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CHAIRMAN, MD & CEO'S MESSAGE



Dr. Pawan Munjal
Chairman, MD & CEO

It gives me great pleasure to present Hero MotoCorp's Corporate Social Responsibility (CSR) Report 2018-19. Being a conscious corporate citizen, we are deeply committed to social and environmental issues and have strategically invested in initiatives focused at development of the country. The fundamental objectives of all our CSR programmes have been the wellbeing of the country's citizenry and contributing meaningfully towards the conservation and protection of the environment.

I am glad to state that our enhanced CSR investments in the last few years are being matched and justified by the scale and the impact of all our programmes. Our education-focused projects have facilitated necessary infrastructure development as well as soft interventions targeted at academic improvement while sports and life-skills support programmes have enabled thousands of children from the economically weaker sections in villages to be at par with their privileged counterparts. The heart-warming stories of students and many appreciative notes from school principals and teachers as well community influencers are the truest testimony to the fact that we have begun the journey well.

This report also includes details of our women empowerment projects along with stories that substantiate the belief that empowered women can bring about a positive socio-economic and socio-cultural change in their communities.

It is a humbling realisation that hundreds of youth and women who have been skilled in various trades at our skill centres and simple opportunities we created for specially-abled individuals are bringing about a significant transformation for those who needed the encouragement as much as the helping hand.

Talking of environment, it's a matter of pride for all of us that our actions on this front speak louder than words and claims. So, on the one hand all our manufacturing facilities as well as the entire product cycle are essentially based on the core principle of sustainable development, and on the other hand a large part of our CSR investments goes towards ameliorating the environment of our planet, under our ambitious Happy Earth programme.

Road safety continues to be the foremost priority at Hero MotoCorp. While our entire products portfolio meets the highest safety standards possible to ensure rider protection, under CSR we invest significantly in road-safety awareness programmes and safe-riding trainings. In the last few years, lakhs of individuals have engaged in various initiatives starting from workshops and trainings as well as virtual awareness campaigns. These initiatives are playing an important role in bringing more and more conscious and safety-abiding riders on Indian roads and gradually help in bringing down the fatality and injury rates in the country.

Sports has a natural synergy with brand Hero and project Khelo Hero is very close to our hearts. To encourage sports at the grassroots, we have made considerable investments in building necessary infrastructure at rural schools and support professional players including para athletes at state, national and international levels.

This report also carries key outcomes of evaluation studies – conducted by an independent third party – for most of our CSR programme as well as social returns on investments (SRoI) gained, which I am glad to state have been way above average. I am thankful to all our implementation partners as well as other stakeholders for their earnest efforts that are helping in the realisation of the CSR vision at Hero and in achieving these incredible outcomes.

The journey, though, has just begun for all of us here and there are miles of goodness to cover still.



Vijay Sethi
CIO, CHRO, Head CSR

HEAD CSR'S MESSAGE

Corporate social responsibility (CSR) has its own force and standing by virtue of being the only aspect of the corporate structure whereby a corporation invests solely towards the betterment of the planet and its people. That it can be a critical lever for development is no longer in doubt; where necessary, it has been a means for partnerships between companies and governments and has seen considerable success in not only providing important services (education, health, infrastructure, etc.) but also delivering the benefits of growth. Overall, there is a palpable shift in consciousness, acknowledgment, practice and implementation so far as CSR in India is concerned, and I daresay that these are exciting times for all of us in this domain. We do realise that the sky is the limit here; the only thing that can hold us back now is lack of imagination.

CSR at Hero MotoCorp is in a happy space. Happy but far from complacent, though, because the kind of impact that our programmes are seeing has inspired the team to ideate more, reach out more, work for larger goals and more successes. It's no mean feat that all our projects have met their hypothetical goals and benchmarks and the social returns on investments (SRoI) this year were quite above our expectations. An abstract from one of the SRoI reports (by a third-party evaluator) reads: *'...the company's CSR programmes are bringing about an essential social change at the grassroots. All their projects have well-articulated and meaningful objectives, and ensure that the communities take ownership of most of their interventions. Such aspects make their CSR programmes sustainable.'*

The collective SRoI gained from all projects is more than 235% of the total resources invested. Which is good news, considering that at Hero MotoCorp corporate social responsibility is more than the sum total of obligations and necessary compliances. We believe that it is our 'responsibility' to be a good corporate citizen and have invested in our social and environmental programmes with a long-term view – one that leaves room for inputs, assessments, learnings and evolution. Based on what we have learnt, on the one hand we have scaled up some of our ongoing programmes, and on the other hand added several fresh project components to attain a larger impact and also complement our flagship CSR programmes.

Talking specifically about projects, the environment-focused investments make Hero MotoCorp possibly one of the highest contributors to the country's green cover, with more than 14.6 lakh trees planted until the end of last FY—keeping an average pace of about one tree per second. Another contributor to our green footprints is the increased penetration of solar streetlights at the hinterlands, accomplished under Project Aarush. Until the last FY, over 13,500 solar streetlights were benefitting over 800,000 people in 250 gram panchayats.

An important component of the same project focused at propagating LED lamps added another feather in our green cap, as we managed to replace over 100,000 traditional bulbs with repairable LED lamps in 25,779 households across 332 villages. The initiative is saving the national exchequer the cost of over 30 million electricity units. Goes without saying, the environmental benefits of the same are even more precious. The project has received formal recognition and appreciation from the chief minister of Uttarakhand.

These environmental initiatives are complemented by enhanced protection of our forests by forest rangers and guards who have received our support in the form of motorcycles. They now patrol large forest areas in less time and with less effort compared to the earlier times when they patrolled on bicycles or on foot.

We have also widened the horizon of our projects focused at educating, skilling and empowering the youth, especially the girls. The encouragement to do so had come after witnessing the positive socio-economic change in our beneficiaries' lives. Until the end of last FY, more than 19,000 beneficiaries, the majority comprising young girls and rural women, had become employable – more than 70 per cent of them were already in employment and many had started their own self-sustaining enterprises. These interventions focused at gender parity are complemented by our two-wheeler-riding training schools where every three months over 900 girls get trained to be safe, confident and independent two-wheeler riders.

The outcomes of all our education initiatives under Project Shiksha have been positive, as the overall enrollment and attendance rates have increased across all beneficiary schools. Many schools witnessed zero dropout – no girl in Dharuhera region dropped out of school in 2018–19, a fact also corroborated by the district education officer. The provision of essential building infrastructure including toilets, furniture and sports facilities, as well as academics-focused interventions like mobile science labs, remedial classes, scholarships and career guidance, and digital interventions in the form of smart classes and tablets as also deeper involvement of teachers are some of the contributors towards this much-needed transformation.

Continuing with our inclusiveness approach, supporting specially-abled individuals have been a priority for us. This FY, we supported more than 2,300 individuals with mobility aids that can reduce their everyday stress and dependence. This year we also took 378 orphaned/neglected children under our care.

The road safety team continued to do their tough job of impacting minds and bringing about behavioural change amongst all road users. Last FY, around 200,000 people engaged in road safety programmes at our Road Safety Training Parks and thousands of students from our Road Safety Clubs at 1,150 schools propagated the safety message. We also utilised the reach of traditional mass mediums and various contemporary social mediums to take our 'be safe on the roads' message to a cross-section of people.

Among our programmes focused at communities, one of the most successful has been on the healthcare front. Our mobile healthcare vans in Haryana, Rajasthan and Gujarat, an eye-checkup van in Delhi, and a vision centre in Dharuhera, Haryana, as well as medical camps have become a free and accessible alternative for poor households who once had no access to quality healthcare. The interventions focused at making drinking water accessible, creation of check dams, desilting of neighbourhood ponds, and engagements with farmers have been other welcome interventions for the communities we have been involved with. The Kerala floods were grim news for the entire nation and we did our bit towards supporting the community by extending financial support to the state government's rescue and rehabilitation efforts.

Today, as we stand at a somewhat vantage point, feeling the pride of having done a good job as much as the humility and gratification that comes with it, and as we are about to enter the next phase of this journey, we look forward to the new milestones and turning points, and all the learnings that will come with that. On behalf of my team and the organisation on the whole, I thank all our partners in this journey and hope that together we will inch closer towards the Sustainable Development Goals.



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

Chairman Emeritus | Dr. Brijmohan Lall Munjal

(1st July 1923 to 1st November 2015)

CSR VISION

To Have a Greener, Safer and Equitable World

GREENER

Environment Sustainability, Sanitation & Hygiene Programs aimed at creating a Greener and Cleaner World.

