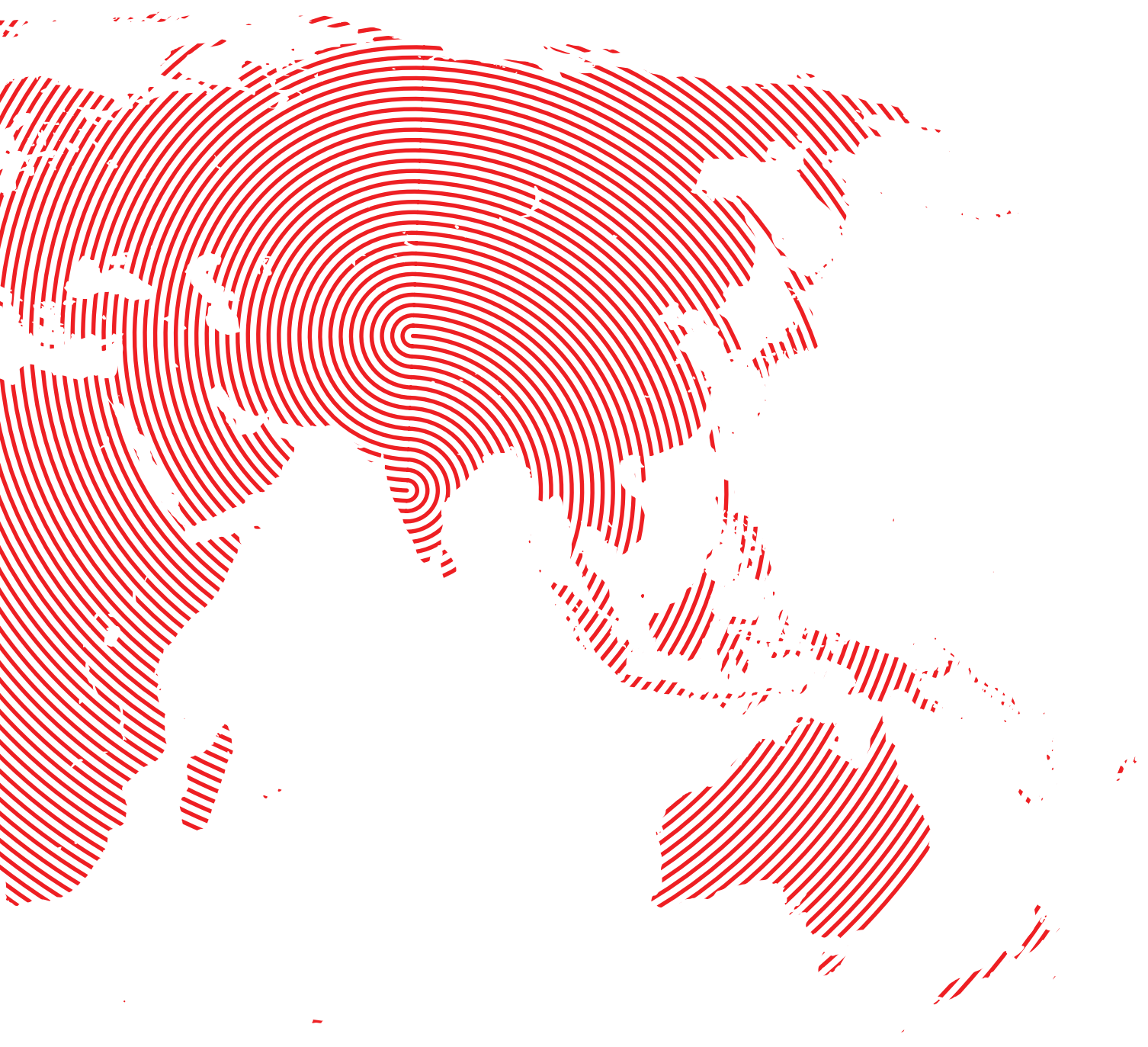




We Care
For You. For Life. For Earth.




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A portrait of an elderly man with glasses, wearing a suit and tie, looking slightly to the right. The background is a soft, colorful bokeh of light blue, pink, and yellow.

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

Chairman Emeritus | Dr Brijmohan Lall Munjal

(1 July 1923 – 1 November 2015)

CHAIRMAN, MD & CEO'S MESSAGE

Wise people have said that in adversity we find true courage and great hope, that we do amazing things, and that we finally know our capacity for survival and renewal. It is in this light that I hope to see the past year and a half.

In 2020, many of our well-entrenched systems and notions stood challenged to the core in the face of Covid-19. The pandemic had much of the world come to a standstill, and quite literally so. It tested our ability to adapt, adjust and prepare ourselves for situations that were beyond our imagination.

However, it was also in the last year that we delved deeper into our strengths and determined that resilience, pragmatism and positivism would define our approach and our journey. Hero MotoCorp's Team CSR constituted a vital part of this journey as they strived to support distressed communities. As the scale of the crisis grew, our resolve to help vulnerable communities in overcoming this adversity became stronger.

At Hero MotoCorp, we allocated a substantial part of the CSR budget towards Covid-19 relief efforts, which, even as I write this, continue to assist in the country's fight to come out of the pandemic as best as it can. In this, the team was ably supported by our long-standing non-profit partners. Alongside, we joined forces with government authorities in resource mobilisation and distribution. Our CSR team streamlined a mechanism to feed lakhs of people from poor communities and soon the kitchens at our plants were preparing meals round the clock for those who were left without food during the lockdown.

Additionally, teams were mobilised across plant locations to distribute ration kits to needy communities during the lockdown. Apart from giving out essentials such as hand sanitisers, face masks and PPE kits. We also distributed two-wheelers to mobilise the frontline staff.

Even the prevailing situation, we pursued our ongoing CSR programmes with utmost care and caution abiding by Covid-19 protocol. Our environment, education, skilling and health programmes in particular remained on track, albeit with the required adjustments.

Under Hero Green Drive – which is focused on increasing the country's green cover and mitigating our carbon footprint – the work for preserving and reviving natural water bodies continued. Several ponds across villages of Haryana were revived and their water storage capacity was increased. Likewise, all rainwater-harvesting initiatives in Rajasthan continued, and so did our partnership with the district administration of Gurugram to help resolve water issues.

On the education front, our non-profit partners oversaw the transition to the online mode and assisted teachers in acquiring and honing the required digital skills. Additionally, we have continued to upgrade the necessary infrastructure at rural schools in and around our areas of operation.

I take this opportunity to reiterate our belief in the enduring benefits of sports, as a medium to encourage learning and to promote sportsmanship among the youth. This was the vision that led us to building sports infrastructure in rural areas, and the results have been extremely encouraging. We also support professional players including para-athletes at the state, national and international levels.

We sustained our focus on skill development through Hero WeCare Centre of Excellence (CoE) for two-wheeler technicians' training as well as through livelihood and entrepreneurial skills programmes for rural women while development of women's self-help groups in rural parts of the country remain on track.

The impact of our healthcare initiatives – enabling access to basic healthcare services and ensuring free treatments and medicines for rural communities – has been encouraging. We intend to not just keep these going but also expand their reach in the times to come.

Today, as we take stock of the lessons we have learnt, there is every reason to believe that in these stories of survival and renewal there is a larger story of hope, both for humankind and for this precious planet of ours. I salute our heroes on the frontlines, the citizens of this country who came together when crisis came calling, everyone at Hero MotoCorp for their unwavering commitment, and all our partners who have supported us in our evolution as a responsible and sustainable organisation, bringing value to all our stakeholders and enhancing the quality of people's lives everywhere.



Dr. Pawan Munjal
Chairman, MD & CEO



Bharatendu Kabi
Head, corporate
communication & CSR

With our solid foundation as a conscious corporate citizen, we remain deeply committed to social progress and environmental sustainability, and have strategically invested in initiatives focused on the socio-economic empowerment of people.

On that note, I present here the Corporate Social Responsibility (CSR) Report, 2020–21, of Hero MotoCorp, and take this opportunity to remind all of us stakeholders that even as the report brings together all of last year's eventful CSR activities that we as an organisation undertook, it is also a means by which we can assimilate important lessons and insights to take forth into the next phase.

CSR at Hero MotoCorp has been defined by its long-term vision of bringing about positive and enduring transformation in the communities with whom we are collaborating in this journey. Education and skills support programmes are, therefore, an important part of our CSR mandate.

We have contributed towards giving a boost to the education system in several parts of the country through soft interventions and development of infrastructure. At the same time, our life-skills support programmes have enabled thousands of children from economically weaker sections in the villages to be at par with their privileged counterparts.

The heartwarming stories narrated by students themselves and the appreciative notes from school principals and teachers as well as community influencers are the truest testimony to the fact that we have begun the journey well.

This report also includes details of our women empowerment programme along with real-life stories that substantiate the belief that empowered women can bring about a positive socio-cultural and economic change in their communities. It is a humbling realisation that the basic opportunities that we created for specially-abled individuals and the training that has equipped hundreds of women and youth at our skill centres with new skills and confidence are bringing about a significant transformation for those who needed the encouragement as much as a helping hand.

As the market leader, Hero MotoCorp has always pioneered eco-friendly and sustainable manufacturing. It is a widely acknowledged feat that all our manufacturing facilities as well as the entire product cycle are essentially based on the core principle of sustainable development. Therefore, some of our manufacturing facilities are quite aptly called Garden Factories.

We acknowledge these laurels but are certainly not resting on them. A significant portion of our CSR budget is committed to the 'Happy Earth' programme which, as the name indicates, is focused on action and awareness around the wellbeing of our planet. A fundamental objective of our CSR programmes has been to contribute meaningfully towards the conservation and protection of the environment and thereby play a constructive role in the wellbeing of all citizens.

Speaking of wellbeing, road safety continues to be a priority at Hero MotoCorp. While our entire product portfolio meets the highest safety standards to ensure rider protection, we have made significant investments in road-safety awareness programmes and imparting safe-riding training under our CSR outreach. Over the past few years, hundreds of thousands of people have participated in various initiatives such as workshops and training sessions as well as virtual awareness campaigns. These initiatives are playing an important role in making riders more safety-conscious, thereby gradually helping to bring down the road fatality and injury rates in the country.

Thanks to our more than two decades-long association, Brand Hero has become almost synonymous with sports. We remain committed to encouraging and promoting sports at the grassroots level, and our project 'Khelo Hero' is playing the role of a catalyst in that journey. In addition to building the necessary sports infrastructure in schools in rural areas, we have also been supporting professional para-athletes at the state, national and international levels.

Going forward, we have chalked out long-term plans for investing in sustainable projects that will not only help us fulfil the company's CSR vision, but also take it closer to its larger goal of being one of the most sustainable brands by 2030. I extend my heartfelt thanks to all our partners and stakeholders for their support and earnest efforts in helping Hero MotoCorp in achieving these incredible outcomes.

Corporate Social Responsibility Vision

To Have a Greener, Safer and Equitable World

GREENER

Environmental sustainability and sanitation & hygiene programmes aimed at creating a Greener and Cleaner World

SAFER

Road safety initiatives that aim to make India's roads safer by spreading awareness about traffic rules and encouraging the adoption of 'safety' habits by all

EQUITABLE

Supporting girl children and education programmes with focus on social and community development

At Hero MotoCorp, the principles of corporate social responsibility (CSR) are integral to the way we conduct our business. It comes from the conviction of our founding chairman – he believed that we must give back to society from whose resources we generate wealth. *Manufacturing Happiness* is more than a tagline – it is the bottom line of brand Hero as well as the company's work culture. We believe that when man, machine and nature work together in harmony, they will not only minimize and mitigate any environmental impact, but also develop a sustainable and evolving ecosystem.

CSR COMMITTEE

Chairman



Dr. Pawan Munjal
Chairman, MD & CEO

Member



Mr. Pradeep Dinodia
Non-executive Director

Member



Prof. Jagmohan Singh Raju
Non-Executive and
Independent Director

Member



Ms. Tina Trikha
Non-Executive and
Independent Director

1. Introduction

The Board of Directors (the "Board") of Hero MotoCorp Limited (the "Company") has adopted the following policy and procedures with regard to Corporate Social Responsibility. The Board may review and amend this policy from time to time subject to the recommendations of Corporate Social Responsibility Committee.

2. Policy Objective & Philosophy

Business enterprises are economic organs of society and draw on societal resources, and we at the company believe that a company's performance must be measured by its Triple Bottom Line contribution to building economic, social and environmental capital towards enhancing societal sustainability. HMCL believes that in the strategic context of business, enterprises possess, beyond mere financial resources, the transformational capacity to create game changing development models by unleashing their power of entrepreneurial vitality, innovation and creativity. In line with this belief, the Company will continue crafting unique models to generate livelihoods and create a better society. Such Corporate Social Responsibility ("CSR") projects are far more replicable, scalable and sustainable, with a significant multiplier impact on sustainable livelihood creation and working for the cause of humanity.

3. Definitions

"Board of Director" or "Board" means the Board of Directors of the Company, as constituted from time to time.

"Company" means a company incorporated under the Companies Act, 2013, or under any previous company law.

"CSR Programmes" means Programmes, projects and activities carried out in this regard are the subject matter of this Policy.

"Corporate Social Responsibility Committee or Committee" means CSR Committee constituted by the Board of Directors of the Company, from time to time.

"Independent Director" means a Director of the Company, not being a whole-time director and who is neither a promoter nor belongs to the promoter group of the Company and who satisfies other criteria for independence under the Companies Act, 2013, and the Listing Agreement entered with the Stock Exchanges.

"Policy" means Corporate Social Responsibility.

Any other term not defined herein shall have the same meaning as defined in the Companies Act, 2013 or any other applicable regulation.

4. Policy

- a. To direct HMCL's CSR Programmes, inter alia, towards achieving one or more of the following – enhancing environmental and natural capital; supporting rural development; promoting education including skill development; providing preventive healthcare; providing sanitation and drinking water; creating livelihoods for people, especially those from disadvantaged sections of society, in rural and urban India; and preserving and promoting sports
- b. To develop the required capability and self-reliance of beneficiaries at the grassroots, in the belief that these are prerequisites for social and economic development
- c. To engage in affirmative action/interventions such as skill building and vocational training, to enhance employability and generate livelihoods for persons including from disadvantaged sections of society
- d. To pursue CSR Programmes primarily in areas that fall within the economic vicinity of the Company's operations to enable close supervision and ensure maximum development impact
- e. To carry out CSR Programmes in relevant local areas to fulfil commitments arising from requests by government/regulatory authorities and to earmark amounts of monies and to spend such monies through such administrative bodies of the government and/or directly by way of developmental works in the local areas around which the Company operates
- f. To carry out activities at the time of natural calamity or engage in Disaster Management system
- g. To contribute to the Prime Minister's National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief and welfare of the Scheduled Caste, the Scheduled Tribes, other backward classes, minorities and women

- h. To contribute or provide funds to technology incubators located within academic institutions which are approved by the Central Government
- i. To contribute to any fund set up by the Central Government or State Government(s) including Chief Minister's Relief Fund, which may be recognised as CSR activity
- j. To promote sustainability in partnership with industry associations, like the Confederation of Indian Industry (CII), PHD, FICCI, etc., in order to have a multiplier impact

The surplus arising out of the CSR projects or programs or activities shall not form part of the business profit of the Company.

