



*“There is no higher religion than human service.
To work for the common good is the greatest creed”*

Woodrow T. Wilson said,

We at Hero MotoCorp are committed for the care of our fellow human beings, for the future of our world and for better living of everyone. Through our endeavors we would like to help a large segment of our society gain freedom from social ills and to nurture them with a promising tomorrow.

CSR at Hero MotoCorp is guided by the Philosophy “We must give back to the society from whose resources we generate wealth”.

We at Hero believe that in the strategic context of business, enterprises possess, beyond mere financial resources, the transformational capacity to create game-changing development models by unleashing their power of entrepreneurial vitality, innovation and creativity.

In line with this belief, the Company continues to craft unique models to create a better society. Our CSR Vision is To have a Greener, Safer and Equitable World

GREENER: Adopting and Promoting Environment-Friendly Measures

SAFER: Promoting Road Safety

EQUITABLE: Supporting Education and other activities for Under Privileged / Weaker Sections of Society

Our Key Guiding Principles are:

- We would like our CSR efforts as value creation for the society and not just as corporate philanthropy
- We would like the initiatives to have fundamental impact on the society
- We would like to involve our employees to make it organization wide effort

As aptly summed by Confucius, “A journey of a thousand miles begins with a single step”. In our endeavor to bring about change, we have embarked on our journey with HERO We Care.

Under “HERO WECARE” – our umbrella brand aiming at bringing much desired change in our society we have four unique initiatives:

Hamari Pari – an effort to specifically empower the women of tomorrow

An initiative targeted to the girl child from the age of 6+ from the underprivileged sections of society to help them in their holistic development and support them.

To strengthen girl’s education, girls from lot of

schools were acknowledged and honoured for their quest for excellence in education by providing them Fixed Deposit Certificates.

We are supporting more than 10,000 girls for their life skills with a major focus on school enrolment, attending classes regularly and moving to next grade, making them and their families aware of importance of



girl child completed their education and saying no to child marriage.

We have a project to educate and empower girls through imparting education by focusing on vulnerable girl’s from marginalized families and empower the women through literacy.

We are working on initiatives to help girls remain in schools till at least grade X by providing remedial classes and education support. Aim is to encourage and motivate the women in the families to get basic literacy for girls.



Happy Earth – aims at bringing change in our environment for, literally, making our world a happy place to live in.

With aim of making Delhi more greener, we along with TOI and DDA carried out Delhi’s Largest tree

plantation drive. As part of this, around 20000 tree planted by 66 schools with more than 3000 students in 8 DDA parks in the month of August. Then on the last day, more than 40000 people took part in this drive and planted more than 1 lakh trees.



“We regularly carry out tree plantation at various locations across the country including office premises, parks, orphanages, old age homes and government schools.

With a focus on Swatchh Bharat, we are building toilets in many schools in various states and have also provided dustbins for making town cleaner



E2 – Educate to Empower - Education is the basis of empowerment – not only for the individual but the society & economy at large. Our pledge for E2 is to support education, knowledge sharing & skill development at all levels.

Child labour is still a very serious issue in our country. To save child from child labour and enrolling in to main schools, we are working for more than 3000 children for their life up-liftment in 20 villages of 2 districts in Andhra Pradesh.

We provide scholarships and financial assistance to needy students. We carried out a book collection drive for poor & needy. We are providing career counselling for 5000 students in Punjab.



Ride Safe India – A 360 degree initiative on making Indian Roads safer to drastically reduce fatalities.

Major Activities include :

Setting up Road Safety Riding schools - to promote safe riding habits
 Creating Road Safety awareness among masses
 Training school Children
 Mobile app for Road Safety is underway

➤ There is one death every few minutes due to a road accidents in India and children are most vulnerable. Road traffic injuries are a major but neglected public health challenges that requires intensive efforts for effective and sustainable prevention. Keeping this in view, with an aim to keep students safe, we organise training programme on Road Safety Education for students. Poster and painting competitions on safe driving habits are also organised. We also carry out Ride Safe Programmes for drivers across the country giving tips on safe driving.

This initiative is supported by the Ministry of Road Transport & Highways, Government of India. This all is supported by 5th pillar – which is about employee and community involvement

Some of the other recent activities related to CSR done under **WeCare** across the country included:

➤ Mahatma Gandhi once said - **"The greatness of a nation and its moral progress can be judged by the way its animals are treated."** We regularly carry out Animal Health camps across various villages to treat animals and to provide information to villagers on how to take care of animals.

➤ There are over a billion people on this planet that don't have access to clean drinking water. We have set up a RO Plant for providing potable drinking water in a village in Haryana. As the villagers after having water at the plant said "" -
 "- Water is sweet and clean now

➤ **"The eyes are the window of the soul."** To ensure people have good eye sight, we regularly carry out of eye screening camps for community. During the Camps, eye check-up with refraction testing & prescription for spectacles is also done apart from screening for cataract. The eligible patients for cataract surgery are then sent to an Eye Institute for cataract surgery. Camps for post-surgery are also done.

➤ To help women folk in villages we carry out Tie and Dye for Village Women where women are taught about the skills of Tie and Dye.

➤ To make the village youth employable or help them getting self employed, we regularly carry out training programmes on Motorcycle service and repairing for village Youth. Aim of the programs is to give local social entrepreneurs the skills and resources to start small businesses and to provide sustainable employment for unemployed youths from community under self income generation programme

➤ In case of any medical emergency, the immediate and skilled action of first responders is critical. First Responders play a critical role in saving the lives of victims. We regularly conduct Training programmes on First Responder for providing First response in case of medical emergency to students

➤ We carry out Workshops on Adolescent Education for Boys and Girls to give them appropriate and culturally relevant information, promote healthy attitudes and develop skills to enable them to respond to real life situations in positive and responsible way

➤ To promote good health we carry out of workshops on Yoga for Good Health. These are conducted by yoga experts



To promote safe delivery cases, workshops are organised on Pregnancy , Neonatal care & Breast feeding

➤ In addition, to involve our employees and their families in CSR, some of the initiatives include:

➤ **Saving Lives:** Blood Donation Camps across locations

➤ **De cluttering Homes:** Most of us are guilty of **over-consumerism** today. One of the things that most of us have is having more clothes than we actually needed. The value of donating used clothing is greater than it may appear at first glance. The **impact is far-reaching**, from the individual, to the community and to the environment. Help Yourself – Help Others. We have Collection drive for clothes/books/ration across the country.

➤ **Swatchh Hero:** Cleanliness Drive in offices – desk/cabin cleaning by all employees across the country

➤ **Let's Draw:** Poster / Painting / Sketching Competition for employees and employee's families across the country

➤ **I Express:** Slogan / Rhyme / Poem Competition for employees and employee's families across the country

➤ **Individual Social Responsibility Pledge:** Employees voluntarily took pledge to contribute to social causes



A Hero MotoCorp CSR INITIATIVE

