of individual satisfaction. iCARE has its foundation laid in the company's key values of enriching lives of communities leading to a stable base of business.

Thinking way



Objectives



iCARE focus area

Since its inception in 1997, Toyota Kirloskar Motors has always focussed on creating social change through **5 areas - Education, Health & Hygiene, Road Safety, Environment, & Skill Development**. In addition to this TKM identified two areas where there was a need for - **Empowering the Disabled & Disaster Relief**.



SDG -Goals

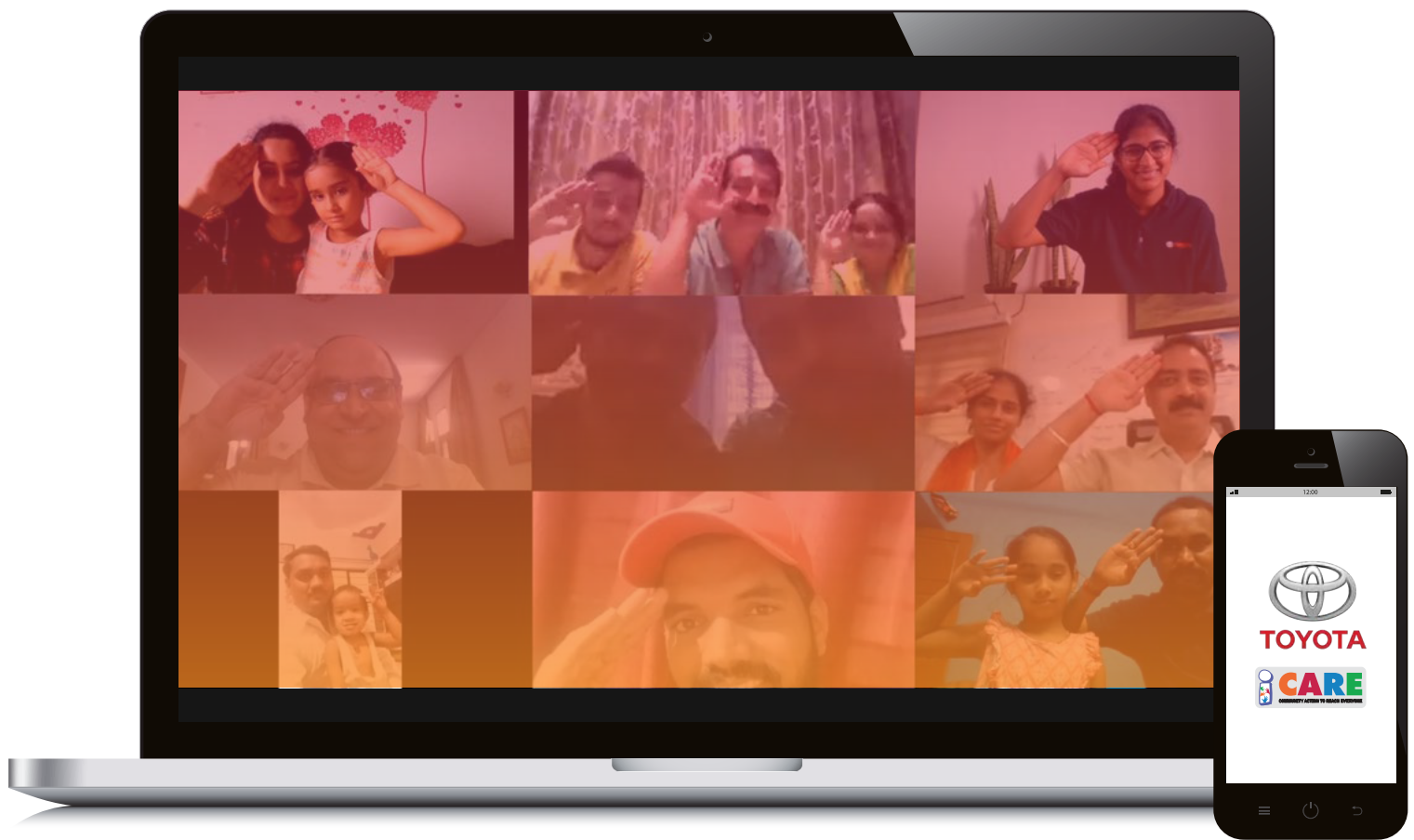
The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges that the world is facing. The United Nations has identified 15 goals and **TKM has recognized 8 of these goals as ones that can be given the greatest priority based on the needs of the community.**