SAFER

A Road Safety initiative that aims to make Indian Roads safer by spreading awareness about traffic rules and regulations.

EQUITABLE

Supporting Girl Child and School Student Education programs with high focus on Social and Community Development.

CSR AT HERO MOTOCORP

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

During the year, we invested more than prescribed two per cent (2%) of net profits towards environmental and social development in the country and continued to align our efforts with the company's CSR vision to contribute towards building a Greener, Safer and Equitable World. Hence, the primary focus of all CSR programmes has been environment conservation, promoting and inculcating road safety practices, and empowerment of young girls and women, specially-abled individuals and other under privileged sections of society.

The year has also witnessed how the theory of change materializes as we received most number of success stories of our impacting interventions in the areas of education, healthcare, disability, sports, rural development and sustainable livelihoods.

Another interesting development this year has been the enhancement of volunteering experience and we witnessed significant increase in number of employees volunteering for several causes. We also strengthened the social governance structures and monitoring mechanism with integration of technology and also engaged independent evaluators to analyze the true impact at the grassroots and the Social Returns on Investment gained thereof.

CSR COMMITTEE



Dr. Pawan Munjal
Chairman, MD & CEO



Pradeep Dinodia
Non-executive Director



Prof. Jagmohan Singh Raju
Non-Executive and
Independent Director

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, in rural and urban India and preserving and promoting sports;
- ▶ To develop the required capability and self-reliance of beneficiaries at the grass roots, 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 Disaster Management system;
- ▶ To contribute to the Prime Minister' National Relief Fund or any other fund set up by the Central Government for socio-economic development and relief

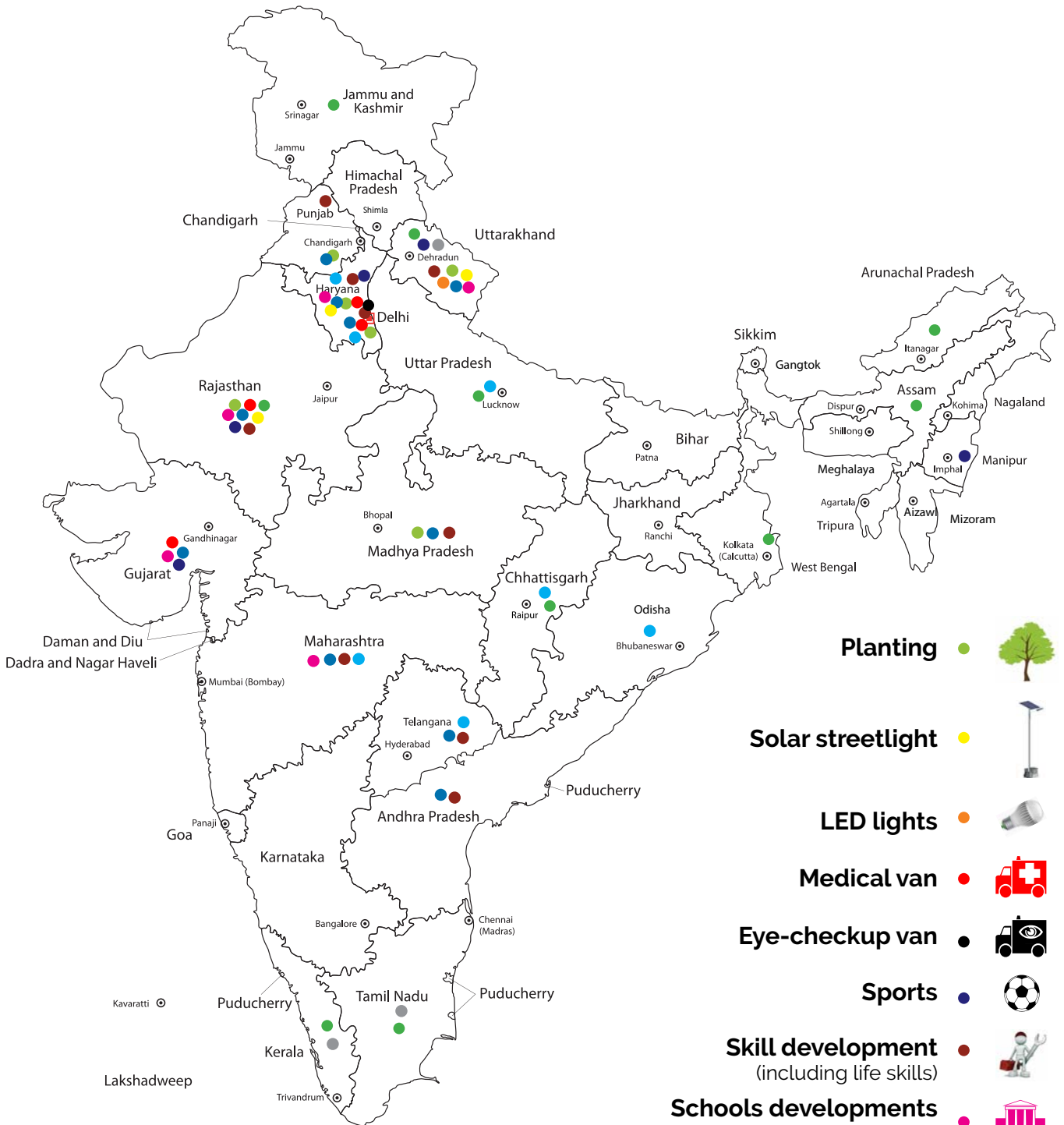
and welfare of the Scheduled Caste, the Scheduled Tribes, other backward classes, minorities and women;

- ▶ To contribute or provide funds to technology incubators located within academic institutions which are approved by the Central Government;
- ▶ To contribute to any fund setup 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 programs 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.

CSR GEOGRAPHIES



Ongoing programmes	
Number of States covered	19
Number of villages covered	637
Number of partner organizations	100+
Aligned SDGs	16
Total CSR investments (FY 2018-19)	Rs 101.95 crore

- Planting**
- Solar streetlight**
- LED lights**
- Medical van**
- Eye-checkup van**
- Sports**
- Skill development (including life skills)**
- Schools developments (including toilets)**
- Two-wheelers for women cops**
- Two-wheelers for forest rangers**
- Road Safety Training Park**
- Disaster relief**

COMPLIMENTING SUSTAINABLE DEVELOPMENT GOALS

At Hero MotoCorp, we realise that the group as a large business entity has a critical role to play in the achievement of the Sustainable Development Goals (SDGs) and this can only be achieved through sustainable business practices as well as focused social investments.

The Global Goals are focused at addressing the world's most pressing social, environmental and economic challenges and so is our CSR strategy. Our CSR framework is planned to make maximum measurable impact through multiple social interventions. The framework also focuses on structural impact evaluations and reporting on social returns on investments.

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



COMPLIMENTING SUSTAINABLE DEVELOPMENT GOALS

SDG vis-à-vis CSR projects	
 <p>1 NO POVERTY</p>	<ul style="list-style-type: none"> ▶ Project Jeevika focused at skilling youth, especially younger girls as well as women to make them financially independent and come out of the cycle of poverty ▶ Self-help groups of rural women helping them become entrepreneurs
 <p>2 ZERO HUNGER</p>	<ul style="list-style-type: none"> ▶ 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
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<ul style="list-style-type: none"> ▶ Project Arogya is taking free healthcare facilities to marginalised communities ▶ Project Khelo Hero propagates participation in sports ▶ Health and hygiene are important components of Project Shiksha
 <p>4 QUALITY EDUCATION</p>	<ul style="list-style-type: none"> ▶ Project Shiksha ensuring that no child within our areas of operations misses school and gets all necessary facilities at school ▶ Project Jeevika focuses on employability-focused vocational courses
 <p>5 GENDER EQUALITY</p>	<ul style="list-style-type: none"> ▶ Life skills-focused projects empower young girls by helping them realise their rights as well as sensitizing communities about the same ▶ Young girls and village women are primary beneficiaries of Project Jeevika, that imparts employability-focused vocational courses ▶ Project Ek Pahal teaches two-wheeler riding to help girls realise the freedom of movement
 <p>6 CLEAN WATER AND SANITATION</p>	<ul style="list-style-type: none"> ▶ Sanitation facilities across schools around our areas of operations ▶ Water filters (RO) at most beneficiary schools ▶ Support to gram panchayats for better access to potable water ▶ Support to Namami Gange - National Mission for Clean Ganga (NMCG)
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<ul style="list-style-type: none"> ▶ Project Aarush focuses on installation of solar-powered streetlights in rural areas ▶ Project Aarush is also replacing old light bulbs with LED lights for poor households across village clusters ▶ Installation of solar power plants at a few government schools
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<ul style="list-style-type: none"> ▶ Project Jeevika enabling thousands of young individuals to get decent jobs after professional skills training ▶ Project Jeevika also propagates entrepreneurship. Hundreds of rural woman are earning their livelihood after completion of vocational courses under the project

