



Company's Corporate Social Responsibility (CSR) vision to contribute towards building a Greener, Safer and Equitable World gained significant momentum during the year. The focus of our programmes has primarily been environment conservation, promoting and inculcating road safety practices, and empowerment of young girls and women, specially-abled individuals and other under privileged sections of society. Our flagship CSR programmes have been making impacting interventions in the areas of education, healthcare, sports, rural development and sustainable livelihoods.

We Care is the CSR Umbrella of Hero under which we have following flagship programmes, these are supported by focus on using Digital and other mass media for Awareness on Social Causes



GREENER	SAFEER	EQUITABLE
<ul style="list-style-type: none"> Programmes on Environment protection under the umbrella Happy Earth 	<ul style="list-style-type: none"> Programmes on Road Safety under the umbrella Ride Safe India 	<ul style="list-style-type: none"> Programmes on Girl Child Empowerment and Education under the umbrella Hamari Pari and E2 : Educate to Empower <ul style="list-style-type: none"> Program for Specially abled people in our society to get due care and recognition Enable Programmes on Community Development

Greener

One of the flagship programmes is Happy Earth, and as the name suggests, the larger objective is to bring about cumulative environmental changes and make our planet a happier place to inhabit—by the present as well as future generations. All projects undertaken under the programme are complementary in nature and help in mitigating environmental degradation as also the effects of climate change and global warming.



Key Projects Under Happy Earth

Summary of beneficiaries and impact during the year as below:

- Project Hero Green Drive: 7.01 lakhs cumulative till date with almost 90% survival till date
- Project Ankur: 10,000 Green Corps working in 100 schools to spread awareness on environment and tree plantation.
- Project Aarush:
 - 6265 Solar Street Lights put up in 120 villages helping 389073 people
 - 50,770 LED lights in 28 villages saving 1.03 Crore units of electricity per Year for 12727 households
- Swachh Vidyalaya Abhiyan: 903 toilets built in 105 government schools

Brief of the key projects as below:

- Project Hero Green Drive:** Focused at tree plantation, the project has brought about a significant increase in green cover with the plantation of over seven lakh trees with huge focus on survival of saplings and trees. The project is also helping in sustaining some species of plants that are on the verge of extinction. Cumulative 7.01 Lakh trees have been planted in Delhi, Gurugram, Indore, Chandigarh, Palwal and many other locations with almost 90% survival till date
- Project Ankur:** Focused primarily at bringing about environmentally conscious behavior at a young age, the project has created an army of 10,000 Green Corps in 100 schools. These students have engaged not only in plantations but also in conversations around environment with their family and peers, helping start a conscious thinking process.



■ **Project Aarush:** Aimed at encouraging alternative and ecofriendly energy resources, Hero as part of this truly unique project took 2 key initiatives

A) Converting the lamps in villages to LED to save electricity and empowering locals: Misraas Patti village in Dehradun district in Uttarakhand became India's First gram panchayat to be fully LED powered with all houses having only LED Lamps. Thereafter we rolled out similar initiative to 27 more villages in Uttarakhand. In all the 12,727 households in 28 villages, incandescent light bulbs have been replaced with LED (50,770) lights. It is an all-inclusive programs where some women and youth from each village have also been trained to make and repair LED lamps to make the effort sustainable. The unique initiative is estimated to save 1.03 crore electricity units annually and got appreciation from Uttarakhand Government.

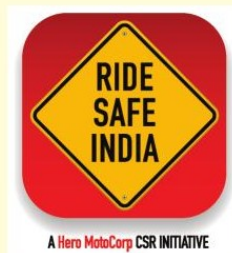
B) Solar Street Lights to save electricity and make villages safer: We set up 6,265 solar street lights in more than 120 villages benefitting 3.89 Lakh people by producing more than 220 MW of green energy annually. Many of these villages are in remote parts of the country and have got street lights for the first times in their lives. The women folk and children now feel safer in the Dhanis and remote villages.

■ **Swachh Vidyalaya Abhiyan:** So as to ensure that students across schools in and around our areas of operations have hygienic toilets, we have built a total of 903 of these in more than 105 government schools so far. The project is steadily scaling up and reaching out to all needy schools. The focus is not just on building toilets but also on regular upkeep and maintenance thereof.



