



Annual CSR Report 2019-2020



we care
For You. For Life. For Earth.

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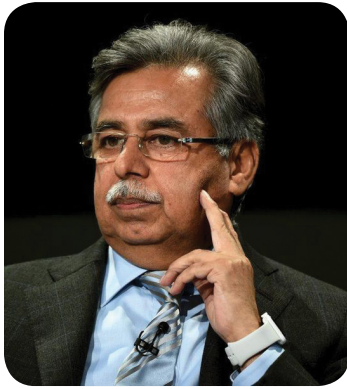
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MESSAGE FROM CHAIRMAN AND CEO



Dr Pawan Munjal
Chairman and CEO

At the very outset, I would like to take this opportunity to wish everyone continued good health, well-being and happiness.

We have been passing through one of the most unprecedented periods in human history – a phase of global transformation in a scale that the world had never seen before!

Hero MotoCorp has responded to the challenge posed by the Covid-19 pandemic in multiple ways to support all our stakeholders – including, employees, customers, dealers and supply chain partners – as well as the communities where we live and work.

Adapting, transforming and working together have resulted in our continuous growth and success. In line with our CSR Vision - 'We Care' – all of us at Hero MotoCorp stand with the people who have been adversely impacted due to COVID-19 and continue to provide support so they can overcome the crisis.

Consistently building on our aspirational goals, we complete five years of focused investments in CSR and sustainability reporting this year.

It has been an exciting journey towards fulfilling our vision of having a Greener, Safer and Equitable world by enriching the lives of people with access to essential facilities and empowering them through quality education.

Our CSR initiatives have also been improving the lives and livelihood of women in rural communities and creating employment opportunities for the youth, empowering people in villages as well as successfully mitigating several tons of carbon footprints.

In FY'20, we continued to expand our green footprints through large-scale tree planting with the involvement of the local communities. This initiative went on to find a deserving spot in Asia Book of Records and India Book of Records.

Our education-focused projects continue to be tailored around infrastructure development as well as soft interventions targeted at academic enhancement. I am glad to know that the students attending our remedial classes have seen noteworthy improvement in their performance. The fundamental idea underlying our education-focused initiatives is to ensure that students from the economically weaker sections around our areas of operations get access to all possible opportunities and facilities to be able to fulfill their true potential.

Some of our projects have been conceptualised with the belief that empowered women bring about a positive socio-economic and socio-cultural change in their communities. Our projects that encourage women from the rural areas to become self-reliant through entrepreneurial ventures were appreciated by the beneficiary communities in FY'20.

Our skill centres across the country have also enabled hundreds of youth and women to get skilled in various trades. It has been truly heartening to see them going into the future with their newly acquired talent, confidence and hope.

We are also glad to have been able to create immense opportunities for specially-abled individuals which have brought about significant transformation in their lives.

Road safety remains one of the key priorities areas for us and a substantial part of our CSR investments continues to be spent on road safety-focused initiatives.

Sports has a spontaneous connect with the personality of brand Hero and it has become an increasingly important part of our CSR focus at the grassroots level in the country.

We focus on using sports as a medium to encourage learning and promote sportsmanship among the youth in the rural areas. In addition to building necessary infrastructure in the schools in rural areas, we also support professional players – such as para athletes – at the state, national and international levels.

As we successfully complete five years of our CSR journey, I see us standing at the cusp of a long voyage, with the promise of new discoveries and great achievements ahead.

Going forward, we remain fully committed to providing better value to all our stakeholders, including customers, business partners, local communities, and employees, and above all – the environment – our Mother Earth.

I look forward to your continued support in our journey towards a sustainable and green and happy planet founded on the pillars of Growth, Change, and Innovation.

I hope you and your family and loved ones are safe and healthy.

These are unprecedented times but I firmly believe that This Too Shall Pass. As I look back at FY 2020, it was the year when we completed 5 years of working on our CSR vision of a Greener, Safer and Equitable World. In these 5 years, we have worked towards enhancing the green cover in the country, improving the water table, saving electricity, providing access to quality education to children in rural areas, improving the lives of underprivileged sections of society – in particular women in rural areas and those who are specially abled, and enhancing livelihood opportunities for the youth, apart from creating awareness about various areas including road safety.

During FY20, we looked at the outcomes of our various CSR initiatives over these 5 years. We had third-party independent evaluation done of all our corporate social responsibility programmes. I am happy to share that the outcomes have, yet again, proved that the 'theory of social change' continues to be executed successfully at the grassroots and we have been making considerable impact in our beneficiaries' lives. The self-told accounts of children and the youth, especially young girls from rural India, are encouraging, like they were in the year before. The heart-warming success stories of women in the hinterlands of India give us reasons to smile and carry on with renewed enthusiasm. While Project Jeevika has helped hundreds of rural women to become self-reliant, school children have done quite well in academics thanks to interventions under our education-focused Project Shiksha.

Hero Green Drive has become a movement and has scaled up considerably. We added to the green cover with addition of over seven lakh trees this year, crossing the two million mark in total. Hero MotoCorp made its way into the Asia Book of Records for the highest number of families participating in a tree-planting drive. Solar streetlights added yet another feather to our cap of green efforts as we produced over eleven lakh kilowatts of green energy.

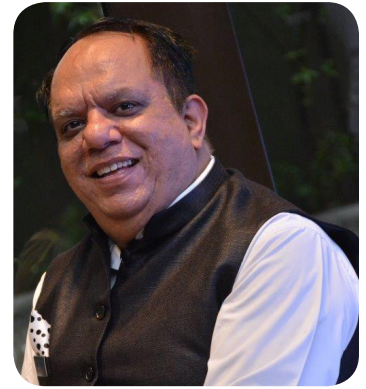
Talking of road safety, with hundreds of engagements focused at safety trainings and awareness, this FY we achieved direct engagement with lakhs of individuals who committed to be safe on India's roads. The hope is also that they will encourage others to follow in their steps. Alongside, we have been expanding the base of our skill centres with the launch of Hero Centers of Excellence – one exclusively for women – offering two-wheeler technician courses.

Our healthcare-focused interventions not only saved major healthcare costs and essential productive time for communities, they also prevented many ailments from becoming chronic diseases and saved over a thousand people from incurable blindness. The year also witnessed the launch of Aadarsh Gaon project, which has been conceptualised to build sustainable villages and deepen our relationship with communities. For specially-abled individuals, Project Enable continued to provide support in terms of necessary aid and surgeries. During the impact evaluation, nearly hundred percent beneficiaries reported that their dependency on others as well as the stress in their daily lives had reduced considerably.

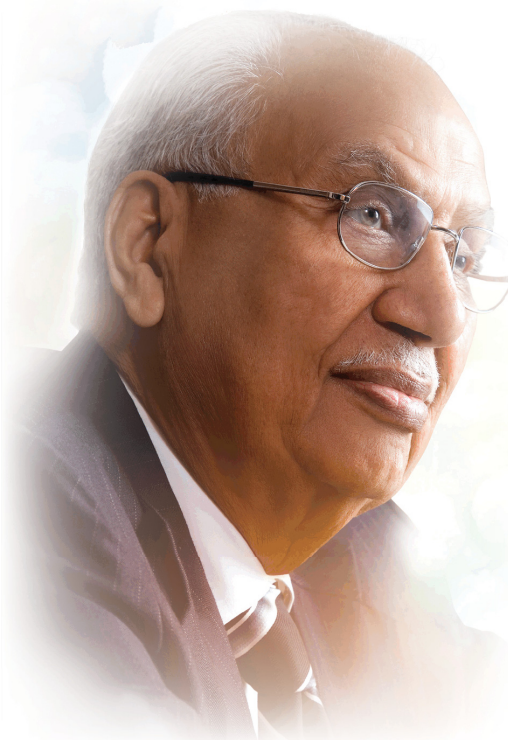
On the sports front, the FY saw the conclusion of the third edition of Khel Mahakumbh in Uttarakhand. The event was marked by a remarkable increase in participation as well as performance levels. At the other end, the journey of young boxers whom we support at Mary Kom's boxing academy in Manipur has started quite well with their participation at district- and state-level meets.

As we look ahead, we at Hero will not let this crisis go waste. We have come up with some innovative ways of supporting various sections of society. We not only served meals from our plant and CIT kitchens to the poor, and distributed masks and ration kits, we also started manufacturing sanitisers at our plants and have come up with a unique concept of FRVs (First Responder Vehicles). As we move ahead, a lot more is on the cards and we are focusing on sustaining our impacting social initiatives while continuing to combat the challenges brought about by recent happenings. At this point in time, we are committed to do our social bit by protecting ourselves, practising social distancing, following the directives of the authorities, and putting our best CSR foot forward.

Wishing you and your family good health.



Mr. Vijay Sethi
CIO, CHRO & Head CSR



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)

CSR VISION

To Have a **Greener, Safer and Equitable** World

GREENER
 Environmental sustainability

SAFER
 Road safety initiatives that aim to make Indian roads safer

EQUITABLE
 Focus on gender parity, women empowerment, skills and socioeconomic development

CSR AT HERO MOTOCORP

At Hero MotoCorp, we see corporate social responsibility (CSR) as a commitment towards people and the planet, and the core values of this commitment are integrated in our way of doing business. Team Hero abides by the core principles of environment protection, shared social value, and doing business ethically. Under the We Care umbrella, we have initiated social programmes that will address issues that are relevant locally, nationally as well as globally, keeping the Sustainable Development Goals (SDGs) at the core of each project.