SDG vis-à-vis CSR projects

 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<ul style="list-style-type: none"> ▶ Incubated innovative concept of repairable LED light bulbs ▶ Road safety infrastructure support to state police departments ▶ Managing Safety Training Park in eight cities
 <p>10 REDUCED INEQUALITIES</p>	<ul style="list-style-type: none"> ▶ Project Enable propagates inclusiveness and supports specially-abled individuals. ▶ Project Khelo Hero creates encouraging environment for girls to play and ensure gender parity ▶ Project Khelo Hero also supports para athletes to create inclusive environment for all ▶ The primary beneficiaries of most projects are marginalized communities from low socio-economic strata
 <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<ul style="list-style-type: none"> ▶ Mass awareness campaigns engaging millions of people to propagate conservation of environment and natural resources ▶ To ensure that future generations are conscious, focused campaigns with urban children on environment protection as well as road safety
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<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
 <p>13 CLIMATE ACTION</p>	<ul style="list-style-type: none"> ▶ Large-scale planting drives for increasing the overall green cover ▶ Focused awareness campaigns to sensitize masses towards climate change
 <p>15 LIFE ON LAND</p>	<ul style="list-style-type: none"> ▶ Supporting restoration and conservation of reserved forests to protect their flora and fauna through mass planting drives ▶ Empowering forest guards/rangers across states with motorcycles to increase their speed and mobility to keep check on poaching and illegal deforestation
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<ul style="list-style-type: none"> ▶ Strengthening police departments – law enforcing institutions – by empowering women police cops with two-wheelers to increase their mobility and response time to distress calls ▶ Supporting non-profits and focused mediums that propagate peace and justice for all
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<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 PROJECTS

GREENER



PROJECT COMPONENTS

Environment

- ▶ Large-scale planting
- ▶ LED lights
- ▶ Solar lights
- ▶ Mass awareness
- ▶ Water conservation
- ▶ Swachh Vidhyalaya

SAFER



BE A ROAD HERO

PROJECT COMPONENTS

Road Safety

- ▶ Road Safety Training Parks
- ▶ Road Safety Clubs
- ▶ Mass awareness campaigns

EQUITABLE



PROJECT COMPONENTS

Education

- ▶ School infra
- ▶ Remedial classes
- ▶ Digital education
- ▶ Employability
- ▶ Life skills
- ▶ Science education

Community

- ▶ Mobile medical vans
- ▶ Eye-checkup van
- ▶ AIIMS vision centre
- ▶ Self-help groups
- ▶ Support to orphanages
- ▶ Aid for natural calamities

Sports

- ▶ Support to sports academies
- ▶ Support to Paralympics
- ▶ Support to regional players
- ▶ Support to sports associations
- ▶ Sports infra at grassroots
- ▶ Support rural sports

Differently-abled

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

GREENER



CONCLUSIVE OUTCOMES – PROJECTS FOCUSED AT GREENER WORLD

Million plus trees combating climate change

Energy saved worth billions

Free fruits for thousands in rural areas

Conserved nearly-extinct flora and fauna

Children's better health through WASH



Engaging millions in meaningful talks

Thousands of households light up on sustainable energy

Channelized and conserved water

Thousands of hectares saved from soil erosion



■ Afforestation/Large-scale planting – Project Hero Green Drive

Focused at tree planting, the project has brought about a significant increase in green cover with the plantation of more than fourteen lakh trees with focus on survival of saplings and trees. The project is also helping in sustaining some species of plants that are on the verge of extinction.

In FY 2018-19, with planting of around 7.6 lakh saplings, we surpassed the 14 lakh saplings figure and collectively added about 5,322,716 square feet of green cover in several cities including Indore, Chennai, Ahmedabad, Sonipat and Delhi NCR. The focus on ensuring survival of saplings continued and we maintained 90% survival rate this year as well.

Project Highlights

- 14,60,680 trees planted
- Over 90% survival rate
- Over 100,000 people participated till date
- 5,322,716 square feet of green cover
- Reviving near extinct species of trees
- Free fruits for communities

	FY 18-19	Total (Until March 2019)
Number of trees planted	759,910	14,60,680
Number of trees being maintained	687,718	1,330,679
Survival Rate	90% +	90% +

Outcomes
Increase green cover – 5,322,716 square feet of green cover in last 4 years
Improved nutrition security amongst rural households
Increased income and reduction in out-of-state migration





Eco-friendly and Alternative Energy – Project Aarush

Aimed at encouraging alternative and eco-friendly energy resources, the project at present has two main components – to promote usage of LEDs and installation of solar streetlights and solar power plants.

Project Highlights

- 13,597 solar streetlights
- 108,308 LED bulbs
- 500+ villages covered
- Over 900,000 people benefitting
- Saving 3 crore electricity units through LEDs annually
- Misraspatti (Distt Dehradun) India's first fully LED-lit village

a) Replace traditional lamps with LEDs and skilling the community to make and repair them

This year, taking cue from Misraspatti village (in district Dehradun), which became the country's first village to be fully LED lit with all households using only LED lamps, we rolled out the same initiative in 304 more villages of Uttarakhand and replaced 57,538 conventional lamps. Overall, 25,779 households in 332 villages of Kedar Ghati are using 108,308 LED lights and saving over 30 million units of electricity per year.

Another focus of the project is inclusive development and is primarily owned by the local community wherein a few women and youth from each village are trained to make and repair LED lamps. Over 360 locals are employed under the project and earn handsomely.

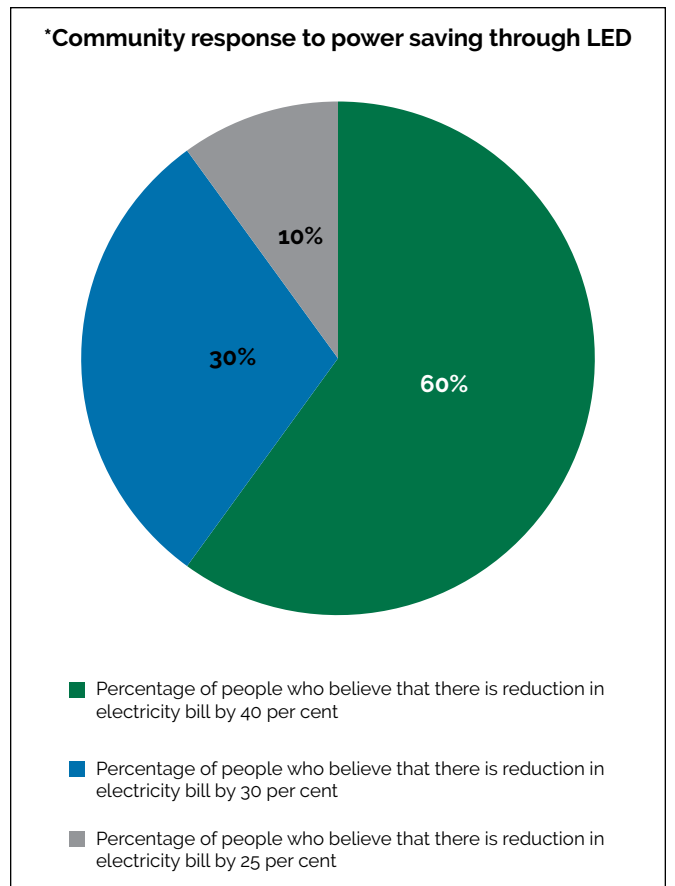
		FY 18-19	Total (Until March 2019)	
Aarush	LED Lights	Number of LED bulbs Distributed	57,538	108,308
		Number of Villages Covered	304	332
		Number of Household impacted	13,052	25,779
		Number of Units of electricity saved per year (Million Units)	19.8	30.1

Outcomes

Increased understanding of community towards LED lights

Increased savings through LED installation

Improved scope of livelihood augmentation



*Outcomes from third-party evaluation report 2015-2019.

