



Covid-19 pandemic struck the world and it led to catastrophic impact on everyday lives of millions of people. The pandemic also affected our country as well and affected the lives of marginalized communities. To contain the spread across the country a nationwide lockdown was imposed. That resulted in hardships for labourers, daily wagers, farmers and people residing in slums. In those difficult times, our CSR team along with some partner organizations started reaching out to the most vulnerable sections of society as well as support the government authorities in the battle against the virus. Some of the activities which were carried out are as follows –



Support during natural calamities and pandemic - Project Seva

Unlike the bounty of nature, its fury is a great leveller. Natural disasters affect everyone alike, although the nature of impact depends upon the coping capacity of individuals. The catastrophic fallout of natural disasters for the poor and less privileged communities is well documented. It was to support such vulnerable communities during natural calamities that we conceptualized Project Seva.



Meals and Ration Kits

The team worked out a detailed mechanism by operationalizing the kitchen in the manufacturing plant's canteen. The freshly prepared meals at the company's in house canteen were distributed to the needy in close coordination with local administration and police authorities. Besides, the CSR team also mobilized the teams at the plat location in distributing the dry ration kits – comprising essential food items that can cater to requirements of a family for about 14 days – were also distributed in Delhi, Haryana, Uttarakhand, Gujarat, Andhra Pradesh, Rajasthan, Maharashtra and Kerala.



Manufacturing and distributing essentials

The company started manufacturing hand sanitizers at its various plants and engaged partner organizations to produce protective face masks. The same are being distributed to various government departments and the frontline workers working in hospitals, police & local administration for combating the spread of the pandemic. Moreover, other essential equipment like infrared (IR) thermometer, PPE Kits too were sourced and made available to the frontline workers.



First Responder Vehicle

The company has redesigned few motorcycles as 'first responder vehicles' to support the healthcare fraternity in these times of crisis. Besides, a few motorcycles were also donated to mobilize the frontline staff during the lockdown. Likewise, over 2,000 two-wheelers, specifically designed to be able to carry essential elements have also been given to various government agencies including state police departments that have to reach remote rural locations across the country.



Aid to PM Cares

Nevertheless, while the company continues to make as many efforts possible in fight against the pandemic, we also responded to the Prime Minister's call to help the government in mobilizing resources against the battle. The company donated a substantial amount in Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM CARES Fund). It is a dedicated national fund with the primary objective of dealing with any kind of emergency or distress situation, like the one posed by the COVID-19 pandemic.



GREENER
Environment sustainability
>>>

SAFER
A Road Safety initiatives that aims to make Indian Roads safer
>>>

EQUITABLE
Focus on Gender Parity, Women Empowerment, Skills and Socio- economic Development.
>>>

At Hero MotoCorp, we see corporate social responsibility (CSR) as a commitment towards people and the planet, and the core values of this commitment are integrated in our way of doing business. Team Hero abides by the core principles of environment protection, shared social value, and doing business ethically. Under the We Care umbrella, we have initiated social programmes that will address issues that are relevant locally, nationally as well as globally, keeping the Sustainable Development Goals (SDGs) at the core of each project

In the implementation of all our social and environment programmes, we remain guided by the possibilities of meaningful impact at the grassroots. The marginal increase in the overall value of the social return on investment (SRol) of our CSR programmes assures us that we are moving in the right direction.



Key initiatives under Greener, Safer and Equitable world



GREENER
Large-scale planting
Solar streetlights & LED bulbs
Water conservation
Biodiversity protection
Environment awareness



SAFER
Road Safety Training Parks
Road Safety Clubs
Mass awareness
Support to enforcement agencies



EQUITABLE
Education
Women empowerment
Skill development
Sports development
Healthcare
Support to specially abled

Our Values

Passion
We have the 'JOSH' – we are driven to deliver our best every day; loving what we do, to be bold and have fun.

Courage
We are risk-takers, pioneers, unafraid to question the status quo.

Respect
We show regard and appreciation for everyone; celebrate diversity, act with confidence yet humility.

Responsible
We are accountable for our actions and performance; delivering outcomes as a team, caring for each other and the environment.