True to the company's CSR vision to contribute towards building a Greener, Safer and Equitable World, this FY, too, we continued with our endeavours to touch and nurture the lives of thousands of individuals including women and children from marginalised communities, the youth and the elderly, the specially abled, and professional and grassroots sportspersons. Our multiple social interventions focused on the development and upliftment of the basic education ecosystem and bringing about a socio-economic shift by creating opportunities for various sections of the society.

This FY has been notable in terms of the increase in employees' participation in the company's social initiatives. We recorded our highest-ever volunteering hours till date.

In the implementation of all our social and environment programmes, we remain guided by the possibilities of meaningful impact at the grassroots. The marginal increase in the overall value of the social return on investment (SRoI) of our CSR programmes assures us that we are moving in the right direction.

The concepts underlying our CSR programmes along with their reach and progress in terms of impact in this FY as well as the cumulative long-term outcomes have been described in brief in this report.

CSR COMMITTEE



Dr. Pawan Munjal
Chairman and CEO
[Chairman]



Pradeep Dinodia
Non-executive Director
[Member]



Prof. Jagmohan Singh Raju
Non-Executive and
Independent Director
[Member]

CSR POLICY

Our CSR policy focuses on value creation that has significant impact on society and aims to cover one or more of the following:

- ▶ 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; and preserving and promoting sports
- ▶ 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
- ▶ 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
- ▶ 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
- ▶ 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
- ▶ To carry out activities at the time of natural calamity or engage in the disaster management system
- ▶ 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 members of Scheduled Castes, Scheduled Tribes, other backward classes, minorities and women
- ▶ To contribute or provide funds to technology incubators located within academic institutions which are approved by the Central Government
- ▶ To contribute to any fund set up by the Central Government or State Government(s), including Chief Minister's Relief Fund, which may be recognized as CSR activity
- ▶ 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 programmes or activities shall not form part of the business profit of the company.

The contents of the approved CSR Policy are disclosed in the Board's report and displayed on the company's website.

ALIGNING CSR OBJECTIVES WITH SDGs

The Sustainable Development Goals (SDGs) have provided the world with a new perspective through which businesses can translate the world's needs and ambitions into business solutions. These solutions will enable corporate entities to better manage their risks, anticipate consumer demand, build positions and win over their stakeholders while moving the world towards a sustainable and inclusive development path.

At Hero MotoCorp, we have taken an increasingly strategic approach to the Sustainable Development Goals (SDGs). In the last few years, we have taken conscious steps to analyse the linkage between the

SDGs and our existing corporate strategy and along with mapping the Goals to our direct operations, we are also exploring their impacts.

Through our corporate social responsibility, we have gone a step further and taken measures to ensure that the SDGs are in some way integrated into the setting of each programme. As the SDGs are focused at addressing the world's most pressing social, environmental and economic challenges, 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.



ALIGNING CSR OBJECTIVES WITH SDGs



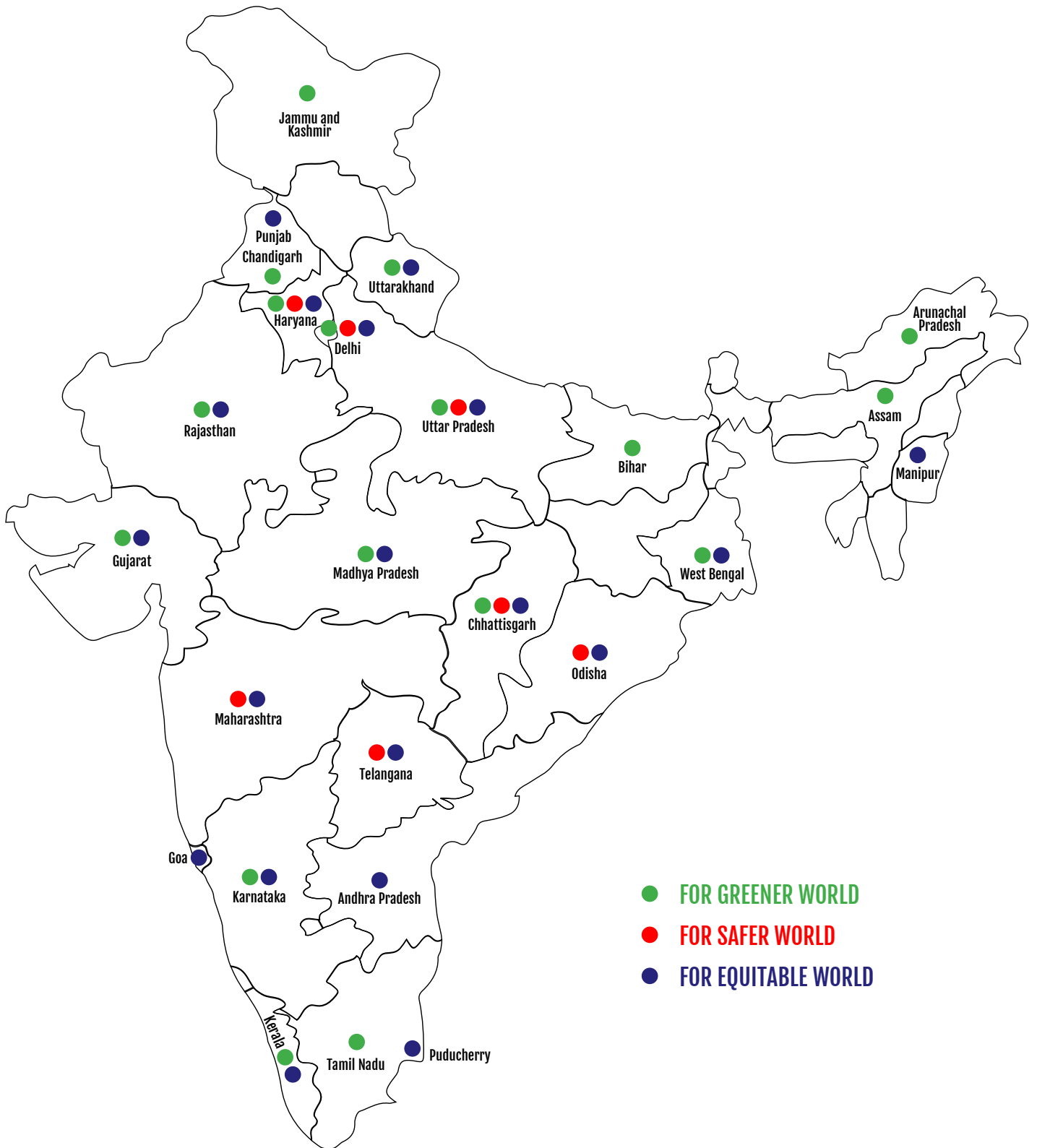
ALIGNING CSR OBJECTIVES WITH SDGs

SDG vis-à-vis CSR projects	
	<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
	<ul style="list-style-type: none"> ▶ Midday meal programme providing free nutritious meals to thousands of children everyday ▶ 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
	<ul style="list-style-type: none"> ▶ Project Arogya is taking free healthcare facilities to marginalised communities ▶ Project Khelo Hero propagates participation in sports ▶ Support during the Covid-19 pandemic
	<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 ▶ Multiple skill centres tailored around employability-focused vocational courses
	<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
	<ul style="list-style-type: none"> ▶ Sanitation facilities across schools around our areas of operations ▶ Water filters (RO) at most beneficiary schools ▶ Support to gram panchayats for better access to potable water ▶ Support to Namami Gange - National Mission for Clean Ganga (NMCG)
	<ul style="list-style-type: none"> ▶ Project Aarush focuses on installation of solar-powered streetlights in rural areas ▶ Project Aarush is also replacing old light bulbs with LED bulbs for poor households across village clusters ▶ Installation of solar power plants at a few government schools
	<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 project

ALIGNING CSR OBJECTIVES WITH SDGs

SDG vis-à-vis CSR projects	
	<ul style="list-style-type: none"> ▶ Incubating the innovative concept of repairable LED bulbs ▶ Road safety infrastructure support to state police departments ▶ Managing Road Safety Training Parks
	<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 ▶ Project Khelo Hero also supports para athletes to create an inclusive environment for all ▶ The primary beneficiaries of most projects are marginalised communities from the lower socio-economic strata
	<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 with urban children on environment protection as well as road safety
	<ul style="list-style-type: none"> ▶ Environment awareness campaigns also propagate responsible consumption ▶ A few SHGs engage in recycling/upcycling of waste materials to produce and sell handicrafts
	<ul style="list-style-type: none"> ▶ Large-scale planting drives for increasing the overall green cover ▶ Focused awareness campaigns to sensitise masses towards climate change
	<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
	<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
	<ul style="list-style-type: none"> ▶ Partnering UNDP, central and state government departments, industry associations, media organisations, social enterprises as well as civil society for execution of social projects

CSR GEOGRAPHIES



Reach and width	
Number of states covered	20
Number of villages covered	650+
Number of partner organisations	80+
Aligned SDGs	16
Total CSR investments (FY 2019-2020)	Rs 130.61 crores