In 2018, The LED Project received special appreciation 'Urja Ke Hero' from Chief Minister, Government of Uttarakhand.

b) Solar streetlights to save electricity and make villages safer

Solar lighting is a technologically superior choice in a few areas including mountain regions as well as areas where the electric power grid is yet to reach. Also, as it is off-grid, solar lighting is effectively free when compared with other street lighting options. A rural community in particular supports the idea of more solar street lights, notably to improve safety and productivity. It is under this backdrop, the company had conceptualized the solar streetlights project and implemented in vicinity of its areas of operations. Currently the project is operational in Rajasthan, Uttarakhand, Haryana and Gujarat.

This year, we increased the penetration of solar streetlights and installed 7,332 more in 119 villages, taking the total to 13,597 street lights in 250 villages. More than 8 lakh people are benefitting from over 700 MWh of clean energy to light up some of the remotest villages in India – some of which have received streetlight for the first time.

Nevertheless, the project is saving about 3.01 crore electricity units that would have been needed to power the electric lights.

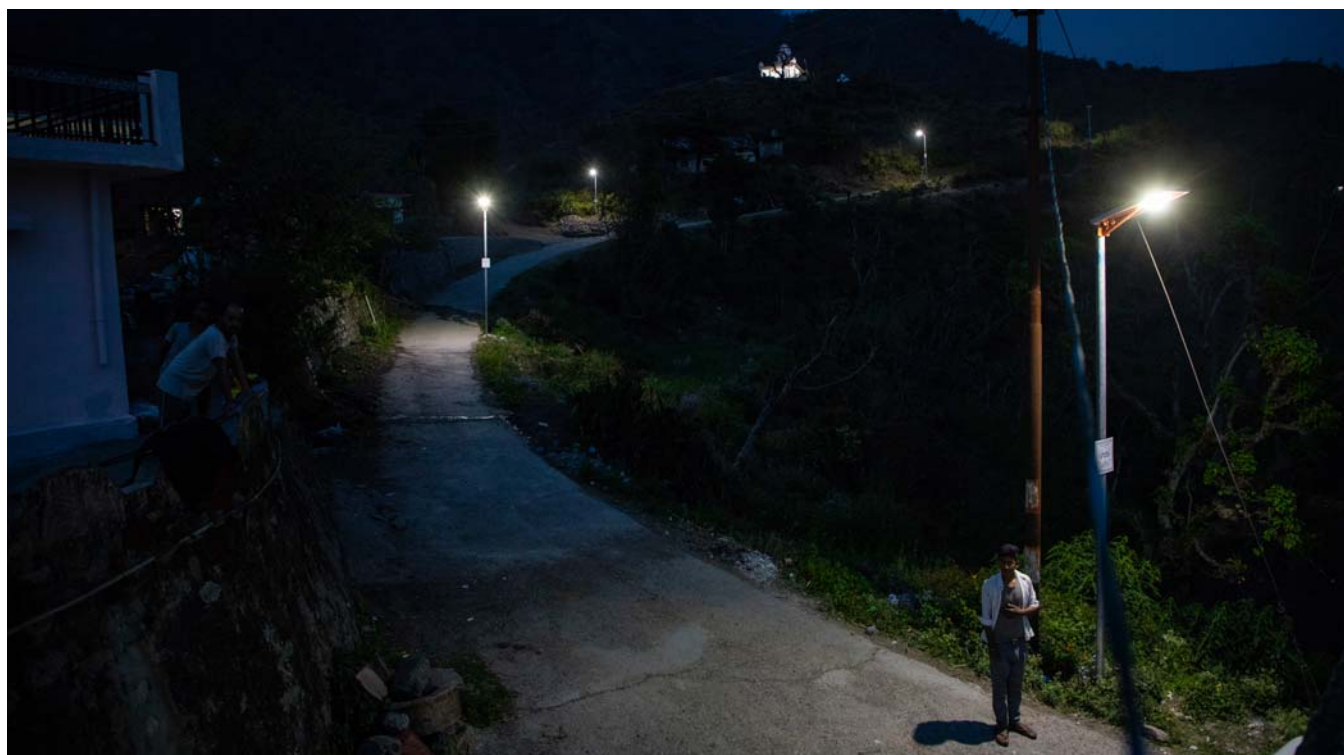
			FY 18-19	Total (Until March 2019)
Aarush	Solar Streetlight	Number of Solar Streetlights installed	7,332	13,597
		Number of Gram Panchayat Covered	119	250
		Number of people impacted	428,115	817,188

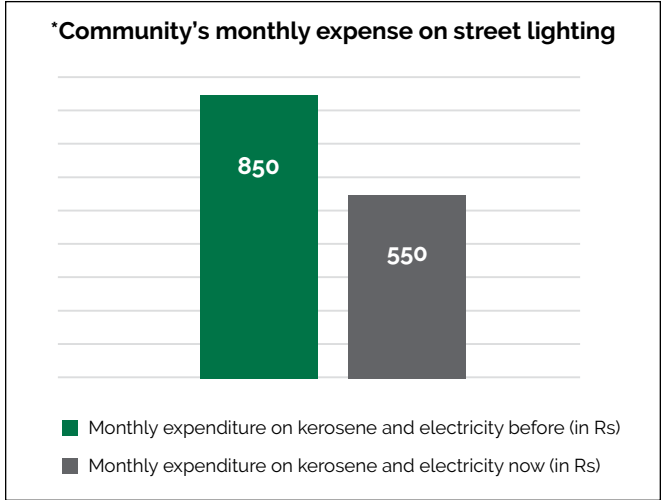
Outcomes

Increased understanding of community towards solar energy

Increased sense of security among rural people

Increased play as well as study hours for children





*Outcomes from third-party evaluation report 2015-2019.

Sanitation at government schools – Project Swachh Vidyalaya Abhiyan

Continuing our efforts to provide better sanitation in government schools, this FY we built another 308 toilets along with hand washing facilities in 41 Government schools taking the total to 1,211 in 146 government schools. We also ensured that each toilet is well maintained and utilized. Soft interventions focused at awareness of hand washing and hygiene were also implemented.

The outcomes of the project suggest that attendance rates, especially that of girls, have increased across all schools and there have been minimal sick leaves indicating bettering health of students due to better hygiene.

Project Highlights

- 1,211 toilets built
- Over 50,000 students benefitting
- 146 schools covered
- Almost all schools have toilets accessible for specially-abled students

Outcomes

Improved access of children to safe drinking water

Improved access of children to hygiene and sanitation facilities with special focus on girls

Increased attendance and retention of Girls in school as a result of WASH facilities

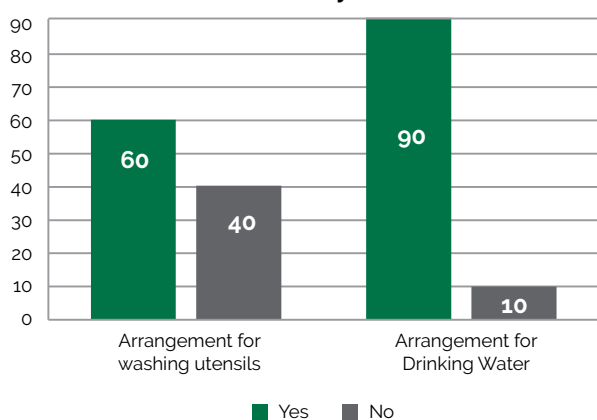
Improved participation of community/SMC, school children and teachers to plan, maintain the WASH infrastructure in schools

	FY 18-19	Total (Until March 2019)
Number new of toilets constructed	308	1,211
Number of Schools covered	41	146
%age of toilets in functional condition	99% +	95% +

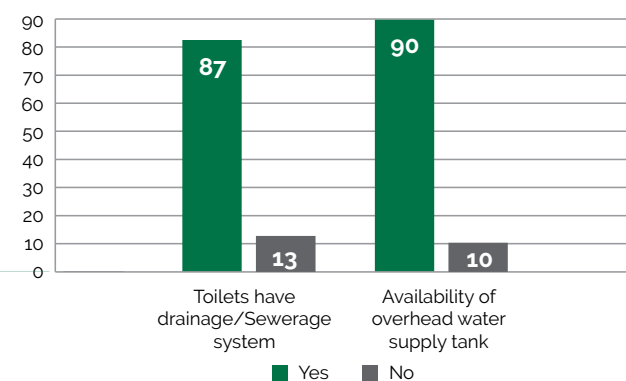


Ramp facility at a toilet for specially-abled

*Water availability in schools



*Availability of water in toilets



*Outcomes from third-party evaluation report 2015-2019.