Integrity
Our behaviour is ethical; and we do the right thing even when no one is watching

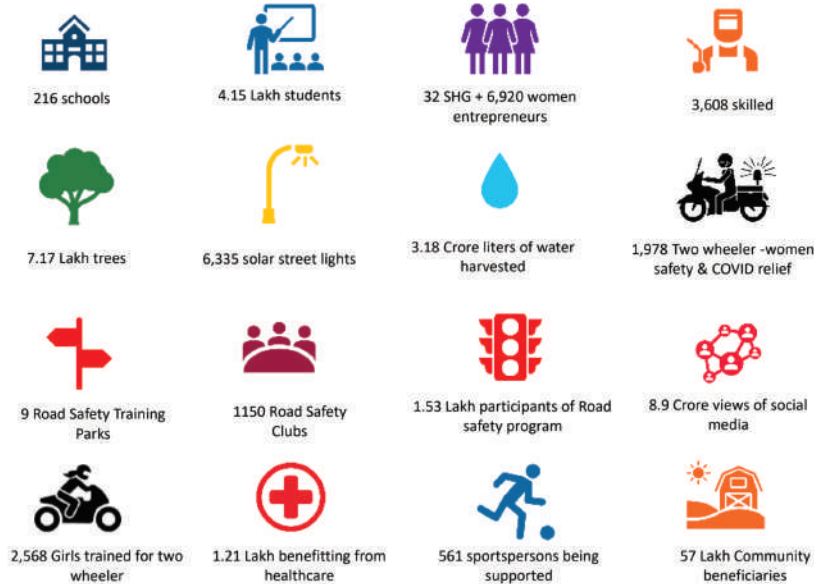
Aligning CSR Objectives with Sustainable Development Goals

The Sustainable Development Goals (SDGs) have provided the world with a new perspective through which businesses can translate the world's needs and ambitions into business solutions. These solutions will enable corporate entities to better manage their risks, anticipate consumer demand, build positions and win over their stakeholders while moving the world towards a sustainable and inclusive development path.

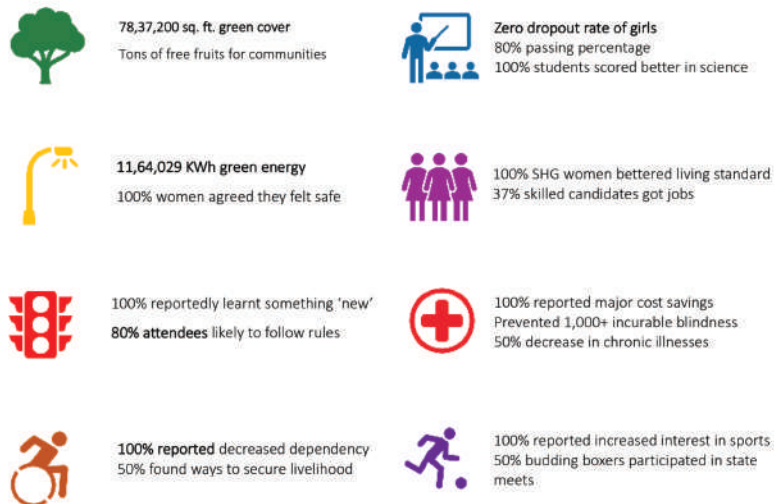
At Hero MotoCorp, we have taken an increasingly strategic approach to the Sustainable Development Goals (SDGs). In the last few years, we have taken conscious steps to analyze the linkage between the SDGs and our existing corporate strategy and along with mapping the Goals to our direct operations, we are also exploring their impacts. Through our corporate social responsibility, we have gone a step further and taken measures to ensure that the SDGs are in some way integrated into the setting of each programme. As the SDGs are focused on addressing the world's most pressing social, environmental and economic challenges, so is our CSR strategy. Our CSR framework is planned to make maximum measurable impact through multiple social interventions. The framework also focuses on structural impact evaluations and reporting on social returns on investments.



Our Reach, Width and Outcome in FY 2019-20



Our Major impact on Society in 2019-20



Afforestation/Large-scale planting – Project Hero Green Drive

Planting trees is a well-accepted method of combating greenhouse gases and carbon dioxide emissions that are responsible for global warming and climate change. Trees use water and carbon-dioxide (CO2) to convert these into organic matter (wood) and oxygen. Thus, trees act as natural air-purifiers and help relieve the environment. Considering the need for afforestation in India, Hero MotoCorp has partnered several organizations and is also engaging with the government to recreate forests and greenify urban and rural areas as well as institutional and other public land by planting as many saplings as possible.



The planting drives are backed by with focused awareness campaigns that encourage local communities to join the initiative. To engage masses in the planting and to call them to participate and take ownership of the saplings, multiple communication mediums – starting from newspapers and radio to social media and other below-the-line modes – are put to use.