FOR GREENER WORLD

ENVIRONMENT

- ▶ Large-scale planting
- ▶ Solar streetlights & LEDs
- ▶ Water conservation
- ▶ Biodiversity protection
- ▶ Environment awareness

FOR SAFER WORLD

ROAD SAFETY

- ▶ Road Safety Training Parks
- ▶ Road Safety Clubs
- ▶ Be a Road Hero – safety pledge campaign
- ▶ Mass awareness drives
- ▶ Support to enforcement agencies

FOR EQUITABLE WORLD

WOMEN EMPOWERMENT

- ▶ Self-help groups
- ▶ Entrepreneurship development projects

SUPPORT DIFFERENTLY-ABLED

- ▶ Skills for employability
- ▶ Direct aids distribution
- ▶ Surgeries and prosthetics/Jaipur foot

SPORTS

- ▶ Support to Paralympics
- ▶ Support to training academies
- ▶ Support to grassroots sportspersons

COMMUNITY SUPPORT

- ▶ Healthcare
- ▶ Essential village infrastructure
- ▶ Aid towards natural calamities

EDUCATION

- ▶ School infra
- ▶ Remedial classes
- ▶ Digital education
- ▶ Science education
- ▶ Academic scholarships

SKILL DEVELOPMENT

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



India is an emerging economy and the ongoing industrial and infrastructural development to meet socio-economic needs is necessary. At the same time, there is a pressing need to contain carbon emissions. Hence, it is quite challenging for policymakers to maintain balance between development demands and the environment. Over the years, India has seen deforestation happening primarily for creating necessary infrastructure and accommodating economic activity which has not only resulted in degradation of forests and green cover, but also impacted the natural water reserves. More so, the increasing demand for energy further adds to the degradation of environment as a large chunk of the country's power comes from thermal power plants that guzzle the mined coal. Clearly, 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.

It is against this backdrop that Hero MotoCorp, as an environmentally conscious company, has over the years been steadily cutting down on its carbon footprints. The company has moved to sustainable manufacturing processes and has been aligning its overall business strategy with the Sustainable Development Goals. In fact, an environment-focused initiative is one of the flagship programmes under its CSR. Titled Happy Earth, the programme concept is based on the company's thorough understanding of the climate change and environmental crisis that the world is facing today.

Projects under Happy Earth are focused at bringing about a cumulative environmental change through various initiatives that are complementary in nature and help in mitigating environmental degradation as also the effects of climate change and global warming. Large-scale planting drives, installation of solar and LED lights, and awareness programmes are some of the major initiatives undertaken by the company. The same continued to scale up in FY 2019–2020.

Noteworthy outcomes – For Greener World

- ***Two million-plus trees combating climate change***
- ***Over 78,00,000 square feet green cover***
- ***Over 11,50,000 kWh green energy produced***
- ***395.3 lakh litres of water saved***
- ***280 forest rangers protecting forests on Hero bikes***
- ***Free fruits for thousands in rural areas***
- ***Revived nearly-extinct flora and fauna***

Afforestation/Large-scale planting – Project Hero Green Drive

Planting trees is a well-accepted method of combating greenhouse gases and carbon dioxide emissions that are responsible for global warming and climate change. Trees use water and carbon-dioxide (CO₂) to convert these into organic matter (wood) and oxygen. Thus, trees act as natural air-purifiers and help relieve the environment. Considering the need for afforestation in India, Hero MotoCorp has partnered several organisations and is also engaging with the government to recreate forests and greenify urban and rural areas as well as institutional and other public land by planting as many saplings as possible.

The planting drives are backed by focused awareness campaigns that encourage local communities to join the initiative. To engage masses in the planting and to call them to participate and take ownership of the saplings, multiple communication mediums – starting from newspapers and radio to social media and other below-the-line modes – are put to use.

The project Green Drive has brought about a significant increase in green cover. The project is also helping in sustaining some species of plants that are on the verge of extinction.

In FY 2019-20, with planting of around 7.16 lakh saplings, we surpassed the 21 lakh saplings figure and collectively added substantial green cover in several cities including Bengaluru, Chennai, Indore, Ahmedabad, Sonipat and Delhi-NCR. The focus on ensuring survival of saplings continued and we maintained 90% survival rate in this FY as well.

	FY 2019 – 2020	Total [until March 31, 2020]
Number of trees planted	7,16,320	21,77,000
Survival rate	90%	90%
Total surviving trees	6,44,400	19,59,300
Green cover	27,77,600 sq. ft	78,37,200 sq. ft



It was a proud moment for the company to have its name entering *Asia Book of Records* and *India Book of Records* for a green cause. The established record is for *maximum number of families participating in a tree plantation drive in record time*. A total of 35,217 families had planted 210,740 saplings in a mere 10 minutes.

Eco-friendly and Alternative Energy – Project Aarush

Project Aarush is an essential element of the programme and primarily propagates the use of alternative and eco-friendly energy resources. While one component of the project focuses on taking solar energy to the rural, especially the solar-powered street lights, another component focuses on replacing traditional lighting resources with LED bulbs.

Solar street lights in rural

It is a known fact that extending the grid to poor and remote rural areas and providing access to un-electrified households is expensive and poses a

number of political, administrative, and technical challenges. Nearly 300 million people in rural India lack access to grid-connected power, which has perpetuated the use of archaic sources of energy such as kerosene oil or other such oils for lamp lighting in the evenings, and even the dependence on common fires lighted with wood, all of which cause health and environmental hazards.

Solar power is an alternative source of energy that has the ability to empower rural India and help uplift various social, economic, environment and health indicators across villages of the country. It is against this backdrop that Hero MotoCorp added another component under its flagship programme Happy Earth and started focusing on installation of solar-powered street lights across rural India. The solar street lights are off-grid and hence effectively free as compared with other street-lighting options. The rural community supports the idea of solar street lights as they enhance safety and productivity. Currently, the project is operational in Rajasthan, Haryana, Uttarakhand, and Gujarat.

This FY the company installed 6,335 solar street lights in 119 villages, taking the total to 19,932. More than 11 lakh people are benefitting from over 1,164 MWh of clean energy being used to light up some of the remotest villages in India – some of which have received street lights for the first time.



Solar street lights Project Aarush	FY 2019 – 2020	Cumulative 2015 – 2020
No. of 16W solar street lights	6,335	19,932
Number of people impacted	3,46,064	1,11,80,552

Overall, the 19,932 street lights that the company has installed have produced 11,64,029 KWh green energy in about three years and has been able to offset approximately 9,89,424 KG CO2 until March 31, 2020.

LED bulbs in rural

LED bulbs consume way too less power than fluorescent tube lights (FTL) and incandescent bulbs (ICL). In order to take this cost-effective and power-saving solution to remote villages of Uttarakhand, the company added another factor to Project Aarush and started investing in propagating LED bulbs in rural areas of Uttarakhand. The project complements UJALA scheme of Government of India and goes a step further in not just providing villagers with LED bulbs for free for their homes, but

also engaging with communities, especially women, by training them in assembling and repairing the LED bulbs.

While the company did not invest in LED-focused activities in this FY, the communities continued to reap the benefits of the same. A total of 25,779 households in 332 villages of Kedar Ghati continue to use 108,308 LED bulbs that had been installed in 2018-2019 and are saving over 30 million units of electricity per year.

One of the interesting elements of the project is that it is primarily owned by the local community, mostly women. These women were trained in making and repairing of these LED lamps. It is estimated that locals are employed under the project and earn handsomely.

	Figures until (March 31 st 2020)
Number of LED bulbs distributed	108,308
Number of villages covered	332
Number of households impacted	25,779





Electricity units saved per year (in million)	30.1
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Water Resources Conservation

Project Jal Hi Jeevan Hai

Nature has bestowed us with abundance of water resources that sustain rainwater and ensure prosperity across regions. However, in the past few decades proper care and management of these vital resources has been neglected and as a result, the water that is obtained through rains gets misguided, flows downstream, and ultimately goes waste. Natural ponds and lakes across India are getting dried up due to absence of proper water resource planning and scientific management. This is a major environmental concern and it is the responsibility of all stakeholders to do their bit in conserving the resources that ensure sustenance of life on the planet.

Hero MotoCorp's project *Jal Hi Jeevan Hai* primarily focuses on conservation of water resources across rural belts of India. The interventions ensure efficient utilisation and management of available rainwater resources through harvesting and renovation of water bodies. Effective rainwater harvesting methods have been put in place which can help store water in days of abundance, for use in lean days as also for increasing the depleting groundwater levels.

In this FY, the company in association with village representatives and the government rejuvenated three ponds and increased their storage capacity, and continued to maintain the check dams that control stormwater runoff and help increase the levels of

groundwater.

	FY 2019-2020	Cumulative until March 31 st , 2020
Water saved (in lakh litres)	318	395.3
Resources (conserved or renovated)	<ul style="list-style-type: none"> 3 Ponds 	<ul style="list-style-type: none"> 4 Ponds 3 Check dams
Locations	<ul style="list-style-type: none"> Neemrana, Rajasthan Dharuhera, Haryana 	<ul style="list-style-type: none"> Neemrana, Rajasthan Dharuhera, Haryana

Project GuruJal

Project GuruJal is another water-focused initiative that the company started supporting in this FY. It is primarily the initiative of the district administration of Gurugram to address water-related issues in the district. The deputy commissioner of Gurugram is the chairman, with other officials as members of the society that manages the project.