RO water facility at a village



*Outcomes from third-party evaluation report 2015-2019.

Forests conservation – Project Forest Heros

One of the integral components of successful conservation initiatives in India is the frontline forest staffs who work day and night in extreme weather conditions and difficult geographical regions to ensure the safety of our wildlife.

The difficult terrain in which the staff works, demands for utmost vigilance and effective tools that enable conservation interventions in the farthest of areas. WWF-India works with State Forest Departments across 16 priority states over 9 conservation landscapes to build the capacity of their staff through trainings on a range of wildlife conservation subjects and provide infrastructure/equipment support such as vehicles (motorcycles and four-wheel drives), which assist the staff in effective patrolling and vigilance in the forest.

Project Forest Heroes, initiated in 2016, is a joint initiative between Hero MotoCorp and WWF-India under which 230 Hero motorcycles have been provided to 10 State Forest Departments for monitoring and patrolling conducted by the frontline protection staff.

Motorcycles have also been provided to WWF-India field offices for community based conservation, human-wildlife conflict management, etc.

These motorcycles enable more forest department staff reach out to further terrains that four-wheelers can't reach for patrolling, while making less noise, ensuring minimal disturbance to the wildlife of the area. This support has significantly increased their mobility within the forest and thereby their ability to respond faster and strengthen protection measures as a result.

Total motorcycles given to forest rangers	
FY 2018-2019	40
Total (2015-2019)	230

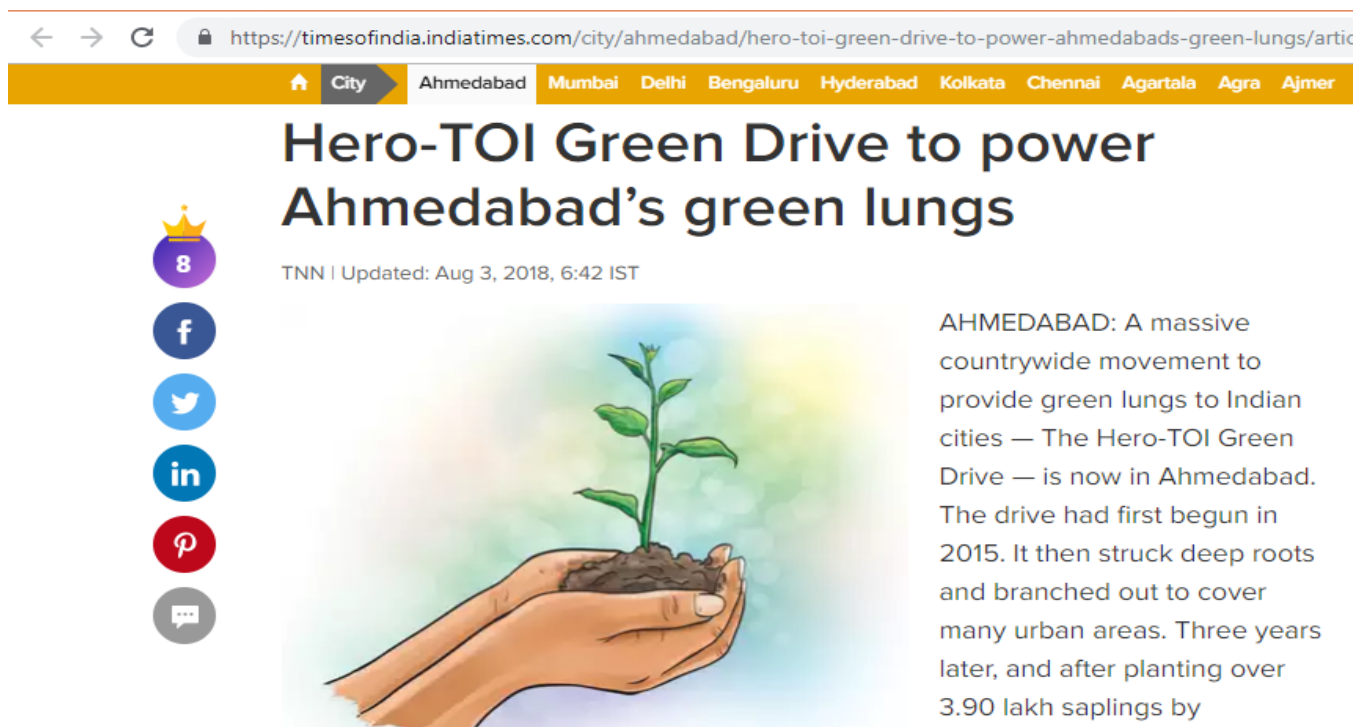


Environment awareness

When learning about the environment's declining health it is easy to feel discouraged, but what keeps optimists motivated in this fight for a healthy world is the future of children – the thought that future generations should not have to inherit environmental problems; and in order to keep their future bright, spreading awareness is imperative. The need to propagate environment education is enormous in the context of successfully addressing environmental problems as it creates greater awareness in individuals and communities with respect to putting environmental resources to use even while conserving them. On the other hand, greater environmental awareness increases the scope of environmental education—as a discipline as well as inclusion of aspects of it within the scope of other disciplines.

Global warming, air and water pollution, the negative implication of use of plastics and polythene, conservation of energy and fuel resources, all these are topics of current media debate. It is under this backdrop that we focus on various media and means are to spread environmental awareness among the people.

The electronic media and the print media are the major mediums of spreading information among the mass populace—educating them about environmental concerns and ways to address these. News features, and commercial radio spots along with radio jockeys in discussion as well as social media networks of Times of India are increasingly used to propagate about the Green Drive.



Screen grab from one of the many editorials published in print and online mediums to propagate environment awareness.

AHMEDABAD: A massive countrywide movement to provide green lungs to Indian cities — The Hero-TOI Green Drive — is now in Ahmedabad. The drive had first begun in 2015. It then struck deep roots and branched out to cover many urban areas. Three years later, and after planting over 3.90 lakh saplings by mobilizing 1 lakh people, the fifth edition of the campaign

Direct public engagements in (FY 2018-19)		
Planting cities	No. of locations	No. of people participated
Indore	3	19,000
Ahmadabad	2	6,000
Chennai	1	11,000
Sonipat	1	4,000
Total	7	40,000



Water conservation

Cleaning and rejuvenating ponds and building check dams and rain water harvesting facilities in schools is our bit towards conserving water. Until the end of FY 2018-19, we managed to conserve and channelize over 76 lakh liters of water.



SAFER



CONCLUSIVE OUTCOMES – PROJECTS FOCUSED AT SAFER WORLD

Increased awareness about obeying rules

Consciousness to help accident victims

Increased usage of seat belts and helmets



Children becoming messengers of road safety

More women safe riders on road

Positive police-public relationship



Road Safety Trainings – Project Ride Safe

In India, a death occurs every 3.5 minutes due to road accidents. In 2017, a whopping 1.47 lakh people died in road deaths in India, which is equivalent to the entire pollution of Shillong, the capital of Meghalaya.

Every year, over a lakh die as a result of road crashes and the proportion of those who get injured is nearly three to four times higher. Taking road safety as a serious issue, in 2015, India signed the Brasilia declaration and committed to reducing road accidents and fatalities by half by the end of this decade. So far, the fall in road accidents has not been substantial. In 2017, road accidents in India decreased by merely 3.27% with 464,910 road crashes as against 480,652 in 2016 as per official figures from Ministry of Road Transport and Highways. Fatalities resulting from these accidents saw an even smaller drop, just 1.9%. As many as 147,913 persons died in road crashes in 2017 against 150,785 in 2016. Hence, there lies a great need to have planned interventions to propagate road safety and engage with mass public to create awareness around road safety practices including safe driving, riding as also awareness of traffic rules and consciousness about following them.

It is against this backdrop that the company had conceptualised a road safety focused CSR initiative called Ride Safe India (RSI) programme. The programme stresses on the need to inculcate self-discipline among road users by way of constant reminders through road safety slogans, campaigns, social media content, blogs and more such focused initiatives. 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.

It engages with the police 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. Within a year of scaling up, Ride Safe India was recognised by the Ministry of Road Transport & Highways.

This Project primarily covers road safety education programmes and measures that aim at positively influencing traffic behaviour patterns.