5. Implementation

To implement the Company's CSR Programmes through Company personnel or through external implementing agencies or through Raman Kant Munjal Foundation (and other Registered Trusts / Society or a Section 8 company that are established or that may be established by the Company or its holding/subsidiary/associate Company from time to time). In such cases, the Company will specify the CSR Programmes which may be undertaken by those Trusts/Societies or Section 8 companies in accordance with their objectives and administrative and accounting processes laid down in the respective Trust Deeds/Memorandum and Articles of Association.

6. Governance

Every year, the CSR Committee will place for the Board's approval a CSR Plan delineating the CSR Programmes to be carried out during the financial year and the specified budgets thereof. The Board will consider and approve the CSR Plan with any modification that may be deemed necessary.

The CSR Committee will assign the task of implementation of the CSR Plan within specified budgets and timeframes to such persons or bodies as it may deem fit.

The persons/bodies to which the implementation is assigned will carry out such CSR Programmes as determined by the CSR Committee within the specified budgets and timeframes and report back to the CSR Committee on the progress thereon at such frequency as the CSR Committee may direct.

The CSR Committee shall review the implementation of the CSR Programmes periodically and issue necessary directions from time to time to ensure orderly and efficient execution of the CSR Programmes in accordance with this Policy.

The CSR Committee will review periodically and keep the Board apprised of the status of the progress of implementation of the approved CSR Programmes.

Finally, at the end of every financial year, the CSR Committee will submit its report to the Board.

7. CSR Expenditure

CSR expenditure will include all expenditure as may be permitted under the applicable laws, including contribution to corpus for CSR Programmes approved by the Board on the recommendation of its CSR Committee, but does not include any expenditure on an item not in conformity or not in line with activities which fall within the purview of Schedule VII of the Act.

8. Reporting

The Board's Report of the Company to include an annual report on CSR containing particulars specified in the annexure to the rule pertaining to a financial year commencing from April 1, 2014.

9. Disclosures

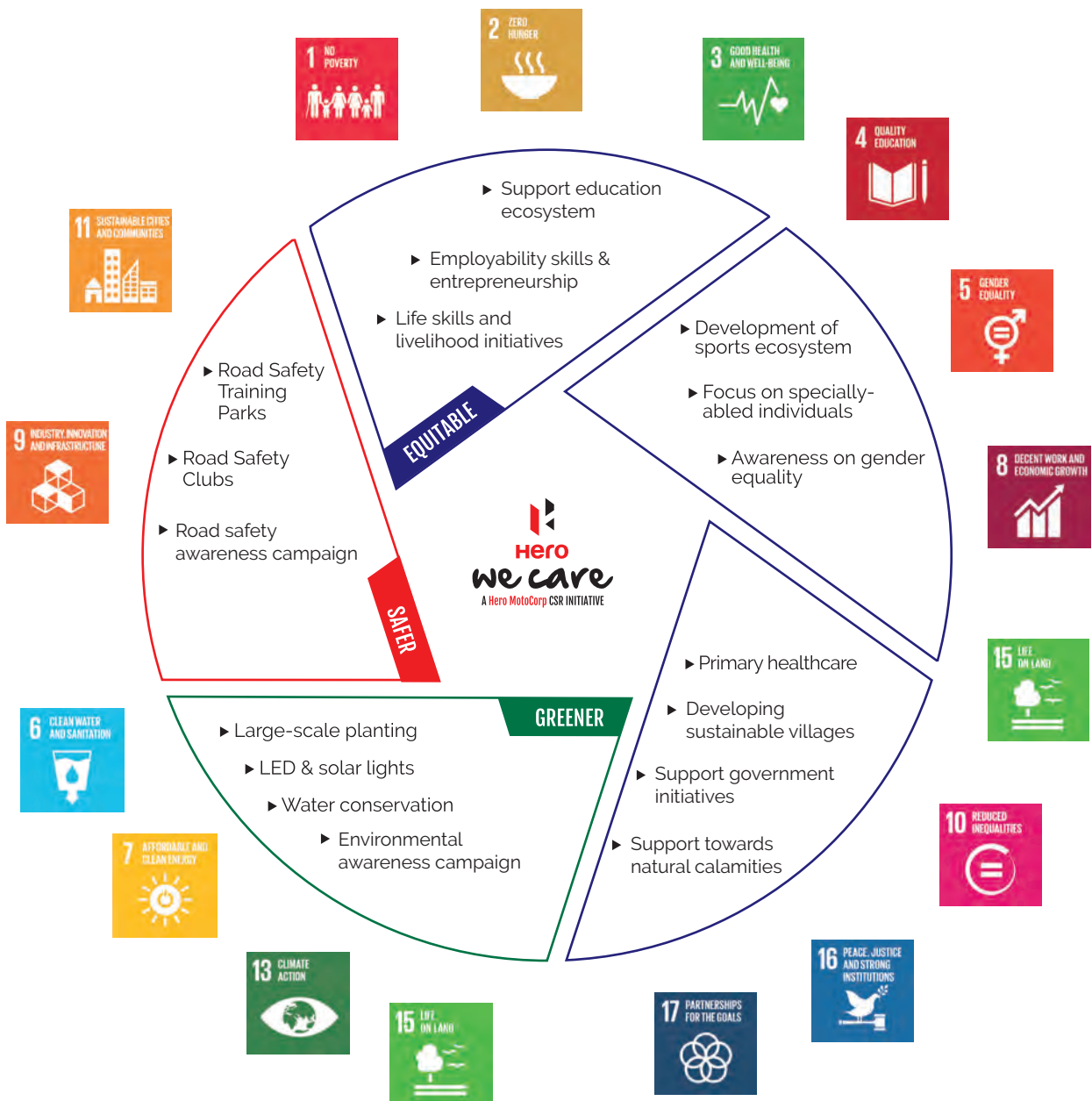
The contents of the approved CSR Policy shall be disclosed in the Board's Report and displayed on the Company's website.

COMPLIMENTING SUSTAINABLE DEVELOPMENT GOALS

At Hero MotoCorp, we realise that the group as a large business entity has a critical role to play in meeting the Sustainable Development Goals (SDGs), also known as the Global Goals. We also believe that the path to these Goals needs to be guided by sustainable business practices as well as focused social investments.

The Global Goals are focused on addressing the world's most pressing social, environmental and economic challenges, and 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 (SRoI).

Our broad and transparent reporting mechanism as well as two-way communication (which also includes third-party assessments) with all stakeholders – investors, employees, customers, vendors, suppliers, governments as well as the communities around our areas of operation – help us in assessing the wider impact of our business operations and strategising each action to ensure that they help us in doing our bit towards meeting 16 out of 17 SDGs targets set for 2030.



SDG vis-à-vis CSR projects

 <p>1 NO POVERTY</p>	<ul style="list-style-type: none"> ▶ Project Jeevika focused at skilling youth, especially younger girls and women, to make them financially independent and come out of the cycle of poverty ▶ Self-help groups of rural women helping them become entrepreneurs
 <p>2 ZERO HUNGER</p>	<ul style="list-style-type: none"> ▶ Planting fruit trees on large scale to give free access to fruits to poor communities ▶ Free meals to thousands of poor communities in Covid-19 pandemic
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<ul style="list-style-type: none"> ▶ Project Arogya is taking free healthcare facilities to marginalised communities ▶ Project Khelo Hero propagates participation in sports ▶ Health and hygiene are integral components of Project Shiksha ▶ Support in the form of medical equipments and logistics extended to hospitals during the Covid-19 pandemic ▶ Road Safety awareness and training to beneficiaries on responsible riding through our traffic training parks
 <p>4 QUALITY EDUCATION</p>	<ul style="list-style-type: none"> ▶ Project Shiksha ensuring that no child within our areas of operations misses school and that he/she gets all necessary facilities at school ▶ Project Jeevika focuses on employability focused vocational courses.
 <p>5 GENDER EQUALITY</p>	<ul style="list-style-type: none"> ▶ Life skills-focused projects empower young girls by helping them realise their rights as well as sensitising communities about the same ▶ Young girls and village women are primary beneficiaries of Project Jeevika, which imparts employability-focused vocational courses ▶ Project Ek Pahal teaches two-wheeler riding to help girls realise the freedom of movement
 <p>6 CLEAN WATER AND SANITATION</p>	<ul style="list-style-type: none"> ▶ Sanitation facilities across schools around our areas of operations ▶ Water filters (RO) at most beneficiary schools ▶ RO water plants at villages near our operations for safe drinking water ▶ Water conservation efforts for increasing ground water level which would support gram panchayats with better access to potable water
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<ul style="list-style-type: none"> ▶ Project Aarush focuses on installation of solar-powered streetlights in rural areas ▶ Installation of solar power plants at a few government schools
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<ul style="list-style-type: none"> ▶ Project Jeevika enabling thousands of young individuals to get decent jobs after professional skills training ▶ The project also propagates entrepreneurship. Hundreds of rural woman are earning their livelihood after completion of vocational courses under the projects

SDG vis-à-vis CSR projects

 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<ul style="list-style-type: none"> ▶ Road safety infrastructure support to state police departments ▶ Managing Road Safety Training Parks in 6 cities ▶ Specially developed First Responder Vehicle (FRV) offer mobility solution to support patients in rural and remote areas.
 <p>10 REDUCED INEQUALITIES</p>	<ul style="list-style-type: none"> ▶ Project Enable propagates inclusiveness and supports specially-abled individuals ▶ Project Khelo Hero creates an encouraging environment for girls to play, as a step towards attaining gender parity ▶ The primary beneficiaries of most projects are marginalised communities from the lower socio-economic strata
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<ul style="list-style-type: none"> ▶ Mass awareness campaigns engaging millions of people to propagate conservation of environment and natural resources ▶ To ensure that future generations are conscious, focused campaigns are run with urban children on environment protection as well as road safety
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<ul style="list-style-type: none"> ▶ Environmental awareness campaigns also propagate responsible consumption ▶ A few SHGs engage in recycling/upcycling of waste materials to produce and sell handicrafts
 <p>13 CLIMATE ACTION</p>	<ul style="list-style-type: none"> ▶ Large-scale planting drives for increasing the overall green cover ▶ Rejuvenating water bodies for recharging ground water levels ▶ Focused awareness campaigns to sensitise masses towards climate change ▶ Focus towards ecological restoration by adoption of the biodiversity parks
 <p>15 LIFE ON LAND</p>	<ul style="list-style-type: none"> ▶ Supporting restoration and conservation of reserved forests to protect their flora and fauna through mass planting drives ▶ Empowering forest guards/rangers across states with motorcycles to increase their speed and mobility for them to keep check on poaching and illegal deforestation ▶ Promoting sustainable management of biodiversity, along with protecting the ecosystem of wildlife and the forest reserves through maintenance of biodiversity parks
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<ul style="list-style-type: none"> ▶ Strengthening police departments – law-enforcing institutions by empowering women police cops with two-wheelers to increase their mobility and response time to distress calls ▶ Supporting non-profits and focused mediums that propagate peace and justice for all ▶ Support the digitalisation of public service delivery and enhance accountability and transparency of governance by government departments.
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<ul style="list-style-type: none"> ▶ Partnering with UNDP, central and state government departments, industry associations, media organisations, social enterprises as well as civil society for execution of social projects

CSR PROGRAMMES AND THEIR COMPONENTS

FOR GREENER WORLD

ENVIRONMENT

Large-scale planting
Alternative/Renewable energy
Water conservation
Biodiversity protection
Environmental awareness

FOR EQUITABLE WORLD

EDUCATION

School Infrastructure
Remedial Education
Digital and computer education
Science education
Academic scholarships

SKILL DEVELOPMENT

Technical training centres
Vocational training centres
Two-wheeler-riding training centres

SPORTS

Support to training academies
Support to grassroots sportspersons

FOR SAFER WORLD

ROAD SAFETY

Road Safety Training Parks
Road Safety Clubs
Road safety awareness
Support to enforcement agencies

WOMEN EMPOWERMENT

Self-help groups
Entrepreneurship development

COMMUNITY SUPPORT

Healthcare
Essential village infrastructure
Aid towards natural calamities
Support state governments' welfare schemes

SUPPORT DIFFERENTLY-ABLED

Direct aids distribution
Corrective surgeries and artificial limbs



We do not inherit the earth from our ancestors, we borrow it from our children.

~ Anonymous



HAPPY EARTH PROGRAMME

There is a pressing need to create a balance between necessary economic activity and the environment, as the increasing demand for infrastructure and energy is resulting in degradation of forests and green cover and adversely impacting natural water reserves. At Hero MotoCorp, we understand that alongside economic growth, focus will also have to be on tackling the issues of global warming, soil erosion, pollution, and maintenance of biodiversity and ecological balances.

As an environmentally conscious company, Hero MotoCorp has been steadily cutting down on its carbon footprint and continued making steady progress towards sustainable manufacturing processes. Happy Earth, one of its flagship CSR programmes, is focused on addressing climate change and the environmental issues that the world is facing today.

The primary components of Happy Earth programme are focused on large-scale planting drives, installation of solar streetlights, rejuvenation of natural water bodies, and awareness drives. All of these interventions are helping the company in mitigating environmental degradation as also the effects of climate change and global warming.

While the lockdown due to Covid-19 pandemic resulted in curtailment of some activities, the programme still managed to achieve a few milestones, as discussed in the following sections.



Hero Green Drive

Large-scale planting is one of the major components of the Happy Earth programme. With this initiative, Hero MotoCorp has been doing its bit towards combating greenhouse gas and carbon dioxide emissions, which are responsible for global warming and climate change.

In partnership with several credible organisations, the Green Drive has been steadily scaling up, recreating forests and greenifying urban and rural areas as well as institutional and other public land through planting of various species of saplings. Hero MotoCorp also takes responsibility of nurturing the planted saplings for at least three years, which is the time that an average sapling takes to be able to sustain itself on its own with minimal intervention.

