



*We must give back to the society from whose resources we generate wealth*  
 - Late Dr. Brijmohan Lal Munjal

Our CSR Interventions are aimed at enhancing social and environmental capital along with facilitating the generation of adequate return on our investment and strengthening our social license to operate. Our continuous commitment towards CSR is evident from our last four years (2015-2019) CSR spent, which is much more than the specified amount of 2% of Net Profit. Through our 'We Care' initiative, which is our CSR Umbrella, we are running following five flagship programmes successfully:



**HERO  
CSR**

**VISION**  
**"To have a Greener, Safer and Equitable World"**

**Projects complementing the vision**

**Addressing Environmental Degradation**  
 -Towards a greener world!



Hero MotoCorp believes that the greatest threats the world is facing today are from environmental degradation and climate change. We have taken the responsibility on our shoulder to combat these threats through our Happy Earth Initiative.

Afforestation/large-scale planting Focused at tree planting, the project has brought about a significant increase in green cover with the plantation with focus on more than 90% survival of saplings and trees.

In FY 2018-19, with planting of around 7.6 lakh saplings, we surpassed the 14 lakh saplings figure and collectively added about 5,850,000 square feet of green cover in several cities including Indore, Chennai, Ahmedabad, Sonipat and Delhi NCR. The focus on ensuring survival of saplings continued and we maintained 90% survival rate this year as well

**Eco-friendly and alternative energy - Project Aarush**



**a) Replace traditional lamps with LEDs and skilling the community to make and repair them**

In continuation of our efforts to save energy and provide LED lamps in villages of Uttarakhand, we have installed 108,308 LED lights covering, 25,779 households and this will save over 30 million units of electricity per year. The project also focused on inclusive development by skilling 360 locals who got decent earning opportunity by making LED bulbs and learned repairing also.

**b) Solar Street Lights to save electricity and make villages safer**

This year, we increased the penetration of solar street lights and installed 7,332 more in 119 villages, taking the total to 13,597 street lights in 250 villages.



More than 8 lakh people are being benefitted from clean and green energy to light up some of the remotest villages in India – some of which have received streetlight for the first time. The women folk and children now feel safe, who resides in small isolated hamlets as well as people who resides in area which is sparsely populated, located in inhospitable terrain and constantly faces threat from various danger to their lives, and this initiative would save 8 lakh electricity units every year.

**Water conservation**

Cleaning and rejuvenating ponds, check dams and building rain water harvesting facilities in schools is our bit towards conserving water. We managed to channelize over 75 lakh liters of water in villages and school around our operation in Rajasthan.

**Sanitation at rural schools**

Project Swachh Vidyalaya Abhiyan has supported 146 government school by providing 1,211 toilet block facility, for better sanitation, a constant vigil is also maintained for ensuring that toilet's are well maintained and utilized, along with soft interventions focused at awareness of hand washing and hygiene were also implemented.

The outcomes of the project suggest that attendance rates, especially that of girls, have increased across all schools and there have been minimal sick leaves indicating bettering health of students due to better hygiene.

**Protecting Bio Diversity**

To enhance efforts of our forest rangers who are our Hero's in protecting our biodiversity across reserved areas of country, we have provided with them mobility solution by handing over 230 motorcycle through WWF ( World Wildlife Fund). The rangers who earlier used to patrol on foot now covers wider areas as their mobility has increased many a times.

## Building Hope and Serving Humanity - Towards an equitable world



Hero MotoCorp is committed to creating a meaningful, lasting difference in the lives of the people, communities and all other stakeholders. Therefore, we support communities in the vicinity of our operations in a holistic manner from taking care of basic health care facilities to providing basic infrastructure needs such as access to power and water. Through our CSR partners, we also engage in programs aimed at making rural women self-reliant, improving their wages, and fulfilling their dreams of becoming entrepreneurs.



### THE ROAD TO SAFETY - Towards a safer world



Every year more than 1,48,000 traffic collision-related deaths occur in India. The primary sources of such events are lack of awareness or carelessness of the individuals while driving the vehicle. To address this issue, we have launched the Ride Safe India Initiative.