Project Objectives

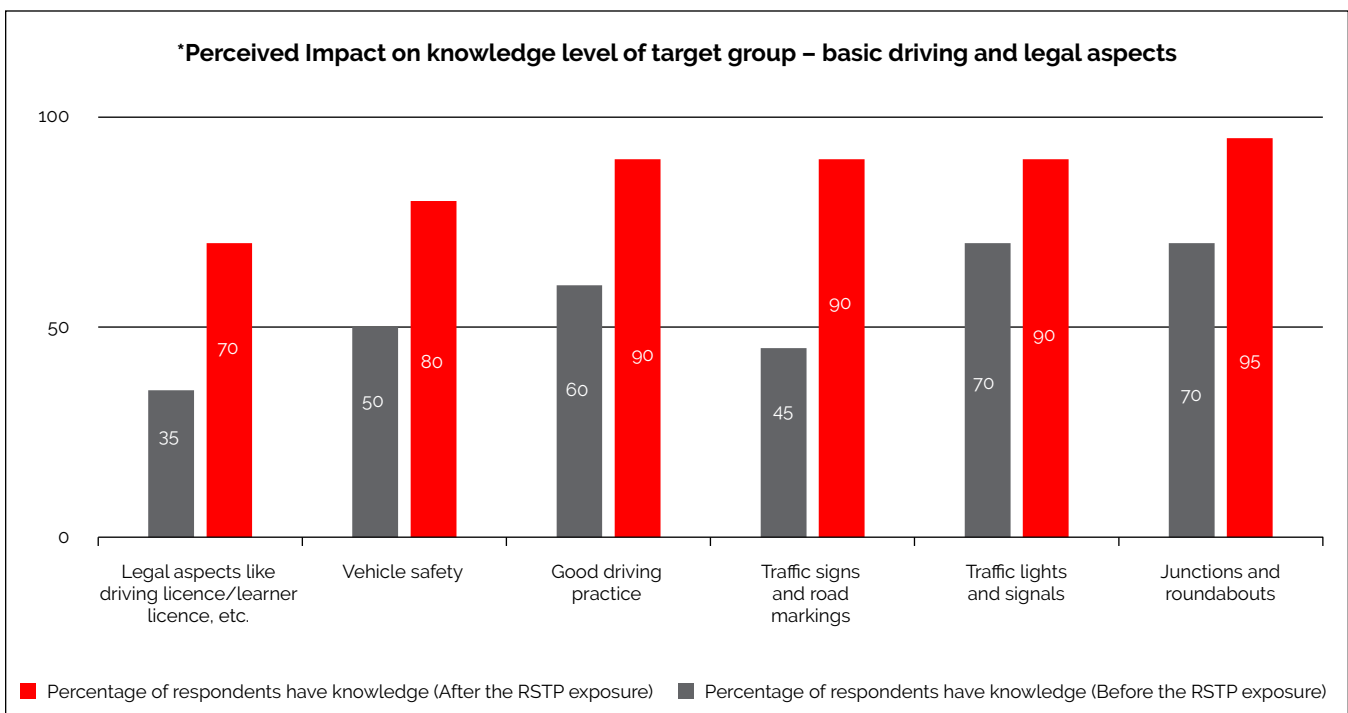
- Promotion of knowledge and understanding of traffic rules and situations
- Improvement of skills through training and experience
- Strengthening and/or changing attitudes towards risk awareness, personal safety and the safety of other road users.

More than **5 lakh** people had participated in road safety activities until FY 2018-19.

Project Highlights

- 8 Road Safety Training Parks
- 0.5 million people participated
- 7 states

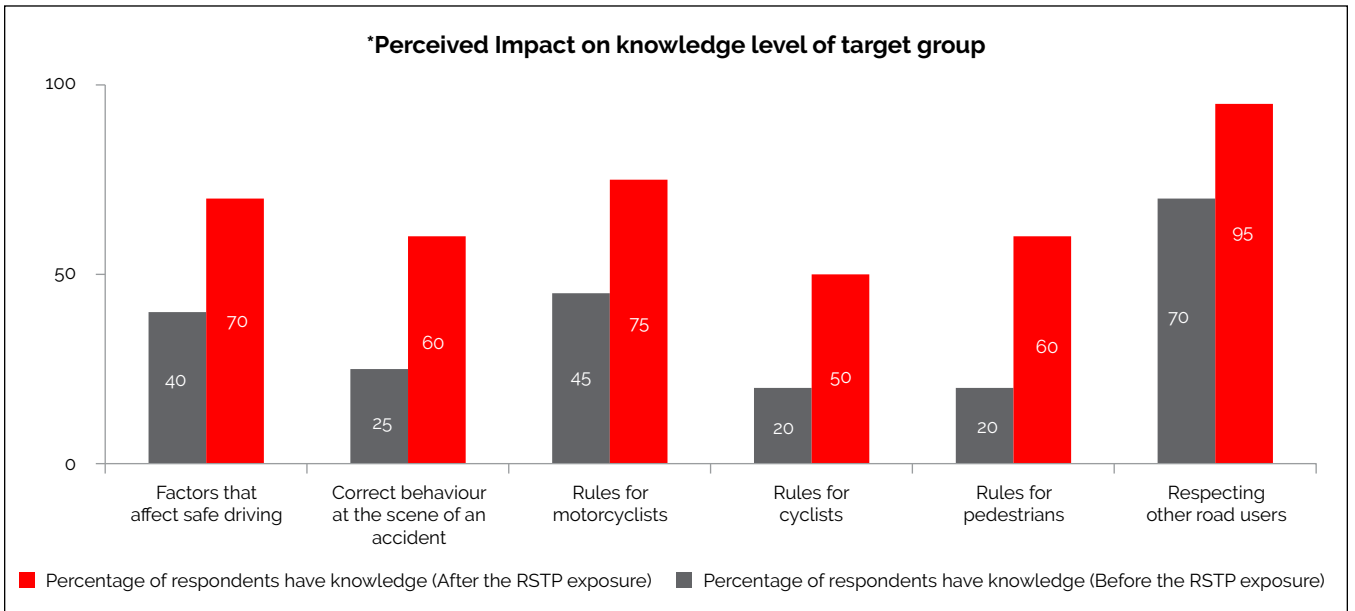
RSI Components	
Road Safety Training Parks (RSTP)	Awareness Generation
<ul style="list-style-type: none"> ➤ On an average, the park engages with over 500 people in a month ➤ Focused training courses, seminars, workshops for public with special focus on institutes — colleges, schools as well as corporate groups ➤ Use of hi-tech equipments — viz. simulators for drivers' training ➤ Engagement with schools — viz. planned trips, seminars, etc. 	<ul style="list-style-type: none"> ➤ Be a Road Hero campaign ➤ BTL activities: Awareness drives, workshops, safety weeks and other such events ➤ Road Safety Clubs and Van ➤ Awareness project with Ministry of Road Transport & Highways ➤ Awareness activities with state police/road transport department of various states ➤ Participation at forums/conclaves/seminars for awareness and partnerships to expand reach



*Outcomes from third-party evaluation report 2015-2019.



RSTPs	Road Safety Clubs	Awareness	Engagements with Traffic Police
8 cities (in seven different states)	Delhi NCR and neighbouring states	All India	Seven states



*Outcomes from third-party evaluation report 2015-2019.



Road safety clubs – Project Catch Them Young (CTY)

Road Safety Clubs form another major component of the Ride Safe India. In Delhi, Road Safety Clubs, with the Delhi Police as the nodal agency, have been formed in 1,150 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 organized for this purpose.



Similar Clubs have been formed in collaboration with the Uttar Pradesh Transport Department and the local police. As knowledge partners of the club in UP, the company conducts regular activities through the Road Safety Training Park in Krishnanagar, Lucknow.

The idea is to have as many influencers possible who can inspire their peers to be conscious and responsible citizens. Our Road Safety Van which with its focused communication paraphernalia and dedicated team supports road-safety awareness activities in schools and colleges.

Road Safety Van

In association with Gurugram police, another element focused at education and awareness in the form of a Road Safety Van has been initiated. The van goes to various schools to engage students in practical lessons on road safety and traffic rules.

The safety van is a unique concept wherein a van has been customized into a mobile classroom to impart theoretical and practical training on road safety practices. The van carries material such as audio-visual equipment, whiteboard, bumpy path, narrow plank, pylons and safety gears, etc. and can create an empty ground into a 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 organizing such training at specific venues.



