

# Community development & welfare

The majority of India's population lives in rural areas. Since Independence, governments have been making concerted efforts to improve the standard of living among rural masses by providing essential services like education, healthcare and livelihood opportunities. Alongside, there are ongoing efforts to help village populations be informed about the various welfare schemes being run for them by the central government as well as respective state governments.

However, due to multiple reasons including gaps in communication and implementation, the schemes have not been able to make as much impact as they should have, especially among the poorest of poor and other marginalised communities in rural India. Simply put, there can be no utilisation of any welfare

scheme without there being easy-to-understand, accurate and reliable information. One of the ways in which the lack of awareness about welfare schemes can be tackled is collaboration between governments and private enterprises.

Keeping all such factors in mind, Hero MotoCorp has prioritised rural communities as beneficiaries for most of their CSR projects. The company has identified communities around its areas of operation and directly or through partner organisations implements projects that are addressing real needs and gaps. These projects complement the initiatives and schemes of the government to the extent feasible, and are also aligned with the objectives of the Sustainable Development Goals (SDGs).



Chief Minister formally launching the CMGGA initiative



### Supporting state government's schemes

A well-thought-out CSR project can create tremendous social value and boost social welfare, the cornerstones of the government's welfare policy. At Hero MotoCorp, we focus on welfare of communities at the grassroots and our social initiatives complement the existing initiatives of the government. There is no doubt that such collaborative efforts help better the overall outcomes and impact.

### Chief Minister's Good Governance Associates (CMGGA)

The CMGGA programme is a strategic collaboration between the Government of Haryana and Ashoka University to improve governance in the state and give

a platform to participants to make impact on masses on a large scale. Running since 2016, the programme provides a platform to 25 young individuals each year. Of these 25 associates, remuneration of 12 is supported by us. These associates work closely with the Chief Minister's Office for bringing transparency, accountability and efficiency in public service delivery in the state.

Our support also helps these 12 associates in getting trained and oriented about government functioning and structure through a 15-day boot camp at Ashoka University before they are posted across 22 districts to work in tandem with the district administration for a period of one year.

