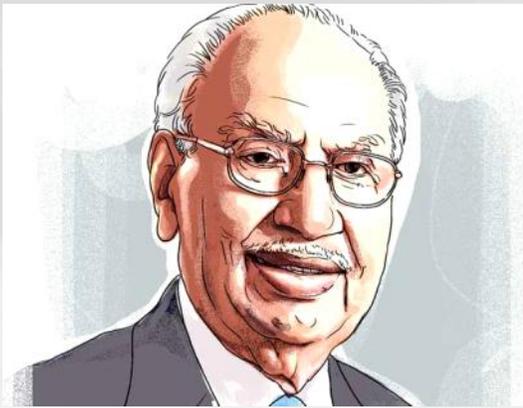




we care

For You. For Life. For Earth.





Chairman Emeritus
Late Shri BM Munjal

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

Corporate Social Responsibility (CSR) is integral to Team Hero and our tag line ‘Manufacturing Happiness’ explains how we are furthering responsibility paradigm in manufacturing to minimize environmental impact, developing an ecologically sound ecosystem, and giving back to society. The Company assess each of its action for its possible impact on environment or society and takes appropriate measures. Moreover, through our social welfare programmes for the benefit communities and society at large, we scaled up our substantially increased our investments in CSR programmes and aligned the with the requirements of the Companies Act 2013. In 2015, a new CSR policy was formed and approved by the board, a committed CSR Committee was formed and several CSR interventions primarily in the areas of road safety, education and empowerment of girl child as well as environment were started.

CSR VISION

TO HAVE A GREENER, SAFER AND EQUITABLE WORLD

To this end, our CSR policy focuses on value creation that has significant impact on society and aims to cover one or more of the following:

- ◇ Enhance environmental capital
- ◇ Support rural development and education
- ◇ Facilitate healthcare
- ◇ Create sustainable livelihoods
- ◇ Promote sports and road safety awareness
- ◇ Develop capabilities of beneficiaries
- ◇ Engage in affirmative actions
- ◇ Programmes within the company’s economic orbit
- ◇ Participate in disaster relief work, monetarily or otherwise
- ◇ Fund new technology
- ◇ Partner with industry groups

In FY 2016-17, we continued to invest in **We Care**, our CSR umbrella under which we have five flagship programmes:

- ◇ Programmes on Road Safety under **Ride Safe India**
- ◇ Programmes on Girl Child Empowerment and Education under **Hamari Pari** and **E²**
- ◇ Programmes on Clean and Green India under **Happy Earth**
- ◇ Programmes on using Digital for Awareness on Social Causes under **Digi Aware**

All these programmes are supported by various projects that are focused at development of communities around our areas of operation.

WE INVESTED RS 85.14 CRORE, WHICH IS 2.41 PER CENT OF OUR NET PROFITS IN FY 2016-17



CSR COMMITTEE



Pawan Munjal
Chairman, MD & CEO



Pradeep Dinodia
Independent Director



Gen. VP Malik (Retd)
Independent Director



Vijay Sethi, CIO & Head CSR

Hamari Pari & E²
123,988
Beneficiaries

Happy Earth
257,856
Plantations
+ 516 Toilets

Ride Safe India
255,710
Participants

Community
Initiatives
Over 115,890
Beneficiaries

Digi Aware
Over 4.35 crore
views

Recently, all our flagship CSR programmes were evaluated by a neutral third party and a consolidated statement by the analysts says that we are on the right track, are moving at a steady pace, and more importantly, have the potential to make great impacts in the near future. The evaluation has not only given us an overview of all that is going well, but also underlined the areas that need more attention and come up with a few suggestions that will enable us to create a better CSR roadmap for the years to come. In a true sense, the evaluation has been an affirmation of our journey of about two years.

The most reassuring part has been the stories of transformation of some of our beneficiaries. In particular, I feel humbled by how this change is reflected in the lives of the little girls who are the beneficiaries of **Hamari Pari**. This programme, which had started with just about 15,000 girls from marginalised backgrounds, has now taken over 120,000 girls under its wing. And each one of them has a story to tell.

Educate to Empower (E²), our education-focused programme that complements Hamari Pari, too is scaling up steadily. Apart from bettering the infrastructure – building classrooms, libraries, laboratories, providing essential furniture – of over 100 schools, we have been able to connect directly with thousands of children to help them find the career that they may excel in and will help secure their future.

Likewise, **Happy Earth** initiatives have scaled up rapidly as we managed to bring more than 1,000,000 square feet of land under the green cover through our focused plantation drives. Also, as much as the focus has been on increasing the green cover, we are also building up awareness about ways to conserve the environment and reached out to over a million people through various mediums asking them to do their bit for the environment.

Perhaps the most popular among our programmes has been **Ride Safe India**, which has been scaling up quite rapidly. The team takes much pride in contributing towards creating a safer environment for riding two-wheelers – the thousands of safe and conscious riders on the roads bear testimony to that. One of the most interesting aspects of RSI has been the increase in number of **Student Police Cadets**, who are not only the ambassadors of road safety but also hold the promise of becoming the responsible leaders of tomorrow.

There has been an organic increase in our **community-focused initiatives**. While frequency of eyecare and healthcare camps is higher, a dedicated health van has been introduced to reach out to people at places with minimal healthcare facilities.

Through this journey and in all our successes, the enthusiasm of our employees has played a starring role. They have been volunteering for various social activities across locations. I believe this has also brought some sort of a positive change in their overall lives – after all, each one of them now has something additional, something meaningful, and something immensely satisfying to do.

ONGOING PROGRAMMES				
Ride Safe India	Hamari Pari & E²	Happy Earth	Community Care	Digi Aware
Traffic Training Parks (TTPs) to provide Safe Riding Training	Life skills development, education, health and hygiene for girls	Hero Green Drive – tress plantation drives	Project Arogya - Healthcare projects including health camps and mobile medical van	Using Social Media and Internet and other mass mediums to spread awareness on issues related to road safety, girl child empowerment and education through animation films, videos, blogs, chats and other mediums
Student Police Cadet (SPC) project to promote safety and values among students	Mobile Science Labs to impart Science education and career guidance and counseling for students	Project Swachh Vidyalaya to build toilets in schools	Project Skill-our-Youth: Skill-development projects like tailoring, beauty parlour, two-wheeler mechanic, etc. courses	
Road Safety Clubs and Road Safety Van in schools to promote Road Safety among students	Projects to empower Women Police Officials	Project Jal hi Jeevan Hai: Aimed at conservation and restoration of water bodies; providing drinking water and creating awareness on cleaning Ganga	Mission We Care: Winter rescue to save homeless people who sleep on Delhi's pavements; support victims of natural calamities	
Ride Safety Awareness campaigns and drives across community	Infrastructure development in schools	Promoting conservation and protection of wildlife	Strengthening community through camps for welfare of animals, promoting sports, etc.	