In FY 2019-20, with planting of around 7.16 lakh saplings, we surpassed the 21 lakh saplings figure and collectively added substantial green cover in several cities including Bengaluru, Chennai, Indore, Ahmedabad, Sonapat and Delhi-NCR. The focus on ensuring survival of saplings continued and we maintained 90% survival rate in this FY as well.

	FY 2019 - 2020	Total [until March 31, 2020]
Number of trees planted	7,16,320	21,77,000
Survival rate	90%	90%
Total surviving trees	6,44,400	19,59,300
Green cover	27,77,600 sq. ft	78,37,200 sq. ft

Eco-friendly and Alternative Energy – Project Aarush

Project Aarush is an essential element of the programme and primarily propagates the use of alternative and eco-friendly energy resources. While one component of the project focuses on taking solar energy to the rural, especially the solar-powered street lights, another component focuses on replacing traditional lighting resources with LED bulbs. Survival of saplings continued and we maintained 90% survival rate in this FY as well.

Solar street lights Project Aarush	FY 2019 - 2020	Cumulative 2015 - 2020	Figures until (March 31 st 2020)
No. of 16W solar street lights	6,335	19,932	Number of LED bulbs distributed: 108,308
Number of people impacted	3,46,064	8,35,657	Number of villages covered: 332
			Number of households impacted: 25,779
			Electricity units saved per year (in million): 30.1

Water Resources Conservation - Project Jal Hi Jeevan Hai

Hero MotoCorp's project Jal Hi Jeevan Hai primarily focuses on conservation of water resources across rural belts of India. The interventions ensure efficient utilization and management of available rainwater resources through harvesting and renovation of water bodies. Effective rainwater harvesting methods have been put in place which can help store water in days of abundance, for use in lean days as also for increasing the depleting groundwater levels.

	FY 2019-2020	Cumulative until March 31st, 2020
Water saved (in lakh litres)	318	395.3
Resources (conserved or renovated)	3 Ponds	4 Ponds 3 Check dams
Locations	Neemrana, Rajasthan Dharuhera, Haryana	Neemrana, Rajasthan Dharuhera, Haryana



Ride Safe
India Programme

we care
TODAY FOR TOMORROW

Road crashes and fatalities are a major public safety issue and a major concern for us all, especially the regulatory authorities who continue to work on building safer infrastructure and framing effective traffic-related policies and laws. There is no denying that much needs to be done in the field of road safety management, not just in terms of road infrastructure, provision of safer vehicles and enforcement of legislation, but also with regard to observance of rules and discipline by road users.

In the given scenario, Hero MotoCorp's road safety-focused CSR initiative Ride Safe India (RSI) is timely and relevant. The programme, through its various interrelated projects and activities, stresses on the need to inculcate self-discipline among road users by way of constant reminders through road safety trainings, awareness sessions with regard to traffic rules and safe driving habits, and mass awareness campaigns. It focuses on information dissemination on road safety and tries to reach out to individuals who are likely to be ignorant about safety aspects on roads.

The programme team works closely with the traffic police departments of various states to run road safety campaigns for two-wheeler riders. Most of these programmes are focused at school students; the participants undergo a structured training module aided by world-class training facilities. These efforts from the company are supplementary to the efforts of the state traffic police and Ministry of Road Transport & Highways, Government of India.

The larger objectives of the programme include:

- Promotion of knowledge and understanding of traffic rules and situations
- Inculcating safe riding skills through knowledge sharing and training
- Bringing about a change in attitudes and behaviour towards risks as well as personal and others' safety on the roads

Noteworthy outcomes – For a Safer World

- Over 650,000 engaged at 9 road safety training parks
- Over 1,150 active road safety clubs
- 127,464 pledged to be safe riders and encourage others
- Over 240 million engagements with awareness-focused content



CSR Programmes to Build an Equitable World

Hero MotoCorp's vision of an Equitable World is one in which all people are empowered with the ability to make decisions about their communities, and where all communities are fully engaged in the vital task of shaping their collective future. The CSR programmes that the company has conceptualized to achieve this vision are primarily focused on addressing larger issues that hold back the collective progress society – especially for the poor, marginalized and underprivileged sections. The underlying ideal is equity of access and opportunity and hence the focus areas for us have been education, gender parity and women empowerment, healthcare, skill development, inclusivity with regard to specially-abled individuals and support to professional sportspersons as well as hopeful and deserving aspirants from underprivileged sections of society.

Upgrading and Elevating Education Ecosystem – Project Shiksha

Project Shiksha's primary objective is to create an enabling, encouraging and motivating environment for dissemination of quality education at government schools in rural India.