Considering road accidents, claim the most lives in the country, by safer in our vision statement we mean the safety of all who commute on Indian roads.

#### Safe riding training

We manage eight road safety parks across the country that undertake two-wheeler safe riding awareness training for school and college students, as well as the general public. More than 5 lakh people benefitted through these parks, which are equipped with latest training facilities and well-trained training staff.

#### Road safety communities

Team RSI (Ride Safe India) has established Road Safety Clubs in over 1,150 schools, creating a platform for constant engagement with children to sensitize them about road safety. Our Mobile Safety Van with its focused communication paraphernalia and dedicated team supports road-safety awareness activities in schools and colleges.

#### Awareness and behavioral change

Project 'Be a Road Hero' is aimed at encouraging people to take pride in being safe drivers and good Samaritans as well as to motivate them to encourage more people to be like them. The fundamental objective is to bring about a behavioral change that would ultimately make people realize that road safety is their collective responsibility and together we could bring down the mortality and accident rates on the country's roads. Within a week of its launch, the campaign managed to create a community of over 27,600 people who pledged to "Be a Road Hero".

Minister for Road Transport & Highways Mr. Nitin Gadkari's too shared a video message on the campaign's website.



### Empowering Girl Child



Towards an equitable world, Hero MotoCorp believes that girls are the real assets of a nation. Therefore, to recognise and celebrate the enormous potential that each young girl has, we have been promoting the Hamari Pari Initiative. Hamari Pari thus fosters education and opportunity and, in a broader sense, ensures a fair chance for each beneficiary girl.

#### Ek Pahal

Ek Pahal' aims to make women self-reliant and empowered by teaching them two-wheeler riding's, crucial to girls, who are studying at Women

Industrial Training Institutes (ITIs). This initiative was undertaken by Hero MotoCorp Ltd. in partnership with the Haryana Government and the United Nations Development Program (UNDP) to teach two-wheeler riding to girls studying at the Haryana-based Women Industrial Training Institutes (ITIs). More than 2700 girls had enrolled under the Ek Pahal initiative for two-wheeler riding training. Currently, 12 Ek Pahal centers are operational in Haryana.

#### Employability & livelihoods

Our livelihood training focussed programme for girls and women from inferior social-economic backgrounds witnessed 18,038 girls and women, who completed their training in FY19. Most of them are gainfully employed with reputed companies while others are self-employed. Self-employed girls either work from their homes and earn handsome earnings, or work as freelancers with a few local salons or tailoring shops





### Empower women cops – Project Sakhi

This initiative was launched in association with the police departments of 8 states. The idea is to empower women cops by providing them two-wheelers in order to increase their independent mobility. Women cops are generally dependent on their male counterparts with vehicles if they have to reach incident/accident spots or when responding to distress calls. We have empowered 1922 women cops by providing 961 scooters and motorcycles.

The initial outcomes say that women cops are independently responding to more distress calls from women and keeping their promise of swift action and safety. Another aspect of the program is to make women feel safe and assured with the presence of uniformed women cops riding through the city.



**Education is the most powerful weapon that you can use to change the world' -Nelson Mandela.**

Since inception Hero MotoCorp has been playing its role in supporting education, knowledge sharing, and skill development. With our Educate to Empower program, we continually strive to tackle deep-seated issues within India's education system holistically.

### Project Shiksha

The project is focused on creating an enabling, encouraging and motivating education environment at government schools. More than 3.67 lakh students are beneficiary of this project. While some schools were given necessary renovation and painting jobs, newly built toilet blocks and sports facilities were received by some schools.

### ICT Lab, Tab Labs and Smart classes

Under Educate to Empower initiative we are not only building necessary school infrastructure but also introducing digital intervention for education. We have provided ICT Lab, Tab lab and Smart Class facility to 120 schools of Alwar, Gurugram and Rewari district. With the introduction of digital technologies, learning has become fun and entertaining for young students. We believe proper career guidance at the right time is crucial for a personally determined and evolving preferred future; hence we provide career counselling to students of higher classes.



