



CSR is an integral part of Team Hero and our tag line 'Manufacturing Happiness' explains as 'how we are furthering the responsibility paradigm in manufacturing to minimise environmental impact', 'developing an ecologically sound ecosystem', and 'giving back to society'.

In line with Our CSR vision “To Have a Greener, Safer and Equitable World”, our CSR policy focuses on value creation that has significant impact on society and aims to cover one or more of the following: Enhance environmental capital, support rural development and education, facilitate healthcare, create sustainable livelihoods, promote sports and road safety awareness.

#### Key Areas of Focus in CSR

We Care is the CSR Umbrella of Hero under which we have four flagship programmes

- Programmes on Road Safety under the umbrella **Ride Safe India**
- Programmes on Girl Child Empowerment and Education under the umbrella **Hamari Pari and Educate to Empower [E<sup>2</sup>]**
- Programmes on Clean and Green India under the umbrella **Happy Earth**

These programmes are supported by other **community initiatives** that are focussed on social and community development and programmes on using Digital for Awareness on Social Causes under the umbrella **Digi Aware**

This note is about the CSR activities at Hero MotoCorp in the financial year 2015-16

#### Ride Safe India

**98,065 participants**

#### Hamari Pari & E<sup>2</sup>

**30,369 beneficiaries**

#### Happy Earth

**1.6 lakh plantations and 82 toilets**

#### Digi Aware

**2.7 crore plus views on Social Media**

#### Community Initiatives

**44,968 beneficiaries**



“A few months ago, I really did not know if I can do anything in life. However, I now know that I want to be a CBI officer and I am sure I will be able to do so because I have such a great support of intelligent people who I believe will always stand by me.

My sisters and I are really happy to a part of Samarth centre where we love all our teachers as they are more like friends. They make us really happy as apart from regular studies they also talk about things that I think we would not have known about in our school.”



## RIDE SAFE INDIA

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 last year as one of our flagship CSR programmes.

Within a year of scaling up, Ride Safe India was recognized by the Ministry of Road Transport & Highways, Government of India. The programme also involved the police of various states to run various road safety awareness campaigns for two-wheeler riders. Most of these programmes are focussed at school students; the participants undergo a structured training module aided by world-class training facilities. For awareness building around road safety, Team Hero participates in activities including walks, online campaigns, blogs, social media engagements, and safety-focused 'sensitizing' films. We have also tied up with Northern Railways to sensitize passengers on 'Safe Travel'. Apart from general awareness sessions, we also conduct Nukkad Nataks at Railway Stations

In today's times, social media plays a key role in disseminating information and creating awareness among public. We at Hero as part of CSR have given huge focus on using this media.

To create awareness among masses on various aspects of Road Safety, We launched a humorous but very informative 'After Life' series on social media. `Aim is to make people aware of various aspects of Raod Safety. In the first series – we released films based on five characters – Pig, Snail, Cockroach, Fly and Lohanath to disseminate information related to areas like 'avoiding drunken driving', ' crossing roads safely, stop reckless driving, wearing helmet while driving etc. These videos have been immensely popular and we have 2.4 crores views within couple of months of launch

Thank you for taking a very lively and interesting session on road safety, in behalf of Hero Moto Corp, for our students today. The session was extremely useful and all students highly appreciated it. They not only enjoyed it but also gained a lot of insight on the issue of road safety. We look forward to having more such interactions in future.