SAFER

Ride Safe India (RSI) is another flagship programme and is driven by the goal of making India's roads safer and bringing down the number of fatalities. Starting from helping people learn safe riding habits, to inculcating a mindset about safe practices on the road right from childhood as well as supporting the government's efforts and boosting mass awareness, a focused RSI team is constantly engaged in planning and execution of programmes in this domain.



Key Projects Under Ride Safe India

Summary of beneficiaries and impact during the year as below:

- **Project Safe Ride:** 306074 participants across our Traffic training parks and other locations
- **Project Catch Them Young (CTY):**
 - a) Road Safety Clubs being supported in 1150 schools
 - b) 2,200 Student Police Cadets (SPC) being trained as road safety ambassadors
- **Project Be Aware, Be Safe:** Awareness campaigns all across

Brief of the key projects as below:

- **Project Safe Ride:** We manage seven traffic training parks across the country that undertake two-wheeler riding training for school and college students as well as the general public. The objective of these parks is primarily to address one of the root causes of road fatalities — which is driver error. More than three lakh people benefitted through these and PAN india locations
- **Project Catch Them Young (CTY):** In the last few years, Team RSI has established Road Safety Clubs in over 1,150 schools, creating a platform for constant engagement with children to sensitize them about road safety. We also support 2,200 Student Police Cadets (SPC), who not only propagate the road safety message but are also taking part in overall personality development and leadership building exercises, the idea being to create a band of influencers who inspire their peers to be conscious and responsible citizens.
- **Mobile Safety Van** which with its focused communication paraphernalia and dedicated team supports road-safety awareness activities of the clubs as well as the SPCs.
- **Project Be Aware, Be Safe:** Multiple awareness campaigns with innovative and impacting content on road safety are being run regularly through both mainstream and various mediums and on-ground activities.



EQUITABLE

To do our bit towards creating a truly equitable world, we have few flagship programmes including Hamari Pari, Educate to Empower (E²) and enable. The primary emphasis of all projects under these programmes is on empowering girls/young women from the marginalized and underprivileged sections of society. While Hamari Pari recognises 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 – this, too, with primary focus on girls. Enabling and encouraging differently abled individuals is another area of focus as we believe that without having an inclusive environment for them, we cannot achieve the idea of an equitable world. In addition, a number of projects are undertaken for the community in general.



Key Projects Under Hamari Pari And E² Summary of beneficiaries and impact during the year as below:

- **Project Shiksha:** Various initiatives related to aspects of education benefitting 2,56,895 students
- **Project Jeevika:** 1081 candidates given various kinds of training as part of Skill development with 60% placement
- **Project Sakhi:** 916 scooters and motorcycles given to women Police officers to promote women safety
- **Project Ek Pahal:** Learn to Ride program benefitting more than 500 trainee running in 9 Women ITI and 1 Women University in Haryana
- **Project Enable:** Support to 1798 specially abled persons and Support to our para athletes

Brief of the key projects as below:

- **Project Shiksha:** The project is focused on creating an enabling, encouraging and motivating education environment at schools. The idea is to create a permanent infrastructure as well as an ecosystem to help improve the quality of education. It's all about starting from scratch – improving the building itself, renovating classrooms and playgrounds, strengthening the boundary walls, providing necessary furniture as well as basic resources like schoolbags, stationeries and books, and so on. It goes on to setting up solar power plants within school premises, building libraries, science and computer laboratories and having putting mobile science labs and career counselling.

As soft interventions, teams of professionals constantly engage with these schools to provide career guidance and conduct motivational workshops and seminars. Our partner organizations also conduct remedial classes for students who cannot cope with the demands of the curriculum. Through our Samarth centers, we ensure that girls do not drop out of schools due to community pressure and other socioeconomic challenges that they face on an everyday basis. The project has benefitted about 2.56 lakh students across six states till date.

- **Project Jeevika:** While we engage with younger children for their education, we also focus on skilling the older ones in the community to make them financially independent.