Nitin Gadkari, Minsiter for Road Transport, Highways & Shipping, receiving Hero Buddy Series videos from Vijay Sethi

COMMITMENT TO ROAD SAFETY



Intense awareness activities coupled with enforcement are required to sensitize people and bring about an attitudinal change. Hence, road safety has been one of our core focus areas and we have been engaging in multiple activities to address issues that lead to accidents and fatalities on roads. With the same intent, we initiated **Ride Safe India** as one of our flagship CSR programmes.

Ride Safe programmes stress on the need to inculcate self-discipline among road users by way of constant reminders through road safety slogans, campaigns, social media content, blogs and more such focused initiatives. The programme also tries to inculcate a sense ownership among various organisations regarding road safety education and make these issues a priority list of road construction and traffic management departments.

The objectives of Ride Safe India programme are being met through its various arms – several projects that complement the each other for the holistic impact – to ensure that each one of us feel safe, feel free.

Traffic Training Parks

Traffic Parks in cities of Gurugram, Delhi, Lucknow, Hyderabad, Nagpur and Rourkela have been adopted by us to run holistic road safety programmes. Some of the activities undertaken at the parks include two-wheeler riding training programmes for school and college students as well as general public. These training parks are equipped with riding simulators, safety riding tracks, road stretches with varying road conditions and safe-riding equipment and are aiming to ensure that all riders are aware of fundamentals that will keep them safe.

Student Police Cadets Programme

Student Police Cadets (SPC) project is making students the ambassadors of road safety and at the same time will be groomed to become model citizens of the country. Being piloted at schools in Gurugram, the project involves sessions on road safety awareness, traffic management, community development skills, leaderships skills, disaster management and waste management. SPC involves physical training of children along with outdoor activities and sports.

Safety Campaigns with Enforcement/Governing Agencies

In order to supplement or complement efforts of the traffic police and transport departments, we organize large-scale safety campaigns that mobilize and make an impact on masses. Some of those initiatives include National Road Safety Week and the UN Global Safety Week, wherein masses get engages with impactful messages on road safety.

Road Safety Clubs

In Delhi, we have formed a Road Safety Club (RSC) with the Delhi Police as the nodal agency and Hero MotoCorp as a key stakeholder. More than 950 schools have enrolled in this Club and conduct regular activities as per the Road Safety Charter given to them. Similar Road Safety Club has been formed in Lucknow in collaboration with the Uttar Pradesh Transport Department and in Gurugram with support from Haryana Police.

Safety Van

In association with Gurugram police, we have set up a Road Safety Van that goes to various schools for practical lessons on road safety.



Ride Safe India reach

- ◇ Over **157,000** individuals including students, teachers, cops and Hero customers participated at Traffic Training Parks and road safety awareness programmes
- ◇ About **1.2 million** participated in 'road safety competition' organized in association with Delhi Police
- ◇ More than **75,000** individuals received message of safe riding through various activities during National Road Safety Week through **2,400** activities
- ◇ Over **2,200** students from **50** schools enrolled as Student Police Cadets (SPCs) in association with Haryana Police
- ◇ **06** Traffic Training Parks operational in six states



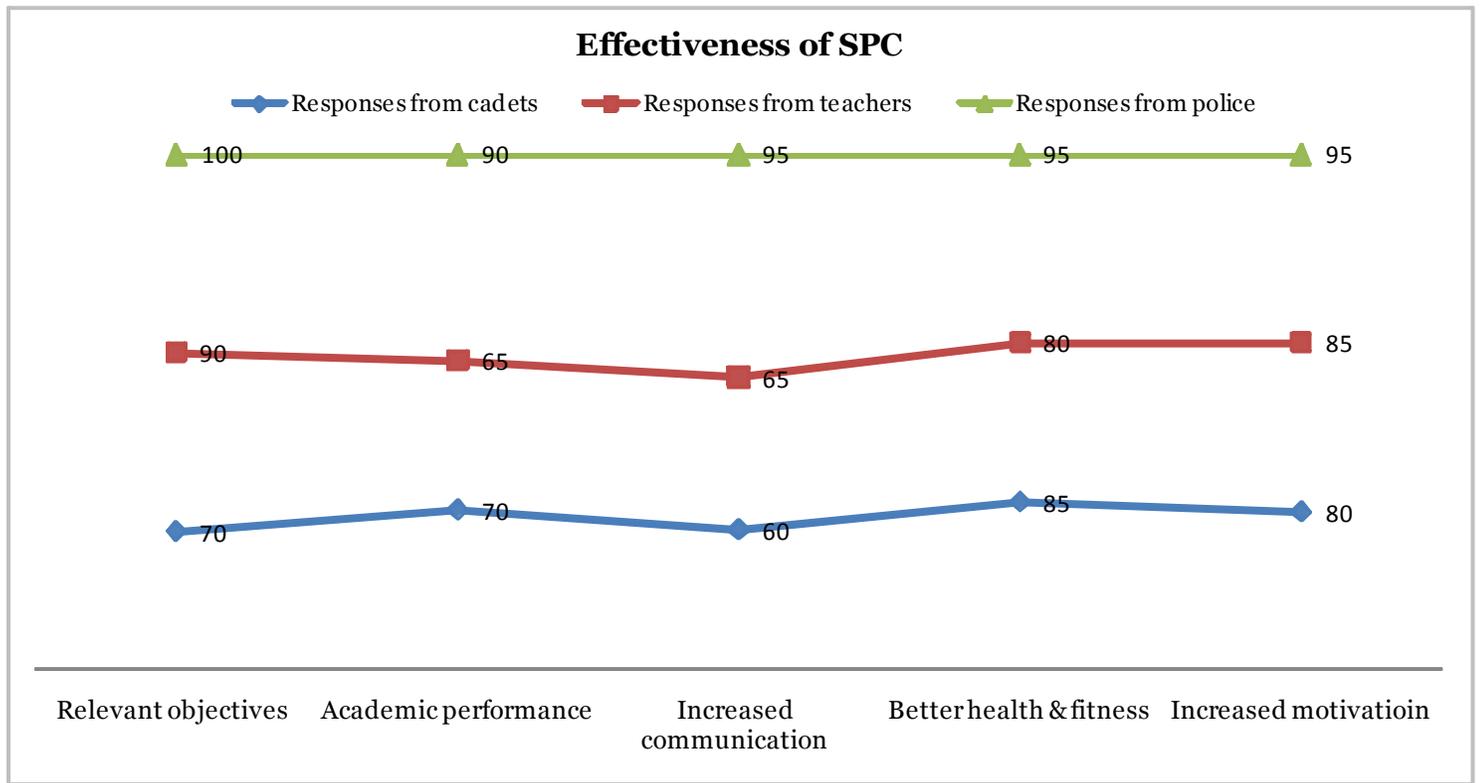
RIDE SAFE INDIA – RESULTS FROM IMPACT EVALUATION PHASE 1

The review had been conducted as part of the study on overall impact of Hero MotoCorp’s road safety focused CSR initiatives in India under Ride Safe India (RSI) programme. The review also assessed essential features of evaluation designs in traffic education, the effect criterion to be used and the characteristics of potentially effective programmes.

