



Hero

we care

A Hero MotoCorp CSR INITIATIVE

*We must give back to the society
from whose resources we generate wealth*

Late Dr. Brijmohan Lall Munjal



Message from
CIO and Head CSR

Thinking, conceptualizing, planning, executing, impact measuring... each aspect of work that we do towards our social responsibility, excite the entire CSR team. It has obviously got to do with the head-heart thing—as the wise people say, if you think right, you will do right; and if you do right, you will feel right. Each day spent out there for the people and the planet drives home the realisation that while we are doing all that we can within our capacity, there is a lot more to be done yet. At this point, we believe that there is great scope to scale up our ongoing programmes and many, many opportunities for us to bring about the change that our colleagues, stakeholders and society as a whole wish to see.

The last year saw us moving ahead along newer dimensions of Road Safety. In particular, I must mention the creation of engaging awareness-focused content, especially the short videos that have a direct impact on the minds of the younger lot and have the capacity to bring about behavioural change – make them more conscious about 'riding safe'. On the ground, various engagements with the traffic police and through our Student Police Cadet (SPC) programme and Traffic Training Parks have been passing on the 'safety' message to thousands of people across India.

Regarding our commitment to contribute towards greening the planet, the Green Drive under our Happy Earth programme has been a great success as we managed to plant over 2.56 lakh saplings and brought more than 1,000,000 square feet of area under the green cover in Delhi-NCR alone.

Coming to our focus on girl children and their education, the ongoing programmes have been scaled up – projects focused at life skills have roped in more beneficiaries, mobile-science labs have increased their fleet; and career-guidance projects have benefitted more and more students. We also contributed towards building much-needed infrastructure in over 50 schools.

Interestingly, a thorough third-party evaluation of the initial impact made by our flagship programmes in the last fiscal had been carried out towards the end of last quarter. We are glad to state that all programmes are headed in the promising direction and the evaluation has given us an overview of what went well and what needs more attention, and will help us in creating the CSR roadmap for the next year.

COMMITMENT TO WOMEN EMPOWERMENT AND EDUCATION

Hero MotoCorp has committed to do its bit to address the challenges discussed above under its corporate social responsibility. The company has included these issues under its CSR policy and have conceptualized two of its flagship CSR programmes – Hamari Pari and Educate to Empower [E²] –focused at the girl child and education. The overall focus of these programmes is to complement or supplement the ongoing efforts of the government and the development sector to address these challenges. While Hamari Pari recognizes and celebrates the enormous potential that each young girl has to fulfil her dreams of a brighter future, Educate to Empower (E²) is driven by the main objective of looking beyond the obvious symptoms and finding long-term solutions related to educating students – with a primary focus on girls.

OVER 120,000 GIRLS ACROSS INDIA ARE BENEFICIARIES OF HAMARI PARI AND E² PROGRAMMES

There are multiple social projects that are being run simultaneously to complement each other to meet the larger objectives of Hamari Pari and Educate to Empower[E²] Programmes.

Life-skills development and school enrolment

We are supporting girl children in Delhi, Andhra Pradesh, Telangana and Chennai to impart life skills with a major focus on school enrolment, attending classes regularly and moving to next grade. With the help of professional non-government organizations, we are also making these children and their families aware of the importance of completing their education and saying no to child marriages. Child labour too has been identified as one of the main obstacles to 'education for all', as children who are working cannot go to school.



Career EduConnect

Going to school alone cannot resolve larger issues. Children need guidance, mentorship as well as consistent assessment of their passions and interests so that they can channelize their energy towards a choice that can help them better in their respective fields. Hence, Career EduConnect programme provides career counselling and guidance to girls so that they can understand what career they may choose, why they may choose the same and how.

Science Education

The mobile science labs reach out to schools with the aim of filling the gap that exists between the theoretical learning and practical understanding of essential concepts of science. Currently, four Mobile Science Labs are running around 60 schools in Delhi, Jaipur and Neemranain Rajasthan and Dharuhera in Haryana.

Step Up and Samarth centres

The Step Up centre focuses on girls from underprivileged backgrounds who have not had an opportunity to go to a school and are currently not at par with regular school goers. The centre prepares the girls to enter

the school in an appropriate grade as per their age and lays foundation for their better schooling. On the other hand, Samarth centre ensures that the older girls do not drop out of schools due to community pressure and other social stresses that they face on everyday basis.

Education resources mobilization and infrastructure development

Regular drives to collect books, stationeries and other education resources are conducted and the material collected reaches the needy children. A part of the CSR spends also goes towards buying essential 'interactive' education material for programme beneficiaries. Additionally, we have set up libraries, drinking water facilities badminton and basketball courts, solar power plants along with many other essential infrastructural developments.