Dean of an MBA institute

## Ride Safe – Key Highlights

- We now have fully operational Road Safety parks in **Gurgaon, Delhi and Lucknow, Rourkela and Hyderabad**
- **98,065** individuals including students, teachers, cops and Hero customers participated in the safe riding programme at our Road Safety Parks
- State of art 'Riding Simulators installed in each park
- **39,046** students and general public were sensitized during the National Road Safety Week
- **22,150** individual received our message of safe riding through **252** rallies and safety walks
- **1,913** activities conducted during the Safety Week
- **264** students from six schools enrolled to form Student Police Cadets (SPCs) in association with Haryana Police. These students, post their training, will become ambassadors of safe riding
- **244** Lakh views of Ride Safe videos to sensitize people on various aspects of road safety
- Partnering in flag ship police programs to promote road safety and other similar behaviors - '**Student Police Cadet - SPC**' program of Gurgaon Police and '**Responsible Citizen**' of UP Traffic Police

## HAMARI PARI & EDUCATE TO EMPOWER [E2]

In July 2015, we saw the launch of Hamari Pari, an initiative to recognize and celebrate the enormous potential that each young girl had to fulfil her dreams of a brighter future. Another program - E2 (Educate to Empower) started alongside Hamari Pari and its purpose is to look beyond the obvious symptoms and find long-term solutions related to Educating students – with a major focus on girls. It is about increasing enrolment in schools and facilitating higher attendance. It focuses as much on improving school infrastructure as on finding innovative solutions to improve the quality of education and learning outcomes. The programme also encourages development of life skills as well as technical skills, ensuring employability of its beneficiaries.

While the initial idea was to reach out to over 15,000 underprivileged adolescent girls at the end of year, we ended up with more than the double estimated number as part of both Hamari Pari and E2. These programmes are steadily scaling up, and so the sky is the limit. Our non-profit partners ensure that each beneficiary of this programme gets primary education and prepare them to be able to live an independent and dignified life. Hamari Pari and E2 are fostering education and opportunity, and in a larger sense ensuring a fair chance for each girl beneficiary

A video on creating awareness about Girl Child 'Hamari Pari' was launched on social media and became an instant hit with almost 20 lakhs views on day 1

Another video on sensitizing people on importance of education for children 'Jag Jag mag karta ik tara' was launched on Children's day

### Hamari Pari and E2 Highlights

- **9,330** girls in Punjab and Rajasthan counseled to choose right career path under Edu Connect and Hamari Pari programme
- **6,240** girls in Andhra Pradesh and Delhi are direct beneficiaries of programs related to overall development with focus on education, health and hygiene
- **8,222** children enrolled in schools across Andhra Pradesh, Bihar and Orissa
- **2,707** girl beneficiaries of Hero 'Mobile Science Lab' project with 17 teachers in 17 schools of Delhi
- **517** girls support by giving books at a school in UP
- **125** girls benefitting from Step Up Samarth programmes in Dharuhera
- **96** girls at a Girls hostel get additional floor in building
- **30** enrolled in Skill Development Center for Beautician and Tailoring courses in Dharuhera
- **9,235** books distributed to underprivileged children through a book-collection drive
- **651** engaging books stocked in a unique library by Room To Read at government schools
- **28** Lakh views of Hamari Pari video to sensitize people on gender parity
- Number of School buildings upgraded across locations



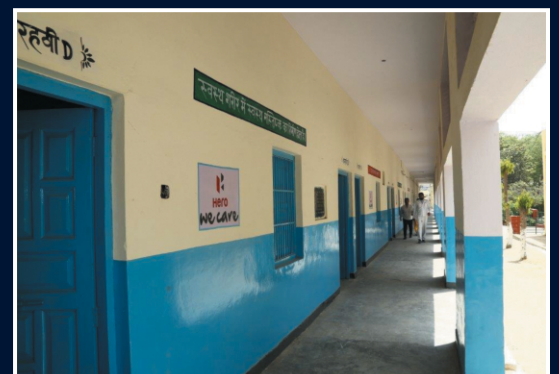
The Mobile Science Lab has made science subject so interesting. Earlier, we only learnt the theory and could only imagine how things would work, but now with practical live models, science class has become really exciting and we all look forward to it.

“I understand the science concepts easily and am confident to score much better.”