Given below are a few highlights of each component covered in the evaluation report.

Students Police Cadet programme

As per the phase 1 evaluation, SPC programme has brought about a positive impact on the cadets, teachers and parents and has created a positive atmosphere in schools in which the project is being implemented.



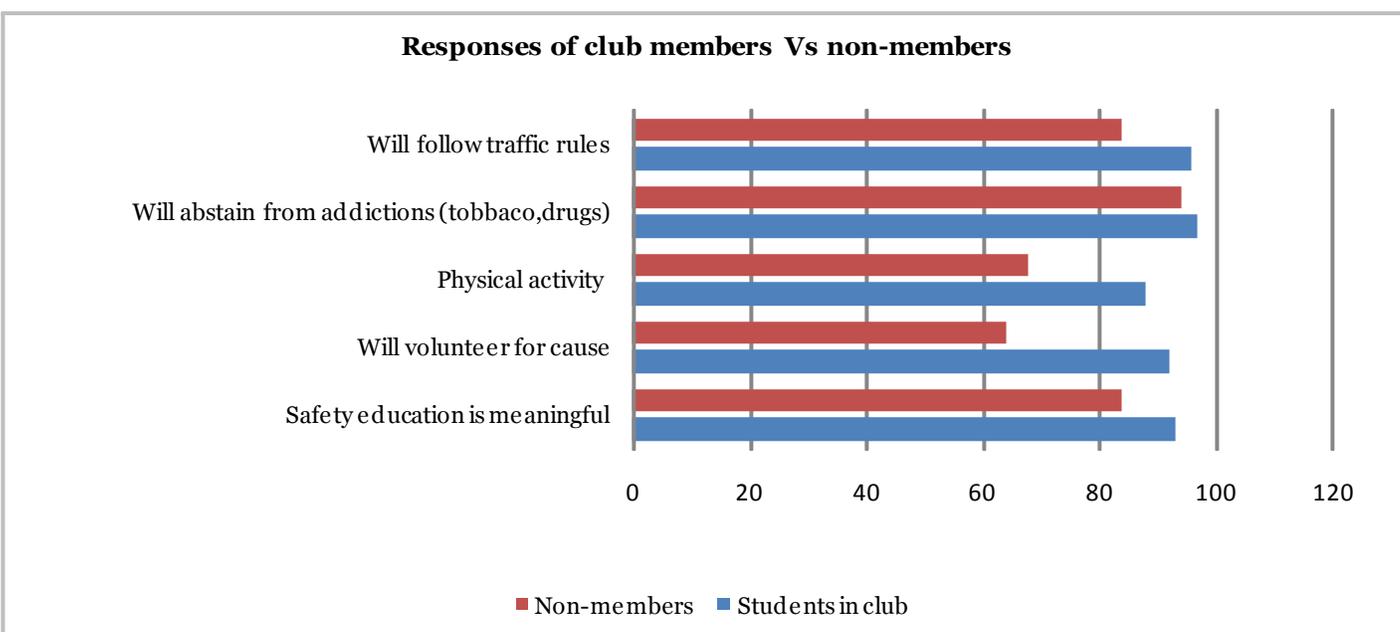
Traffic Training Parks

In order to evaluate a considerable activity taking place at TT parks, an academic research followed by a focused evaluation survey was conducted on its education and training elements. The overall analysis of the research team on the training mechanism and course content are encouraging and insist primarily on educating and training children as compared to adults..

TTP trainers' feedback about Traffic Training Park visitors (10-18 age group)				
	Understanding before programme	Understanding after programme	Approx percentage individuals who retain the knowledge	Percentage of individual who'll share the knowledge
Basic understanding of Traffic Rules	Low	High	75 – 80 per cent	50 per cent
Two-wheeler riding (theory)	Low	High	75 per cent	60 per cent
Two-wheeler riding (practical)	Extremely low	Average	50 per cent	50 per cent
Understanding of basic safety measures	Average	High	75 per cent	78 per cent

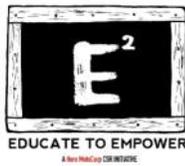
Road Safety Clubs

As per the phase-1 analysis, Road Safety Clubs are successfully working upon children so that they behave more safely, acquire complex strategies whose development is also related to the meta-cognitive process of awareness and control. Clubs are also helping in developing appropriate attitudes and life skills.



Graphs source: RSI Evaluation Report 2016

COMMITMENT TO WOMEN EMPOWERMENT AND EDUCATION



Hamari Pari and Educate to Empower [E²] are focused at girl child and education – the overall objective of these programmes is to complement or supplement the ongoing efforts of the government and the development sector to address challenges that limit children, especially girls to understand their own strengths and excel in life. While Hamari Pari recognizes and celebrates the enormous potential that each young girl has

to fulfil her dreams of a brighter future, Educate to Empower (E²) is driven by the main objective of looking beyond the obvious symptoms and finding long-term solutions related to educating students – with a primary focus on girls.

There are multiple social projects that are being run simultaneously to complement each other to meet the larger objectives of Hamari Pari and Educate to Empower [E²] Programmes.

Life-skills development and school enrolment

We are supporting girl children in Delhi, Andhra Pradesh, Telangana and Chennai to impart life skills with a major focus on school enrolment, attending classes regularly and moving to next grade. With the help of professional non-government organizations, we are also making these children and their families aware of the importance of completing their education and saying no to child marriages.

Career EduConnect

Going to school alone cannot resolve larger issues. Children need guidance, mentorship as well as consistent assessment of their passions and interests so that they can channelize their energy towards a choice that can help them better in their respective fields. Career EduConnect programme provides career counselling and guidance to girls so that they can understand what career they may choose, why they may choose the same and how.

Science Education

The mobile science labs reach out to schools with the aim of filling the gap that exists between the theoretical learning and practical understanding of essential concepts of science. Currently, four Mobile Science Labs are running around 60 schools in Delhi, Jaipur and Neemrana in Rajasthan and Dharuhera in Haryana.

Step Up and Samarth centres

The Step Up centre focuses on girls from underprivileged backgrounds who have not had an opportunity to go to a school and are currently not at par with regular school goers. The centre prepares the girls to enter the school in an appropriate grade as per their age and lays foundation for their better schooling. On the other hand, Samarth centre ensures that the older girls do not drop out of schools due to community pressure and other social stresses that they face on everyday basis.