The project Jeevika focuses on providing livelihood and skills training to youth mainly girls and women from marginalized socioeconomic backgrounds. The training programmes equip them to become auto mechanics (very much a male bastion until recent times), computer operators, tailors, beauticians, and so on. As part of the programs, focus is not just on skill enhancement but also on getting jobs for the trainees. We have trained 1081 youth during the year and more than 60% of them already either got jobs or become entrepreneurs with substantial monthly earnings.

During the year, we also started two wheeler technician courses with Swarna Bharat trust, CII and other prestigious institutions where they will be trained on two wheeler in a world class training facilities. Honorable Vice President of India Shri M. Venkaiah Naidu had inaugurated our skill center at Hyderabad and Mr. Kamal Nath (former Union Cabinet Minister) inaugurated our center at Chhindwara.

- **Project Sakhi:** A unique initiative by HMCL to empower Women in India, Project Sakhi was launched in association with the police departments of seven states. Project Sakhi empowers 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. During the year, we gave 916 scooters and motorcycles to women police officers. They are now confident about responding to more calls from women and keeping their promises of providing safety and swift action.



Another aspect of the programme is to make women feel safe and assured with the presence of uniformed women officers riding through the city. In due course, the project is also expected to encourage more women to join the police services.

- **Project Ek Pahal:** This is another unique project by HMCL to empower Women in India. As the name suggests, it is our bit towards enabling independent mobility of women. The idea is to train women in riding two-wheelers so that they are not dependent on others for their commute. While the first two-wheeler training school for women was set up at Bhagat Phool Singh Mahila Vishwavidyalaya in Khanpur Kalan, Sonapat Haryana, the project has expanded wings and there training centers are now operational at nine women ITIs in Haryana. More than 500 girls have already been trained on two wheeler riding skills.

- **Project Enable:** One motivating story is all that is needed to create a ripple effect. So it is that the success story of one specially-abled person 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. As a first step, we have been lending our support to para athletes. As it turned out, our little support has gone a long way – it has ensured that the country has had its largest-ever medal hauls at Rio Paralympics 2016, World Para Athletics Championships London 2017, and the Asian Youth Para Games 2017 in Dubai. Each of our participating players has their own inspiring story of overcoming their physical and mental challenges and competing with the best in the world. In addition, we also provide prosthetic limbs to the needy ones along with job-oriented livelihood training. 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. 1975 poor disabled individuals benefitted through surgery, artificial limbs and crutches.

Key Projects Under Community Initiatives

With a development approach, Team Hero befriends an entire village community under this project and assists in all possible ways like health and hygiene, making them self-reliant, skilling etc.

Summary of beneficiaries and impact during the year as below:

- Project Arogya: Mobile Medical Van, Eye checkup van and other health camps benefitting 2,06,200 patients
- Winter Night Rescue Van: More than 2000 people rescued from chilly Nights in Winter

Brief of the key projects as below:

- **Project Arogya:** Our 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 more than 2 lakh poor people by providing medical assistance, basic treatment as well as medication. Another initiative focused at eye care is a Satellite Vision center which set up with support from AIIMS, Delhi at village Malpura near our Dharuhera unit. The center is accessible to over 30 villages in the vicinity. In far off areas, we continue to conduct eye care camps and cataract surgeries.

Additionally, medical camps were organized for over 5,000 students in various government schools. Adolescence education for girls and Yoga for a healthy body and mind were also a part of this project.

- **Winter Night Rescue Van:** The van runs across Delhi in winters to transport homeless people who spend chilly nights on roads to warm night shelters. More than 2000 people were rescued and moved to night shelter camps while at night shelter camps facilities like blankets and warm clothes were provided to help many more

- **Towards making a model village:** Another first from us is the consolidation of almost all major activities from our flagship programme at Gujar Ghatal, a rural village in Rewari district of Haryana. The village is on its way to becoming a prototype of a model village and a smart village. Our positive interventions in education, healthcare, environment and skilling of the inhabitants are mutually reinforcing and creating an ecosystem for a village that can become a trailblazer in the near future.