In FY 2020–21, following the agroforestry model, we planted more than two lakh fruit trees with 1,168 farmers from 20 villages across Dharuhera, in district Rewari, Haryana.

Overall, till date we have planted a cumulative total of 23.7 lakh saplings across the country including in Bengaluru, Chennai, Indore, Ahmedabad, Sonipat, Delhi-NCR, Chandigarh, Haridwar and Alwar.

Trees planted in 2020-2021	2,07,190
Number of villages covered	20+
Number of farmers engaged	1,168
Cumulative trees planted until 31st March 2021	2,384,190



Aarush

Aarush is another important component of the Happy Earth programme. The project focuses on promoting the use of alternative and eco-friendly energy resources, especially solar power in rural areas. Under the initiative, the company installs and maintains solar-powered streetlights in rural areas.

The solar streetlights are off-grid and hence effectively free as compared with other street-lighting options. Further, the rural community favours the use of solar streetlights as they enhance safety and productivity.

In FY 2020–21, the company continued to maintain more than 19,932 solar streetlights that had been installed in over 229 Gram Panchayats in Uttarakhand, Haryana, Rajasthan and Gujarat. Some of these villages had got streetlights for the very first time. More than 1,180,550 are benefitting from the initiative.

Aarush	Cumulative 2015 – 2021
No. of 16W solar street lights	19,932
Number of people impacted	1,180,552



Jal Hi Jeevan Hai

This part of the Happy Earth programme focuses on conservation of water resources in rural settings. The interventions under the initiative ensure efficient utilisation and management of available rainwater resources through harvesting and renovation of water bodies.

Jal Hi Jeevan Hai is helping village communities store water during days of abundance for use in lean days, and also in increasing the depleting groundwater levels.

In FY 2020–21, the company continued to support villages in maintenance of the rejuvenated ponds and also engaged in awareness activities around its areas of operation.

	FY 2020-2021	Cumulative until March 31st, 2021
Water saved (in litres)	429 lakh	824.3 lakh
Resources (conserved or renovated)	3 ponds	7 ponds 3 check dams, 2 rain water harvesting systems
Locations	Rewari, Haryana	Rewari, Haryana Gurugram, Haryana Alwar, Rajasthan Jaipur, Rajasthan



GuruJal

Hero MotoCorp has been supporting Project GuruJal, an initiative of the district administration of Gurugram focused on addressing water-related issues in the district. The deputy commissioner of Gurugram is the chairman of the project, with other officials as members of the society that manages it.

The objective of the project is to find solutions that can effectively tackle water management and conservation issues. In its second phase in FY 2020–21, the project conceptualised a holistic approach that enabled inter- and intra-department support and monitoring of water-conservation schemes. The problem areas being addressed include underlining of priorities of departments/agencies, lack of collaboration and support amongst various departments, ineffective citizen engagement, and limited understanding of root causes of the various issues.

In the last FY, the project primarily focused on was the term mentioned in GuruJal Annual Report, the four interventions that include biodiversity management, water proofing, supporting a pond and connecting the drops.

The project also focuses on conducting campaigns and educational awareness sessions on water scarcity and restoration, carrying out water-related tests, and onboarding individuals and expert organisations to meet the targets of the project and make Gurugram a water-conscious district.

GuruJal Interventions





A Hero MotoCorp CSR INITIATIVE

Strength does not come from physical capacity. It comes from an indomitable will.

~ Mahatma Gandhi



RIDE SAFE INDIA PROGRAMME

Road crashes and fatalities are a major public-safety issue and 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.

Hero MotoCorp's road safety-focused CSR initiative Ride Safe India (RSI) stresses upon the need to inculcate self-discipline among road users by way of regular reminders through road-safety trainings, awareness sessions with regard to traffic rules and safe driving habits, and mass awareness campaigns.

The programme focuses on information dissemination on road safety and reaches out to individuals who are likely to be ignorant about safety aspects on roads. The RSI team works closely with the traffic police departments of various states to run road-safety campaigns for two-wheeler riders. The efforts of the company are supplementary to the efforts of the state traffic police and Ministry of Road Transport & Highways, Government of India.





Sadak Suraksha -
Jeevan Raksha

National Road Safety Month 2021

18 January 2021- 17 February 2021

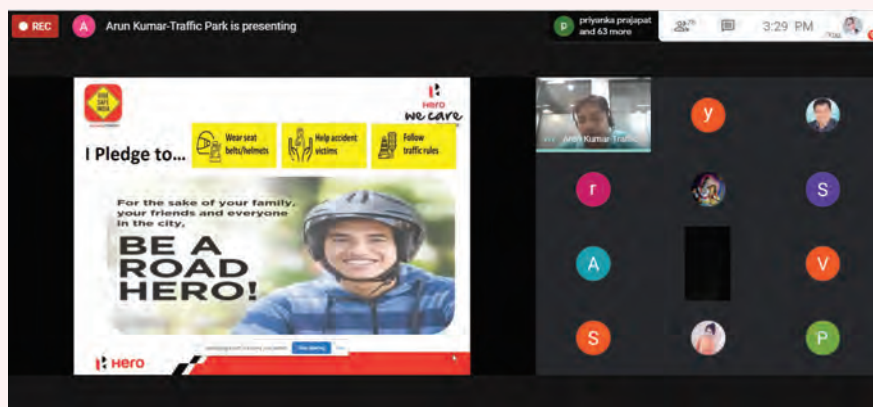


National Road Safety Month

In FY 2020–21, Hero MotoCorp participated in the National Road Safety Month, commencing in mid-January 2021. More than 800 safety-focused initiatives including rallies, drawing and quiz competitions, and talk sessions were organised at Road Safety Training Parks and the company's area offices. Over 74,500 people from all walks of life actively participated in these initiatives and helped in propagating the message of road safety.

Doori hai zaroori

With in-person training being called off due to Covid-19 restrictions, Team RSI made efforts to continue road safety training and awareness sessions through online mediums. These sessions were successfully conducted at various schools and Industrial Training Institutes (ITI).



The virtual classrooms saw discussions on basic safety modules and essential tips to remain safe while on the roads. The participants found these sessions to be informative and helpful in enhancing their appreciation of road-safety rules.



Road Safety Training Parks (RSTP)

The Road Safety Training Parks play an important role in educating the masses and encouraging them to become aware and responsible road users.

The Parks are equipped with state-of-the-art facilities to demonstrate how to be safe on the roads. There are riding simulators that allow one to learn riding in various conditions, while professional instructors conduct awareness programmes for the general public including students and staff from various schools and colleges as well as other institutions and corporate houses. Every RSTP sees a footfall of more than a thousand people in any given month.

Road Safety Training Parks (RSTP)		
	Supported in FY 2020 – 2021	Cumulative (Until 31st March 2021)
No. of RSTPs	6	6
No. of participants (all RSTPs)	1,11,609	7,68,016
Locations	Punjabi Bagh, Delhi Gurugram, Haryana Lucknow, Uttar Pradesh Hyderabad, Telangana Rachakonda, Telangana Nagpur, Maharashtra	

Road safety clubs – Project Catch Them Young (CTY)

We believe it is never too early to introduce children to the basics of road safety – habits formed at an impressionable age tend to last a lifetime. Children are also known to help grown-ups in the family become disciplined on the road.

On the basis of this understanding, Hero MotoCorp set up Road Safety Clubs as part of Project Catch Them Young. The project facilitates road-safety education for school children with the sole aim of preparing and equipping this vulnerable section of road users with knowledge, skills and positive attitudes and behaviour that will help them stay safe as well as keep others on roads safe.

The project is run in association with state police as the nodal agency and currently has 1,150 active Road Safety Clubs in schools. The team conducts regular activities as per the Road Safety Charter created by the police and the best-performing schools are felicitated during the functions specially organised for this purpose.

In FY 2020–21, since we had to avoid large group classes, the road safety training and awareness sessions with clubs were conducted virtually. Many such programmes were conducted for children at various locations by Hero Road Safety Instructors through online mediums. During the discussions, students were actively involved and expressed appreciation for the content. They agreed to not just follow all road-safety measures, but also spread the message amongst family and friends.





KHELO
HERO 

*Community
Welfare*



Arogya



CSR PROGRAMMES TO BUILD AN EQUITABLE WORLD

Hero MotoCorp's vision of enabling the building of an Equitable World is led by the goal of addressing larger issues that hold back the collective progress of society – especially for the poor, marginalised and underprivileged sections.

The underlying idea is equity of 'access and opportunity', and hence the areas of interventions are education, gender parity and women empowerment, healthcare, skill development, inclusivity with regard to specially-abled individuals, and development of a sports ecosystem in the country.



PROJECT SHIKSHA

Project Shiksha focuses on upgrading and elevating the education ecosystem in the country. The objective of the intervention is to create an enabling and encouraging environment for imparting quality education at government schools in rural India.

The project complements the Right to Education Act by supporting the development of necessary infrastructure and pitching in with soft interventions. The idea is to pave the way for government schools in the rural to eventually match the performance and outcomes of privately run schools.

Over the years, Hero MotoCorp has constructed or refurbished school buildings, renovated classrooms and playgrounds, and provided furniture as well as basic resources like schoolbags, stationeries and books. In some schools that experienced regular power cuts, the company invested in installing solar-power plants for uninterrupted functioning.

In the last FY, renovation work was carried out at four government schools in Haridwar, Uttarakhand, and a comprehensive library was built at Pandit Lalit Sharma P.G. College, Rishikesh, Uttarakhand.

As of today, many schools in the vicinity of the company's plants boast of outstanding libraries, science laboratories, auditoriums and play areas including basketball and badminton courts.

Going beyond infrastructural development, the company has deployed professional non-profit entities to engage with these schools to provide career guidance to students and conduct motivational workshops and seminars.

The focus is also on remedial classes for students who are struggling to meet the demands of the curriculum. Through our remedial education centres, we ensure that students get additional academic sessions and perform better despite whatever socio-economic challenges they may be coping with.

Project Shiksha interventions have helped bring about an exceptional increase in regular attendance rates and a zero-dropout rate at several schools.



► School infrastructure

Starting from renovation of essential elements such as sanitation, handwashing and drinking water facilities, to building libraries, science and computer laboratories, playgrounds and more, everything that helps foster a healthy learning environment is being provided by Hero MotoCorp at the schools that it has supported in the last few years.

In FY 2020–21, the company supported 3 schools benefiting 1028 students schools in and around the villages of Rajasthan, Haryana and Uttarakhand.

Schools' infrastructure development	Supported in FY 2020 – 2021	Cumulative (Until 31st March 2021)
No. of schools	03 schools	219 schools



► Remedial education

Here the focus is on providing additional academic assistance to students from government schools who are not able to cope with the grading system. The initiative also supports children who get left out of the mainstream education system.

The fundamental objective is to build a supportive environment to aid in the holistic development of children – one where they not only receive academic support but also acquire life skills, learn to be creative, and are given an opportunity to discover their interests and talents.

Considering that in-person schooling was not possible in FY 2020–21, remedial classes were conducted online through virtual classrooms.

For students who did not have access to digital devices or had connectivity issues, our partners initiated community learning wherein academic centres were set up within the villages. The teachers conducted classes in small batches while following the precautionary guidelines for Covid-19. These centres not only focused on academics but also engaged children in the performing arts as well as other extracurricular activities that helped to keep their spirits up.

In this FY, 8,184 children across areas where our interventions are ongoing benefited from these remedial-education interventions. Overall 56,475 students have benefitted from the programme till date.

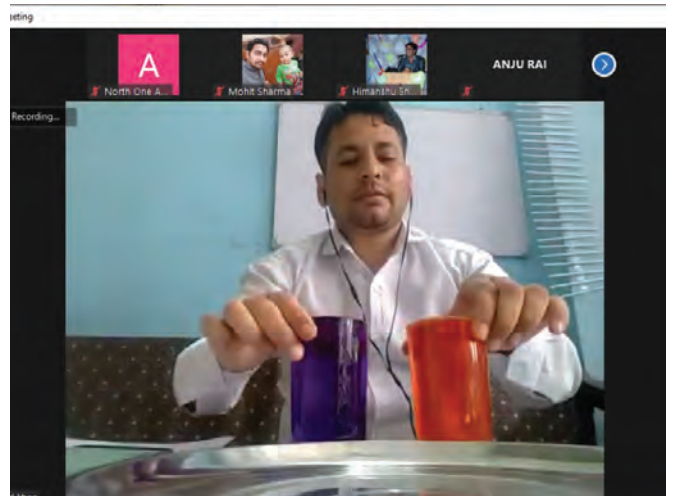
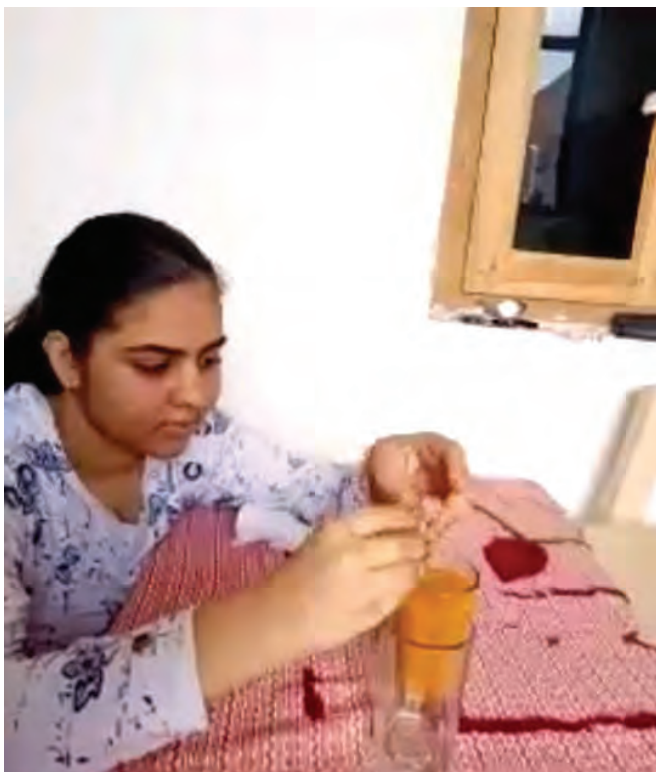
Beneficiaries	Supported in FY 2020 – 2021	Cumulative (Until 31st March 2021)
No. of beneficiaries	8,184	56,475



► Science Education

Mobile Science Labs (MSL) were introduced to enable hands-on learning experiences for children and in the process inculcate the temperament in them. In order to extend reach and frequency, the Labs on Bike (LoB) were added to the fleet, these being an extension of the MSL on motorcycles. Each LoB travels to remote schools equipped with science models covering topics in physics, chemistry, biology and math. Additionally, a science centre with relevant scientific instruments and tools has been set up in Dharuhera, Haryana. Likewise Science, Technology, Engineering and Mathematics (STEM) learning classes were held online for students in Haridwar, Uttarkhand.