Awareness and behavioral change – Project 'Be a Road Hero'

The project is aimed at encouraging people to take pride in being safe drivers and good Samaritans as well as to motivate them to encourage more people to be like them. The fundamental objective is to bring about a behavioral change that would ultimately make people realize that road safety is their collective responsibility and together we could bring down the mortality and accident rates on the country's roads.



For the sake of your family,
your friends and everyone
in the city,

BE A ROAD HERO!



Careless road behaviour costs thousands of lives every year and causes hardships to many families. Speeding, driving on the wrong side of the road and other 'daring' behaviour – are marks of 'Zeroes', not 'Heroes'.

A Road Hero is someone who not only protects himself on the roads but also ensures the safety of others. Take the pledge to be a Road Hero today, and always observe the three Golden Rules – Wear Helmets, Wear Seat belts and Help Accident Victims.

Be safe, make other lives safe!



The campaign was launched with focused messaging using print, electronic and social media to reach out to as many people possible. Within a week of its launch, the campaign managed to create a community of over 27,600 people who pledged to Be a Road Hero Campaign. Minister for Road Transport & Highways Mr Nitin Gadkari too shared a video message on the campaign's website.

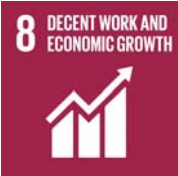
Apart from Be A Road Hero, we continue to run multiple awareness campaigns with innovative and impacting content on road safety through both mainstream mediums and on-ground activities.



**TO BE A ROAD HERO, TAKE THE PLEDGE TO
WEAR HELMETS | WEAR SEAT BELTS | HELP ACCIDENT VICTIMS**

SMS Hero<Space>Your Name to 88 66 00 1830 or Pledge online at: herowecare.hindustantimes.com

EQUITABLE



CONCLUSIVE OUTCOMES – PROJECTS FOCUSED AT EQUITABLE WORLD

Hope of better tomorrow
for thousands of children at
beneficiary schools

Increased enrollments,
zero dropouts and higher
attendance rates

Increased opportunities
for pro and
grassroots
athletes

Major diseases prevented and
saved millions in healthcare
costs of poor



Sense of safety amongst girls with women cops on patrol

Hope for thousands of specially abled people

Motivated Para athletes

Increased sense of independence and mobility through two-wheeler riding training

Education and employability for thousands of girls from marginalised communities



Two-wheeler riding training – project Ek Pahal

This is a unique project focused at empowering women by enabling their independent mobility and breaking the stereotype belief in rural India that two-wheelers are only for men. The idea is to train women in riding two-wheelers so that they are not dependent on others for their commute. While the first two-wheeler training school for women was set up at Bhagat Phool Singh Mahila Vishwavidyalaya in Khanpur Kalan, Sonipat, Haryana, the project has expanded wings and training centers are now operational at 11 women ITIs in Haryana.

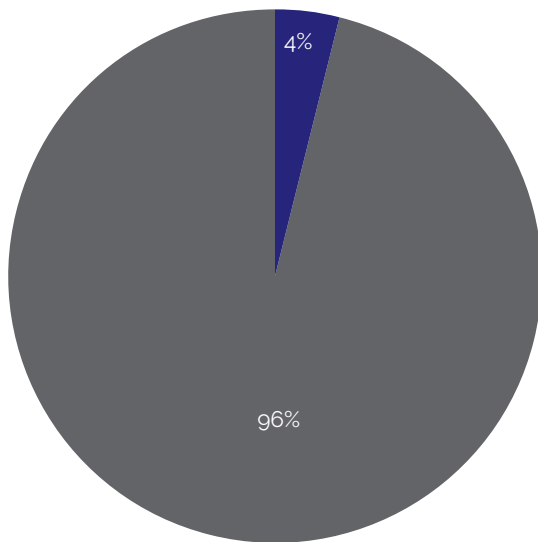
More than 2,700 girls have already been trained on two wheeler riding skills and many do not hesitate to borrow two-wheelers of their fathers or brothers to either ride to college or do chores – an appreciable change in the state with noteworthy sex ratio. Interestingly, employment has been the byproduct of the project. Some of the girls who learnt riding in initial batches have graduated to become instructors at the training facilities and are getting paid to do so.

Outcomes

Improved skills of women in two wheeler riding with improved sense of traffic rules

Improved Willingness amongst women to be independently commuting and to apply for license.

***Riding confidence amongst trained girls**



- Respondents who are confident enough to ride two wheeler independently
- Respondents who are not confident enough to ride two wheeler independently

**Outcomes from third-party evaluation report 2015-2019.*

	FY 18-19	Total (Until March 2019)
Number of centre developed	2	12
Number of Girls trained	2,701	2,701



Empower women cops – Project Sakhi

This initiative to empower Women in India, Project Sakhi was launched in association with the police departments of eight states. The idea is to empower women cops by providing them two-wheelers in order to increase their independent mobility. Women cops are generally dependent on their male counterparts with vehicles if they have to reach incident/accident spots or when responding to distress calls. During FY 2018-19, we gave 45 scooters and motorcycles to women police officers, totaling 961 scooters and motorcycles with women cops.

The initial outcomes say that women cops are independently responding to more distress calls from women and keeping their promise of swift action and safety. Another aspect of the programme is to make women feel safe and assured with the presence of uniformed women officers riding through the city. In due course, the project is also expected to encourage more women to join the police services.

States covered	Two-wheelers given in 2018-19	Two-wheelers given (Until March 2019)
Haryana, Uttar Pradesh, Uttarakhand, Telangana, Chhattisgarh, Maharashtra, Rajasthan, Madhya Pradesh	45	961



Support education system – Project Shiksha

Empiric evidence indicates that there is a direct relationship between school infrastructure and educational performance, and that investments in educational infrastructure contribute to improve the quality of education and the economic performance of countries.

During last two decades, a major emphasis has been given by the Govt. of India on improving school environment by different educational programmes like Operation Blackboard, DPEP, SSA, RMSA and so on. Moreover, The Right To Education Act 2009 recommends that each school should be equipped with 'all weather building' consisting of at least one classroom for every teacher and an office-cum-store-cum-head teacher's room; barrier free access; separate toilets for boys and girls; safe and adequate drinking water facility to all children; a kitchen where mid-day meal is cooked in the school; playground; arrangements for securing the school building by boundary wall or fencing'.

In the same vein, attempts have been made by the company to provide adequate physical facilities as per the needs of schools under Project Shiksha. The project is focused on creating an enabling, encouraging and motivating education environment at government schools. The idea is to create a permanent infrastructure as well as an ecosystem to help improve the quality of education.

		Elements	Total (FY 2018-19)
Shiksha	Educational infrastructure development in government schools	Number of students benefitting from new infrastructure	19,661
		Number of government schools developed	144
	Remedial education support to students	Number of students impacted by our efforts	14,742
	Digital education and literacy for women	Number of candidates given digital literacy training	559
	ICT Lab in Government Schools at Alwar District	Number of students using ICT lab	28,426
		Number of ICT Labs	100
	Tab Lab & Smart class project with Education Department Haryana	Number of students	10,738
		Number of schools with Tab Lab setup	10
		Number of schools where Smart Classes setup	10
	Science education to students by Mobile Science Lab, Lab on Bike & Science Centre	Total number of student being given science exposure	11,000
		Number of schools supported	68
	Career guidance to government and Army Public schools students of 10 th standard	Total number of students being given career guidance	14,466
	Hero talent search	Total number students being given coaching for class 10	231
	Mid-day meal support	Number of students given meal on daily basis	10,385

Strengthening the base of science

Seeing the success of our Mobile Science Labs (MSL) that are constantly providing practical science lessons to government schools, in FY 2018-19, we introduced an extension of the same on motorcycles.

As an extension of MSL, science lab on motorcycles called the Lab on Bike (LoB) are reaching schools in the remote areas of Rajasthan, Haryana and Delhi, and carry hands-on models covering wide range of topics in physics, chemistry and biology.

In total, four mobile science vans and eight motorcycle labs are making science practicals accessible for students 68 schools.

Project Highlights

- One science centre
- 4 Mobile Science Labs
- 8 Labs on Bikes
- 68 schools
- 11,000+ students benefitting

Bettering the academic performance

As soft interventions, teams of professionals constantly engage with these schools to provide career guidance and conduct motivational workshops and seminars.





Digital interventions – Tab Labs, ICT Labs and Smart Classes

This year we took a small step ahead from traditional education interventions by introducing digital technology for learning improvements at government schools.