Project Sakhi and Project Cheeta

Project Sakhi and Project Cheeta have been launched in association with Haryana Police and Uttarakhand Police, respectively. Under the projects, we have empowered the women cops by providing them two-wheelers in order to increase their independent mobility. The women cops are generally dependent on their male counterparts with vehicles to reach the incidence spots or while responding to distress calls of women. Now empowered with scooters and motorcycles of their own, they are confident of responding to more calls from women and ensuring their safety.



COMMITMENT TO ROAD SAFETY

Ride Safe Reach

Over **160,000** individuals including students, teachers, cops and Hero customers participated at Traffic Training Parks and road safety awareness programmes

1.2 million participated in 'road safety competition' organized in association with Delhi Police

75,000 individuals received message of safe riding through various activities during National Road Safety Week through **2,400** activities

2,200 students from fifty schools enrolled as Student Police Cadets (SPCs) in association with Haryana Police

06 Traffic Training Parks operational in six states

Intense awareness activities coupled with enforcement are required to sensitize people and bring about an attitudinal change. Hence, road safety has been one of our core focus areas and we have been engaging in multiple activities to address issues that lead to accidents and fatalities on roads. With the same intent, we initiated **Ride Safe India** as one of our flagship CSR programmes.

Ride Safe programmes stress on the need to inculcate self-discipline among road users by way of constant reminders through road safety slogans, campaigns, social media content, blogs and more such focused initiatives. The programme also tries to inculcate a sense of ownership among various organisations regarding road safety education and make these issues a priority list of road construction and traffic management departments.

The objectives of Ride Safe India programme are being met through its various arms — several projects that complement each other for the holistic impact — to ensure that each one of us feels safe, free.

Traffic Training Parks

Traffic Parks in cities of Gurugram, Delhi, Lucknow, Hyderabad, Nagpur and Rourkela have been adopted by us to run holistic road safety programmes. Some of the activities undertaken at the parks include two-wheeler riding training programmes for school and college students as well as general public. These training parks are equipped with riding simulators, safety riding tracks, road stretches with varying road conditions and safe-riding equipment. Through various road safety education programmes backed by professional educators and advanced learning aids, TTPs are aiming to ensure that all riders are aware of fundamentals that will keep them safe and are responsible denizens of Indian roads.

Student Police Cadets Programme

Student Police Cadets (SPC) project is making students the ambassadors of road safety and at the same time will be groomed to become model citizens of the country. Being piloted at schools in Gurugram, the project involves sessions on road safety awareness, traffic management, community development skills, leadership skills, disaster management and waste management. SPC involves physical training of children along with outdoor activities and sports.



Safety Campaigns with Enforcement/Governing Agencies

In order to supplement or complement efforts of the traffic police and transport departments, we organize large-scale safety campaigns that mobilize and make an impact on masses. Some of those initiatives include National Road Safety Week and the UN Global Safety Week, wherein masses get engaged with impactful messages on road safety.

Road Safety Clubs

In Delhi, we have formed a Road Safety Club (RSC) with the Delhi Police as the nodal agency and Hero MotoCorp as a key stakeholder. More than 950 schools have enrolled in this Club and conduct regular activities as per the Road Safety Charter given to them. Similar Road Safety Club has been formed in Lucknow in collaboration with the Uttar Pradesh Transport Department and in Gurugram with Haryana Police.

Safety Vans

In association with Gurugram police, we have set up a Road Safety Van

that goes to various schools for practical lessons on road safety and traffic rules.

Ride Safe India complements the efforts of **Ministry of Road Transport and Highways; United Nations Development Programme (UNDP)** as well as respective **police departments of states of Haryana, Uttar Pradesh, Uttarakhand, Telangana, Chhattisgarh and Delhi**



COMMITMENT TO ENVIRONMENT

Happy Earth is focused at doing our bit to address environmental degradation, climate change or global warming, which is the greatest threat we have ever faced. We look at environmental degradation as one of the man-made crises that will greatly impact not only the current but future generations of humans as well as all other living species.

Focus on Plantations

With an aim to plant and maintain trees at parks of Delhi Development Authority (DDA) and Tilpath Valley, Sanjay Van and other reserved areas, the **Green Drive** was launched in Delhi in 2015. We have planted more than 190,000 trees in the last two editions of the drive. The drive also mobilised nearly 55,000 people including students of various schools, political and religious leaders, as well as citizens of Delhi.

The CSR team also focuses at planting fruit bearing trees at various locations in Delhi NCR as well as other locations near our facilities. We have already planted 40,000 fruit trees at various locations including an orphanage, an old-age home, as well as a few government schools and public places. These trees are expected to bear fruit for the next 40-50 years and these fruits will be available to local communities for free.