The aims and objectives of the society with respect to water-related issues are to avoid duplicity of efforts and centralize the work being done, including the design solutions that affect water management and conservation. The idea is to improve implementation of water management by following a holistic approach enabling inter- and intra-department support and monitoring of water conservation schemes. The problem areas to be 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.

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.

Forests Protection – Project Forest Heroes

Frontline staff of the forest department, especially the forest guards, play a significant role in protection of our country's biodiversity. These guards work in difficult geographical regions cut off from human habitats, and grapple with extreme weather conditions to ensure the safety of our wildlife. It is also understood that the difficult terrain in which they work and live demands utmost vigilance and effective tools that enable surveillance and patrolling in the farthest of areas.

Project Forest Heroes was conceptualised by Hero MotoCorp with the objective of supporting forest rangers across India. The goal is to build their capacity through trainings on a range of wildlife conservation subjects and providing infrastructure and equipment support such as vehicles that will help in effective patrolling and maintaining vigilance.

The project has been initiated in partnership with WWF-India, which works directly in association with state forest departments across nine conservation landscapes. The company supported the rangers with motorcycles specifically designed for difficult terrains. These have been provided to state forest departments for monitoring and patrolling as well as for community-based conservation, and also to help in situation of human and wildlife conflict.

The initiative has significantly increased the guards' mobility within the forest and thereby their ability to respond faster. The motorcycles have enabled

more forest department staff to go to terrains that four-wheelers cannot reach for patrolling, while making less noise and causing minimal disturbance to the wildlife of the area. Overall, the project has helped in strengthening the forest protection measures across nine conservation landscapes of the country.

	FY 2019 – 2020	Cumulative
Number of ranger motorcycles	50	280
No. of states	08	10

Environment Awareness

We need to individually and collectively develop a sense of responsibility towards protecting our environment, and that will happen when we become aware of our actions and the implications thereof. It is especially imperative to teach children about the importance of environmental awareness. As things stand, it is the future generations who will be most affected by our actions. Therefore, we must find ways to inspire our children to conduct themselves in a responsible and informed way towards the environment.

At Hero MotoCorp, we have included 'environmental awareness' as an essential component in each of our initiatives. We understand the fragility of our environment and the importance of its protection, and in our role as environmental steward we hope to help shape a better and safe future for our children.

We have employed a host of relevant mediums to reach out to people with information and inspiring messages concerning the environment. The electronic media, especially radio, along with the print media as well as contemporary mediums like social media backed by traditional outdoor media are extensively used during our environment outreach programmes. The initiatives also receive considerable media support and the message around environment conservation gets reiterated through multiple news stories in mainstream as well as alternative publications.





Road crashes and fatalities are a major public safety issue and a major concern for us all, especially the regulatory authorities who continue to work on building safer infrastructure and framing effective traffic-related policies and laws. India's road safety situation is quite poor when compared to the developed countries of the world. 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.

In the given scenario, Hero MotoCorp's road safety-focused CSR initiative Ride Safe India (RSI) is timely and relevant. The programme, through its various interrelated projects and activities, stresses on the need to inculcate self-discipline among road users by way of constant reminders through road safety trainings, awareness sessions with regard to traffic rules and safe driving habits, and mass awareness campaigns. It focuses on information dissemination on road safety and tries to reach out to individuals who are likely to be ignorant about safety aspects on roads.

The programme team works closely with the traffic police departments of various states to run road safety campaigns for two-wheeler riders. Most of these programmes are focused at school students; the participants undergo a structured training module aided by world-class training facilities. These efforts from the company are supplementary to the efforts of the state traffic police and Ministry of Road Transport & Highways, Government of India.

The larger objectives of the programme include:

- Promotion of knowledge and understanding of traffic rules and situations
- Inculcating safe riding skills through knowledge sharing and training
- Bringing about a change in attitudes and behaviour towards risks as well as personal and others' safety on the roads

Noteworthy outcomes – For a Safer World

- ***Over 650,000 engaged at 9 road safety training parks***
- ***Over 1,150 active road safety clubs***
- ***127,464 pledged to be safe riders and encourage others***
- ***Over 240 million engagements with awareness-focused content***

Road Safety Training Parks

'Road accidents are not natural, they are caused.' Safety on road means absence of crashes, injuries and fatalities. To be able to achieve maximum safety on

the roads, perhaps the single most important factor is aware and rules-abiding road users – the ultimate goal of all Road Safety Training Parks.



The parks are equipped with riding simulators and other state-of-the-art facilities to help one understand how to be safe on the roads. Professional instructors conduct road safety awareness programmes for students from various schools and colleges, staff members of other organisations, and local traffic police.

On an average, each park engages with more than a thousand individuals in a month and tries to ensure that they go out of the park as safe riders and become road safety ambassadors.



Road Safety Training Parks (RSTP)		
	FY 2019 – 2020	Cumulative (Until 31 st March 2020)
No. of RSTPs	1	9
No. of participants (all RSTPs)	1,53,102	6,56,407
Locations	<ul style="list-style-type: none"> ▪ Punjabi Bagh, Delhi ▪ Gurugram, Haryana ▪ Lucknow, Uttar Pradesh ▪ Hyderabad, Telangana ▪ Rachakonda, Telangana ▪ Nagpur, Maharashtra ▪ Nashik, Maharashtra ▪ Rourkela, Odisha ▪ Bilaspur, Chhattisgarh 	

This FY, to get children started on road safety education at a tender age, a Children's Traffic Training Park was set up in Hyderabad, Telangana. Built in association with the state police, the park has all modern facilities to educate children on traffic rules. Apart from 20 feet wide roads, the park contains traffic signals, a market, a school zone, a hospital zone, a petrol bunk, a parking zone, bus shelters, an unmanned railway crossing and a zebra crossing.

Road safety clubs – Project Catch Them Young (CTY)

Every day, children and young people negotiate with the traffic system as pedestrians, passengers, cyclists and suchlike. Hence it becomes essential to make them understand the significance of being safe users of our roads. Road Safety Clubs under Project Catch Them Young, facilitate road safety education for school children. The aim is to prepare and equip this vulnerable section of road users with knowledge, skills and positive attitudes and behaviour that will enable them to stay safe as well as keep others safe on roads.

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 given by the police and the best performing schools are felicitated during the functions specially organised for this purpose.

Among the activities carried out in this FY were painting competitions wherein hundreds of children participated and presented team CSR with their innocent yet powerful messages around road safety.



Road Safety Awareness – Project Be Safe, Be Aware

Many credible studies tell us that influencing the behaviour of road users is important in the effort to save precious lives. So it is that the overarching goal of our road safety awareness initiatives is to impact people's minds in a way that they adopt behaviours that will eventually bring down – virtually eliminate – the number of crashes resulting in injuries and deaths.

Under this project, the Hero MotoCorp team is constantly reaching out to the masses through innovative and engaging campaigns using multiple mass mediums and traditional below-the-line activities including road rallies, online signature campaigns, walkathons and hackathons on road safety themes.

Some initiatives undertaken in FY 2019–2020:

Be a Road Hero

Be a road hero by always wearing a helmet while riding a two-wheeler, by always wearing a seatbelt while driving a car, by helping accident victims, and by following traffic rules. This simple yet effective message is being taken to the masses through a focused campaign relayed via multiple mediums. Until the end of last FY, over 1,27,000 individuals had pledged to be road heroes and also propagate the message amongst their family, friends and colleagues.



Sadak Suraksha, Jeevan Raksha

A road safety rally was organised by team RSI along with women police officials during the Delhi Police Traffic Week. Themed *Sadak Suraksha, Jeevan Raksha*, the rally was flagged off by the commissioner of police, Delhi. More than 100 women riders rode across town wearing full safety kits and carrying placards to spread the message of riding safe on the roads. Each woman cop also received a safety helmet, a symbolic gesture from our side to propagate the cause.



Walkathon on road safety

Our safety team organised a Safety Maha Walkathon in association with Bharati Vidyapeeth Institute of Management & Research (BVIMR). The walk started from the university campus and culminated at our Traffic Training Park in Punjabi Bagh, New Delhi. About 100 students carried placards with innovative and appealing messages for road users to be safe and be aware.



Hackathon for smart road-safety solutions

The objective of the hackathon was to utilise the intellectual and ideation capabilities of students of premier technical colleges of India for developing implementable digital solutions to promote road safety.

Over 300 teams from 78 colleges participated and shared their unique concepts on various themes including safe helmet design, special helmets for women, driver behaviour analysis, road conditions and crash investigation. Finally 10 qualifying teams were chosen to develop their ideas into a technical project covering areas such as durability, safety and sustainability. A unique design of a lightweight yet sturdy helmet, made of reusable plastic that meets the highest safety standards, bagged the first prize.



Sazag, a call to be safe on roads

As much as children have the potential to shape the future, women have the strength to change the present. Our endeavour through Sazag, an important component of our road safety awareness initiatives, is to empower women with awareness and knowledge

about all aspects of road safety. The project is being run in Lucknow and in the last FY the same witnessed participation of 2,070 women who made a promise to be safe on the roads and also encourage their family and friends to be safe.