Hamari Pari and [E²] reach

- ◇ **26,771** girls in Andhra Pradesh, Delhi, Chennai and Telangana enrolled in education-focused programmes.
- ◇ **15,983** girls benefitted through 'Mobile Science Lab' project in Delhi, Haryana and Rajasthan.
- ◇ **13,379** girls in Punjab and Rajasthan were counselled to choose right career path.
- ◇ **8,222** children enrolled in schools across Andhra Pradesh, Bihar and Orissa.
- ◇ **8,000** girls benefitted from Saajha project focused at betterment of education in schools.

Education resources mobilization and infrastructure development

Regular drives to collect books, stationeries and other education resources are conducted and the material collected reaches the needy children. A part of the CSR spends also goes towards buying essential 'interactive' education material for programme beneficiaries.

Additionally, we have set up libraries, drinking water facilities badminton and basketball courts, solar power plants along with many other essential infrastructural developments.



Project Sakhi and Project Cheeta

Project Sakhi and Project Cheeta have been launched in association with Haryana Police and Uttarakhand Police, respectively. Under the projects, we have empowered the women cops by providing them two-wheelers in order to increase their independent mobility. The women cops are generally dependent on their male counterparts with vehicles to reach the incidence spots or while responding to distress calls of women. Now empowered with scooters and motorcycles of their own, they are confident of responding to more calls from women and ensuring their safety.

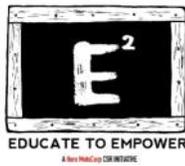
Supporting Beti Bachao Beti Pado

The Beti Pado, Beti Bachao message was introduced from the prime minister's office and seeing its significance, we committed to support the initiative through our CSR efforts focused at the girl child. Apart from the many programmes and activities that we run under Hamari Pari, one significant engagement was our association with the 'Selfie with Daughters' initiative of *Punjab Kesari*. The campaign spread awareness about gender equality via mass participation of people across India.

As part of our efforts to encourage girls to be and feel independent and travel freely, madam Aniesha Munjal ji handed over 10 pleasure scooters to deserving girls from marginalised backgrounds.

- ◇ **395** girls enrolled in schools through our Step-Up and Samarth programmes.
- ◇ **104** activities related to buildings and infrastructure betterment in **71** schools.
- ◇ **100** girls at Matra Anchal Girls hostel, a girl orphanage in Haridwar got a new home.
- ◇ **160** girls enrolled in Skill Development Centre and trained for beautician and tailoring courses.
- ◇ **51** classrooms and laboratories built at schools in the vicinity of our plants.
- ◇ **18** girls received scholarships to pursue higher education at BML University.

HAMARI PARI & E² – RESULTS FROM IMPACT EVALUATION PHASE 1

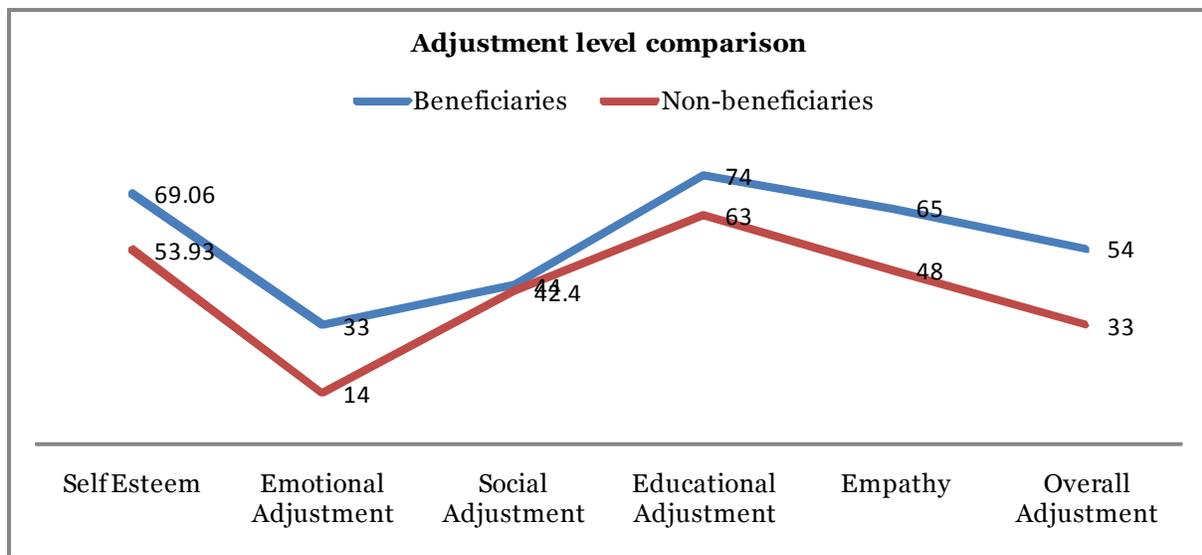


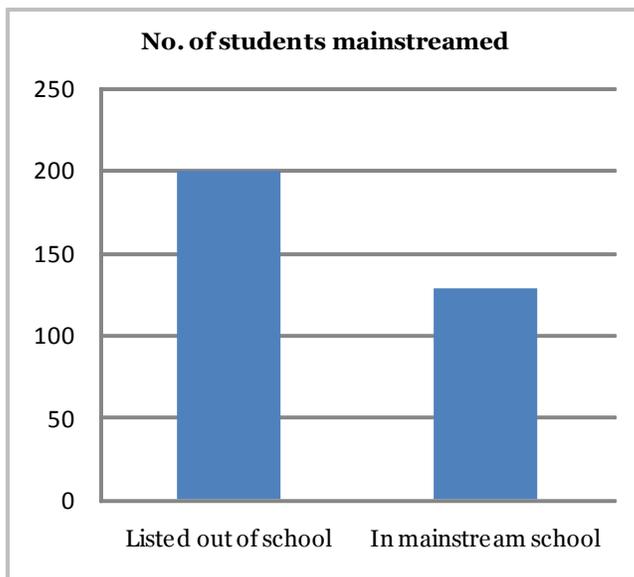
The complete evaluation study been conducted as part of overall impact of Hero MotoCorp’s girl child and education focused CSR programmes. Main components of Hamari Pari and Educate to Connect had been thoroughly analysed and overall report suggested that all components were on right track and promise to make a larger impact in future.

Given below are a few highlights of each component covered in the evaluation report.

Hamari Pari – Life-skills component

Hamari Pari beneficiaries show a significant difference on all elements as compared to non-beneficiaries. Be it condition on self-esteem, emotional or educational input, major differences were observed between the groups. However, difference was not found on social adjustment element. The reason for this could be the external factors like living conditions, societal pressures and complexities and overall poor and challenging environment, which too will change as the programme will scale gradually and include more impacting components.





