

Diversity and inclusion

The growing prevalence of diversity and inclusion (D&I) – now also referred to as diversity, equity and inclusion (DEI) – as a core part of corporate strategy, goals and culture is testimony to how the years of discourse around this subject have been shaping workplace ethics and notions. Equally important, it reflects the evolving maturity of business leadership. Globally, D&I has become a top business imperative to help create a fairer, more diverse, and more inclusive society. There is no doubt that the world – today more than ever – requires organisations to listen to, and empathise with, a broader group of stakeholders whose interests they affect: customers, employees, investors, suppliers and vendors, communities and governments.

D&I fundamentally is about reaching out to disenfranchised communities, bringing new insights to the table, and driving collaborative solutions to challenges faced by the society. It often involves

working upon the representation of different demographic groups across career levels and business units, and in CSR, as beneficiaries of programmes. Organisations that make this a priority benefit both society and themselves. Notably, one of the most effective ways to bring about real social progress is through organisations identifying and eliminating disparities within their walls.

At Hero MotoCorp, our mandate with regard to D&I envisions a community that embraces social inclusion and helps build an equitable world. The primary goals are to:

- Create avenues for equal opportunities for all sections of society without any bias and discrimination on the basis of race, caste, colour, gender, sexual orientation, religion, ethnicity, physical or mental disability, or any such prejudice that may do injustice to another being.



A glimpse of workshop on gender sensitivity at Gurugram

- Enable the strengthening and acceptance of an equitable and inclusive culture by supporting diverse representation at all levels of leadership amongst communities we work with, including all beneficiaries of our CSR projects.

Several CSR projects being implemented under D&I include:

Technical and non-technical skills development

This project component has been conceptualised to address various social challenges and contribute towards the economic inclusion of women and youth from disadvantaged sections of society. The

idea is to develop their employability skills and help expand income-earning opportunities for them, in the process becoming catalysts in their socioeconomic empowerment.

Some of our skill-development initiatives are focused on supporting women with technical education that can help them get employed and become financially independent. One such initiative is to train them as general duty assistants and food and beverage associates in collaboration with one of our non-profit partners in Gurugram. Many of these women who have been skilled under the initiative are employed at prominent hotels and hospitals across the Delhi-NCR region.



Glimpses of various initiatives under skill development programme

Under the project, we at Hero MotoCorp have also been supporting education and training institutes that prepare the youth to become employable in various trades in the automotive sector, especially the two-wheeler industry, in addition to facilitating various short-term courses in accounting, retail, sales, marketing, fashion designing and computer programming. Communication skills, financial literacy, and developing the attitude and ability to adapt to an

organised working environment are also part of the curriculum in these courses.

In line with our D&I policy, women and youth from various sections of society, including specially-abled individuals, are beneficiaries of the project. Most of them are from marginalised socioeconomic backgrounds and such skills are helping them become financially independent and improve their standard of living.



Handover of two-wheelers to Asha workers



Inclusion of specially-abled individuals including Army veterans

India has the largest population of specially-abled individuals, and interventions to create opportunities for their participation in the social and economic spheres, as well as promote their rights and wellbeing are necessary if we are to meet the vision of an inclusive and equitable world.

As a conscious corporate citizen, Hero MotoCorp has been invested in supporting a cross-section of specially-abled individuals – from identifying of such individuals from marginalised and deprived backgrounds to finding practical solutions to the challenges they face and mobilising resources.

Mobility support

Hero MotoCorp has been supporting specially-abled individuals with wheelchairs and tricycles, which go a long way towards easing their everyday commute and allow them to move with freedom and dignity.



A women cop performing patrolling duty on a Hero scooter

The company also partnered with the Directorate of Indian Army Veterans and handed over retro-fitted scooters to soldiers who were disabled while in service. The scooters – supported by two auxiliary wheels in the rear – have been customised to provide a safe and convenient riding experience.

Building safe and inclusive spaces for women

Support to women cops

Safe spaces are vital in creating and promoting a sense of inclusion. At Hero MotoCorp, we recognise and respect this link. Across states, we have worked closely with police departments to help build such safe spaces.

Our approach is to empower women cops by providing them with two-wheelers that facilitate their independent mobility. Women cops are generally dependent on their male counterparts when they have to reach incident/accident spots or when responding to distress calls.

The initial outcomes indicate that women cops are independently responding to more distress calls from women, and in that way they are also keeping their promise of swift action and safety.

It may also be that the sight of uniformed women officers riding through the city, going about their job, attending to calls, and so on has the effect of making other women feel safer and reassured. In due course, the initiative is also expected to encourage more women to join the police services.

Support to ASHA workers

Accredited social health activists (ASHA) have been playing a significant role in mobilising communities and helping them access health and health-related services provided by the government at the village anganwadi/primary health centre/sub-centre.

Empowering ASHA workers with two-wheelers – giving them increased mobility – is one of the interventions that support Hero MotoCorp's overall D&I agenda.