Road Safety Van

The road safety van is an essential component of our awareness projects that are focused on school children. The van goes to various schools to engage students in practical lessons on road safety and traffic rules. It is essentially a mobile classroom to impart training on road safety practices and carries materials such as audio-visual equipment, whiteboard, models of a bumpy path and a narrow plank, pylons and safety gears, with which to create a temporary road training field.

With the aid of the van, road safety education classes can be conducted at any institution's premises, eliminating the necessity of organising such training at specific venues.

This FY, we expanded the van's footprint as it drove out of Gurugram and engaged with 13 schools in Haridwar region. Over 1,700 students attended road safety training sessions. The outreach programme was taken to a few villages as well, conducting safety-focused talks with hundreds of community members.

Hero MotoCorp's vision of an Equitable World is one in which all people are empowered with the ability to make decisions about their communities, and where all communities are fully engaged in the vital task of shaping their collective future. The CSR programmes that the company has conceptualised to achieve this vision are primarily focused on addressing larger issues that hold back the collective progress of society – especially for the poor, marginalised and underprivileged sections.

The underlying ideal is equity of access and opportunity and hence the focus areas for us have been education, gender parity and women empowerment, healthcare, skill development, inclusivity with regard to specially-abled individuals and support to professional sportspersons as well as hopeful and deserving aspirants from underprivileged sections of society.

Noteworthy outcomes – An Equitable World

- ***Zero dropout rate of girls in beneficiary schools***
- ***100% increase in teachers' attendance***
- ***80% passing percentage at beneficiary schools***
- ***100% SHG women have upgraded standard of living***
- ***All healthcare beneficiaries reported major cost savings***
- ***50% jump in participation at Khel Mahakumbh***
- ***100% sports beneficiaries reported increased interest in sports***

Upgrading and Elevating the Education Ecosystem – Project Shiksha

Project Shiksha's primary objective is to create an enabling, encouraging and motivating environment for dissemination of quality education at government schools in rural India. Conceptualised to complement the Right to Education Act, the project focuses on creating a permanent infrastructure as well as an ecosystem that will pave the way for government schools in rural to eventually match the performance and outcomes of privately run schools.

In most of the schools, the CSR team started from scratch – constructing or refurbishing the building, renovating classrooms and playgrounds, putting up boundary walls, providing necessary furniture as well as basic resources like schoolbags, stationeries and books, and so on. In some schools which had regular power cuts, the company invested in installing solar-power plants for uninterrupted functioning of the school.

Most of the schools in the vicinity of the company's plants boast of superior infrastructure wherein some of them have outstanding libraries, science laboratories,

auditoriums and play areas including basketball and badminton courts. Most of these facilities never existed in rural government schools until five years ago, when the company started its CSR interventions.

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

The focus is also on remedial classes for students who cannot cope with 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.

School infrastructure

Starting from renovation of most essential elements like sanitation, handwashing and drinking water facilities to building libraries, science and computer laboratories, playgrounds and more, everything that helps create a healthy learning environment is being built by the company at the schools that it has supported in the last few years.



The furniture at these schools is as good as any and is conducive to learning. There are adequate spaces for children to eat their midday meals. Where required, we have also set up solar power plants.

Some outcomes of these little and not-so-little interventions: most schools are seeing hundred per cent attendance, zero dropout rate and increased attendance rate of teachers. Several families in the vicinity are withdrawing their children from private schools to get them admitted into these modernised and renovated government schools.

Project Shiksha elements	No. of beneficiaries FY 2019 – 2020	No. of beneficiaries (Total until March 31, 2020)
Infrastructure development	4,976	1,96,044
Direct support viz. remedial classes, coaching and scholarships	14,842	48,291
ICT labs (100 government schools)	-	28,426
Tab Labs	5,151	15,889
Mobile Science Labs	12,566	74,691
Career guidance + Hero talent search	511	30,864
Midday meal	10,000	20,385
Adult education (reading-writing ability and digital education for women)	-	559

Support to ICDS

Alongside schools, the team also focused on setting up or renovating anganwadis for effective implementation of the government's Integrated Child Development Services (ICDS) programme to combat child hunger and malnutrition.

The anganwadis reconstructed or renovated by the company encourages parents to start sending their young children regularly and gradually enrol them in schools.





Science education

Practical experiments are the foundation of science. Students understand the principles of science when they themselves conduct experiments and can relate scientific outcomes to the phenomena in their daily lives and the world in general. Unfortunately, rural schools across India lack necessary infrastructure for science education; laboratories with essential resources are a rarity.

With the objective of bridging this yawning gap and creating access to experiment-based learning and hands-on experience for students in rural India, we introduced our signature Mobile Science Labs (MSL). The MSLs are equipped with a number of scientific instruments and equipment including telescopes, microscopes, robot kits, binoculars, lenses, magnets, optics kits, measuring instruments and chemicals for performing hands-on experiments in chemistry, physics and biology.

In order to extend the reach and frequency of labs, we introduced Labs on Bike (LoB) which are an extension of the MSL on motorcycles. These motorcycles carry limited lab equipment which is in sync with the theory lessons going on in the concerned schools.

Additionally, a science centre with relevant scientific instruments and tools has been set up in Dharuhera, Haryana. The centre is like an open lab for all

government schools in the vicinity and also works as a support centre for the MSLs and LoBs.

In total, four MSLs, eight LOBs and one science centre are making science experiments accessible for students of about 70 schools in areas of Rajasthan, Haryana and Delhi.

Digital and smart interventions

As much as the focus has been on creating essential infrastructure, the company did not lose sight of the importance of smart interventions to upgrade the base of school education in rural India.

We introduced digital technology for learning improvements in 20 schools of Gurugram and Rewari in Haryana by introducing Tab Lab and smart class facilities.





Through these interventions, students get introduced to engaging and entertaining audio-visual content which makes learning fun. Tab Labs have tablets which are preloaded with focused content related to students' curriculum and makes learning subjects like English and Mathematics a joyful experience. Likewise, LED screens turn the traditional classrooms into smart classrooms that hold the attention and interest of students.

Similarly, we established information and communications technology (ICT) labs in 100 schools in district Alwar, Haryana. These labs are quite similar to the smart classes as they too engage students in audio-visual content related to their curriculum. Outcomes of these interventions point towards the success of the new set-up in making difficult subjects interesting for students and bringing about a marked improvement in their learning abilities and academic performance.

Remedial classes, focused coaching

Due to multiple reasons including hardships because of their socio-economic statuses, hundreds of students across government schools are not able to cope with the grading system. More so, some even get left out of the mainstream education system. Our remedial education programme is an effort to support such children.

The programme supports:

- a)** children who are left out of mainstream schools (out-of-school) by helping them with age-appropriate curriculum and getting them admitted into schools,
- b)** weak children with focused coaching,
- c)** talented students so that they can do better.

Hero Talent Search

Hero Talent Search has been initiated with the objective of providing additional support to promising students who can do better in academics. The students, most of whom are from economically weaker sections of the society, are given after-school tuitions, coaching and counselling, and are also mentored in choosing a career path best suited to their talents, interests and aptitudes.

The thought underpinning the project is that filling in the existing gaps in teaching and giving special attention to these students will make a positive difference. Beneficiaries have reportedly scored better than they usually did in their exams and are more likely to excel in higher classes.

Midday meals at schools

Apart from other interventions focused on education, we have taken care to provide adequate nourishment to students in our beneficiary schools by supporting the Midday Meal Scheme of the Government of India. The programme supplies free lunches for children in primary and upper primary classes in government schools, and is meant to meet the nutritional needs of children.

Academic scholarships

Scholarships for deserving students from schools, colleges and universities are a part of Project Shiksha. The primary objective is to ensure that education of talented and promising students does not get compromised due to financial constraints. Every year we get recommendations from schools and universities for supporting the education of such talented students through scholarships.

For Employability and Livelihood – Project Jeevika

It is a known fact that a skilled population has the potential to mitigate poverty, utilise demographic dividend and gradually help in socio-economic empowerment of underprivileged communities. Project Jeevika has been conceptualised against this backdrop. The larger objectives of the project include addressing the various social challenges and contributing towards the economic inclusion of youth and women from the lower social and economic strata of society.

The project complements Skill India or the National Skills Development Mission managed by National Skill Development Corporation (NSDC), as well as the Prime Minister Kaushal Vikas Yojana (PMKVY).

Under the project, the company supports multiple education and training institutions that make the youth employable in various technical trades in automotive sector, especially the two-wheeler industry. The credible partner institutes include NSDC, Confederation of Indian Industries (CII), Swarna Bharat Trust and Kishore Musale Charitable Trust (KMCT). 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.

Some of the initiatives under Project Jeevika are described here.

Hero WeCare Centres of Excellence

These centres 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 sector/s and also train the trainers,

build their capacity, and establish a skilling ecosystem with highest education standards.

These centres of excellence provide one-year diploma courses with hands-on practical experience to the students, along with focused placement guidance and internships in automotive companies.

Vocational training centres

These centres primarily provide short-term certificate



Centre of Excellence for Women

To create equitable employment opportunities for women in the automobile sector, a first-of-its-kind skill centre – Centre of Excellence for Women – was inaugurated in this FY at the Industrial Training Institute (ITI) for women at Ambala, Haryana.