In addition, many other initiatives were taken at creating a Greener, Safer and Equitable World. Employees at Hero and their families also served as volunteers at many of these initiatives. These included employees visiting old age homes, orphanages, blind schools to spend time with under privileged, distribute food items, clothes, books, teach kids etc. More than 1000 of them participated in Hero Impact league to support AWWA - Army Wives Welfare Association - a nonprofit which works for the welfare of spouses, children and dependents of the Army personnel. We have a dedicated set of partners, who work hand in hand with us and during the year we held our 1st CSR partners meet where all partners shared their best practices with an aim to enhance collaboration among our partners so that our projects can deliver more value to the society.



OUTCOMES, IMPACT AND SROI

Every year, all our CSR programmes and each of their respective components go through a comprehensive evaluation by a team of third-party researchers with extensive development sector experiences. The fundamental objective of this evaluation is to measure the progress made by each project, assess if each project is meeting its objectives and hypothesis, and identify challenges as also the ideas and solutions that may make our projects more impacting.

Considering FY 2017-18 was the third year since we started making comprehensive investments in CSR, we also conducted a study to get an approximate measure of the Social Return on Investments (SRoI). Interestingly, the programmes that we started just about three years ago are yielding very positive results. The researchers followed a strategic SRoI mechanism wherein they tried assessing the value addition made by every rupee invested in CSR.

The social outcomes included measuring

- a) Direct economic and social value to beneficiary
- b) Value addition to state and central government's objectives and programmes/schemes
- c) Increased productivity of beneficiaries
- d) Contribution towards sustainable development goals (SDGs)
- e) Increased trust and loyalty of employees and finally
- f) Perception of Hero as a socially and environmentally conscious brand.

For overall impact measurement of each program, evaluators focused on progress made by each project since its launch/inception hence some of the initiatives covered in the studies had nearly completed three years. Several projects focused at young marginalized girls and women under Hamari Pari, programmes focused at uplifting the standard of education under Educate to Empower (E²), planting and environment awareness initiatives under Happy Earth and healthcare focused initiatives under Community Care programme were critically analyzed on various evaluation parameters.

We are happy to state that third-party evaluators stated that all our programmes are promising and are meeting their respective objectives quite well. Just to give few examples:

For instance, interventions made under Hamari Pari have helped in improving life skills of all (over 1,50,000) of girls and they shall surely fare better in personal as well as professional lives than their marginalized counterparts who are yet to get an opportunity to engage in such programme/s.

Likewise, this FY's evaluation reports appreciate CSR investments made towards building or upgrading the permanent infrastructure of schools – in the form of toilets, water facilities, classrooms, laboratories, libraries, sports fields and play courts, furniture, books, school stationeries as well as solar power plants in schools vulnerable to power outages – backed with soft interventions around health and hygiene, environment consciousness are strengthening the fundamental education base of the country. The attendance percentage of all students, especially young girls, at most of the beneficiary schools has seen a considerable rise. At some schools in Haryana, parents have withdrawn their kids from private schools to get them admitted in a better Hero WeCare supported government schools. Hero WeCare supported government schools have also won numerous awards and accolades from state Government.

Another example could be Project Enable too that apart from supporting the poor differently abled people with prosthetics and other such aids also supported national and international level athletes for global events. This intervention has plugged in the major funding gap that prevented deserving athletes from competing at international circuits. The outcomes in form of large medal tallies and national glory speak for themselves.

We have also fared quite well on the environment front as the evaluation reports suggest that more than 90 per cent of the saplings planted in 2015-16 have established their strong roots and now have ability to sustain themselves with minimal care. The ones planted later too are being nurtured well and soon (within two years or so) will qualify to be considered as a part of green cover. Solar lights at villages as well as installation of LEDs too are making significant contribution towards energy and natural fuels conservation. With 28 villages becoming 100 per cent LED-light villages and almost 120 villages having solar street lights, a significant contribution has been made towards national energy conservation mission.

In a consolidated report, the evaluations team has rated almost all projects above average and have identified a few challenges with several small components of larger programmes that we shall be addressing in FY 2018-2019 to ensure that all our CSR investments continue to manufacture happiness.

