



CSR at Hero

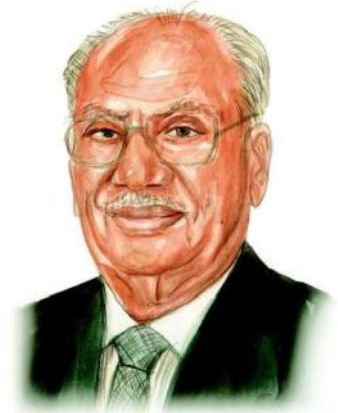
A brief report on the journey and the way forward...

CSR has become integral to 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'.

CSR vision: To Have a Greener, Safer and Equitable World

To this end, its 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.

- Develop grassroots capability for beneficiaries
- Engage in affirmative actions
- Programmes within the company's economic orbit and in relevant local areas
- Participate in disaster relief work, monetarily or otherwise
- Fund new technology
- Partner with industry groups



Chairman Emeritus
Late Shri BM Munjal

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

Going beyond compliance and norms, we have invested over **2.2 per cent** of our last three years' net profits on overall CSR activities and will continue to do so in the future.

CSR Committee



Pawan Munjal
Chairman, MD & CEO



Pradeep Dinodia
Independent Director



Gen. VP Malik (Retd)
Independent Director



A Hero MotoCorp CSR INITIATIVE



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WE CARE



We Care is the CSR Umbrella of Hero under which we have five 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 [E²]**

Programmes on Clean and Green India under the umbrella **Happy Earth**

Programmes on using Digital for Awareness on Social Causes under the umbrella **Digi Aware**

These programmes are supported by focus on social & **community development**



Ride Safe India
98,065 participants

Hamari Pari & E²
30,369 beneficiaries

Happy Earth
1.6 lakh plantations and 82 toilets

Community Initiatives
44,968 beneficiaries

Digi Aware
2.7 crore plus views on Social Media

During the year, we spent **Rs 65 crore** on corporate social responsibility programmes.



FOCUS ON HEALTH, HYGIENE AND EDUCATION HAMARI PARI & EDUCATE TO EMPOWER [E2]

In the beginning of the last financial year, 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

Hamari Pari and E2 Highlights

- **9,330** girls in Punjab and Rajasthan counselled to choose right career path under EduConnect 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
- **517** girls support by giving books at Shishu Shiksha Sadan Balika School, Allahabad
- **125** girls benefitting from Step Up Samarth programmes in Dharuhera
- **96** girls at Matra Anchal Girls hostel, Haridwar, get additional floor in building
- **30** enrolled in Skill Development Center for Beautician and Tailoring courses
- **08** underprivileged girls get scholarship for studying at BML University, Gurgaon
- **10** girls at Haridwar get educational support for three years via Room To Read
- **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



Vijay Sethi
CIO & Head CSR

“The real good news are coming from the grassroots where almost every day a new story is being written, a life is being changed and a smile is being shared. Our investments towards our responsibility are bearing fruit, steadily.”



“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 in me and always stand by me.”

Nisha, Hamari Pari beneficiary

FOCUS ON ROAD SAFETY

RIDE SAFE

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 focused 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.

Highlights from Ride Safe

- 98,065** individuals including students, teachers, cops and Hero customers participated in the safe riding programme at our Traffic Training Parks
- 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



*More than
a message.*



"Thank you for taking a very lively and interesting session on road safety, on behalf of Hero MotoCorp, 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."

Prof Dr Kamal Kishor, Dean, Apeejay School of Management

FOCUS ON ENVIRONMENT & SANITATION

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.

In the last financial year, we have been interacting and engaging with various stakeholders including non-profit organizations actively working in the environment space. 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.

Highlights from Happy Earth

1.2 lakh saplings planted and now being nurtured at various parks of Delhi Development Authority (DDA) as well as Tilpat Valley as part of our Green Drive initiative

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

Consistent awareness initiatives are undertaken by CSR team towards sensitization and awareness around environment conservation



*Increasing the
green cover,
cohabiting by
a code.*



“ It is said that if you have to be remembered you have to do three things: write a book, have a child and plant a tree. Planting trees is a virtue for us, not because they depend on us but as we depend on them. We depend on nature, hence, it is our duty to take care of nature. Planting trees is very important for us, we get food, wood, medicine, paper, clean air and oxygen, in fact our human lives depend on trees. “

Br. Mathew, CC School and Orphanage, one of the thousands who are helping us grow the green cover.

CARING FOR COMMUNITIES OTHER 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.

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.

Highlights from community initiatives

- 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 and **26** staff members covered under 5S awareness programme
- 535** homeless people benefited from our Winter Night Rescue Mission
- 66** motorcycles were given to forest department through World Wildlife Fund (WWF)
- 10** schools received study material as well as a building makeover in NCR
- 9** Trees of Light installed in a government schools
- One** basketball ground created for a government school in Dharuhera



“Two months ago, when we were approached by Hamari Pari team, I was quite excited, but my parents had apprehensions. They were hesitant to send me alone to the center as they were concerned about my safety. However, looking at the enthusiasm in the community, they agreed to send me with other girls. Today, they take interest in all the activities of the programme. I believe that the programme has given me a new perspective of life. I feel confident and believe I can live my dream.”

Sakshi, Community interventions beneficiary

OUR PARTNERS



AWARDS AND ACCOLADES

Effort of Team CSR, all employees, volunteers as well as our project implementation partners ensure that our meaningful initiatives are recognized and awarded by reputed organizations.



- ◇ 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 Impactful CSR Leaders in World

“Hamari Pari programme showed me the silver lining and now I realize that all that I need to change my life is the right guidance and the belief that I am no different and I am certainly not underprivileged. I’ll always be grateful to Hero MotoCorp for reaching out to girls like me, as a youth leader, I will also make sure that more girls like me enroll in the programme that promises a better future to us all.”

Alla, Hamari Pari beneficiary





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Manufacturing Happiness...