Mobile Science Lab beneficiary  
**Sapna, Class 9 student in Delhi**

I love playing football with my friends and now I also like to go to school. I used to worry a lot about my family and always wondered if I can study further and do something in life or if I will have to become a labourer like my parents. Today, with support of Hamari Pari friends, I believe I can continue my studies and fulfil my dream.

“I want to be an independent educated woman and maybe become a senior government officer and I am confident of pursuing this dream.”



## HAPPY EARTH

The journey of Happy Earth began about a year ago, inspired by the simple belief that there was a 'right of the environment' and each one of us must respect the same and abide by the code that any harm done to the environment was harm to humanity itself.

Plantations of saplings including those of fruit-bearing trees have been a consistent activity and the number of trees planted under the initiative is increasing with each passing day. Interestingly, this is one initiative wherein our dealer and retailer networks, as well as each employee, gets involved and ensures that each one of them is environmentally conscious and does their bit towards making the Earth happy.

Providing toilets for children in schools was another key focus area where we put up 82 toilets in various Government schools

- 1.2 lakh saplings planted and now being nurtured at various parks in Delhi
- 36,000 fruit trees planted at various locations including an orphanage, an old-age home and a few government schools in and around NCR
- 82 toilets built and handed over to 13 government schools in Gurgaon, Dharuhera, Neemrana and Haridwar, as contribution towards Swachh Bharat mission
- Dustbins installed in various parts of NCR
- Consistent awareness initiatives are undertaken by CSR team towards sensitization and awareness around environment conservation



## CARING FOR COMMUNITIES

### KEY INITIATIVES

We care, hence we make social investments much beyond the mandate of our flagship programmes. The idea of these investments is to befriend the communities around, and even beyond, our areas of work. These engagements include multiple need-based activities including health camps, eye-care camps, and animal welfare at villages, books and clothes distribution drives, installing drinking-water facilities, skill-development workshops for women, and assistance during natural calamities

## INVOLVING EMPLOYEES AND FAMILIES

### KEY INITIATIVES

Employee involvement is a key part of our We Care initiatives. In the last fiscal, the entire workforce participated in such activities. While many contributed their work hours, others helped in spreading the messages of the needy and shared materials needed for the poor as well as victims of natural calamities.

Employees were involved in 'Wall a Paint' where wall of a Government School was painted with nice sceneries etc. In addition, employees volunteered to be part of all activities be it spending time with under privileged kids or going to blind schools, going to old age homes and orphanages or giving clothes, ration and other items for various causes. The families (especially the Children) also participated enthusiastically in Poster and Painting Competition; Slogan and Rhymes Competition and Photography Competition related to various social aspects

### External Recognition

CSR initiatives at Hero got some prestigious awards and recognitions including:

5 Awards at World CSR Congress in Mumbai in Feb. 2016

- Best use of CSR Practices in Automobile Sector
- Best Environment Friendly Project
- Best Initiative for Community Awareness
- Best CIO - for Most innovative way of working on CSR
- Top 100 Most Impact ful CSR Leaders in World

5 Awards at Golden Globe Tigers Conference in Malaysia April 2016

- Best Green Organization of the year
- Best Environment friendly project
- Outstanding contribution in CSR - Corporate segment
- Best CSR practices
- CSR Leadership Award

## Highlights

- **20,000** people benefited from our aid to Tamil Nadu flood victims
- **16,516** people at various villages benefited from multiple activities including health camps, farm-management and skill-development workshops, and animal camps
- **3,000** kilograms of clothes were collected and distributed among the needy
- **588** students covered under awareness programme related to personal hygiene
- **535** homeless people benefited from our Winter Night Rescue Mission
- **66** motorcycles given to forest department through World Wildlife Fund (WWF)
- **10** schools received study material as well as a building make over in NCR
- **9** Trees of Light installed in a government schools in Haryana, UP and Punjab
- One basketball ground created for a government school in Dharuhera
- One drinking-water purification machine installed at a school in Nagpur