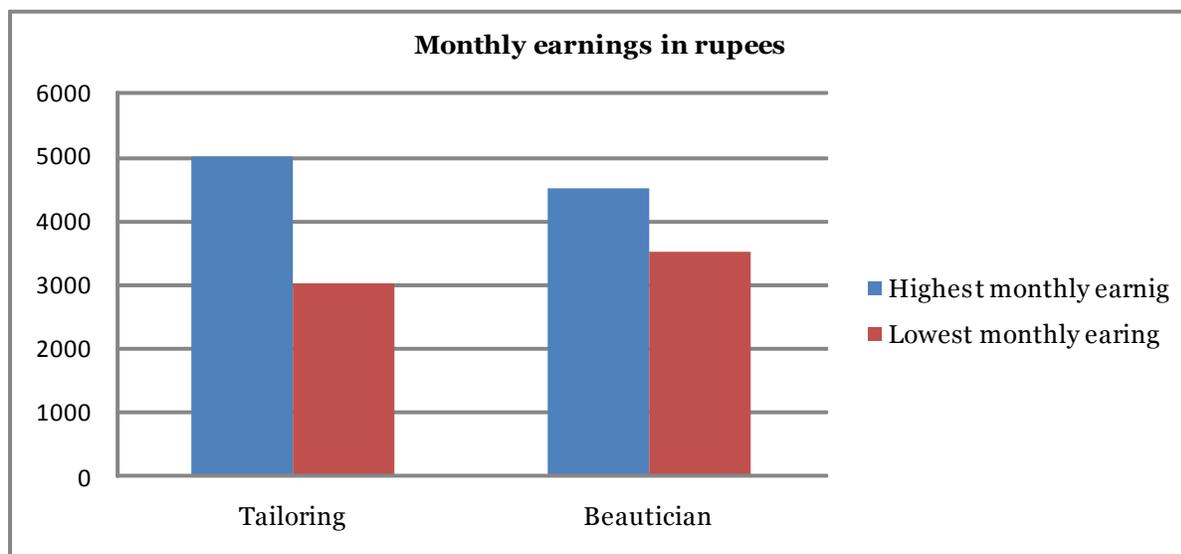
Step Up/Kadam centre project

The project has significantly contributed in providing basic education to street and working children, who have either dropped out or never been to school, and subsequently enrol them in formal schools. These children primarily belong to migrant families who come in search of jobs and livelihood.

Samarth centre for skill development

The first batch of the Samarth centre successfully passed out in the last fiscal. Out of total girls enrolled under the skill development programme, 41 per cent had opted for tailoring course, 35 per cent decided to take beautician course. As per the phase 1 evaluation, it was reported that out of total girls who enrolled themselves in beautician course, a 17 per cent got job, while in case of those who took up tailoring course this percentage was 15 per cent.

While none of the girls had any source of income before enrolling in the course, most of them started earning their first salaries after completion of the course. The chart below indicates their starting income.

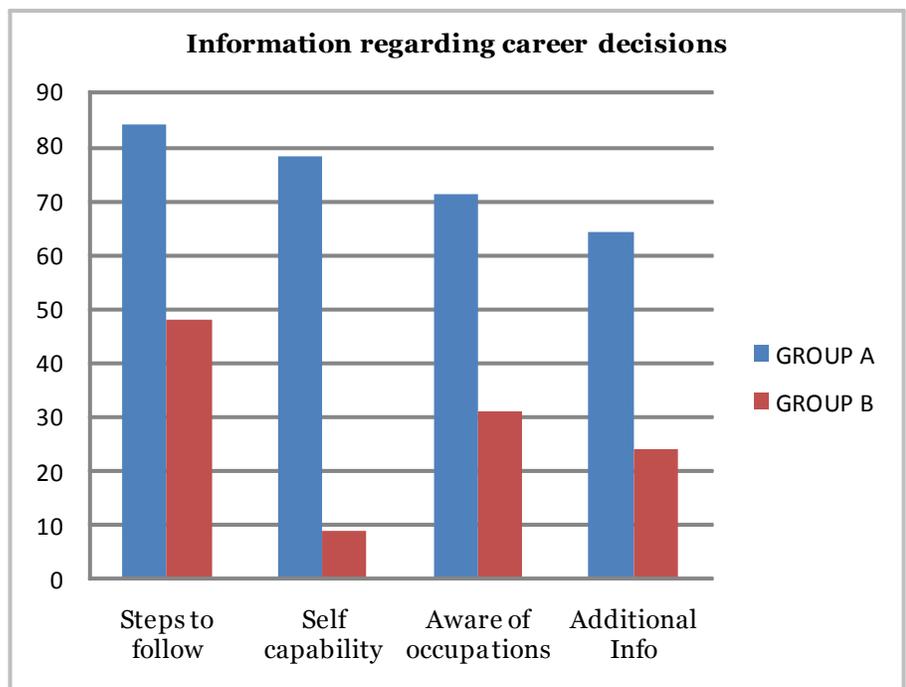
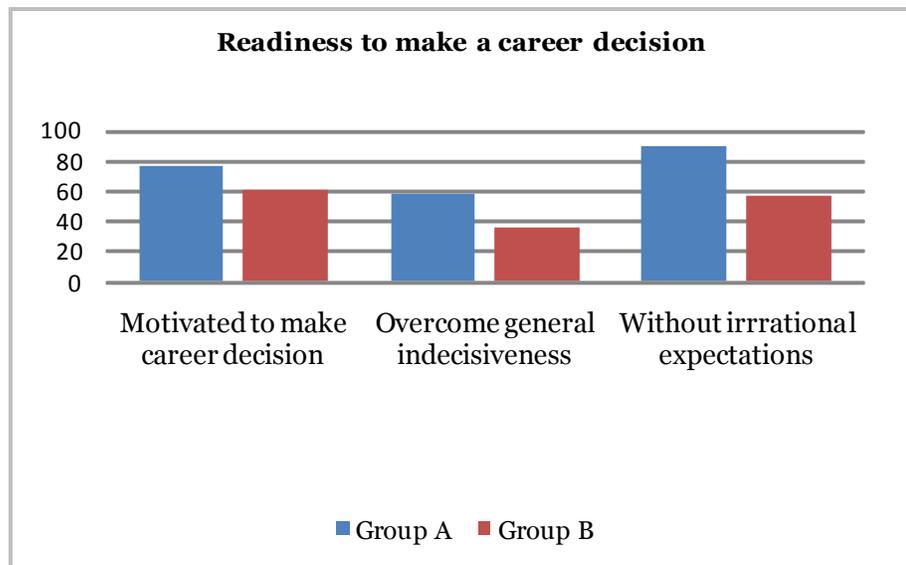


HAMARI PARI & E² – RESULTS FROM IMPACT EVALUATION PHASE 1

Career EduConnect

We analysed various aspects of career indecision through a third-party to assess how the case of a career guidance project impacted various difficulties in the career decision-making process of adolescent girls in various schools. The comparisons were made of two homogenous groups – beneficiaries of EduConnect and the one who did not receive any guidance or counselling. The results indicated that Career EduConnect programme is making a significant impact as far as career choices and the path to follow to pursue a particular career is concerned.