In total, 4 MSLs, 4 LoBs and 1 science centre are making science experiments accessible for students of about 70 schools in areas of Rajasthan, Haryana and Delhi. This FY, classes were conducted through online mode. Interestingly, an online education module called 'Explore, Play and Learn' has been developed and designed in such a way that it caters to the maximum number of children with access to the Internet.



► Skill development – Project Jeevika

Project Jeevika has been conceptualised to address various social challenges and contribute towards the economic inclusion of women and youth from the lower social and economic strata of society. The project primarily develops employability skills of women and youth from underprivileged communities and thereby assist in their socio-economic empowerment.

Under the project, Hero MotoCorp has been supporting multiple education and training institutes that make the youth employable in various trades in the automotive sector, especially the two-wheeler industry, in addition to facilitating short-term courses in fashion designing. Communication skills, financial literacy and developing the right attitude and ability to adapt to an organised working environment are also part of the curriculum in these courses.

Women and youth across various sections of society, including specially-abled individuals, are beneficiaries of the project. Most of them are from marginalised socio-economic backgrounds and such skills are helping them to become financially independent and improve their standard of living.

Project Jeevika complements Skill India or the National Skill Development Mission (NSDM) as well as the Prime Minister Kaushal Vikas Yojana (PMKVY).

The primary components of Project Jeevika include:

Centres of Excellence

Centres of Excellence address emerging skill gaps, overcome skill demand-supply mismatch, and align training as well as research with industry needs. The centres are equipped to follow best practices to support skill training for specific sectors and also train the trainers, build their capacity, and establish a skilling ecosystem with the highest education standards.

These Centres of Excellence (CoE) provide one-year diploma courses with hands-on practical experience to the students, along with focused placement guidance and internships in automotive companies.

In this FY, a new Centre of Excellence was opened at Karnataka German Technical Training Institute (KGTI), Bengaluru. With this, there are now 10 operational Centres of Excellence across the country in cities like Delhi, Ambala, Hyderabad, Nellore, Vijayawada, Jaipur and Bengaluru.

Hero WeCare CoE	Opened in FY 2020 – 2021	Cumulative (Until 31st March 2021)
No. of centres	1	10



Vocational training centres

These centres primarily provide short-term certificate courses whose duration varies from two to six months. The underlying idea is to equip individuals with skills that can guarantee immediate employment and even encourage them to become entrepreneurs.

These courses cover a range of specialties and professions: automotive service, customer relationship management, life insurance, retail sale, tailoring, beauty industry, digital literacy, and so on.

WOMEN EMPOWERMENT

At Hero MotoCorp, it has been our constant endeavour to be an enabler of women's empowerment in the truest sense of the term. This has led to the conceptualisation and execution of projects that serve to enhance their social and economic standing, giving them the means to enjoy equal rights and the confidence to claim their rightful place.

► Self-help groups for livelihood opportunities

Self-help groups (SHGs) have been widely appreciated for their contribution to inclusive development across rural India. Apart from making women financially independent, SHGs have also been playing a prominent role in addressing various social issues including gender-based discrimination, dowry system and casteism.

Hero MotoCorp has facilitated the formation of women's self-help groups (SHGs) in various target villages. The core activities undertaken by these groups are savings, internal loaning, rights-based social action, etc. Such activities are facilitated by our partner organisations, who are following our tested model for SHG formation in Halol, Gujarat. Some of these groups have been in existence for about three years and helped women in the village clusters of Halol in a) achieving financial independence as they now run their own enterprises, b) learning skills to manage finance, c) reaching a better standard of living, and d) acquiring a progressive approach with regard to their children's upbringing and education.

In the last FY, 18 new SHGs were formed in 10 villages of Halol and brought 150 more women into the SHG system. Overall, 80 active SHGs, of more than 800 women in the region are being supported under Hero MotoCorp's CSR. During the pandemic, these SHGs stitched nearly 5,000 face masks for the village communities.

The last FY also saw the company supporting 62 women's SHGs in Haridwar. The members were trained in diya making and this helped them make additional earnings around Diwali festivities. A workshop on making herbal sanitisers and face masks was also organised to train 20 SHGs to meet the increased demand for these products during the recent Covid-19 wave.



Entrepreneurship orientation

One of the significant components of Project Jeevika is entrepreneurship orientation for rural women, providing further boost to the company's mission to enable real empowerment.

Focused seminars, workshops and other such direct engagements are organised by our partners in rural India. The idea is to empower women by sharing information regarding entrepreneurship opportunities, business start-ups, women's economic rights and education so that they can exercise their choices and challenge discriminatory practices.

Overall, 30,062 women from seven districts of Haryana – Mahendragarh, Rewari, Rohtak, Jhajjar, Bhiwani, Charkhi Dadri and Sonapat – were educated on various entrepreneurship programmes and business start-up opportunities. More than 5,000 women received formal training on starting their own enterprises or start-up ventures and were guided through the complete cycle of entrepreneurship.

Ek Pahal riding training centres

As the name suggests, Ek Pahal ('an initiative') is a step towards enabling independent mobility for women.

The idea of the project is to train women in riding two-wheelers so that they are not dependent on others for their commute. The primary beneficiaries of the project are girls from suburbs and from rural parts of the country.

The project started with a two-wheeler training school for women at Bhagat Phool Singh Mahila Vishwavidyalaya in Khanpur Kalan, Haryana, and scaled up steadily to reach other towns. Currently the trainings are being imparted in 15 women ITIs in Haryana.

► Project Sakhi

We recognise that safety is a crucial aspect of women empowerment and Project Sakhi's objective is to complement various women's safety-focused initiatives of government departments.

In FY 2020–21, under the project we handed over 200 Hero scooters to women police officers in Uttar Pradesh and Haryana. Of this, 100 were presented to the women officers of Gorakhpur Police Department, and another 100 to the Development and Panchayats Department, Government of Haryana.

Equipped with GPS systems, sirens, flashlights, public announcement (PA) systems, pepper spray and other essential policing accessories, the scooters are helping women cops in doing their patrolling duties more effectively.



COMMUNITY WELFARE

► Project Arogya

Project Arogya's goal is to provide accessible, affordable and quality healthcare to rural people. Through this project, Hero MotoCorp is making primary healthcare services accessible in areas that do not have primary health centres (PHCs). Apart from providing basic healthcare services and essential medicines, the project team also creates awareness with regard to health and hygiene and helps foster a sense of ownership among the community so that the benefits of the scheme reach the most vulnerable and needy ones among them.

To ensure that medical help reaches marginalised communities in areas with minimal or negligible healthcare facilities, Hero MotoCorp also brought in mobile medical vans/units. Professionals on the van include a qualified doctor who is a licensed MBBS practitioner, a qualified pharmacist, and a certified medical assistant, along with a driver. The services onboard are similar to what is provided in the outpatient department (OPD) of a public health centre. All facilities including check-up, primary diagnostics, doctor's consultation and medicines given to the patients are completely free.

Additionally, the company has partnered with 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, Hero MotoCorp also runs an eye-care van in certain areas of Delhi/NCR and conducts medical camps across areas of its operations. Additionally, during the harsh winter months, the company has been operating rescue vans to transfer homeless people from Delhi's roads to various safety shelters.

In this FY, the project benefitted 52,735 of people, taking the total number of beneficiaries to 4,60,959.



► Safe drinking water for communities

The company has set up facilities for providing potable water to communities in areas where the toxicity of the groundwater poses various health risks. For example, in many places in Rajasthan and Gujarat the levels of fluoride in drinking water are high and the negative effects of this can be clearly seen in the villagers' health. In order to filter the water and provide communities with safe drinking water, we have been installing reverse osmosis- (RO)-based water-purifying plants in villages.

In this FY, we installed an RO water facility in village Madhwas, Halol.

► Paramarsh kendra for police assistance

It is a common perception that the only government agency available to the common man round the clock is the police station. It is seen as a place where all distressed people can go looking for help. Fact is that most of the people who visit the police station come with problems that are not strictly within the legal purview of intervention by the police.

However, the expectation of the common man is such that it cannot be ignored by the police. To facilitate an integrated approach towards resolution of conflicts affecting women, children and other vulnerable sections of society, counselling centres called Paramarsh Kendras have been set up at the police-station level.

In FY 2020–21, Hero MotoCorp supported the setting up of four Paramarsh Kendras in Jaipur in partnership with Rajasthan Police.



► Chief Minister's Good Governance Associates Programme

The CMGGA Programme is a strategic collaboration between the Government of Haryana and Ashoka University to improve governance in the state and driving a mass impact on ground. Running since 2016, the programme provides a platform to 25 young individuals – 10 of them being supported by the company – each year to work closely with the Chief Minister's Office for bringing transparency, accountability and efficiency in public service delivery in the state.

The associates are trained and oriented about government functioning and structure through a 15-day boot camp at Ashoka University and are then posted across 22 districts to work in tandem with the district administration for a period of one year.



Photo source: cmgga.in

Digital Haryana Cell

Digital Haryana Cell (DHC) was set up in the Chief Minister's Office, Government of Haryana, in 2017 to conceptualize and drive a digital roadmap for the state with a focus on socio-economic development of the citizens of Haryana. Over the years, the Cell has improved access, reduced application processing time, and increased convenience for citizens.

Saral, a key component of this roadmap, brought more than 550 government-to-citizen schemes and services across 36 departments on a single platform, as well as streamlined on-ground citizen touch-points (115 Saral Kendras and 6,000 Common Service Centres), paving the way for data backed accountability for service delivery in the state.

► Project Khelo Hero

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 conceptualised Project Khelo Hero. The project focuses on supporting and nurturing sporting talent at the grassroots as well as professional sportspersons who have the potential to bring laurels to the country at the international level.

Mary Kom Regional Boxing Academy

As part of our efforts to support promising talent at the grassroots, we have entered into a partnership to support 20 budding boxers, both girls and boys, at Mary Kom Regional Boxing Academy in Imphal, Manipur.

The players have been handpicked by five-time world champion MC Mary Kom and are being trained under her guidance. The support to these players includes their stay as well as nourishment apart from regular training with professionals. In the last two years, several players from the academy have been able to qualify and compete at national and international meets.

In the last FY, as the lockdown impacted the regular trainings, the coaches found an innovative way of one-on-one training for players using virtual mediums. The players engaged with their respective coaches via video calls to keep up with a regular routine for practice and training.

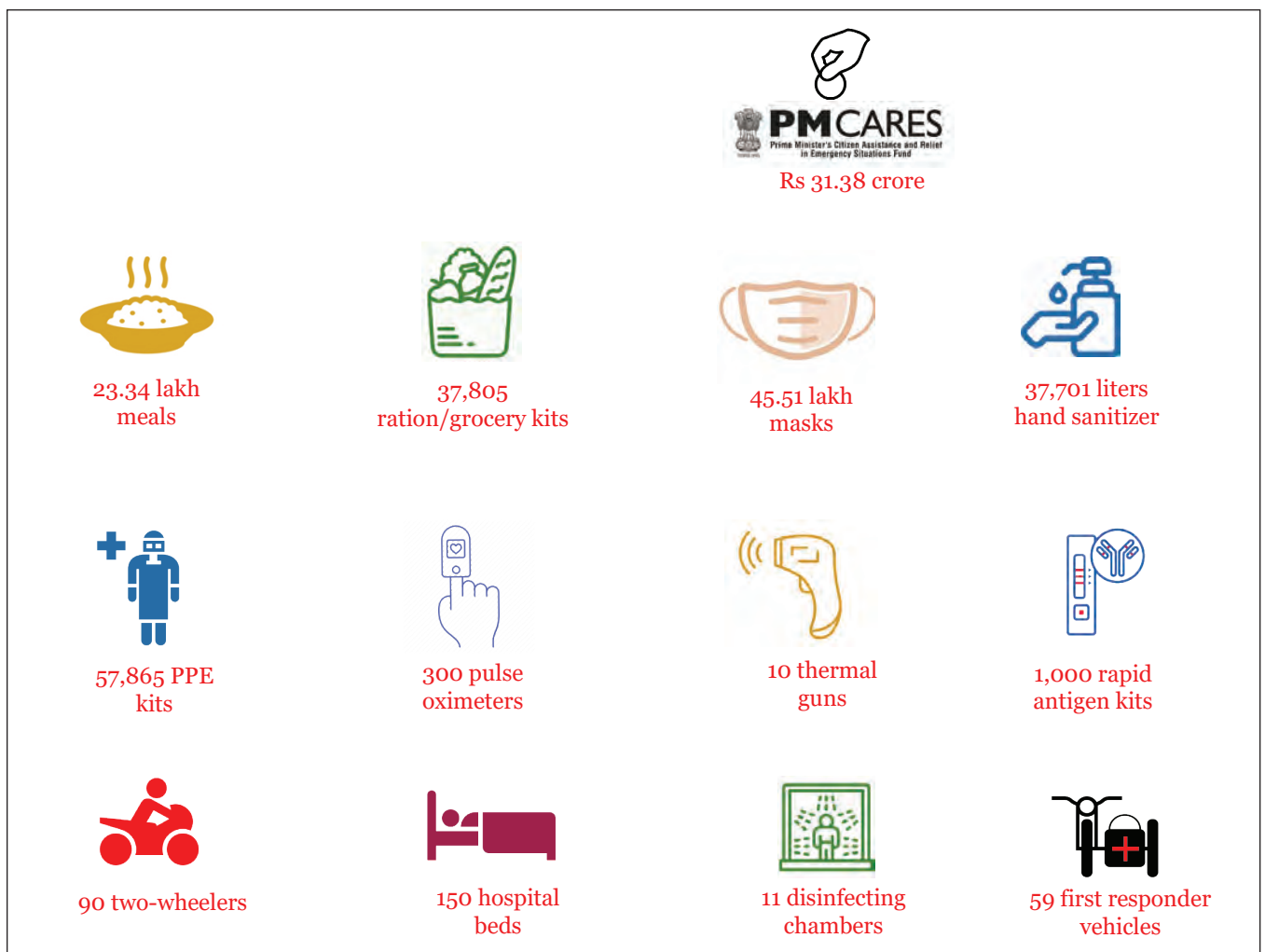


COVID-19 RESPONSE

The Covid-19 pandemic brought on a global crisis with far-reaching social, economic and psychological repercussions. While it caught everyone unawares, there was no time to be lost because a humanitarian crisis was threatening to unfold and needed to be averted. As millions of Indians stared at the prospect of being without employment, food and homes, governments, corporations, civil society and ordinary citizens sprung into action everywhere.