iCARE goes virtual with volunteering

The COVID 19 pandemic brought the world to a complete standstill. There were stories of heart-breaking loss and a tremendous impact on businesses and the economy at large. For the first time, we were presented with the opportunity to **rethink corporate volunteering by moving to a virtual format.**

One of the most important elements of volunteering was the human interaction that it provided. With the pandemic, we realized that close interaction is not going to be possible for months to come. At the same time, there were many communities around us that were struggling. **And as an organization we responded to the challenge by mobilising our greatest asset - You - Our people in a virtual format.**



Each of you came together to transform our communities by spreading comfort, warmth and goodness. **The volunteers at TKM were able to use their skills and knowledge to reach out to a much wider community. It has also allowed us to make the volunteering journey a family affair, by having your families join in to give back to communities that are struggling.**

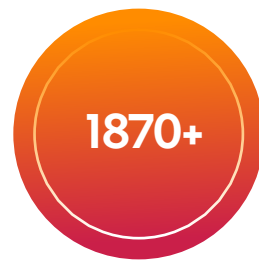
Your contribution in numbers in FY 2020 - 2021



**No. of
volunteers**



**No. of
Events**

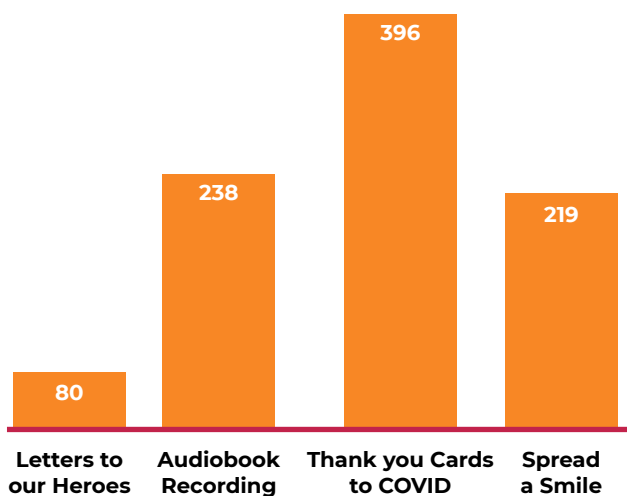


**Hours
spent**

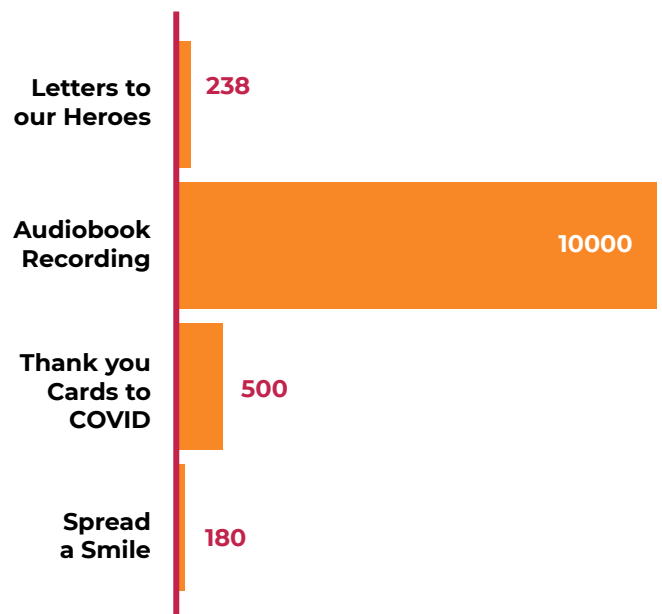


**Beneficiaries
impacted**

Volunteering Registration Trend



Beneficiaries Impacted





“At TKM, we initiated the iCare program which is an employee volunteerism platform in 2017. The COVID-19 pandemic has impacted all facets of our lives and we were all forced to adapt to make the best of the new normal. Despite the challenges they faced, our volunteers at TKM have continued to give off their time through virtual volunteering. I would like to thank each one of you for taking time to join hands in serving the underprivileged.”