The charts indicate the difference between thought process of our beneficiaries (Group A) and non-beneficiaries' (Group B).



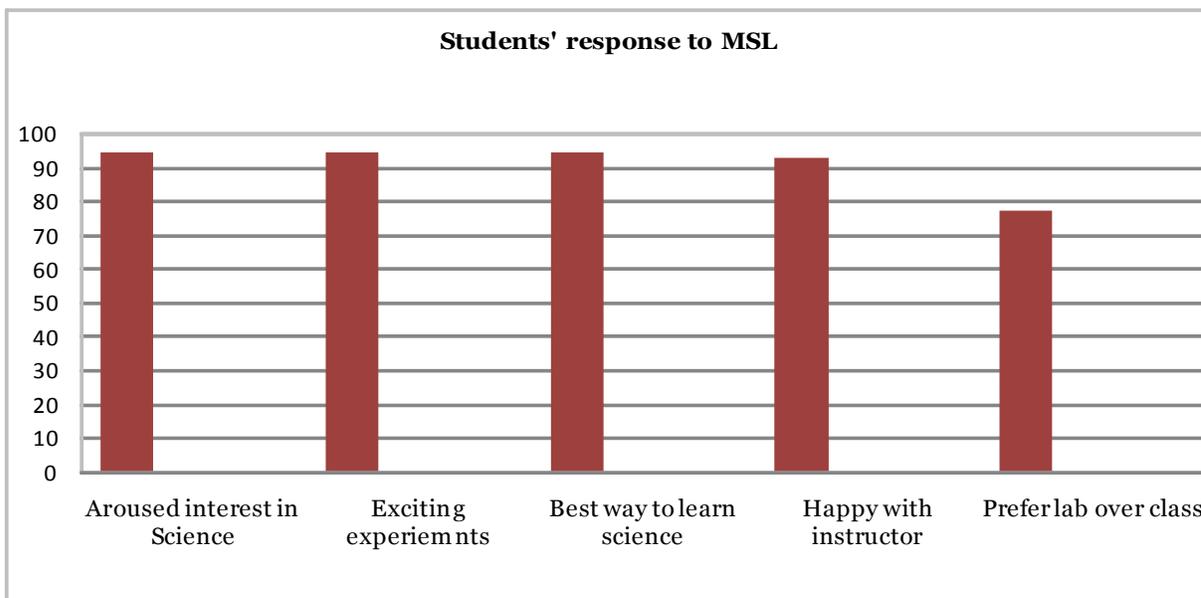
Mobile Science Labs (MSL)

The students who participated in MSL activities are generally pleased with the practice, and they think that a mobile laboratory is a useful tool in science education. When some distinctive items were analyzed in detail, it was seen that a mobile laboratory visit aroused more motivation in rural students to take part in scientific research (89.8%) and increased their interest in science (94.5%) and in doing scientific discovery (86.7%).

The findings of the qualitative and quantitative research show that the students who participated in the MSL activities were quite pleased with the practices. They learned while having fun, their interest in science and learning was raised, they described the practices as fruitful, and they thought these kinds of practices should be carried out more often and widely.



Students' response to MSL



HAMARI PARI & E² – RESULTS FROM IMPACT EVALUATION PHASE 1**Infrastructure development in schools**

The fact is that a good school infrastructure, with renewed spaces, makes it possible for children and youths that live in remote areas to study and, in addition, tends to improve the attendance and interest of students and teachers in learning. For this same reason, investments in school infrastructure have an essential role in solving access problems of students to the school system and to improve their performance. School infrastructure includes classrooms, laboratories, libraries halls, open play fields, games equipment, dormitories and sanitation facilities. It is in the classrooms that the day to day formal teaching and learning take place. In the libraries, learners get the opportunity to conduct their own personal studies and carry out research. It is in the field that co-curriculum activities take place.

Learners and teachers need to be housed in the school and at the same time need sanitation facilities like toilets, waste disposal services and clean water. School infrastructure is therefore a very important component in ensuring successful education. On this backdrop, the Hero MotoCorp has kept school infrastructure development as one of the key components of Educate to Connect programme.

Responses from students (N=100 +)			
Responses	Positive I agree/Yes (%)	Negative I do not agree/No (%)	Indecisive Can't say/Not sure (%)
I feel safe in the school building	72	18	10
I feel like going to school	69	16	15
The school has facilities that will help me in career	58	32	8
The play facilities in school are good	43	37	20
The lab facilities in school are exciting	64	36	--
I think a lot more development is needed	78	12	10
The staff at school is helpful	68	17	14
I think I will score better in academics	48	52	--
I think I will be able to pursue my dream	54	36	10



COMMITMENT TO ENVIRONMENT



Happy Earth is focused at doing our bit to address environmental degradation, climate change or global warming, which is the greatest threat we have ever faced. We look at environmental degradation as one of the man-made crises that will greatly impact not only the current but future generations of humans as well as all other living species.

In partnership with various environmental organizations and with the help of employee volunteers, we have planted more than 2.57 lakh saplings and the number is steadily increasing. The CSR team makes consistent efforts to ensure that all saplings planted are being nurtured well.

Focus on plantations

With an aim to plant and maintain trees at parks of Delhi Development Authority (DDA) and Tilpath Valley, Sanjay Van and other reserved areas, the **Green Drive** was launched in Delhi in 2015. We have planted more than 190,000 trees in the last two editions of the drive. The drive also mobilised nearly 55,000 people including students of various schools, political and religious leaders, as well as citizens of Delhi.

The CSR team also focuses at planting fruit bearing trees at various locations in Delhi NCR as well as other locations near our facilities. We have already planted 57,000 fruit trees at various locations including orphanage, an old-age home, as well as a few government schools and public places. These trees are expected to bear fruit for the next 40-50 years and these fruits will be available to local communities for free.

Additionally to support efforts of forest rangers who protect biodiversity across reserved areas of the country, we gave them motorcycles. The rangers who used to patrol on foot can now cover wider areas as their mobility has increased many times.

Focus on sanitation, drinking water and water conservation

Sanitation

With an aim to do our bit towards supporting Swachh Vidyalaya Abhiyan, we are focusing on building sanitation infrastructure especially toilets for government school children around our areas of operations. Over 500 toilets already have been handed over to more than 60 schools in Haryana, Rajasthan, Uttarakhand and Maharashtra benefitting over 19,000 students.

Drinking water

We have installed RO water treatment plant at a village in Rewari district, Haryana, benefitting around 100 families while another water purification system installed in a school at Nagpur benefits around 500 students. More such facilities will be created in the coming years to ensure Right to Drinking Water is being practiced by as many people possible at least in our areas of operations.