### Lab on bikes

After the successful execution and acceptance of mobile science lab project, we have launched a similar initiative on motorcycles. The primary purpose for launching this initiative was to enhance our range of impact and reach to schools from remote areas where it was difficult for the van to reach.



### Hero Talent Search

This program has provided coaching support to 200 + students studying in government schools. Students in such remedial classes also develop non-cognitive skills and are in a safe learning environment. They would also be motivated to undertake professional courses in future as the whole program is based in developing students who are extremely talented but are devoid of any guidance, this would enable them to crack entrance examination for leading universities and colleges across the country



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### Khelo Hero

Titled Khelo Hero, the project's primary objectives include a) increased access to sports facilities and training, b) Promotion of sports culture among youth and c) Support and development for talented sportspersons.

So far, We have developed sports infrastructure in more than 50 schools, supported 1974 athletes including Paralympic athletes, extended support to amateur boxers training under legendry Mary Kom as well as supported state-level sports promotion initiatives such as Khel Mahakumbh in Uttarakhand. In this FY alone we have supported 1729 athletes and other sports personal. Through our 'Khelo Hero' program, we were successful in enhancing participation, and performance of India's players at international level. With our continuous support, several differently abled individuals have chosen sports as a career

### Special focus for specially-abled

One motivating story is all that is needed to create a ripple effect. So it is the success story of one specially-abled person which ignites hope in thousands of others who might have lost confidence or have low self-esteem. Under Project Enable, we aim to create an inclusive and motivating environment for our specially-abled compatriots. To begin with, we provide prosthetic limbs to the needy ones along with job-oriented livelihood training to many. All this goes to show that a little help can bring about life-affirming changes for those who need nothing more than a leap of faith. A cumulative of more than 4,296 specially abled beneficiaries, who are mostly poor disabled individuals, many of these individuals were benefitted through surgery, provided with artificial limbs and crutches.



### Healthcare

4 Mobile Medical Vans in Delhi, Dharuhera in Haryana, Neemrana in Rajasthan and Halol in Gujarat and 1 Mobile Eye Check-up Van in Delhi are benefitting 1,03,016 people by providing medical assistance, basic treatment as well as medication. Another initiative focused at eye care is a Satellite Vision center which was set up with support from AIIMS, Delhi at village Malpura near our Dharuhera unit.

The center is accessible to over 40 villages in the vicinity. In far off areas, we continue to conduct eye care camps and cataract surgeries.

Additionally, preventive health check-up camps were organized for over 5,000 students in 20 government schools. Adolescence education for girls and yoga for a health body and mind are also a part of this project.



Employee volunteering is a significant means of engaging employees in a socially useful activity. Through volunteering employees contribute to the Company's committed CSR programmes. Employee volunteering activities are run actively throughout the year and all employees are free to participate in them. Employees volunteer on issues such as road safety, education, sanitation, tree plantation and rural development.

From starting of CSR, employees contributed significant hours in various CSR activities including visits to old age homes, orphanages, blind schools as well as for distributing food items, clothes, books and teaching aids to children. More than 1,000 of them participated in Hero Impact league, which is a technology driven CSR Initiative to support families of Army and CRPF personnel.

The participants include almost every employee regardless to the hierarchical structure – starting from shop floor employees to top management participating in volunteering activities.

This FY we also introduced tech interface to facilitate volunteerism as well as to help employees to keep check on their valuable volunteering hours and gradually see their impact.

### SROI (Social Return on Investment)

We at Hero carried out impact analysis of all the projects and Social Return on Investment (SROI) for all key interventions. The social outcomes included measuring direct economic and social value to beneficiary; value addition to state and central government's objectives and programmes/schemes; increased productivity of beneficiaries; contribution towards sustainable development goals (SDGs); increased trust and loyalty of employees; perception of Hero as a socially and environmentally conscious brand among others.

We at Hero are pleased to share that as per 3rd party evaluators, our SROI was among the highest in Industry with more than 200% in all cases