COMMITMENTS TO COMMUNITY DEVELOPMENT

While the country's government makes numerous efforts to ensure that its citizens' socio-economic and safety needs are met, at Hero MotoCorp we believe it is also our duty to help the marginalized citizens in meeting their belonging and esteem needs. Therefore, the primary beneficiaries all our CSR programmes are mostly the underprivileged or otherwise needy communities around our areas of operation. As all the programmes have their defined purposes — safety, education, empowerment and environment — the initiatives under We Care umbrella support and complement all those programmes. The idea is to fill gaps and address concerns or issues that may otherwise not be in scope of other CSR programmes as the idea is to have holistic development approach and make larger and long-lasting impact. Some initiatives focused at community include.

Clinic on Wheels

To ensure medical help reaches the marginalized communities in areas with minimal healthcare facilities, we have introduced a Mobile Medical Van service. The van has served 25,000 patients in a year in the North-west district of Delhi. This Mobile Medical Van runs six days in a week and acts as an out patients department (OPD) and conducts diagnosis/tests and provide essential medicines to all residents of the covered area.

General Healthcare Camps

While the van reaches a few areas on regular intervals, Team CSR ensures that our communities that are not being able to benefit from the van yet, get medical support through focused healthcare camps. A team of professional medical practitioners camp at our beneficiary villages on fixed days throughout the year. Over the years, these camps have helped in preventing several serious illnesses among communities by detecting them at early stages and recommending preventive measures.



Night Rescue Van

It is a known fact that hundreds of homeless workers and migrant labourers are vulnerable to extreme cold that Delhi witnesses every year. Many of these people reportedly die due to the cold wave of winters. In an effort to rescue such people and provide them with bare minimum comfort that can save their lives, a van loaded with winter clothes reaches out to hundreds of needy and homeless on Delhi's roads. The van also ferries sufferers of winter chill to night shelters. As per the officials, the van has played a significant role in preventing deaths due to cold wave in the last two years of its operations.



Aid for differently-abled Individuals

As the objective of our community focused initiatives is 'inclusive growth through inclusive development', we ensure that individuals with different abilities too are included in our development story. People who suffer from physical impairments, physical limitations and participation restrictions or have a problem in body function or structure are all eligible for an aid that is solely reserved for them. The focus is on providing



them with wheelchairs, hand-riding cycles, prosthetic or artificial limbs and other such aids that may help in reducing the everyday stress from their lives.

Guidance on Animals Welfare and Farm Management

Considering village communities too are largely dependent on the cattle and livestock, Team CSR conducts health camps for the cattle. The team also organizes awareness programmes for the owners of the livestock so that they cannot just take better care of their animals but can also obtain better yield from them. Likewise, workshops are held for farmers to understand innovations, technological advancements as well as best practices that can help them in yielding better produce in their respective farms.

Standing by Paralympics Athletes

Last year, India had sent the largest ever contingent in the history of Summer Paralympic Games with 16 men and 3 women representing the country. We supported the participation of these promising players, four of whom brought back the coveted medals and made the country proud.

Over three crore people have engaged – viewed, liked, shared, commented, Tweeted – with our awareness-focused content on social media platforms

Interestingly, this turned out to be the best ever performance by India in the history of the Paralympics as we won 2 gold medals, a silver medal and a bronze. Javelin thrower Devendra Jhajharia even broke the world record to win a gold medal.

AWARENESS CAMPAIGNS VIA DIGITAL AND TRADITIONAL MEDIUMS

We have been leveraging the power of digital technology and reach of the social and traditional mediums to supplement the awareness aspect of all our CSR programmes. The company uses digital mediums especially the social media networks and special slots on television and radio to encourage people across the country to support the cause of girl child to be responsible and safe road users.

The primary social media platforms used by Hero MotoCorp are Facebook, YouTube and Twitter. The company also engages Radio and Television (TV) again to supplement the social media messages and reinforce the message.

The After-Life Series and Ride Safe India road show videos on road safety, and story of Bismahad been viewed by millions on YouTube. Likewise Come Home Safe videos made significant impact as they were being televised during Rio Olympics and Euro Cup. Now #KickingStereotypes videos are going viral on YouTube with their powerful energy-induced messages.

VOLUNTEERISM AT HERO MOTOCORP

The idea of individual social responsibility (ISR) drives our employees to contribute to the company's committed CSR programmes. Employee volunteering activities are run actively throughout the year and employees contribute significant work hours to various activities focused at road safety, education, sanitation, tree plantation and rural development.

Recognitions at World CSR Day 2017

- BEST CORPORATE SOCIAL RESPONSIBILITIES PRACTICES
- BEST SOCIAL MEDIA CAMPAIGN
- BEST GREEN ORGANIZATION OF THE YEAR
- THE OUTSTANDING ACHIEVEMENT AWARD for Mr. VIJAY SETHI, CIO & HEAD CSR
- Content for CSR Good Book 2017 CSR LEADERSHIP AWARD for Mr.VIJAY SETHI, CIO & HEAD CSR7