At Hero MotoCorp, we had our task cut out. On the one hand we needed to put our manpower and resources behind the larger fight to combat the virus and help arrange emergency facilities and supplies for those in need, and on the other hand, we had to take care of the many communities in distress.

When a national emergency was declared on account of the pandemic and lockdown followed, Hero MotoCorp's CSR team immediately put together a collective action plan with our partners and set in motion various relief measures to provide assistance to the most vulnerable communities.



Aid to PM CARES

Responding to the prime minister's call for helping the government in mobilising resources, Hero MotoCorp donated a substantial amount towards 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, and providing relief to the affected population.

► Meals and ration kits for vulnerable communities

At Hero MotoCorp, the CSR team streamlined a mechanism for feeding lakhs of people from poor communities who were left without food in the lockdown. The kitchens at the plants started running almost round the clock, preparing meals that could be packed and distributed to the needy. Meals were also being distributed through partner non-profits.

Additionally, the company mobilised teams across its plants to distribute ration kits comprising daily essentials such as flour, pulses, oil and spices, each kit made to last the average-sized household for about a month.

► Manufacturing and distributing essentials

Hero MotoCorp responded swiftly to the call from government authorities for supporting them by manufacturing whatever one could in order to meet the rising demand for essential items needed by healthcare professionals as well as frontline workers in various sectors.

The company started with manufacturing of **hand sanitisers** at its plants and **face masks** through partners. The same were distributed to government departments and to frontline workers via various agencies engaged in relief and rescue services.

Likewise, other essential equipment like infrared (IR) **thermometers**, **PPE kits** and antigen **rapid testing kits** were sourced and made available to frontline workers. In Haridwar, Uttarakhand, the company handed over **beds** for patients to a Covid care centre..





► First responder vehicles

One of the challenges that the healthcare sector had to tackle was mobility support, in particular vehicles that could transport patients from the remote rural areas.

Rising to the occasion, our R&D team began work on a viable solution which subsequently took the form of the first responder vehicles (FRVs). These vehicles were designed to accommodate a full stretcher mounted with a foldable hood as a sidecar. The attachments included essential medical equipment – a detachable first-aid kit, an oxygen cylinder, a fire extinguisher – and safety apparatuses such as flasher lights and a siren as well as an emergency public announcement system.

These utilitarian vehicles are based on Hero Xtreme 200R motorcycles and have proved to be useful for reaching patients in rural and remote areas and moving them to the nearest hospitals. They also come in handy in case of absence or shortage of regular ambulances as well as in responding to patient-transport emergencies in areas where it is difficult for ambulances to reach.

A total of 59 such FRVs have been donated to government healthcare departments in several states including Haryana, Punjab, Rajasthan, Gujarat, Uttar Pradesh, Andhra Pradesh and Mizoram.



MANTHAN – ANNUAL CSR PARTNERS MEET

Manthan, the annual CSR partners' meet, took place virtually, in keeping with the 'new normal' dictated by the pandemic. It was the fourth edition of the meet and was attended by 21 CSR partners including project-implementing non-profit entities and agencies as well as monitoring and evaluation teams, in addition to a few community representatives.

The trademark enthusiasm and team spirit were intact, as participants shared ideas on ways to enhance the consolidated impact of projects. The discussion also touched upon the core value-creation potential of Hero MotoCorp's CSR programmes that can be realised through addressing major strategic challenges that are faced by communities and the society at large.



Project Shiksha

Shivam, Rewari, Haryana

Shivam is a 5-year-old student at the Shiksha centre in Dharuhera. He lives with his family in a slum area. His father is employed as a guard and his mother works as a domestic help at houses. The challenge for the couple was to leave the young boy back at home and eventually, on a neighbour's recommendation, Shivam was admitted into the centre.

Within eight months of being enrolled, Shivam had learnt numbers, alphabets, names of animals, etc. He spent time drawing and painting while his mother was away at work. When lockdown was announced on account of Covid-19, his parents were added to a WhatsApp group by the centre, and daily tasks, reading materials, and links to educational content including YouTube videos were shared to keep the child connected and engaged with the learning process. His parents are grateful that Shivam has found access to preschool education even during the lockdown.



Rakhi, Neemrana, Rajasthan

Rakhi is an 11-year-old girl child residing in New Colony, Neemrana, along with her parents and three siblings. The family moved from Ballia in Uttar Pradesh two years ago in search of a better livelihood. Her father and mother work for a local company but their income is not sufficient to make ends meet. The children were struggling to get admission into a government school when our partners approached them and got all three siblings enrolled in the Shiksha centre.

During the lockdown, the factory remained shut and the children's parents did not earn their monthly remuneration. When Rakhi shared this with her teachers at the centre, we ensured that dry ration kits containing pulses, rice, wheat, cooking oil, etc., reached her family as well as 44 other such families who were in dire need. The teachers also visited the students' homes to check their work and distribute books and stationery.



Manoj, Gurugram, Haryana

Eleven-year-old Manoj lives in the slums of Khandsa village near Gurugram. Both his parents are sweepers in a private company. Manoj had been at the Shiksha centre for about six months and was progressing quite well too, when the lockdown was announced. Unfortunately, he was unable to attend even the online classes which the remedial centre had started, as his parents did not have a smartphone.

To address the issue, which was being faced by many students from disadvantaged communities, our partners created a step-up book that Manoj and others in similar circumstances could read every day. Students were also expected to attempt all the given tasks in the book. Today, any doubts that Manoj has are cleared by the teacher over a phone call. The teacher also visits his home on a regular basis to check the progress made by him as well as to guide him on lessons.



Reeta, Gurugram, Haryana

Four-year-old Reeta got enrolled at Shiksha centre during the lockdown period. She lives in Khandsa village near Gurugram and is the youngest among five siblings. Her father works at a textile company and her mother is a housewife. During a household survey by one of our partners during the lockdown, it was found that Reeta and her siblings had never gone to school. The team managed to convince the parents about the need to educate their children and enrolled Reeta and her siblings as Shiksha beneficiaries.

A teacher visited the family regularly and started home teaching for the children. Earlier, Reeta did not know how to read and write or even how to hold a pencil, but over time she has turned out to be a quick learner. She can remember and pronounce the alphabets quite well and is getting better with numbers too.



Jyoti Samawat, Jaipur Rajasthan

With all educational institutions being closed during the pandemic, the remedial centres being run under Hero Talent Search project also had to be called off for the time being. Our partners started online coaching classes for all beneficiary students. Jyoti Samawat, a Class 10 student from a government school in Jaipur, was among those who regularly attended the online classes and showed exceptional improvement in her academic performance.

Expressing her gratitude, Jyoti recounts: "My parents could not afford to send me to private coaching or tuitions. Hero MotoCorp's initiative to provide us coaching was a blessing for us. Moreover, the teachers made the subjects more interesting and helped me in learning many concepts."



Omprakash Meena, Jaipur Rajasthan

Omprakash Meena, also a beneficiary of Hero Talent Search, was one of the rare students from a government school who scored distinction in all main subjects and scored an aggregate of 93 per cent in Class 10 exams last year.

Omprakash believes that the project contributed to his success to a large extent by giving him access to competent and committed teachers who not just helped him with his studies but also kept him motivated. He says: "I never thought I could do better than students of private schools who get extra classes and have access to coaching and tuitions. The free coaching changed that for me. The teachers paid individual attention to all students and did a great job."



Sumitra Devi, Sarpanch, Bastpur, Haryana

"Hero MotoCorp has always been there for the village community and over time implemented several development projects in the region. During the lockdown, we could not go out to get essential items and many daily wagers in the village were without work or the means to buy basic food staples. Representatives from Hero reached out to us and ensured that meals and ration kits were made available for those in need. They also provided essential items like masks and hand sanitisers."



Project Jeevika

Renu Nodhi, Haridwar, Uttarakhand

Renu Nodhi is a resident of Jwalapur village in Haridwar and a member of a self-help group called Narishakti. She along with her fellow SHG members attended the two-day virtual diya-making workshop conducted before Diwali. She was introduced to the various aspects that go into selling a product, including procurement, preparation, finishing, packaging, branding and marketing. Through the practical sessions, she and her fellow participants learnt various techniques of painting and decorating diyas, melting wax and making candles, etc. Members of her SHG collaborated with another SHG in the region and prepared diyas, which were then showcased and sold at various stalls in the city.

Renu believes that the training helped the group to start this venture. The appreciation that their diyas received from the community has given them the confidence to do this during future festive seasons as well.



Alka Ben, Halol, Gujarat

Alka Ben was a housewife whose life unfolded under the veil, within the closed walls of her house, until she joined one of the self-help groups that Hero MotoCorp helped set up. Over time, she gained confidence in her capabilities and recently borrowed Rs 20,000 from her SHG to invest in a buffalo, which has brought about a significant change in the family's income. Alka now earns about Rs 5,800 per month and is also looking at an additional income from the sale of the compost that she has been making on her own using the dung and farm waste.

Today, Alka is a role model in the village whom others look up to and learn from.



Bhavna Ben, Halol, Gujarat

Bhavna is a housewife-turned-entrepreneur from a small village in Halol, Gujarat. Her husband lost his job during the lockdown and the family was left with practically no source of income to run the house. Bhavna knew tailoring and decided to do some work from home. She started making cloth masks as they were the need of the hour. For this, she borrowed money from the self-help group that Hero MotoCorp had set up and bought a sewing machine and some raw material.

Within a few days of starting her work, Bhavna received a major order to make masks for employees of a factory in the vicinity. There was no looking back for her after that and she not only started making masks but also started sewing PPE kits and expanded her work. Soon, three other members of her SHG joined her and now they together run a small yet profitable enterprise.

In Bhavna's words: "I am so happy to be a part of the SHG, which indeed is my extended family. It has given me a new identity and financial independence, and a lot of confidence. I am also grateful to Hero MotoCorp for initiating the SHG in our village. It has empowered the entire community."



Project Arogya

Rajabala, Haryana

Rajabala is a 62-year-old resident of Malpura, Dharuhera. She used to suffer from various ailments including abdominal pain, fatigue, fever and diarrhoea, and also had chronic arthritis. Over the last couple of years, she has been regularly visiting the mobile medical unit (MMU) for her treatment and medicines, and seen a steady improvement in her condition. Earlier she could not take much care of her health as the public health centres were not accessible and her financial situation did not allow her to visit private clinics or buy expensive medicines. The MMUs have changed that for her and she thanks Hero MotoCorp for the free healthcare services within her village.



Kaif Ahmad, Dharuhera, Haryana

Kaif from Dharuhera used to have a swelling problem on a regular basis, but he had no idea about his disease as he had no access to any medical facility in the vicinity of his village and could not travel to faraway hospitals either. Once when he had unbearable pain in the throat, he approached the mobile medical van, where the doctor diagnosed that he had pharyngitis (severe sore throat) and needed immediate treatment. Much to his surprise, Kaif learnt that he would get free treatment and also that the medicines would be provided free of cost.

In fine health now, Manoj says that the healthcare van "has come as a blessing for the entire community."



Ramkishore, Shakarpur, Haryana

Ramkishore is from village Shakarpur and belongs to a poor family. For some years he suffered from chronic cough and experienced uneasiness every now and then. He did not have enough money to afford his treatment or spend on medicines. The nearest healthcare facility was quite far, making commuting a challenge. When the mobile medical van visited his village, he informed the doctor of his symptoms and was diagnosed with COPD – a lung disease that blocks airflow, causing breathing difficulties. He appreciates the treatment he received and is grateful to Hero MotoCorp for taking a much-needed initiative.



Covid-19 relief

Sunita Rana Panwar, Dob Nagar Pathri

Dob Nagar Pathri is another beneficiary village where we have been supporting the community under various CSR programmes. During the lockdown, the villagers' movement was restricted and getting access to Covid-19 essentials was difficult. Moreover, like in many other villages, the migrant and daily wagers here were left with no food to sustain their families.

The company sent face masks and sanitisers for every household and also distributed ration kits among migrant daily wagers.

Sunita Rana Panwar, sarpanch, Dob Nagar Pathri, says: "We take pride in being associated with Hero MotoCorp. The company took care of all essential supplies for the village community. The facilities in our gram panchayat, all of which have been set up by the company, were used optimally in our fight against the Covid-19 pandemic. The community centre, which too was built by Hero MotoCorp, came in handy as it was turned into a quarantine centre for many migrants during the lockdown period."



Covid-19 relief

Mahesh Kumar, Pradhan, village Manak Manjara, Haridwar, Uttarakhand

Village Manak Manjara in district Haridwar, Uttarakhand, had been quarantined by the local administration after it reported a few cases of Covid-19, leaving villagers and the frontline workers there with no access to essentials like hand sanitisers and face masks.

Hero MotoCorp's CSR team reached out to the community and distributed sanitisers and masks, and also supported needy families with ration kits. The village pradhan Mahesh Kumar, on behalf of the entire community, expressed gratitude to the company for the timely help.



Narendra Mailwan, Pradhan, village Manak Manjara, Haridwar, Uttarakhand

Chamasarie falls in Dehradun district and the community of this small hamlet has been beneficiaries of Hero MotoCorp's environment- and education-focused interventions. During the initial days of the pandemic, the company supported the gram panchayat with face masks and sanitisers as none of these items were available for the villagers. The company also distributed dry ration kits among the households.

"I am glad that not a single case of Covid-19 has been reported from our village as the community has been following the rules and making use of the safety kits given to us by Hero MotoCorp. I am also grateful to the company for sending ration kits for poor households, especially the daily wagers, who were left with no food during the lockdown," writes Narendra Maliwan, village pradhan, in a letter to the company.



Dr Vikrant Sirohi, Uttarakhand

Dr Sirohi is a senior medical officer and in charge of the government health centre in Bhagwanpur, Haridwar. The centre, located at the border of Uttar Pradesh and Uttarakhand, played a critical role as a Covid-19 testing centre. Initially the staff here were under-equipped as they lacked basic masks and essential PPE kits. Dr Sirohi connected with Team CSR at Hero MotoCorp and within a few days kits and masks were dispatched to the centre.

"I am grateful to Hero MotoCorp for supporting the frontline workers who were putting their own lives at risk while conducting Covid-19 tests. The PPE kits, masks and sanitisers given by the company were our life-saving tools at that time," says Dr Sirohi.