The centre has been established in association with the Skill Development and Industrial Training Department, Government of Haryana, and the United Nations Development Program (UNDP).



Vice President Shri M Venkaiah Naidu inaugurates a two-wheeler technician training centre in Andhra Pradesh

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 specialities and professions: automotive service, customer relationship management, life insurance, retail sale, tailoring, beauty industry, digital literacy, and so on.

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 solving various social issues including gender-based discrimination, dowry system and casteism.

Hero MotoCorp has facilitated the formation of women self-help groups (SHGs) in the target villages. The core activities undertaken by the self-help 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.

Women's Day with Halol community

This FY, as we entered the third phase of Project Jeevika's SHG programme, over 600 women from all our beneficiary villages in Halol region came together to celebrate Women's Day.

It was a first-of-its-kind celebration for these women as many of them, until a few years ago, had not ventured out of their villages even. The formation of the SHGs and their own role in running and sustaining the same has not only given them a modicum of financial independence but also helped them become a confident lot.

Forty women were felicitated for their special contribution in engaging with our programme and helping in empowering other women through livelihood support activities.

Some of these groups have been in existence for about three years and helped women in village clusters of Halol in **a)** achieving financial independence as they run their own enterprises, **b)** learning skills to manage finance, **c)** reaching a better standard of living, and **d)** acquiring a and progressive approach with regard to their children's upbringing and education.

Entrepreneurship orientation

One of the significant components of Project Jeevika is propagating entrepreneurship amongst rural women. 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.

This FY, over 27,000 women from seven districts of Haryana – Mahendragarh, Rewari, Rohtak, Jhajjar, Bhiwani, Charki Dadri and Sonapat – were educated on various entrepreneurship programmes and business start-up opportunities. Over 5,000 women came forward to receive formal training on starting their own enterprises or start-up ventures and were guided through the complete cycle of entrepreneurship. Of these 5,000, about 2,400 were mentored throughout the project timeline.

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 various women ITIs in Haryana.



Biz Sakhis propagating entrepreneurship

Biz Sakhis are young women who are consultants and trainers for the new and existing entrepreneurs in rural locations.

They are chosen from within the community, have passed at least senior-secondary education, and are trained to support and mobilise women in their areas to establish new businesses.

Over a period of time, Biz Sakhis have played an important role in mentoring and counselling aspiring women entrepreneurs. They have been performing an important role in helping women in getting loans, linking them to necessary skill programmes, connecting them with wholesale markets and making them understand the supply chain for rural retailing, bookkeeping, etc. In this FY, a total of 26 Biz Sakhis supported women in starting businesses that went on to become successes in their own right.



Projects Focused on Community Welfare and Rural Development

India is predominantly a country of villages and the majority of its population lives in rural India. Since the dawn of independence, concerted efforts have been made to make better the living standard of rural masses by providing them with essential services like education, healthcare and livelihood opportunities.

However, due to lack of enough resources within the governments and multiple other reasons, the schemes have not been able to make enough impact and the poorest of poor in rural India continue to be among the most vulnerable sections of society. Keeping these factors in view, Hero MotoCorp has prioritised

the rural communities as beneficiaries of many of its CSR projects.

The company has identified communities around its areas of operations in Haryana, Rajasthan, Uttarakhand and Gujarat, along with a few suburbs of Delhi-NCR, and directly or through its partner organisations implements various social projects. Through all its interventions, be it in healthcare, education or livelihood generation, the company tries to complement the initiatives and the schemes of the government and also ensures that the projects' objectives are in sync with those of the Sustainable Development Goals (SDGs). Some of the initiatives focused on community welfare are discussed as follows.



Healthcare for rural communities – Project Aarogya

Project Aarogya has been conceptualised in a way that it directly complements the National Rural Health Mission (NRHM). The primary goal of the project is to provide accessible, affordable and quality healthcare to rural people. Through this project, Hero MotoCorp is supporting the existing health infrastructure across rural India and making primary services accessible in areas that do not have primary health centres (PHCs) in the vicinity. 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 people among them.

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

Mobile medical units

To ensure that medical help reaches the marginalised communities in areas with minimal or negligible healthcare facilities, the company introduced 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.

All services onboard are similar to what is provided in the outpatient department of a public health centre. All facilities including check-up, primary diagnostics, doctor's consultation as well as medicines given to the patients are completely free.



Potable water for community

While one aspect of our initiatives focuses on water conservation, another aspect tries to make potable water available to marginalised and needy communities. The recent addition to our network of drinking water facilities has been in Bansa village in Govindgarh tehsil, Jaipur, Rajasthan. The community can now avail of filtered drinking water through the RO facility for free. The intervention will not only meet the community's need for drinking water but also benefit their health in the long term.

Building essential infrastructure in villages

Villages within the vicinity of our areas of operations continue to get support to build and maintain essential infrastructure for the common good of the community. For instance, over the years we have built necessary roads for village clusters of Halol in Gujarat, as well as community centres in Haridwar, Uttarakhand, and Dharuhera, Haryana. We have also supported the communities by repairing hand pumps, panchayat offices, and other such public infrastructure.

Aadarsh Gaon: A progressive and sustainable village

Launched in this FY, the Aadarsh Gaon project will see our CSR team working closely with representatives of select villages and plan for the overall development of the entire village.

The focus of the project will be on mobilising already available resources with the gram panchayat as well as optimum utilisation of government schemes and funds that will gradually result in **a)** clean water and better sanitation facilities, **b)** improved access to health, **c)** better education and **d)** livelihood opportunities for the entire community.



Waterwheels

Hundreds of women from marginalised communities in Rajasthan are benefitting from an innovation that has reduced their everyday stress.

These women now use Waterwheel, a unique water-carrying container in the shape of a wheel that rolls on the road like a push/pull cart. The Waterwheel does not require much physical strength or labour, a vast change from the times when women had to carry water in traditional clay pitchers or buckets placed on their heads.

Gradually, the team will focus on turning these villages into smart and sustainable villages that **e)** make optimum use of natural resources and produce zero waste, **f)** propagate eco-friendly energy and **g)** have the benefits of enhanced connectivity and use of optimum technology.

The project was launched at *Vichaar Vimarsh*, a discussion seminar on sustainable villages. The same was attended by panchayat leaders, non-profit entities as well as community representatives from villages across Rajasthan, Haryana and Uttarakhand.



Standing with Specially-abled Individuals – Project Enable

India has the largest population of specially-abled individuals and interventions to support this vulnerable section of society are necessary if we are to meet the vision of an inclusive and equitable world.

As a conscious corporate citizen, Hero MotoCorp has been investing a considerable part of its CSR in supporting multiple organisations that directly engage with specially-abled individuals. Over the years, it has supported hundreds of specially-abled individuals by making available prosthetic limbs, surgeries and other aids such as crutches, calipers, wheelchairs and tricycles.

Our association with relevant organisations such as Bhagwan Mahaveer Viklang Sahayata Samiti, popular for its Jaipur Foot, has been instrumental in identifying needy individuals from marginalised and poor backgrounds from across the country and providing them with practical solutions to the challenges they face. In this FY, over 2,600 people benefitted from multiple interventions that we implemented through Project Enable.

The company also focuses on equipping the differently abled with employability skills. To ensure 'inclusivity' of all in our vocational courses projects, the training and vocational courses meant for differently abled individuals are included in Project Jeevika.



Development of sports – Project Khelo Hero

For various reasons, sports at the grassroots level in India has languished for a long time. It is a pity that a majority of the children do not get opportunities to take part in sports due to the lack of infrastructure or even open spaces. It is also difficult for talented children at the grassroots to move up the competitive ladder due to lack of needed support and resources, especially in terms of infrastructure and training facilities.

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.

Khel Mahakumbh

One of the major initiatives in this regard has been our consistent support to Khel Mahakumbh, a flagship sporting event of Department of Sports, Uttarakhand. This FY, during the third Khel Mahakumbh, children from 95 blocks from across the state participated in various competitions. The top 18 athletes (9 girls and 9 boys) were felicitated with Hero scooters that would ease their commute to the training and coaching institutes and academies in the hilly terrain.



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 Mary Kom, recipient of both Padma Shri and Padma Vibhushan, 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. A handful of them have also been selected and inducted by the Army Sports Institute.





Special focus on Paralympics

Support to para-athletes at the Paralympics underlines the company's commitment to inclusivity for all sections of society in its CSR programmes. Such support not only brings laurels to the country in the form of medals, it also motivates and ignites hope in thousands of people who suffer from some form of physical disability.





Support during natural calamities and pandemics – Project Seva

Unlike the bounty of nature, its fury is a great leveller. Natural disasters affect everyone alike, although the nature of impact depends upon the coping capacity of individuals. The catastrophic fallout of natural disasters for the poor and less privileged communities is well documented. It was to support such vulnerable communities during natural calamities that we conceptualised Project Seva.

Combating Covid-19

Towards the end of this FY, Covid-19 had spread across the country and the nationwide lockdown was imposed. In those difficult times, our CSR team along with some partner organisations starting reaching out to the most vulnerable sections of society with ration and meals. Every day, more than 12,500 meals were being provided across our areas of operation.