Vikram Gulati, Country Head and Senior Vice President.

Saluting the bravery of our armed forces

—• No. of volunteers: 80 | No. of cards: 200 •—

Our soldiers are putting their lives on the line every single day so that we can dream, grow and live without having to worry about our safety and security. The cards that were created by TKM volunteers to express our gratitude on the eve of 74th Independence Day. During the day, volunteers designed the cards and made rakhi's. These individual boxes were couriered to the borders. The cards and rakhis were eco-friendly!

"Your inspiring cards reminded our soldiers that you value their bravery, fearlessness and the sacrifices that both them their families make every single day. Thank you for the time you spent."

Representative, Non-profit

Activity Snapshot



Scan it to experience



Creating a library of audio books

• No of volunteers - **238** •

NGO Supported: **Samarthanam Trust for the disabled**

(No of books recorded/beneficiaries) - **10,000**

There are over a billion people across the world who suffer from varying levels of blindness. The volunteers at TKM came together to create a e-library of audiobooks that will give the will give access to the blind students and communities on a variety of information and help them keep up with their able-bodied peers.

"Your recorded audiobooks have helped to open a whole new world for the visually impaired and will help build a library of audiobooks. Thank you for supporting our cause"

Representative, Samarthanam Trust

Activity Snapshot



Scan it to
experience



Saying Thank you to the healthcare warriors

• No. of volunteers: **396** •

NGO Supported: Concern India Foundation

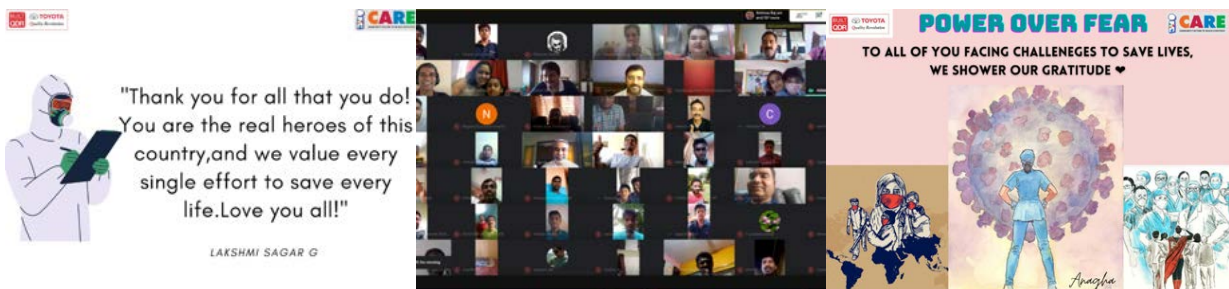
500 cards - shared at Hospitals in Bangalore -
KC General Hospital, CV Raman, Victoria Hospital

The volunteers at TKM came together to thank the healthcare workers for their much-appreciated work during the pandemic. The cards were printed and shared in hospitals across Bangalore - KC General Hospital, CV Raman, Victoria Hospital.

"During these uncertain times your meaningful cards have shown healthcare workers that you appreciate their courage to make decisions and take action in critical situations that would overwhelm most of us."

Representative, Concern India Foundation

Activity Snapshot



Scan it to
experience



Spread a smile on the faces of children

• No of volunteers - **220** •

NGO Supported: Being Jigyasu + Surabhi Foundation

Raised a donation of **24,000** to buy gifts for shelter home children

The volunteers at TKM came together to help provide children at shelter homes with more learning resources by creating edu cards.