Dhanpal Chauhan, Uttarakhand

Dhanpal Chauhan is a resident of village Dob Nagar Pathri, where he lives with his wife and two children. He is physically challenged and earned his livelihood as a farm labourer. The family suffered a setback during the lockdown as Dhanpal was left with no work and there was not enough ration in the house. Thankfully, ration kits from Hero MotoCorp reached their village on time and the family could sustain on the same for nearly a month.



AWARDS AND RECOGNITIONS

From the central government

- ▶ Appreciation letter from the Prime Minister of India for contribution towards PM CARES Fund to strengthen the fight against Covid-19

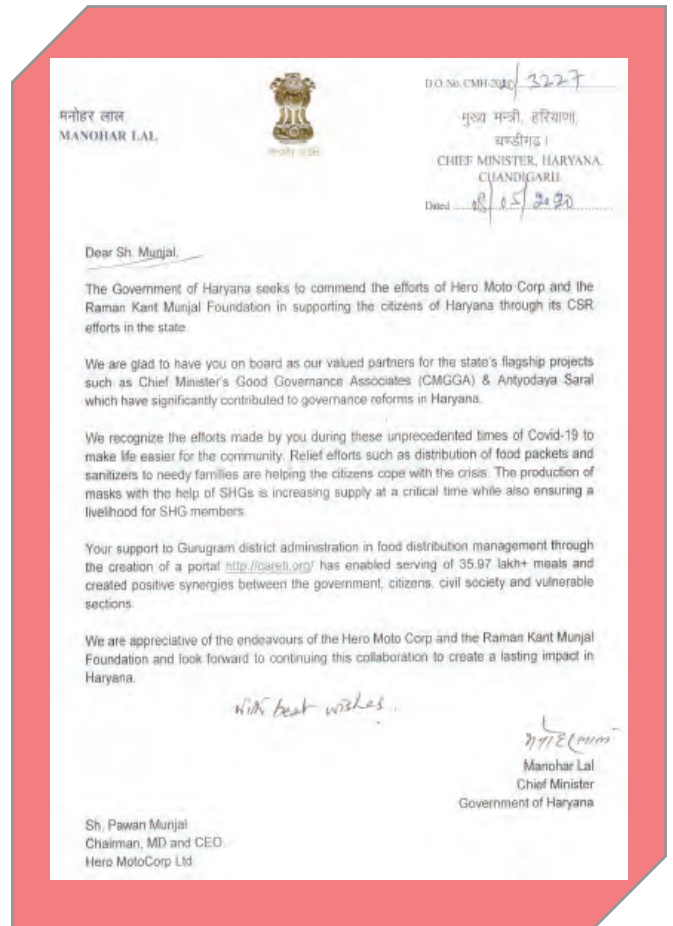
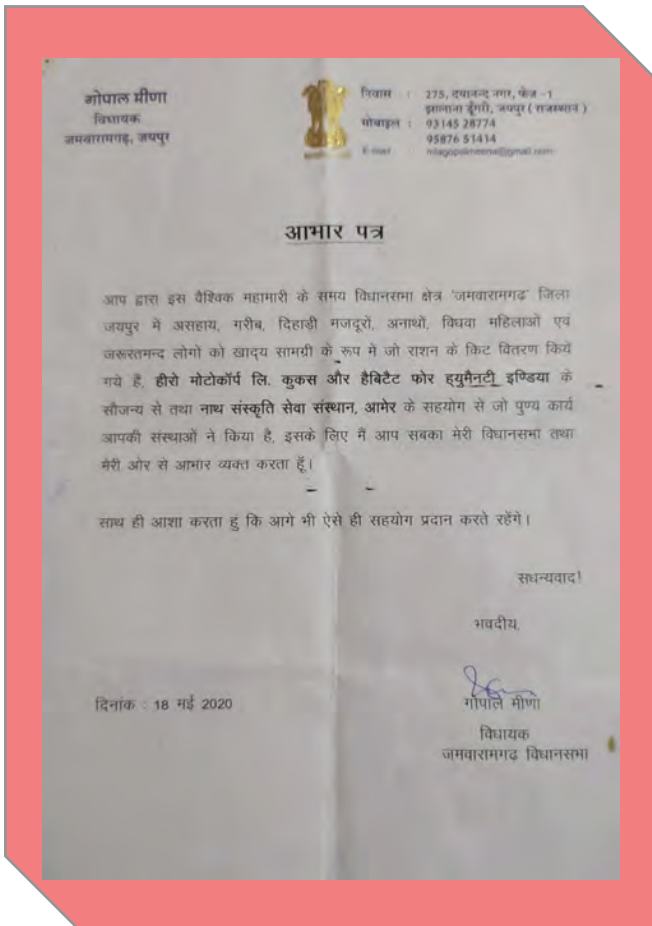
From the state governments

Haryana

- ▶ Appreciation letter from Chief Minister of Haryana for helping citizens get better services through the company's CSR initiatives
- ▶ Certificate of Appreciation from Education Minister of Haryana for 'Best CSR Practices and Covid-19 Relief'
- ▶ Certificate of Appreciation from Chief Minister of Haryana for contribution towards 'Good Governance in Haryana'
- ▶ Appreciation letter from MLA of Rewari, Haryana, for support in combating COVID-19 in Rewari

Rajasthan

- ▶ Certificate of appreciation from MLA, Jamwaramgarh, for support in combating Covid-19 in Jaipur, Rajasthan
- ▶ Appreciation letter from District Superintendent of Police, Jaipur, for donating protective gear to fight Covid-19
- ▶ Certificate of Appreciation from MLA, Amber, in recognition of Hero MotoCorp's untiring efforts in the fight against Covid-19 in Jaipur

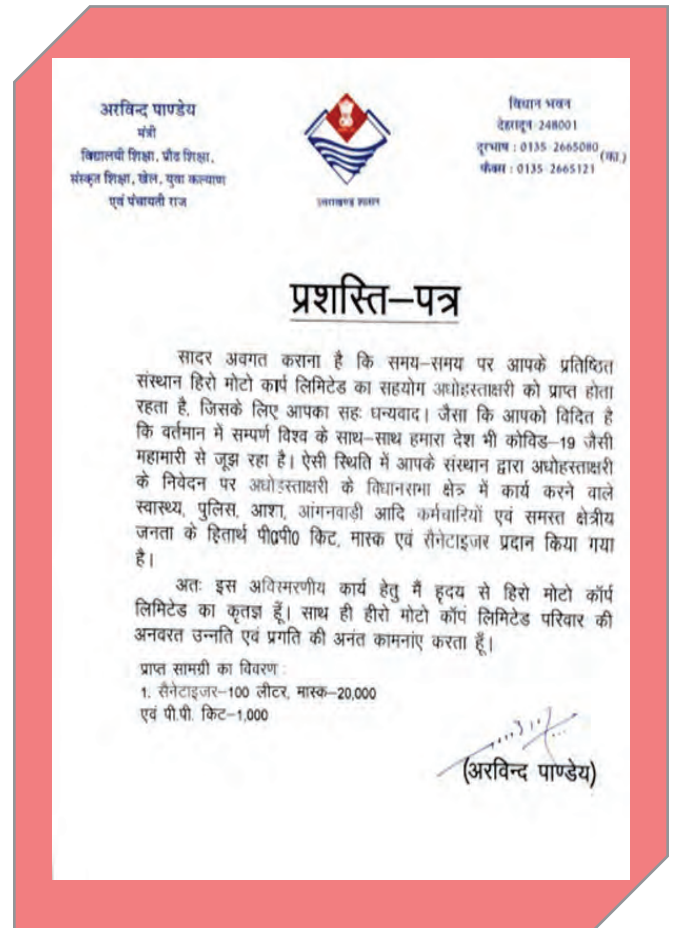
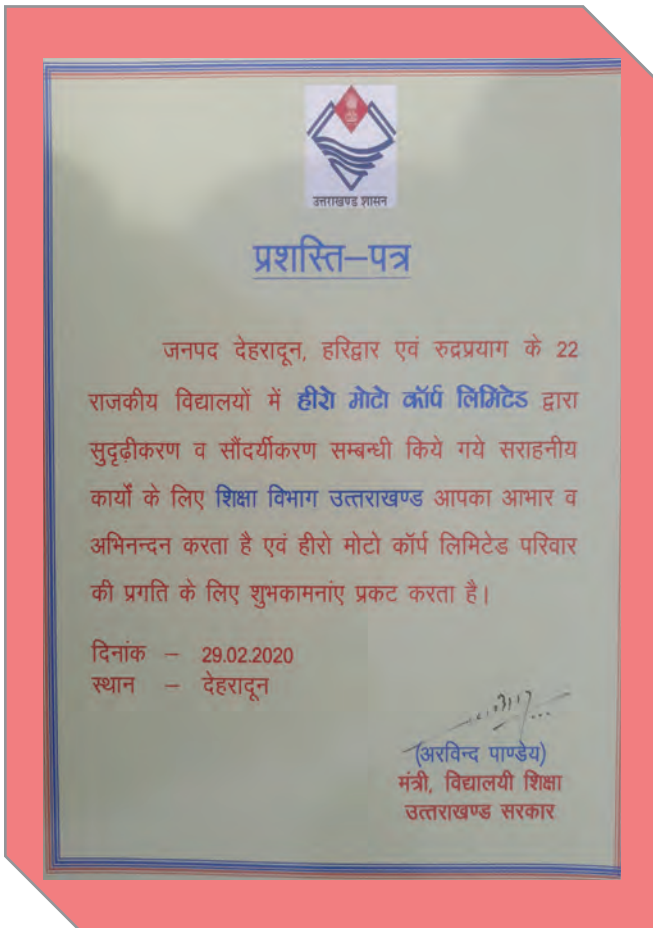


Uttarakhand

- ▶ Certificate of appreciation from MLA of Haridwar for support in combating Covid-19 in Haridwar, Uttarakhand
- ▶ Certificate of appreciation from MLA of Srinagar for support in combating Covid-19 in Srinagar, Uttarakhand
- ▶ Certificate of appreciation from Chief Minister of Uttarakhand for achieving National Award for Dob Nagar Pathri panchayat
- ▶ Appreciation from MLA, Haridwar, and District Magistrate, Haridwar, for Covid-19 relief work
- ▶ Appreciation letter from Minister for Primary Education and Sports, Government of Uttarakhand, for overall support towards education development in the state
- ▶ Appreciation letter from State Minister (Independent Charge), Cooperatives, Higher Education, Dairy Development, and Protocols, for education development and Covid-19 relief efforts in the state
- ▶ Appreciation letter from gram panchayat, Dob Nagar Pathri, for constant support and contribution in the development of the region

From credible independent organisations

- ▶ Certificate of appreciation from Central Industrial Security Force (CISF) for supporting them with protective gear
- ▶ Letter of gratitude presented by Pandit Lalit Mohan Sharma Post-Graduate College, Rishikesh, for donating of library furniture
- ▶ Certificate of appreciation presented by Akshaya Patra for supporting 3.46 lakh meals and 3,000 essential grocery kits under Covid-19 food-relief efforts
- ▶ Conferred with Mahatma Award 2020 for 'CSR Excellence' by the Eternal Gandhi initiative by Aditya Birla Group
- ▶ Conferred with 'CSR Shining Star' award by Governor of Maharashtra, organised by Wockhardt Foundation
- ▶ Letter of acknowledgment from MC Mary Kom, Olympic medalist and MP Rajya Sabha, for contribution towards promotion of sports in the country



1. Brief outline on CSR Policy of the Company

We, at HMCL, reckon that a company's performance must be measured by its triple (+one) bottom line contribution to building economic, social and environmental capital thereby enhancing societal sustainability along with governance. HMCL believes that in the strategic context of business, enterprises possess, beyond mere financial resources, the transformational capacity to create game changing development models by unleashing their power of entrepreneurial vitality, innovation and creativity. In line with this belief, the Company will continue to craft unique models to generate livelihoods and create a better society. Such CSR projects are far more replicable, scalable and sustainable, with a significant multiplier impact on sustainable livelihood creation and working for the cause of humanity.

Key features of the CSR Policy are as under:

- 1) The broad guiding principles for selection of CSR activities include needs assessment, if required, programmes identified/adopted should be adaptive and flexible to meet the changing dynamics with focus on long-term sustained impact rather than one-time impact or requiring continuous intervention.
- 2) The implementation of the identified CSR activities shall be carried out either directly by the Company and/or through an implementing agency. The Company shall clearly define the objectives along with the desired timelines to effectively implement the activities within the given time frame and work towards active engagement of all employees to achieve maximum benefits. The modalities of execution shall be defined with every identified project.
- 3) There shall be a robust monitoring system to ensure that the identified CSR activities are carried out to reap optimal benefits for the beneficiaries. There shall be a periodic review by the Committee for the projects undertaken. The Committee may suggest modifications in the planned activities considering the existing scenario/circumstances.
- 4) The Committee will place for the Board's approval, an annual action plan delineating the CSR Programmes to be carried out during the financial year and the succeeding years in the case of Ongoing Projects along with the specified budgets thereof.

2. Composition of CSR Committee:

Sl. No.	Name of Director	Designation / Nature of Directorship	Number of meetings of CSR Committee held during the year	Number of meetings of CSR Committee attended during the year
1	Dr. Pawan Munjal	Chairman	2	2
2	Mr. Pradeep Dinodia	Member	2	2
3	Prof. Jagmohan Singh Raju	Member	2	2
4	Ms. Tina Trikha*	Member	2	0

* Ms. Tina Trikha was appointed as a Member on 28th October, 2020

3. Web-links where composition of CSR committee, CSR Policy and CSR projects approved by the Board are disclosed on the website of the Company:

- The composition of the CSR committee is available on our website at <https://www.heromotocorp.com/en-in/about-us/committee-of-directors.html>
- The CSR Policy of the Company is available on our website at https://www.heromotocorp.com/en-in/uploads/code_policy/20191126104858-code-policy-35.pdf
- The details of CSR projects are available on our website at <https://www.heromotocorp.com/en-in/investors/annual-reports.html>

4. Details of impact assessment of CSR projects carried out in pursuance of sub-rule (3) of Rule 8 of the Companies (Corporate Social Responsibility Policy) Rules, 2014, if applicable:

Details of impact assessment and outcomes are provided in Annexure VIII (A)

5. Details of the amount available for set off in pursuance of sub-rule (3) of Rule 7 of the Companies (Corporate Social Responsibility Policy) Rules, 2014 and amount required for set off for the financial year, if any:

Sl. No.	Financial Year	Amount available for set-off from preceding financial years (in ₹)	Amount required to be set-off for the financial year, if any (in ₹)
1	2019-20	31.38 crore	31.38 crore*
	TOTAL	31.38 crore	31.38 crore

* The contribution of ₹31.38 crore was made to PM- CARES Fund on 31.03.2020 in pursuance of the appeal to contribute to PM-CARES Fund by Secretary, Ministry of Corporate Affairs

6. Average net profit of the Company as per section 135(5):

2017-18	₹ 5,172.79 crore
2018-19	₹ 4,823.72 crore
2019-20	₹ 4,561.79 crore
Total	₹ 14,558.30 crore
Average Net Profit	₹ 4,852.77 crore

- 7.** (a) Two percent of average net profit of the Company as per section 135(5): ₹97.06 crore
 (b) Surplus arising out of the CSR projects or programmes or activities of the previous financial years.: NIL
 (c) Amount required to be set off for the financial year, if any: ₹ 31.38 crore (Contribution to PM Cares Fund during FY 19-20)
 (d) Total CSR obligation for the financial year (7a+7b-7c): ₹65.68 crore

- 8.** (a) CSR amount spent or unspent for the financial year:

Total amount spent for the Financial Year (in ₹)	Amount Unspent (in ₹)				
	Total Amount transferred to Unspent CSR Account as per section 135(6)		Amount transferred to any fund specified under Schedule VII as per second proviso to section 135(5)		
	Amount	Date of transfer	Name of Fund	Amount	Date of transfer
99.73 crore	NIL	N.A.	N.A.	NIL	N.A.