The teams worked in close coordination with local administration and police authorities to reach out to the needy and distribute these meals and packaged food items.

Besides, dry ration kits – comprising essential food items that can cater to requirements of a family for about 14 days – were also distributed in Delhi, Rajasthan, Maharashtra and Kerala.

The company also started manufacturing hand sanitisers at the Gurugram facility and engaged partner organisations to produce protective face masks that were handed over to the district administration.

Support to families affected by Cyclone Fani

As our bit towards helping families devastated by Cyclone Fani in Odisha, we distributed a thousand solar lanterns in areas where the power supplies were affected.



BENEFICIARIES SPEAK

Project Jeevika



PINKI, DELHI

After giving her final year graduation exams, Pinky was tense about her career. Her father, who works as a book binder in a private publication house, barely managed to run the house and had a lot of expectations from her. Every well-wisher of her had been making efforts to find her some job, but without a specific skillset, she could not find any decent job.

Pinky found out about free skills courses at one of our partner centres in Delhi and learnt Tally ERP software there. Immediately after completion of the course, she got selected by a reputed company in Gurugram for supportive accounts work at an annual package of about Rs 180,000 – a handsome income as a first salary, and with all the promise of promotion and growth.



NAINA, HARYANA

Naina and her husband, Rabin, migrated from Assam to Khandsa village in Gurugram in search of employment. Her husband works in a private company and they have two daughters aged 2 and 13 years. Back home, their family did not give much importance to education. There were eight members in the family and their survival was quite difficult due to meagre and inconsistent sources of income.

Being unqualified or skilled at nothing, Naina was depressed and thought she would never be able to earn on her own and become independent, until she joined the tailoring training course at one of our livelihood centres run by our partners. "I have learned basic sewing and stitching and after completing my training, I will start stitching clothes for my family and neighbours. Once I gain enough experience, I will either take up a job or start doing tailoring work from home. I am grateful to Hero MotoCorp for all their initiatives that are supporting poor people like us," says Naina.



SHWETA, RAJASTHAN

Shweta grew up in a lower-middle-class family. Her parents work at a private company and struggle to make ends meet. After completing her class 12, she started working at a public school as a teacher on a meagre salary, with which she could hardly support her family.

In order to hone her skills, Shweta enrolled herself for a basic computer course at our digital literacy centre, where through her dedication and willingness she not only learnt computers, but also improved her command over English. Within three months of completing the course, she joined at Mahindra's showroom and now earns well. She is able to support her family and hopes to do better in the future as she is also pursuing her graduation while working.

BENEFICIARIES SPEAK

Project Jeevika



MANITA, HARYANA

Manita from Rewari, Haryana, suffers from a major back injury which restricts her movement. Despite her wish to earn and contribute to the family where her husband was the sole earner, she could not do much because of the injury. However, when she attended our Jeevika entrepreneurship workshop, she realised that she had the potential to start her own shop and increase the household income. The project team managed to convince her family members, who were a bit reluctant in the beginning, and also supported her in initial setting up of the clothes shop and procurement of the required materials. Until last quarter, she had already earned a profit of about Rs 30,000 – with an investment of merely about Rs 80,000 – and is now confident of expanding the business with the support of her husband.



BIMLESH, RAJASTHAN

Bimlesh is 34 years old and is a mother of three children. Her husband works in a private company in Neemrana and is struggling to pay off debts. Bimlesh was very worried about her family's economic condition and her children's future, and had started to take tuition classes at home, but could not earn much. She heard about the skills training programme at the project office in Neemrana and enrolled in the beautician course.

"After three months of training, with the support of my family and my trainers Annu ji and Sartaj ji, I have started my own beauty parlour at home and have also enrolled myself in advanced training. The teachers at the centre have guided me well and connected me to wholesalers for buying materials. I do my work with honesty and many new customers have started coming to my parlour regularly.

After completing the advanced training and saving some money, I will open a salon in Neemrana market so that I can support my family."



RINKI, HARYANA

Within two months of completing a beauticians' training course at one of our skills training centres in Haryana, Rinki says she has realised that she does not have to depend on anybody to earn a dignified living. She believes that she has found her potential and inner confidence.

A mother of three children, Rinki got married quite young. She could not complete her education and was struggling to run the house with the meagre income of her husband. Now, though, she is planning to start her own beauty parlour and is confident that she will make a success of it.

BENEFICIARIES SPEAK

Project Shiksha



VARSHA, RAJASTHAN

Varsha is in Class 8 at Govt. Girls' Senior Secondary School, Neemrana. She has five members in her family and their collective income is not enough to meet their everyday expenses. As a result, no one in the family ever had any time to support her in her studies. That changed when, in 2016, she came to know about our Shiksha centre which provides educational support to girls.

When she enrolled, she was very weak at science, and the team at the centre helped her improve not only in science but other subjects as well. At the centre, she also developed her soft skills through overall exposure with field trips and sports activities, all of which have made her the confident girl that she is now. Today, she speaks English quite well and is preparing for higher education, and is confident about a bright future ahead.

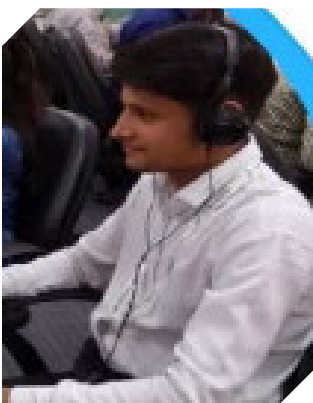


SUMAN, HARYANA

Fourteen-year-old Suman comes from a relatively low-income household. Her father's meagre income is barely enough to sustain the family, which includes her three sisters and a brother. Moreover, her mother suffers from an ailment that needs regular treatment and medicines.

Through one of their neighbours, the family learnt about our Shiksha centre that provides free education along with midday meal and stationery free of cost. This came as a huge relief to the family and they got all their four children enrolled at the centre.

Relieved of the consistent stress that she faced at home, Suman has been showing considerable improvement. She has acquired good social interaction skills by working in groups and is doing well in languages as well as mathematics.



SAJID, DELHI

Sajid comes from an economically weaker section of society and with his father as the only breadwinner in the family, he could not afford to enrol at a technical or job-oriented course. His elder brother too had to quit studying and fend for himself. Hence, we enrolled Sajid at one of our Delhi centres where he learnt the essentials of computers. He also understood how to look for jobs and perform well in a professional environment. Within a few months of completing the course, he landed his first job with an established company at a starting salary of over Rs 12,000.

BENEFICIARIES SPEAK

Project Shiksha



SACHIN, RAJASTHAN

Fourteen-year-old Sachin and his brother had migrated with their family to Neemrana from Bharatpur, Rajasthan, in 2018. His father works as a painter while his mother does manual labour, making it financially impossible for the family to afford private education. The boys could not be admitted to a government school either because they did not have a transfer certificate from the previous school. That was when our Shiksha centre stepped in, assisting them with remedial classes for about a year. The centre also helped in mainstreaming Sachin in a private school with a major rebate on the fees. "I am grateful for all the support that I have received from the centre. Thanks to them, today my child goes to school regularly and has a promising future," says Sachin's mother Rekha Devi.



SUDEEP, DELHI

Sudeep lives with his family of five, comprising his parents and two siblings, in Chakkarpur in Gurugram. The family had migrated from West Bengal and due to the constant illness of his father, Sudeep's studies took a backseat – he could not even manage to get admission in any school. It was at that time that a few Shiksha teachers visited Sudeep's house and made his parents aware about the programme. They explained how it would help Sudeep to get age-appropriate education from the centre free of cost and later get mainstreamed into a government school.

Soon, Sudeep and his brother were enrolled at the centre, where they were given the Step-Up books according to the results of their baseline tests. Within a span of three months, they were able to bridge the gaps in their education. Sudeep is now able to read Hindi and English quite well and has memorised the multiplication table until 16. In his own words, the various activities that students engage in at the centre have helped him to understand other important aspects of life as well. After completing his basic education, Sudeep wants to become a doctor and serve the society and his country.



ANJALI, DELHI

Anjali is a 16-year-old girl and had enrolled at a Project Shiksha programme when she was in Class 7. Currently she studies in Class 10. Anjali's father is a shopkeeper and her mother a housewife – the family faces many hardships due to financial constraints. When Anjali was in Class 7, she was weak in studies but could not afford to join any tuition class. She was very disheartened until she learnt about the Shiksha centres offering free remedial classes to poor and needy girls like her. Her parents were more than happy to send her to a Shiksha centre. Today, after over two years, there is a remarkable improvement in her academic performance, especially in English, mathematics and science, subjects that she was quite weak in. Anjali also participates in sports and cultural activities and has evolved into a confident young person – one who believes that she will be able to fulfil her dreams.

BENEFICIARIES SPEAK

Project Shiksha



VIKAS, HARYANA

Vikas is a 9-year-old studying at a Project Shiksha centre. His parents are daily-wage workers who hardly manage to make ends meet. Until recently, Vikas had no identity proof, whether an Aadhaar card or a birth certificate, and hence could not get admission in any school. While surveying the area, the project team met with his parents and updated them about the Shiksha classes and other project interventions. Initially Vikas struggled to perform well, but the teachers could see his potential and encouraged him to be more participative. Gradually the team helped in building up his confidence, and soon he started showing a lot of improvement. He now regularly attends classes and is well mannered. Vikas will be joining a mainstream school and the team is working hard to support him so that he can accomplish all his dreams.



