TVS Cheema Scholarship – Investing in Engineering Talent

- Launched in October 2023, TVS established a ₹100 crore scholarship fund, supporting around 500 engineering students (especially mechanical engineering) from Tamil Nadu annually exchange4media+12TVS Motor Company+12Storyboard18+12.

- Recipients receive full tuition, boarding, and study resources. Partnering with premier institutions (IITs, NITs, top state colleges), this programme fosters women entering core engineering disciplines, expanding the future pool of women in STEM fields.

Community Impact: Srinivasan Services Trust (SST) & Women in STEM Ecosystems

- SST (TVS's social arm), over 27 years, has built 40% female representation in its field operations across 5 states and mobilized 60,000 rural women into 5,000+ self-help groups, offering training, credit linkage, livelihood interventions etc. The Times of India+3India CSR+3csrtimes.org+3.

- These programmes improve financial capability and, often indirectly, boost girls' education and community recognition—leading to increased interest and enrollment in STEM education in rural areas.