



Toyota's hybrid 'All New Prius'

and this drives us to make great cars. India has the second largest road network in the world and road safety has emerged as a crucial social concern".

**Curbing accidents** He added some statistics, "One serious road accident happens every one minute and sixteen die on Indian roads every hour. With new roads being built, and more advanced cars being manufactured in large numbers, it is also the need of the hour to solve the safety concerns of our country. With air pollution levels rising dangerously high across the country, the impending threat to the health and immune system urges all the intercity players to consciously work and make fuel-efficiency and environment-friendly technology a priority".

TKM created this platform as an opportunity to discuss the way forward to tackle the various challenges and opportunities in safety and environmentally responsible technology. As a pioneer of hybrid technology, Toyota also showcased its hybrid 'All New Prius' which continues to enjoy global patronage as the world's bestselling alternative-fuel vehicle. As of September 2016, Toyota sold 9,615,000 hybrid units globally.

"Road safety and pollution are some of the biggest challenges faced by the nation today. Road accidents cause more deaths than many diseases", said Yoonus Khan, cabinet minister, public works & transport, Rajasthan. He welcomed Toyota for undertaking such initiatives with the state to tackle these issues as part

of its CSR programmes.

"Safety has always been of utmost importance to Toyota. Be it manufacturing safe cars or road users' safety, Toyota has always been in the forefront in creating awareness. We were the first brand in India to standardise dual front SRS airbags across all models and in all grades. When we first introduced these in Etios and Livo, one of our customers said that on Indian roads, "we cannot go more than 60 km per hour, so for me 'stereo is more important than the airbags", but over the years, the acceptance has improved on the safety front. This can be further reiterated by the fact that the Toyota Etios was awarded 4-stars in the Global NCAP crash test," said N. Raja, director and senior VP, TKM.

Raja also shared some of the key initiatives on TKM with the audience. "Our focus is on 360-degree approach towards safety. We have an integrated part which we call people-safe, traffic-safe, and vehicle-safe. As a global player, we feel a part of the solution, and not part of the problem. At TKM, we are working on vehicle safety, creating awareness at driving schools which will try to get youngsters to drive right and respect safety. We will impart safety education to children through our programmes".

Toyota will continue its crusade across the country raising awareness and educating society on the need for adopting safe and eco-friendly technology.

♦ S. M. BOOTHEN

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## QIMPRO AWARDS

# Richly deserved

The 27th annual edition of the prestigious Qimpro Awards, instituted by the Qimpro Foundation in Mumbai, saw a stellar turnout of awardees selected for rendering yeoman service in three fields – business, education and healthcare. Each of these fields is categorised into Qimpro Platinum Standard and Qimpro Gold Standard – the former acknowledging national footprint, while the latter recognised specific institutional footprint.

The Platinum awardees in the respective fields were Baba Kalyani, chairman & MD, Bharat Forge; Shukla Bose, founder & CEO, Parikrma Humanity Foundation; and Farokh Udwadia, physician, Breach Candy Hospital Trust. The Qimpro Gold awards went to Krishnakumar Natarajan, executive chairperson, Mindtree; Promila Chandra Mohan, founder, Society for Rehabilitation of the Mentally Challenged (SOREM); and the husband-and-wife team of Prakash and Mandakini Amte, medical directors, Lok Biradari Prakalp. The celebrations also saw the award of the Qimpro Medal, for 'extraordinary achievement by a benchmark leader', given (only for the fourth time in its history) to Hemendra Kothari, chairman, DSP Blackrock, who is founder, chairman & trustee, Wildlife Conservation Trust.

The Qimpro Award has been instituted by Suresh Lulla, principal trustee, Qimpro Foundation, who is also founder & MD, Qimpro Consultants. "The common denominators for the awardees are that each of them is a proud citizen of India, has principle-driven values, is a compassionate visionary, and excels in his or her chosen pursuit to benefit, and bring quality to, society," Lulla pointed out.

The awardees were selected by three panels of judges, each chaired by the Qimpro Platinum Standard winner of the previous year – N. Chandrasekaran, CEO & MD, TCS, for



*The awardees: contributing to society and a better life for Indians*

business; Mithu Alur, founder-chairperson, ADAPT (formerly The Spastics Society of India), for education; and B.S. Singhal, director, neurology, Bombay Hospital, for healthcare.

Kalyani, whose Pune-based company is the second largest forgings manufacturer in the world, was recognised for his singular focus on world-class quality to achieve business excellence and for having nurtured 38 global automobile manufacturers as loyal customers. Krishnakumar, who co-founded Mindtree in Bengaluru in 1999, was awarded for building robust people processes, where quality is the nucleus, and for institutionalising company-wide transparency.

Bose received her award for being 'an education visionary', whose foundation is driven by the simple mission of ensuring that even the poorest child from the slums can access the best possible opportunities in the world. Parikrma started in 2003 as a roof-top school for 165 children from marginalised families and today runs four schools as well as one junior college that collectively offer support to over 1,700 children from four orphanages and 72 slums in Bengaluru. A former national level athlete and mathematics teacher, Chandra Mohan was

led to her calling in 1986 when she established SOREM in Chandigarh, transforming it over the years into a haven that nurtures children – 100 at present - with autism and other mental disabilities. The campus has an outdoor skating rink, basketball court, and a basement for activities such as table tennis, carom, yoga and dance classes.

**Heroes** Udwadia was awarded for being 'a detective-healer' and unarguably the benchmark general physician in India. "What differentiates him is his mastery of a craft, few men of medicine practice today: bedside diagnosis," noted his citation. "He asks questions, and then empathetically listens." His wisdom is captured in 10 seminal books authored by him, apart from over 50 publications in international and national journals.

The Amtes were presented the award for their unceasing social service over four decades by bringing healthcare, education and farming to tribals living in the jungles of Gadchiroli district in eastern Maharashtra. They have now set up a modern hospital in the area and, along with distinguished volunteer doctors, treat some 45,000 patients annually and perform about 500 surgeries.

Their hostel-school is home to 650 pupils too. The couple also runs a wildlife orphanage called Animal Ark that adopts wild animals whose parents have been killed by the tribals for food.

Kothari was acknowledged for being known in financial circles as one of the most trusted and accomplished investment bankers, while another side to him was his passion for wildlife. He now opposes industrialists who usurp forests to build their businesses and works towards regenerating lands for wildlife to flourish. His Wildlife Conservation Trust that endeavours to strengthen the protection of forest ecosystems and mitigate climate change currently works with over a hundred national parks and sanctuaries across India. It additionally commits to developing the communities surrounding protected areas for a better quality of life.

Lulla recalled how in the pre-liberalisation days in 1989, quality guru, J.M. Juran, had advised him to start recognising individuals for excellence in quality to build Brand India. "His belief was that 'People Make Quality'," says Lulla. "This gave birth to Qimpro Awards in 1990."

♦ SAROSH BANA

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