SHIVAM, HARYANA

Shivam is 5-years-old, and moved to Dharuhera last year with his parents and infant brother. His parents did not have a stable income and this affected the children's education. The Shiksha team came to know about the family from one of the community members and immediately contacted them. They helped the father get a job as a security guard at a factory and the mother found employment in housekeeping. Shivam was enrolled at a Shiksha centre, where he learnt the alphabets, names of birds, animals, colours, etc. He enjoys singing rhymes and painting and will soon be mainstreamed into a formal school.



ALIMANA KHATOON, RAJASTHAN

Alimana Khatoon is 11 years old and was a very shy girl when she joined the centre. Her father sells biryani on a pushcart and supports the family of six including her mother and three siblings. The father's income was barely sufficient to meet the day-to-day expenses of the family.

Our team convinced the family to send Alimana to the centre. We soon realised that she hardly knew anything – she could neither read nor write and lacked understanding of the basics of mathematics. A few months at the centre changed all that – she can now read a book and has learnt to write as well. For a girl who had never gone to school before, being able to read and write was a dream come true.

Alimana is now eagerly looking forward to getting admission in the government school and completing the rest of her education. She wants to become a government officer and help her parents.

BENEFICIARIES SPEAK

Project Aarogya



LATA, HARYANA

Lata, a resident of Bavana near Dharuhera in Haryana, was diagnosed with leucorrhoea, a gynaecological problem frequently experienced by rural women. Hailing from a low-income household, it was difficult for Lata to afford treatment, which would necessitate travelling to a nearby hospital, located around 15 kilometres from her village, and paying the doctor's fee. Also, her condition being a sensitive subject, she did not feel free to discuss it with everyone.

When our medical van visited her village, she consulted the doctor and received the required treatment. She regularly meets the doctor and is getting free treatment as well as free medicines.



MANJU, HARYANA

Manju from Shakarpur village in Gurugram comes from an economically weak background. She was used to neglecting her health due to financial constraints – she could neither afford to consult a private doctor nor travel to a government facility, which was quite far from her residence.

When she suffered from a severe ear infection (otitis externa), our mobile medical unit came to her rescue. Her infection was treated and she also received free medicines as well as nutrition supplements, along with guidance on maintaining better hygiene to avoid such diseases in the future.



VIJAY KOLI, HALOL, GUJARAT

Vijay works as a security guard at a nearby factory and has to stand for more than 10–12 hours a day. His legs started aching on a daily basis but he could not go to see any doctor as the government dispensary was very far and he could not take leave from work, since every leave meant loss of money for him. His friend told him about the medical van that visited their area every week. Vijay met the doctor, who not only checked him but also gave the required medicines for free. The medicines are effective as the pain is gone. Vijay is happy and grateful because the treatment saved him a major expense and a possible debt.

MANTHAN: CSR PARTNERS' MEET-UP



The third edition of Manthan, our annual CSR partners' meet-up, was successfully concluded in this FY. All our CSR partners including project implementing non-profit entities and agencies, monitoring and evaluation teams, as well as a few community representatives participated at the event.

It was a day well spent as all participants deliberated upon various ideas to enhance the consolidated impact of our projects and move towards a sustainable future. The CSR team diligently recorded the discussions and noted all suggestions that were brought forth at the meet-up. The discussions were followed by felicitations of all partners by Hero MotoCorp.

INDIVIDUAL SOCIAL RESPONSIBILITY

It is not only for what we do that we are held responsible, but also for what we do not do.

~ Molière

We believe that the responsible and sustainable way of living should not only be understood and adopted by each member of Team Hero but also be propagated amongst all our stakeholders. Throughout the year, the company creates plentiful opportunities for all our stakeholders to voluntarily engage with our CSR programmes.

Thousands of employees from our facilities across India take time out from their daily schedules to participate in tree-planting drives, marathons, walkathons and other cause-related activities. Many of them directly engage with our CSR projects' beneficiaries and also get involved in relief activities, taking the lead in lending a helping hand during natural calamities.

As employees start to experience a sense of satisfaction and fulfilment through acts of empathy and compassion, the number of volunteers as well as the overall volunteering hours have been seeing a steady rise. Breaking all previous records, in the last FY over 3,300 employees from across locations participated in volunteering initiatives.



AWARDS AND RECOGNITIONS

From state governments

Haryana

- Certificate of Recognition for CSR from Government of Haryana
- Appreciation certificate by district authorities of Alwar, Government of Haryana

Uttarakhand

- Appreciation certificate by Education and Sports Department, Government of Uttarakhand
- Appreciation certificate by Chief Education Officer, Haridwar, Government of Uttarakhand

Rajasthan

- Appreciation certificate by MLA and SDM, Jaipur, Government of Rajasthan
- CSR Excellence Award in Energy & Education by Government of Rajasthan
- Shiksha Vibhushan Bhamashah award by Government of Rajasthan

From credible independent organisations

- Conferred with best CSR Head award at 7th World Auto Forum for outstanding excellence.
- FTSE Russell ESG rating and FTSE4Good Index Series Status
- Second highest contributing company at Airtel Delhi Half Marathon
- Gold Leaf appreciation for exceptional CSR outcomes by CauseBecause
- Leadership Builder Award 2019 by Habitat for Humanity
- Bestowed with Mahatma Award 2019 for excellence in CSR





CSR FINANCIAL REPORT

Average net profit of the company for last three financial years

2016 – 17	Rs 4485.79 Crores
2017 – 18	Rs 5172.79 Crores
2018 – 19	Rs 4823.72 Crores

Average for last 3 years Rs 4827.43 Crores

Prescribed CSR expenditure (2 per cent of the average net profits for last 3 years) : Rs 96.55 Crores

Total CSR expenditure (2.7 per cent of the prescribed amount): Rs 130.61 crores

Overall spend

Sl No	CSR project or activity identified	Sector in which the project is covered	Project or programmes (1) Local area or other (2) Specify the state and district where projects or programmes was undertaken	Amount outlay (budget) project- or programme-wise (in lakhs)	Amount spent on the projects or programmes Sub-heads: (1) Direct expenditure on projects or programmes (2) Overheads	Cumulative expenditure up to the reporting period	Amount spent: Direct or through implementing agency
1	Environment - Tree planting, solar lights, watersheds	Schedule VII (iv) Ensuring environment sustainability	7.16 lakh tree planting at Delhi NCR, Chennai, Bangalore, Dehradun and near to our operations in India. 6,335 solar street lights installed and 3.18 crore litre water saved	2,300	2287.7	7423.7	Direct and Agency: Sustainable Green Initiative, Greenmax, Leicht LED, SPECS, BCCL
2	Promoting preventive healthcare and sanitation	Schedule VII (i) Preventive healthcare and sanitation facility	Preventive healthcare camps in rural area and schools. Free medical facility to 1,18,764 patients. COVID support with more than 50,000 meals and 2,654 ration kits. Toilet facility of 272 nos to 24 government schools in Haryana, Rajasthan, Uttarakhand and Gujarat.	400	406.5	1967.1	Direct and Agency : Wockhardt, AYUS, AIIMS, HFH, BMVSS, NSS, UMANG

Sl No	CSR project or activity identified	Sector in which the project is covered	Project or programmes (1) Local area or other (2) Specify the state and district where projects or programmes was undertaken	Amount outlay (budget) project- or programme-wise (in lakhs)	Amount spent on the projects or programmes Sub-heads: (1) Direct expenditure on projects or programmes (2) Overheads	Cumulative expenditure up to the reporting period	Amount spent: Direct or through implementing agency
3	Education promotion and vocational skill development for children and women and promoting road safety awareness	Schedule VII (ii) Promoting education, skill development and road safety education	Construction and renovation of school infrastructure at Haryana, Rajasthan, Uttarakhand and Gujarat. Education promotion, skill development and road safety education programme across the country. India	5,180	5,545.5	23,869.2	Direct and Agency : FUEL, Magic Bus, CRY, HPPI, Agastya, Quota International, AIF, SETCO Foundation, RKMF, KMCT, JJJKT, JNMT,NAB, NSDC, SBT, IFCS, STEM, WAB
4	Promoting sports	Schedule VII (vii) Promoting rural sports	Promoting rural sports, supporting sports foundation and Paralympic sports	225	237.4	1,161.1	Direct and Agency: PCI, Mera Gaon Mera Desh, MKRBF, YKP Uttarakhand
5	Women empowerment	Schedule VII (iii) Women empowerment	Women empowerment, community development and promoting socio-economic development awareness through all media	1,025	1,023.1	2,811.7	Direct, State Police and Agency: HPPI, JJJKT, ISB
6	PM's National Relief Fund	Schedule VII (viii) PM's Relief Fund	Contribution to PM's Relief Fund for disaster relief	100	3,138.4	3,789.2	Direct
7	Rural development	Schedule VII (x) Rural development projects	Supporting various rural development projects – i.e., water management, waste management, awareness of government schemes, etc.	425	421.9	594.4	Direct and Agency: Samagra Associates, IFRE
Total				9,655.0	13,060.5	41,616.4	



Hero

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