During the pandemic, many shelter homes are badly affected. During such situation, TKM volunteers came forward to create educational cards on various topics. These cards were used by children as a means to refresh their learnings. On the occasion of Children's Day, educational cards made by volunteers were printed and shared to children's shelter homes. Also, with the donation amount raised, gifts and goodies were distributed among the children to celebrate the occasion.

"Your learning resources have provided a unique way for children to learn science. It has helped them understand the basics and will help remove the fear of learning and increase curiosity for the subject."

Representative Being Jigyasu

Activity Snapshot



Scan it to experience



Special Moments – iCARE volunteerism did not stop during COVID

The unprecedented challenges that the coronavirus pandemic brought altered and disturbed our daily lives. Volunteerism never stopped at Toyota in these tough days. TKM-iCARE believes in standing beside the most needy communities - health workers and professionals, frontline workers, and daily wage laborers. Volunteers from their homes continued to volunteer and do their bit!

iCARE Volunteers initiative



iCARE volunteers joined hands to **spread COVID awareness** through videos



2800 mask donated to the needy



45+ safety ideas received by volunteers



Individual donation made of **INR 2,82,500/-**



30+ volunteers donated blood



Donations made at old age home



Grocery donated to daily wage workers

Springing into action since inception - Total Outreach

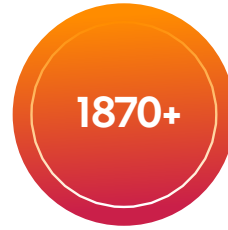
Since 2017 the volunteers at TKM have understood the needs of the community and signed up to volunteer whole heartedly.