Project Shiksha elements	No. of beneficiaries FY 2019 – 2020	No. of beneficiaries (Total until March 31, 2020)
Infrastructure development	4,976	1,96,044
Direct support viz. remedial classes, coaching and scholarships	14,842	48,291
ICT labs (100 government schools)	-	28,426
Tab Labs	5,151	15,889
Mobile science labs	12,566	74,691
Career guidance + Hero talent search	511	30,864
Midday meal	10,000	20,385
Adult education (reading-writing ability and digital education for women)	-	559

For Employability and Livelihood - Project Jeevika

It is a known fact that a skilled population has the potential to mitigate poverty, utilize demographic dividend and gradually help in socio-economic empowerment of underprivileged communities. Project Jeevika has been conceptualized against this backdrop. The larger objectives of the project include reduced social challenges and economic inclusion of youth and women from the lower social and economic strata of the society.

The project complements Skill India or the National Skills Development Mission managed by the National Skill Development Corporation (NSDC), as well as the Prime Minister Kaushal Vikas Yojana (PMKVY).

Under the project, the company supports multiple education and training institutions that make the youth employable in various technical trades in automotive sector, especially the two-wheeler industry. The credible partner institutes include NSDC, Confederation of Indian Industries (CII), Swarna Bharat Trust and Kishore Musale Charitable Trust (KMCT). Women and youth across various sections of society, including specially-abled individuals, are beneficiaries of the project. Most of them are from marginalized socio-economic backgrounds and such skills are helping them to become financially independent and improve their standard of living.

For Employability and Livelihood – Project Jeevika

- Potable water for community
- Building essential infrastructure in villages
- Aadarsh Gaon: A progressive and sustainable village
- Waterwheels

Healthcare for rural communities – Project Aarogya

Project Aarogya has been conceptualized in a way that it directly complements the National Rural Health Mission (NRHM). The primary goal of the project is to provide accessible, affordable and quality healthcare to rural people. Through this project, Hero MotoCorp is supporting the existing health infrastructure across rural India and making primary services accessible in areas that do not have primary health centres (PHCs) in the vicinity. Apart from providing basic healthcare services and essential medicines, the project team also creates awareness with regard to health and hygiene and help foster a sense of ownership among the community so that the benefits of the scheme reach the most vulnerable and needy people among them. Besides, the company has partnered renowned healthcare-focused public institute All India Institute of Medical Sciences (AIIMS) to set up The Satellite Vision Centre at village Malpura in Dharuhera, Haryana. The centre focuses on providing primary eye-care services to communities from villages in and around Dharuhera. Under the project, the company also runs an eye-care van in certain areas of Delhi/NCR and conducts medical camps across its areas of operations. Additionally, during the harsh winter months, the company has been operating winter rescue vans to transfer homeless people from Delhi's roads to various safety shelters.

Standing with Specially abled Individuals - Project Enable

India has the largest population of specially-abled individuals and interventions to support this vulnerable section of society are necessary if we are meet the vision of an inclusive and equitable world.

As a conscious corporate citizen, Hero MotoCorp has been investing a considerable part of its CSR in supporting multiple organizations that directly engage with specially-abled individuals. Over the years, it has supported hundreds of specially-abled individuals by making available prosthetic limbs, surgeries wheelchairs and tricycles. Other aids such as crutches, Calipers, wheelchairs and tricycles. Our association with relevant organizations such as Bhagwan Mahaveer Viklang Sahayata Samiti, popular for its Jaipur Foot, has been instrumental in identifying needy individuals from marginalized and poor backgrounds from across the country and providing them with practical solutions to the challenges they face. In this FY, over 2,600 people benefitted from multiple interventions that we implemented through Project Enable. The company also focuses on equipping the differently abled with employability skills. To ensure 'inclusivity' of all in our vocational courses projects, the training and vocational courses meant for differently abled individuals are included in Project Jeevika

Development of sports – Project Khelo Hero For various reasons, sports at the grassroots level in India has languished for a long time. It is a pity that a majority of the children do not get opportunities to take part in sports due to the lack of infrastructure or even open spaces. It is also difficult for talented children at the grassroots to move up the competitive ladder due to lack of needed support and resources, especially in terms of infrastructure and training facilities. It is an established point that sports not only play an integral role in overall personality development of young people, it can also bring about prosperity and help in uplifting the socio-economic stature of the entire community. It is with this conviction that Hero MotoCorp conceptualized Project Khelo Hero. The project focuses on supporting and



<https://www.heromotocorp.com/en-in/csr.php>