- (b) Details of CSR amount spent against ongoing project for the financial year: **Not Applicable**

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Sl. No.	Name of the project	Items from the list of activities on Schedule VII to the act	Local area (Yes/No)	Location of the project State District	Project duration	Amount allocated for the project (in ₹)	Amount spent in the current financial year (in ₹)	Amount transferred to unspent CSR account for the project as per Section 135(6) (in ₹)	Mode of Implementation - Direct (Yes/No)	Mode of Implementation - through implementing agency CSR Name Registration number
1.										
TOTAL										

- (c) Details of CSR amount spent against other than ongoing project for the financial year: **As per Annexure VIII (B)**

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Sl. No.	Name of the Project	Items from the list of activities in Schedule VII to the act	Local area (Yes/No)	Location of the project State District	Amount spent for the project (in ₹)	Mode of Implementation - Direct (Yes/No)	Mode of Implementation - through implementing agency Name CSR Registration number
1.	AS PER ANNEXURE VIII (B)						

- (d) Amount spent in Administrative Overheads: 2,85,58,637.15
- (e) Amount spent on Impact Assessment, if applicable: 23,47,369.28
- (f) Total amount spent for the Financial Year (8b+8c+8d+8e): 68,35,37,878.62
- (g) Excess amount for set off, if any:

Sl. No.	Particulars	Amount (in ₹)
(i)	Two percent of average net profit of the company as per section 135(5)	97.06 crore
(ii)	Total amount spent for the Financial Year	99.73 crore
(iii)	Excess amount spent for the financial year [(ii)-(i)]	2.67 crore
(iv)	Surplus arising out of the CSR projects or programmes or activities of the previous financial years, if any	NIL
(v)	Amount available for set off in succeeding financial years [(iii)-(iv)]	2.67 crore

9. (a) Detail of Unspent CSR amount for the preceding three financial years: NONE

Sl. No.	Preceding Financial Year	Amount transferred to Unspent CSR Account under section 135(6) (in ₹)	Amount spent in the reporting Financial Year (in ₹)	Amount transferred to any fund specified under Schedule VII as per section 135(6), if any.			Amount remaining to be spent in succeeding financial years (in ₹)
				Name of the Fund	Amount (in ₹)	Date of transfer	
1.							
	TOTAL						

(b) Details of CSR amount spent in the financial year for ongoing projects of the preceding financial year(s): NONE

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	
Sl. No.	Project ID	Name of the Project	Financial Year in which the project was commenced	Project duration	Total amount allocated for the project (in ₹)	Amount spent on the project in the reporting Financial Year (in ₹)	Cumulative amount spent at the end of the reporting Financial Year (in ₹)	Status of the project- Completed / Ongoing
1.								
	TOTAL							

10. In case of creation or acquisition of capital asset, furnish the details relating to the asset so created or acquired through CSR spent in the financial year (asset-wise details):

- (a) Date of creation or acquisition of the capital asset(s).
- (b) Amount of CSR spent for creation or acquisition of capital asset.
- (c) Details of the entity or public authority or beneficiary under whose name such capital asset is registered, their address etc.
- (d) Provide details of the capital asset(s) created or acquired (including complete address and location of the capital).

No capital asset was created / acquired during FY 2020-21 through CSR spend.

11. Specify the reason(s), if the company has failed to spend two per cent of the average net profit as per section 135(5).

Not Applicable

Sd/-

Pawan Munjal

(Chairman, CSR Committee

Chairman, Managing Director & CEO)

Impact Assessment Report

Background

Hero MotoCorp engaged Saucepan Media Pvt Ltd., an independent entity, with extensive development sector experience, for evaluation of all its Corporate Social Responsibility (CSR) programmes and their respective components that the Company has been running since 2015.

The primary objective of the evaluation was to assess if each programme was meeting its hypothesis and was making the intended and desired impact. Applying internationally accepted methodologies and research tools, the evaluation team conducted a total of eight studies that covered all primary components of each CSR programme of Hero MotoCorp.

Evaluation methodology

The research team followed a strategic methodology to conduct a qualitative evaluation study. The available programmes related data was analysed and multiple evaluation stages along with appropriate information collection tools viz. questionnaires, interview schedules, observation sheets were created for each programme component. Appropriate sampling of project sites/ locations as well as beneficiaries was done to receive justifiable information for the qualitative research.

The following processes were followed as per the evaluation methodology:

- Programme information review – data evaluation

The team reviewed all necessary information available with the Company with regard to each programme. The material reviewed included

- Need assessment/project background reports (by the Company or the project proposer/partner).
- Project proposals – either in-house or from partners
- Project MoUs/Scope of Work documents
- Monitoring reports and data sheets [on-site verification]
- Project lead and implementing agency interviews
- Beneficiaries and project sites sampling
- Site visits, interviews and FGDs
- Observation research

Alongside, the team also studied the outcomes of similar projects and the evaluations of the similar projects implemented by governments, international agencies and foundations as well as the corporate groups.

Outcomes

The primary outcomes along with the relevant output data have been shared in this brief report. The outcomes have been segregated under three primary headings – Greener, Safer and Equitable wherein Greener covers the outcomes of the report focused on environmental initiatives, Safer cover the findings of the evaluation study of road-safety programmes and Equitable contains the brief outcomes from six evaluation reports that covered all projects focused at education, women empowerment, skill development, specially-abled, community welfare and sports.

Greener



- Evaluation study of Environment programmes

Safer



- Evaluation study of Road-safety programmes



Equitable




- Evaluation study of Education programmes
- Evaluation study of Women Empowerment programmes
- Evaluation study of Skill Development programmes
- Evaluation study of Disability focused programmes
- Evaluation study of Community focused programmes
- Evaluation study of Sports programmes

Greener



Hero MotoCorp's flagship programmes focused on fulfilling its vision of a greener world have three primary components – large-scale planting, water conservation and solar energy promotion. Another important component is spreading awareness about the environment.

 Large-scale planting	 Solar street lights
<p>A total of 19,59,300 surviving trees</p>	<p>A total of 19,932 lights installed benefitting about 11,80,500 people</p>
<p>Outcomes</p> <ul style="list-style-type: none"> Annual CO2 sequestration: 7350.77 tonne (approx.) Increased green cover: 78,37,200 sq. ft. (approx.) Conserved rare and near extinct plants/trees species Decreased risk of floods, soil erosion, landslides Farmers in Uttarakhand and Uttar Pradesh reported additional income from fruits 	<p>Outcomes</p> <ul style="list-style-type: none"> A total of 11,64,029 KWh energy produced (approx.) 989.42 tonne CO2 offset (approx.) Greater sense of safety with decrease in night thefts and robberies reported at all locations Decrease in wild animals' attacks in Rajasthan and Uttarakhand Increased sales at village shops as they can remain open until late evening

Water conservation 
<p>A total of 395.3 lakh litres (approx.) of water harvested/saved</p>
<p>Outcomes</p> <ul style="list-style-type: none"> Increased availability of usable water for local communities as well as cattle Increase in natural flora and fauna – more birds' nests observed around the ponds A marginal increase in overall groundwater level reported from villages of Dharuhera

Safer

Ride Safe India (RSI) is Hero MotoCorp's flagship programme focused on road safety. Through the goals underlying this programme, the Company is striving to do its bit towards achieving a safer world. Through its various inter-related projects and activities, the programme stresses on the need to inculcate self-discipline among road users by way of sending out constant reminders through road safety trainings, spreading awareness with regard to traffic rules and safe driving habits, and reinforcing these messages via mass awareness campaigns. The outcomes of its major components are shared in the table below:

 Road Safety Training Parks (RSTP)	 Road Safety Clubs (RSC)
<p>Managing 9 training parks in 7 states</p> <p>Provided trainings to 6,56,407 people</p>	<p>1,150 active Road Safety Clubs in schools</p> <p>200+ engagements with students through RSCs</p>
<p>Outcomes</p> <ul style="list-style-type: none"> A total of 90 per cent of RSTP participants 'always' follow traffic rules A total of 90 per cent of participants motivate and encourage their family and friends to follow all traffic rules 	<p>Outcomes</p> <ul style="list-style-type: none"> 100 per cent of RSC students encourage their parents to wear helmet and seatbelt 65 per cent of RSC students know almost all road signs and their purpose

Road safety awareness campaigns

Over **30** million engagements (views, likes shares) with people on social media

About **20** million people reached via mainstream print media

1,27,000 people pledged to be Road Heroes

01 Road Safety Van engaged **1,700+** students

Outcomes

- Consistent safety-focused tips and reminders has resulted in behavioural change in more than 50 per cent of the receivers of such content
- More than 10 per cent of people who engaged on social media mostly follow traffic rules and drive safe
- 75 per cent of students who engaged with the Road Safety Van agreed that they learnt something new. Over 50 per cent respondents stated they would share safety-focused information with others

Equitable

As its contribution towards building and cementing an equitable world, Hero MotoCorp invests a substantial part of its CSR funds in various initiatives focused on education, healthcare, women empowerment, skill development, specially-abled individuals and sports. The reach and outcomes of these initiatives are shared in the table hereunder:

Education

216 schools and **28** ICDS centres have renewed infrastructure

1,483 operational toilets in **171** schools

48,291 students benefitting from remedial and special coaching and/or scholarships

4 Mobile Science Labs and **8** Labs on Wheels and **1** science centre enabling science practicals in 70 schools

Outcomes

- Increased enrolments
- Zero Dropouts and higher attendance rates
- 100 per cent YoY increase in teachers' attendance
- In district Rewari, Haryana, a few students moved from private schools to Hero-supported government schools

Community welfare

4 healthcare vans, **1** eyecare van and **1** vision centre

Covid-19 relief material for over **50,893** individuals

2 RO water treatment plants in **2** villages

Outcomes

- Easy access to professional healthcare and eyecare in areas with no PHCs
- Economic benefits to all beneficiaries with cost saving on medicines and increased productivity at job/work
- Timely diagnosis prevented hundreds of potential cases of chronic diseases

Sports

Supporting training of **20** boxers

Support to **710** international para-athletes

Support to Khel Mahakumbh, Uttarakhand

Built sports facilities at **21** government schools

Outcomes

- All trainee boxers participating at district & state meets. Three of them graduated to play nationals.
- India saw it's best ever performances in Summer Paralympics 2016, World Para Athletics Championships 2017 and 2019 World Para Athletics Championships
- 50 per cent year-on-year rise in participation at Khel Mahakumbh
- Enhanced interest of student in sports at beneficiary schools

Women empowerment

21,502 beneficiaries of self-help groups and entrepreneurship focused projects

5,429 girls trained to ride a two-wheeler at **15** training centres

Outcomes

- All beneficiaries reported rise in household income and socio-economic status
- More than 55 women turned entrepreneurs and run their own enterprises such as kirana shops and dairies
- Bettered women's skills in two-wheeler riding, along with an improved sense of traffic rules
- Increased confidence levels of women and an attitudinal change in men in their families

Specially-abled

6,968 differently-abled people received prosthetic limbs or supportive aids and surgeries

Employability trainings and vocational courses

Outcomes

- Those who received artificial limbs have better economic opportunities as their mobility is not dependent on others and they can work and fend for themselves
- About 30 per cent of the specially-abled who attended vocational courses are employed in reputed companies or in the informal sector and some even work from homes.
- All beneficiaries claimed that CSR interventions have helped create a dignified space for themselves.

Skill development

37 skill centres offering technical and vocational courses in **13** trades

3,687 students skilled in various trades including two-wheeler mechanics work

Outcomes

- 44.3% individuals who completed the course are gainfully employed
- A majority of women who completed tailoring and beautician courses are either employed or work from home and have an independent source of income

Evaluators' remarks

In a consolidated report, the evaluation team rated almost all projects' outcomes as above average as compared to similar projects undertaken by other entities. The team also noted that the Company acted upon recommendations to address a few challenges that were identified in FY 2018-2019 and had started to work upon long-term sustainability plans for its flagship programmes.