**No. of
iCARE
Members**



**No. of
Events**

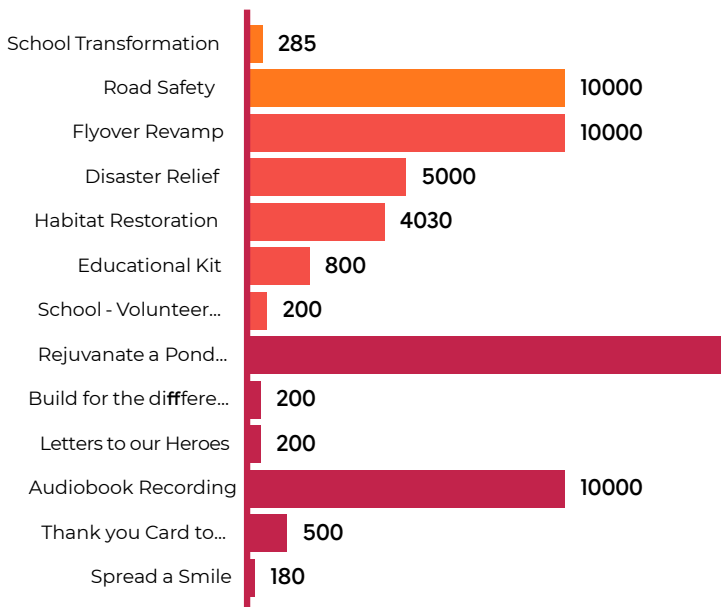


**Hours
spent**

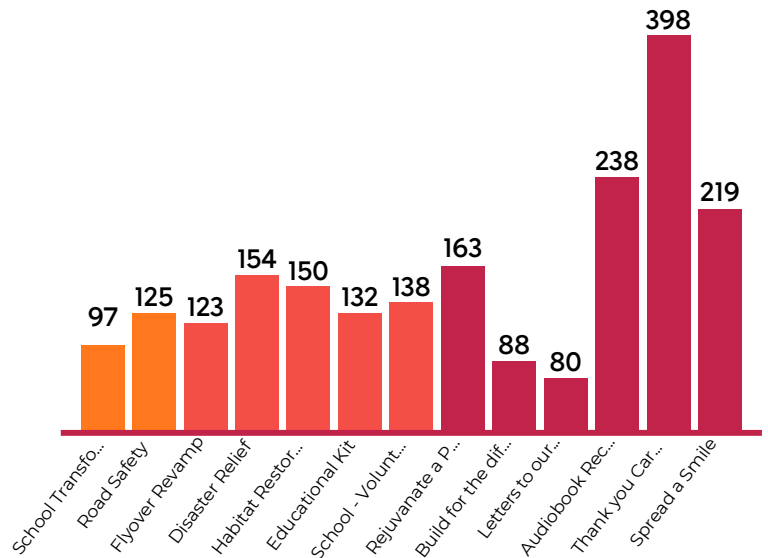


**Beneficiaries
impacted**

Volunteering Registration Trend



Beneficiaries Impacted



2018 2019 2020

iCARE volunteers choice – THE HIGH RATED PROGRAMME

We value the efforts and support extended to make iCARE a successful brand in itself to bring smiles to the communities. iCARE volunteers have always demonstrated that "TOGETHER WE CAN" and below are some of the testimony of the efforts and vision

Environment



4000 Jute sampling bags planned
3000 Seeds dibbled
0.5 Acre land cleaned

Habitat Restoration
Bannerghatta Forest

A wide variety of flora and fauna preserved in the forest area.

Education

Mural Painting and Science Model Making
Hoskerahalli School

125 Murals painted
100 Clay models made
100 Science models made



Science models created by volunteers helped the school win the 1st prize at the Inter School Science Show.

Community Development



163 Volunteers took part
9 Villages impacted
15000 Lives impacted

Pond Rejuvenation
Kalyani

Inspired by TKM volunteers, the Mr. Ikram , IAS, CEO, Zilla Panchayat, Ramanagara initiated an effort to save all Kalyanis and Lakes in the Ramanagara District.

Disability

Record Audio Books for the blind

10000+ visually challenged
now able to hear stories
238 volunteers took part
Recording in 5 languages



Volunteers recorded 80+ books in 5 different languages

COVID



396 Volunteers took part
500 Cards made
5 Hospitals thanked

Thank you
Cards
for COVID Warriors

At a time of global pandemic, volunteers praised COVID Fighters for their undying contributions to keep people safe. This event also witnessed the highest number of participation from family members too.



Your voice



"Because of the current conditions we cannot meet others to participate in social work. That is why the team has thought of new ways to help others from home." **Madhavi**



"Our soldiers have been sacrificing their lives and fighting for us, we are living happily and peacefully. This is why I would like to show my gratitude to the soldiers." **Shanaiah**



"Heartfelt Thank you for giving me the opportunity to be part of the virtual volunteering events. Now we can contribute and give back to the community from the comfort of our home. Thank you!" **Sameer Desai**



"I volunteered for they Thank you cards to COVID Fighter event. It was an awesome and cheerful event for the youth, to support and encourage their confidence and respect towards society" **Ravi Raj**



"I was really happy to be a part of the audiobook recording event. Thank you for the opportunity to participate in this noble activity for differently abled children. I really feel proud of the TKM i-Care team, and thank you to Goodera team for this platform. Happy volunteering.!" **Shashi Kumar**



"Thank you for exposing us volunteers to such good causes and activities. I would really like to get involved in many more activities henceforth" **Chaitra B L**



"I would like to make myself available for all volunteering activities and increase my personal skills towards social responsibilities." **Pradeep**

Scan here to
experience the
volunteering
journey till
now



Registration and login details:

Step 1
Sign In

Sign in

E-mail

Password

[Forgot password?](#)

Don't have an account?
[Register Here](#)


Step 2
Forgot Password


Forgot Password?

Enter your e-mail address to receive the password reset instruction

Remember your password?
[Login now](#)

Step 3
Reset Password


TOYOTA



Reset your Goodera password


Hello,

We have received a request to reset your Goodera password associated with this email address.

Click the button below to choose a new password.

By clicking the button below, you can safely ignore this email and we assure you that your account is completely secure.

Step 4
Signed In


TOYOTA

Sign up to register for events

Seems like you are new here. We have sent a verification code to your email ID. Enter the code below and set your password to complete your sign up.

By proceeding you indicate that you have read, understand and agree to the terms of use and privacy policy

English

[Need help?](#)

Click here to login



To know more about CSR initiative, scan the QR code





In case of any queries, write to us at
tkm.csr@toyota-kirloskar.co.in