Restoration of natural water resources

Under the scheme of Mukhyamantri Jal Swavlamban Yojana, we excavated an existing pond in Neemrana, Rajasthan and increased its water holding capacity by 60,000 litres.

Interestingly, several hundred trucks full of fertile soil removed during restoration process were given to farmers of the nearby village. The fertility of the soil will help reduce consumption of fertilizers in the village, helping farmers economically.



Happy Earth progress

- ◇ **1.97 lakh** saplings planted and being nurtured in and around Delhi to increase the capital's green cover.
- ◇ **36,200** fruit trees planted at schools , orphanages, old-age homes and public places .
- ◇ **21,260** fruit trees planted at hilly villages of Dehradun district under sustainable livelihood project.
- ◇ **7000+** trees planted around our plants and offices across locations.
- ◇ **516** toilets built at **63** government schools in Haryana, Rajasthan, Uttarakhand and Maharashtra.
- ◇ **111** motorcycles given to forest rangers.

HAPPY EARTH— RESULTS FROM IMPACT EVALUATION PHASE 1



Plantations component

The results of impact assessment survey conducted in the plantation areas covered under developmental projects and plantations established under reforestation programme are encouraging from standpoint of enhanced vegetative cover, social uplift as well as environmental consciousness of the local population. The extensively grown trees in the afforested areas are helping sequester carbon dioxide from the atmosphere through photosynthesis and will consequently contribute in reducing greenhouse effect and global warming in the years to come.

It is to be noted that by phase 2 evaluation, most of the plantations would have crossed their gestation period of three years and shall make great contribution to the environment – impact of which will be measured on set parameters.

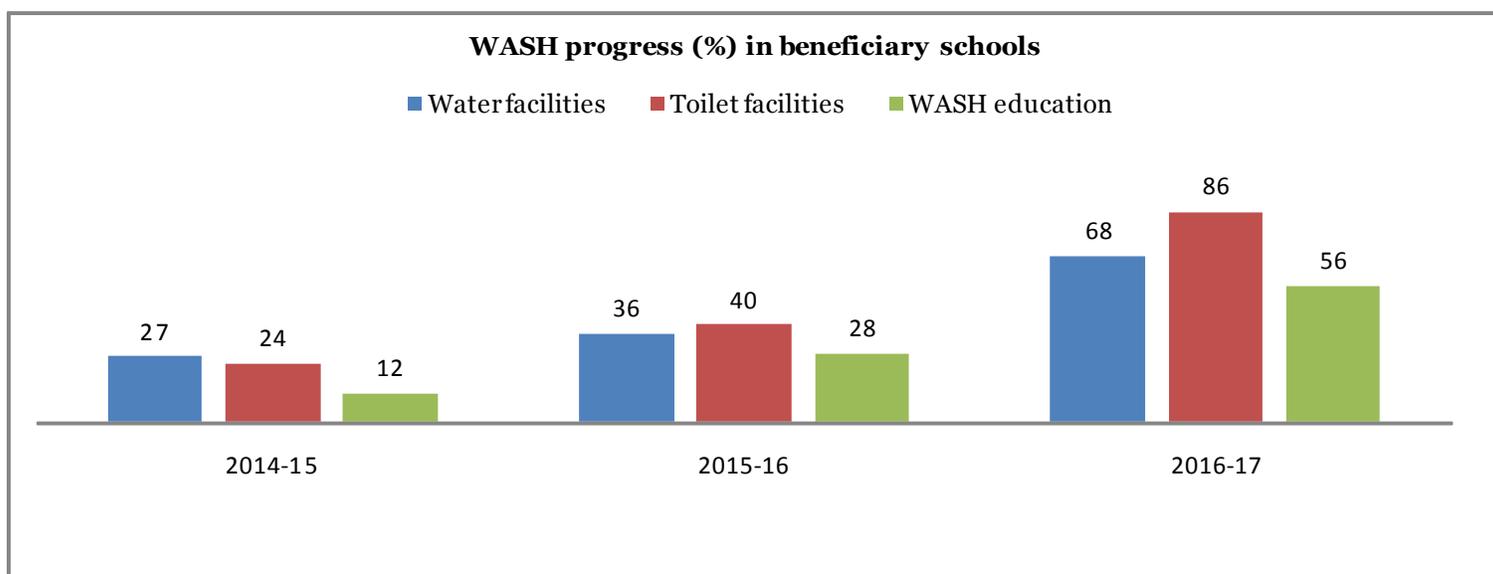
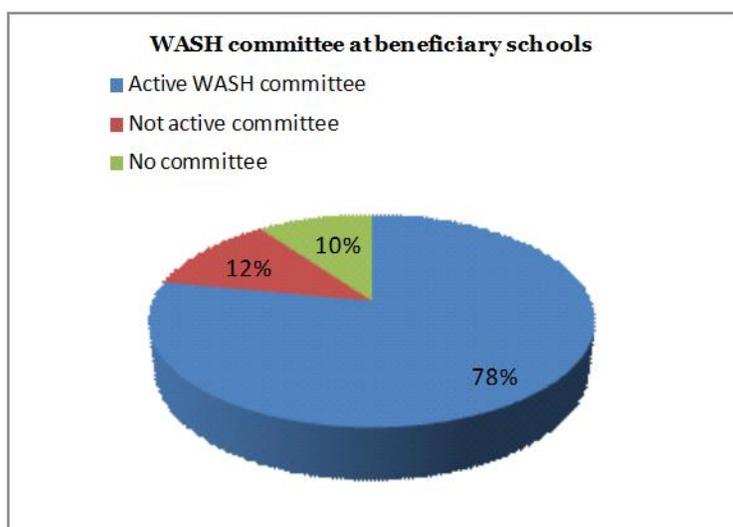
ESTIMATED GREEN COVER : 1,023,344 square feet

Areas with above 2,000 sapling plantations		Other cities with plantations below 2,000	
Delhi	197,000	◇	Varanasi
Dehradun	21,260	◇	Lucknow
Rohtak	7,200	◇	Pune
Mewat	6,500	◇	Baroda
Dharuhera	6,387	◇	Rajkot
Faridababd	6,000	◇	Nagpur
Jhajjar	3,500	◇	Chennai
Gurugram	2,804	◇	Bhubaneshwar
		◇	Butana
		◇	Hyderabad
		◇	Neemrana

WASH component

Access to clean water and sanitation facilities are essential elements for a healthy childhood. Factors related to water, sanitation and hygiene affect children’s right to education in many ways. In an atmosphere wherein the condition of sanitation and hygiene facilities is poor, the learning potential of the children gets severely affected. They often face health problems, of various types and do not able to concentrate on their studies. The school environment, to a considerable level, is responsible for the health and well being of the students. The schools often determine, it by providing a healthy or unhealthy environment. Hence, we started the sustainable school WASH project in various schools and carried out the phase 1 evaluation to measure the impact of the same.

Some highlights from the WASH programme evaluation study are given below.