Details of CSR amount spent against other than ongoing projects for the Financial Year 2020-21

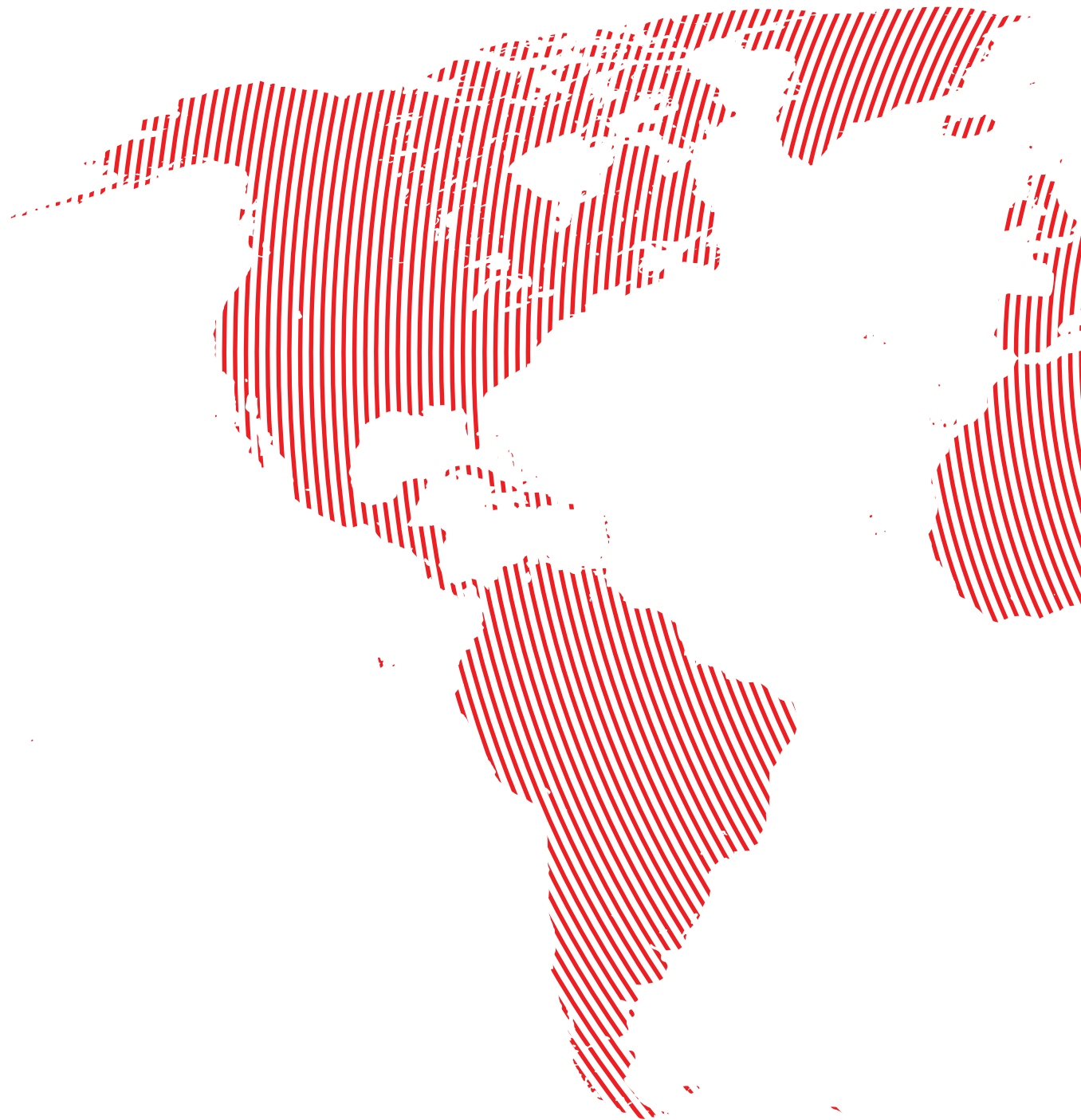
Name of the project	Item from the list of activities in Schedule VII to the Act.	Local area (Yes/No)	Location of the project		Amount spent for the project (in ₹)	Mode of Implementation - Direct (Yes/No)	Mode of Implementation Through Implementing Agency	
			State	District			Name	CSR Registration Number
Aarush	Schedule VII (iv)	Yes	Rajasthan	Alwar	2,53,700.00	Yes	N.A.	-
		Yes	Rajasthan	Jaipur	2,47,82,716.00	Yes	N.A.	-
		Yes	Rajasthan	Pali	1,74,286.00	Yes	N.A.	-
		Yes	Haryana	Gurgaon	2,49,138.00	Yes	N.A.	-
		Yes	Rajasthan	Jaipur	25,83,841.00	Yes	N.A.	-
		Yes	Rajasthan	Pali	2,07,975.00	Yes	N.A.	-
		Yes	Uttarakhand	Haridwar	3,75,000.00	No	Society of Pollution & Environmental Conservation Scientists	-
		Yes	Haryana	Gurgaon	11,505.00	Yes	N.A.	-
		Yes	Rajasthan	Jaipur	1,76,475.00	Yes	N.A.	-
Arogya	Schedule VII (i)	Yes	Delhi	Delhi	6,38,610.00	No	AIIMS	-
		Yes	Delhi	Delhi	1,77,811.00	No	Humana People to People India	CSR00000929
		No	Gujarat	Panchama	22,86,000.00	No	Wockhardt Foundation	CSR00000161
		Yes	Haryana	Rewari	36,57,600.00	No	Wockhardt Foundation	CSR00000161
		Yes	Rajasthan	Alwar	22,86,000.00	No	Wockhardt Foundation	CSR00000161
		Yes	Rajasthan	Jaipur	5,00,250.00	Yes	N.A.	-
		Yes	Andhra Pradesh	Chittoor	25,500.00	Yes	N.A.	-
		Yes	Delhi	Delhi	12,000.00	Yes	N.A.	-
Community Development	Schedule VII (x)	Yes	Delhi	Delhi	8,31,130.00	No	Association for Voluntary Action	-
		Yes	Haryana	Chandigarh	2,68,76,972.00	No	International Federation for Research and Education	-
		Yes	Haryana	Chandigarh	1,80,54,000.00	Yes	N.A.	-
		Yes	Rajasthan	Jaipur	31,64,656.96	Yes	N.A.	-
COVID 19 Relief	Schedule VII (i)	Yes	Rajasthan	Jaipur	63,62,400.00	No	Akshay Patra	-
		Yes	Uttarakhand	Haridwar	2,33,614.00	No	Adarsh Yuva Samiti	CSR00000390
		Yes	Uttarakhand	Haridwar	66,70,333.00	No	Habitat for Humanity	CSR00000402
		No	Kerala	Ernakulam	2,89,250.00	No	Habitat for Humanity	CSR00000402
		Yes	Maharashtra	Mumbai	4,79,426.00	No	Habitat for Humanity	CSR00000402
		Yes	Maharashtra	Mumbai	2,50,00,000.00	No	Kishore Musale Charitable Trust	-
		Yes	Rajasthan	Jaipur	6,50,000.00	No	Nath Sans riti Seva Sansthan	CSR00005135
		Yes	Haryana	Gurgaon	56,00,000.00	No	Raman Kant Munjal Foundation	CSR00004870
		Yes	Rajasthan	Jaipur	10,00,000.00	No	Raman Kant Munjal Foundation	CSR00004870
		No	Uttarakhand	Pauri Garhwal	6,50,000.00	No	Raman Kant Munjal Foundation	CSR00004870
		Yes	Delhi	Delhi	35,30,000.00	No	Wishes and Blessings	CSR00000923
Yes	All India Covid Support		24,07,91,191.00	Yes	N.A.	-		

Name of the project	Item from the list of activities in Schedule VII to the Act.	Local area (Yes/No)	Location of the project		Amount spent for the project (in ₹)	Mode of Implementation - Direct (Yes/No)	Mode of Implementation Through Implementing Agency			
			State	District			Name	CSR Registration Number		
Enable	Schedule VII (i)	Yes	Rajasthan	Jaipur	45,25,000.00	No	Bhagwan Mahaveer Viklang Sahayata Samiti	-		
Green Drive	Schedule VII (iv)	Yes	Delhi	Delhi	1,78,64,880.00	Yes	N.A.	-		
		Yes	Gujarat	Ahemdabad	4,07,100.00	Yes	N.A.	-		
		Yes	Haryana	Chandigarh	32,450.00	Yes	N.A.	-		
		Yes	Karnataka	Bengaluru	1,34,47,194.04	Yes	N.A.	-		
		Yes	TamilNadu	Chennai	1,87,75,162.10	Yes	N.A.	-		
		Yes	Rajasthan	Jaipur	14,60,000.00	No	Contree Foundation	CSR00000049		
		Yes	Uttarakhand	Haridwar	9,50,000.00	No	Empowering Music, Arts & Cultural Heritage	-		
		Yes	Delhi	Delhi	2,65,500.00	Yes	N.A.	-		
		Yes	Delhi	Delhi	15,79,950.00	Yes	N.A.	-		
		Yes	Haryana	Rewari	62,46,090.00	Yes	N.A.	-		
		Yes	Haryana	Rewari	31,02,548.55	Yes	N.A.	-		
		Yes	Delhi	Delhi	35,02,610.00	Yes	N.A.	-		
		Jeevika	Schedule VII (iii)	Yes	Uttarakhand	Haridwar	22,470.00	No	Adarsh Yuva Samiti	CSR00000390
				No	Madhya Pradesh	Chhindwara	9,51,080.00	Yes	N.A.	-
Yes	Haryana			Rewari	5,95,127.00	No	Humana People to People India	CSR00000929		
Yes	Rajasthan			Jaipur	1,24,227.00	No	Indo Frech Cultural Society	-		
Yes	Rajasthan			Jaipur	1,50,000.00	No	Nath Sanskriti Seva Sansthan	CSR00005135		
Yes	Delhi			Delhi	30,70,035.00	No	National Skill Development Corporation	-		
Yes	Haryana			Rewari	5,05,443.00	No	Raman Kant Munjal Foundation	CSR00004870		
No	Gujarat			Panchamahhal	15,68,773.00	No	Setco Foundation	-		
Yes	Telangana			Hyderabad	9,56,792.00	Yes	N.A.	-		
Yes	Delhi			Delhi	6,82,944.00	No	Udayan Care	CSR00000619		
Yes	Delhi			Delhi	2,98,078.50	Yes	N.A.	-		
No	Haryana			Sonipat	20,009.36	Yes	N.A.	-		
No	Haryana			Ambala	1,28,589.86	Yes	N.A.	-		
Yes	Karnataka			Bengaluru	7,36,440.90	Yes	N.A.	-		
Yes	Rajasthan	Jaipur	1,00,599.90	Yes	N.A.	-				
Khelo Hero	Schedule VII (vii)	No	Uttarakhand	Dehradun	2,00,000.00	Yes	Yuva Kalyan & PRD	-		
		Yes	Delhi	Delhi	3,85,722.00	Yes	N.A.	-		
Ride Safe India	Schedule VII (ii)	No	Chhatisgarh	Bilaspur	5,95,734.80	Yes	N.A.	-		
		Yes	Delhi	Delhi	10,404.00	Yes	N.A.	-		
		Yes	Haryana	Gurgaon	18,98,021.51	Yes	N.A.	-		
		No	Maharashtra	Nagpur	2,51,680.37	Yes	N.A.	-		
		No	Maharashtra	Nashik	9,44,000.00	Yes	N.A.	-		
		No	Orissa	Rourkela	12,21,300.00	Yes	N.A.	-		
		Yes	Telangana	Hyderabad	29,232.00	Yes	N.A.	-		
		No	Uttar Pradesh	Lucknow	10,56,909.56	Yes	N.A.	-		
RSAP (Road Safety Awareness Program)	Schedule VII (ii)	Yes	Delhi	Delhi	3,59,310.52	Yes	N.A.	-		
		No	Andhra Pradesh	Vijayawada	57,00,000.00	Yes	N.A.	-		
		No	Andhra Pradesh	Vijayawada	1,85,170.32	Yes	N.A.	-		
		Yes	Haryana	Gurgaon	1,12,816.65	Yes	N.A.	-		
		No	Maharashtra	Nagpur	11,86,343.68	Yes	N.A.	-		
		Yes	Telangana	Hyderabad	65,653.73	Yes	N.A.	-		
No	Uttar Pradesh	Lucknow	5,67,132.06	Yes	N.A.	-				

Name of the project	Item from the list of activities in Schedule VII to the Act.	Local area (Yes/No)	Location of the project		Amount spent for the project (in ₹)	Mode of Implementation - Direct (Yes/No)	Mode of Implementation Through Implementing Agency	
			State	District			Name	CSR Registration Number
Shiksha	Schedule VII (ii)	Yes	Haryana	Rewari	38,23,932.00	No	Agastya Foundation	-
		Yes	Delhi	Delhi	1,68,113.00	Yes	N.A.	-
		Yes	Uttarakhand	Haridwar	17,35,131.00	No	Adarsh Yuva Samiti	CSR00000390
		Yes	Haryana	Rewari	10,00,00,000.00	No	Brijmohan Lall Munjal University	-
		Yes	Delhi	Delhi	42,20,000.00	No	Brijmohan Lall Munjal University	-
		Yes	Rajasthan	Jaipur	16,00,000.00	No	Contree Foundation	CSR00000049
		Yes	Rajasthan	Jaipur	1,04,01,600.00	No	Friends Union for Energising Lives	CSR00000051
		Yes	Haryana	Gurgaon	18,43,873.00	No	Humana People to People India	CSR00000929
		Yes	Haryana	Rewari	12,15,375.00	No	Humana People to People India	CSR00000929
		Yes	Rajasthan	Neemrana	2,54,836.00	No	Humana People to People India	CSR00000929
		Yes	Rajasthan	Alwar	7,64,511.00	No	Humana People to People India	CSR00000929
		Yes	Uttarakhand	Haridwar	13,18,248.00	No	Humana People to People India	CSR00000929
		No	Uttar Pradesh	Noida	26,81,965.00	No	Jayaprakash Narayan Memorial Trust	-
		Yes	Delhi	Delhi	15,22,371.00	No	Magicbus Foundation	-
		Yes	Rajasthan	Jaipur	2,80,000.00	No	Nath Sanskriti Seva Sansthan	CSR00005135
		Yes	Haryana	Gurgaon	2,80,350.00	No	Quota International of DLF City	-
		Yes	Haryana	Rewari	1,25,70,180.00	No	Raman Kant Munjal Foundation	CSR00004870
		Yes	Delhi	Delhi	1,00,000.00	No	Raman Kant Munjal Foundation	CSR00004870
		Yes	Rajasthan	Jaipur	7,00,000.00	No	Round Table India Trust	-
		Yes	Rajasthan	Jaipur	4,71,330.00	No	School Development & Management Committee	-
		Yes	Rajasthan	Jaipur	67,39,200.00	No	SOS Children's Village	-
		Yes	Delhi	Delhi	21,91,440.14	Yes	N.A.	-
		No	Gujarat	Panchmahal	22,08,296.08	Yes	N.A.	-
Yes	Haryana	Gurgaon	36,89,085.05	Yes	N.A.	-		
No	Haryana	Mewat	16,495.38	Yes	N.A.	-		
Yes	Haryana	Rewari	20,46,414.69	Yes	N.A.	-		
Yes	Rajasthan	Alwar	2,57,363.32	Yes	N.A.	-		
Yes	Rajasthan	Jaipur	37,61,742.77	Yes	N.A.	-		
Yes	Uttarakhand	Haridwar	74,89,554.62	Yes	N.A.	-		
Water Conservation	Schedule VII (iv)	Yes	Haryana	Gurgaon	27,99,200.00	No	Raman Kant Munjal Foundation	CSR00004870
		No	Gujarat	Panchmahal	61,360.00	Yes	N.A.	-
Grand Total					65,26,31,872.42			



NOTES







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