*WASH Evaluation Study 2016-17 (54 schools as sample until March 31, 2017)



COMMITMENTS TO COMMUNITY DEVELOPMENT

While the country's government makes numerous efforts to ensure that its citizens' socio-economic and safety needs are met, at Hero MotoCorp we believe it is also our duty to help the marginalized citizens in meeting their belonging and esteem needs. Therefore, the primary beneficiaries all our CSR programmes are mostly the underprivileged or otherwise needy communities around our areas of operation. As all the programmes have their defined purposes – safety, education, empowerment and environment – the initiatives under We Care umbrella support and complement all those programmes. The idea is to fill gaps and address concerns or issues that may otherwise not be in scope of other CSR programmes as the idea is to have holistic development approach and make larger and long-lasting impact. Some initiatives focused at community include

Clinic on Wheels

To ensure medical help reaches the marginalized communities in areas with minimal healthcare facilities, we have introduced a Mobile Medical Van service. The van has served more than 23,000 patients in a year in the North-west district of Delhi. This Mobile Medical Van runs six days in a week and acts as an out patients department (OPD) and conducts diagnosis/tests and provide essential medicines to all residents of the covered area.

General Healthcare Camps

While the van reaches a few areas on regular intervals, Team CSR ensures that our communities that are not being able to benefit from the van yet, get medical support through focused healthcare camps. A team of professional medical practitioners camp at our beneficiary villages on fixed days throughout the year. Over the years, these camps have helped in preventing several serious illnesses among communities by detecting them at early stages and recommending preventive measures.

Eyecare Camps

Teams of ophthalmologists reach patients in rural areas by conducting free eye camps. Patients are screened for various eye diseases; those who require cataract surgery are either sent to hospital while the extremely needy ones are even treated free of cost.



Night Rescue Van

It is a known fact that hundred of homeless workers and migrant labourers are vulnerable to extreme cold that Delhi witnesses every year. Many of these people reportedly die due to the cold wave of winters. In an effort to rescue such people and provide them with bare minimum comfort that can save their lives, a van loaded with winter clothes reaches out to hundreds of needy and homeless on Delhi's roads. The van also ferries sufferers of winter chill to night shelters. As per the officials, the van has played a significant role in preventing deaths due to cold wave in the last two years of its operations.

Aid for differently-abled Individuals

As the objective our community focused initiatives is 'inclusive growth through inclusive development', we ensure that individuals with different abilities too are included in our development story. People who suffer from physical impairments, physical limitations and participation restrictions or have a problem in body function or structure are all eligible for an aid that is solely reserved for them. The focus is on providing them with wheelchairs, hand-riding cycles, prosthetic or artificial limbs and other such aids that may help in reducing the everyday stress from their lives.

Guidance on Animals Welfare and Farm Management

Considering village communities too are largely dependent on the cattle and livestock, Team CSR conducts health camps for the cattle. The team also organizes awareness programmes for the owners of the livestock so that they cannot just take better care of their animals but can also obtain better yield from them. Likewise, workshops are held for farmers to understand innovations, technological advancements as well as best practices that can help them in yielding better produce in their respective farms.

Standing by Paralympics Athletes

Last year, India had sent the largest ever contingent in the history of Summer Paralympic Games with 16 men and 3 women representing the country. We supported the participation of these promising players, four of whom brought back the coveted medals and made the country proud. Interestingly, this turned out to be the best ever performance by India in the history of the Paralympics as we won 2 gold medals, a silver medal and a bronze. Javelin thrower Devendra Jhaharia even broke the world record to win a gold medal.

Community initiatives progress

- ◇ **23,634** patients benefitted through Mobile Medical Van
- ◇ **14,538** benefited from healthcare camps, farm-management, skills and animal welfare workshops
- ◇ **3,286+** benefitting from water harvesting project
- ◇ **3,000** kilograms of clothes collected and distributed among the needy
- ◇ **1,125** homeless people benefited from our Winter Night Rescue Mission

AWARENESS CAMPAIGNS VIA DIGITAL AND TRADITIONAL MEDIUMS



We have been leveraging the power of digital technology and reach of the social and traditional mediums to supplement the awareness aspect of all our CSR programmes.. The company uses digital mediums especially the social media networks and special slots on television and radio to encourage people across the country to support the cause of girl child to be responsible and safe road users.

The primary social media platforms used by Hero MotoCorp are Facebook, YouTube and Twitter. The company also engages Radio and Television (TV) again to supplement the social media messages and reinforce the message. The After-Life Series and Ride Safe India road show videos on road safety, and story of Bisma had been viewed by millions on YouTube. Likewise Come Home Safe videos made significant impact as they were being televised during Rio Olympics and Euro Cup. Now #KickingStereotypes videos are going viral on YouTube with their powerful energy-induced messages.

Videos with high reach										
Video title	Content	Post timeline	Duration	Views	Watch Time (in days)	Likes	Dislike	Shares	Subscribers driven	comments
Afterlife Series E04 - Pig	Humorous animation with a witty message	1 year ago	0:40	1,057,406	465	69	3	127	7	6
Afterlife Series E02 - Snail	Humorous animation with a witty message	1 year ago	0:47	1,294,862	659	73	4	152	6	4
Ride Safe India Road Show	Enactment by children with core message on helping accident victims	2 years ago	1:33	1,056,213	732	75	9	143	7	4
Hamari Pari - A Hero MotoCorp CSR initiative	Sensitizing the issue of protection of girl child	2 years ago	1:30	1,714,564	700+	4007	998	3971	65	N/A
True Story of Bisma - #HamariPari	Life-changing story of Bisma, Hamari Pari beneficiary	Less than a year	3:01	7,228	78	70	0	101	5	13

Table source: Digi Aware Evaluation Report 2016



ENCOURAGING VOLUNTEERISM

The idea of individual social responsibility (ISR) drives our employees to contribute to the company's committed CSR programmes. Employee volunteering activities are run actively throughout the year and employees contribute significant work hours to various activities focused at road safety, education, sanitation, tree plantation and rural development.



SOME RECOGNITION, APPRECIATION, ENCOURAGEMENT...



SHRM 2016
Vijay Sethi receiving SHRM Award for Community Impact



Rajasthan CSR Summit 2017
Shri Rajpal Singh Sekhawat, Minister of Industries, Government of Rajasthan, awarded **Award for Excellence in CSR by building Sustainable Cities & Communities** to Team CSR

Team CSR is a proud recipients of prestigious awards at **World CSR Day 2017**

- ◇ **Best Corporate Social Responsibilities Practices**
- ◇ **Best Social Media Campaign**
- ◇ **Best Green Organization of the Year**
- ◇ **The Outstanding Achievement Award for Vijay Sethi, CIO & Head CSR**
- ◇ **CSR Leadership Award for Vijay Sethi, CIO & Head CSR**

OUR PARTNERS





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