Titled Project Shaksham, the project had been launched in 20 schools of Gurugram and Rewari by providing Tab lab and Smart Class facility. The idea of the intervention is to introduce children to engaging and entertaining audio-visual content, based on their existing English and Mathematics curriculum, which is making learning fun for young students.



The labs with tablets loaded with focused content have been created in 10 schools while other 10 schools have got smart classrooms wherein a large LED screens will be engaging students. Interesting feature of these digital tools is that they are helping teachers by simplifying difficult lessons and clearing basic concepts of students.

Information and communications technology (ICTs) labs have proven to improve learning abilities and academic performance of students across schools. Hence, we have established ICT labs in 100 schools in district Alwar. More than 28,426 students are benefiting from this initiative.



Mid-day meal support

The focus of our midday meal project is to support Midday Meal Scheme of the Government of India designed to better the nutritional standing of school-age children nationwide. The programme supplies free lunches for children in primary and upper primary classes in government schools. So far, we have served 10,385 students in 145 schools.

Remedial Education

The mandate to educate children up to primary level is intensifying. Similar need is re-iterated by the collective efforts of people around the world through Sustainable Development Goals and in India through the Right to Education Act 2010. The company's efforts are aimed at contributing to the efforts of providing basic education to street and working children, who have either dropped out or never been to school, and subsequently enroll them in formal schools. These children primarily belong to migrant families who come in search of jobs and sustainable livelihood. Apart from academics, our partner works with children on their sanitation, hygiene, behavioural and personality development.

Our partner organizations also conduct remedial classes for students who cannot cope with the demands of the curriculum. The centers also ensure that girls do not drop out of schools due to community pressure and other socioeconomic challenges that they face on an everyday basis.



Hero Talent Search

The talent search project primarily focuses on supporting government schools students who score more than 60 per cent in academics and have a potential to do better if they receive extra classes. The project started as a pilot in Jaipur, Rajasthan, and supported more than 200 students who enthusiastically attended classes on weekends and saw improvement in their understanding of basic concepts that were not clear to them in school.

Career guidance under EduConnect

Children need guidance, mentorship as well as consistent assessment of their passions and interests so that they can channelize their energy towards a choice that can help them better in their respective fields. EduConnect is an initiative to spread education awareness among students. The initiative covers all students of class 9 to class 10 from selected schools in the project districts by providing them with knowledge of all opportunities they can pursue in their educational and professional lives.



Employability & livelihood – Project Jeevika

The project focuses on providing livelihood and employable skills training to girls, women and youth as well as specially-abled individuals. Almost all beneficiaries of the project are from marginalized socio-economic backgrounds and such skills are the first step towards making them financially independent and uplifting their standard of living.

Overall, 19,119 individuals including 14,936 women got skilled in various trades and most of them are either employed at companies or are self employed and earn for themselves and their families with dignity.

Entrepreneurship & employability

We partnered United Nations Development Programme (UNDP) to empower women through sharing information regarding entrepreneurship opportunities, business start-ups and women's economic right education so that they can exercise their choices and challenge discriminatory practices. The project reached out to over 30,000 women from seven districts of Haryana. Additionally, start-up training was provided to more than 4,000 women of which over 2,600 have been counselled and guided through to start their new enterprises.

We have also been working in village clusters of Halol in partnership with a non-profit organization. To begin with, in an attempt to initiate the joint community action, we facilitated the formation of women self-help groups (SHGs) in the targeted villages.

The core activities undertaken by the groups are savings, internal loaning, right-based social action and entrepreneurship, etc. These SHGs are one to three years old and have been instrumental in bringing positive social-economic change in the lives of the women and a community as a whole.

Skills for girls & women

Most programmes focused at women include training programmes that equip them to become employable or entrepreneurs who can earn their own livelihood. The short-term courses include tailoring, beautician, hospitality and so on and include important lessons on self motivation, personal grooming and growth. Until this FY 2018-19, more than 60 per cent of girls and women who completed their course have obtained jobs or have become entrepreneurs with substantial monthly earnings.

There's also a certificate programme on computers wherein MS Office tools, Tally, desktop publishing and other such software are taught. Girls are keenly learning this alongside boys and many of them have already been hired for desk jobs at various organizations.





Technical skills for automotive sector

This FY, we supported multiple institutions that make youth employable in various technical trades in automotive sector, especially the two-wheeler industry. The credible partner institutes include National Skill Development Council (NSDC), Confederation of Indian Industries (CII), Swaran Bharat Trust and Kishore Musale Charitable Trust (KMCT). Vice President of India Mr M Venkaiah Naidu had inaugurated our skill center at Hyderabad while Mr Kamal Nath, Chief Minister of Madhya Pradesh, had inaugurated our center at Chhindwara.



Skills for specially abled

Continuing with our efforts to support specially-abled individuals, this FY we supported three institutes that focus not only on skill development for specially-abled individuals but also ensures jobs for most of them. Individuals with physical disabilities including blindness have been skilled and made employable.



Special focus for specially-abled – Project Enable

One motivating story is all that is needed to create a ripple effect. So it is that the success story of one specially-abled person ignites hope in thousands of others who might have lost confidence or have low self-esteem. Under Project Enable, we aim to create an inclusive and motivating environment for our specially-abled compatriots.

To begin with, we also provide prosthetic limbs to the needy ones along with job-oriented livelihood training to many. All this goes to show that a little help can bring about life-affirming changes for those who need nothing more than a leap of faith. Until FY 2018-19, more than 4,000 poor disabled individuals benefitted through surgery, artificial limbs and crutches.

Another aspect of Enable has been employability skills for them. Specially-abled people are a special focus under our Jeevika programme and get trained at various centres in skills that can make them independent financially and otherwise.



Sports – Project Khelo Hero

Realizing that sports not only play an integral role in overall personality development of youth, it can also bring about prosperity and help in uplifting the socio-economic stature of the entire community, and of course contribute towards achievement of SDGs, Hero MotoCorp has included sports as an essential component of its community focused CSR initiatives.

Titled Khelo Hero, the project's primary objectives include **a)** increased access to sports facilities and training, **b)** Promotion of sports culture among youth and **c)** Support and development for talented sportspersons.

Until FY 2018-19, we had developed sports infrastructure in more than 50 schools, supported 1,974 athletes including Paralympics athletes, extended support to amateur boxers training under legendary Mary Kom as well as supported state-level sports promotion initiatives such as Khel Mahakumbh in Uttarakhand.

As specially-abled people are our special focus, we provide additional support to para athletes and this little support has gone a long way in ensuring that the country has had its largest-ever medal hauls at Rio Paralympics 2016, World Para Athletics Championships London 2017, the Asian Youth Para Games 2017 in Dubai and 3rd Asian Para Games 2018 at Jakarta, Indonesia. Each of our participating players has their own inspiring story of overcoming their physical and mental challenges and competing with the best in the world.



Healthcare – Project Arogya

Four Mobile Medical Vans in Delhi, Dharuhera in Haryana, Neemrana in Rajasthan and Halol in Gujarat and one Mobile Eye-checkup Van in Delhi are benefitting more than one lakh people annually by providing medical assistance, basic treatment as well as medication. Collectively, the vans have benefitted 103,016 people.

Another initiative focused at eye-checkup is a Satellite Vision center which was set up with support from AIIMS, Delhi at village Malpura near our Dharuhera unit. The center is accessible to over 40 villages in the vicinity. In far off areas, we continue to conduct eye-checkup camps and cataract surgeries. Until FY 2018-19, 2631 people benefitted from the same.

Additionally, preventive health checkup camps were organized for over 5,000 students in 20 government schools. Adolescence education for girls and yoga for a healthy body and mind are also a part of this project.



Natural Calamities – Project Seva

This year, severe floods in Kerala, affected millions of families and we reached out to as many people as we could through our partners to provide whatever immediate help was possible. More than a thousand people were given humanitarian kit that includes all daily need and survival items.

Monetary support was also provided to Chief Minister's Relief Fund to support state government with rescue operations.



BENEFICIARIES SPEAK



MANJU TONGAR, SARPANCH, GUJJAR GHATAL (REWARI, HARYANA)

We are grateful to Hero for making our village a model village. We have proper roads, all redeveloped schools with good infrastructure, mobile medical van, solar streetlights, greenery across parks, skills for women, health camps for our animals and many more such welfare activities have changed the face of our village. The company has also been propagating waste management and has provided bins for dry and wet waste as well as pull carts to transport the same. The entire village community is thankful to the company for choosing our village for their CSR support.

PRIYA

With her roots in Bihar, Priya resides in MK Camp, a resettlement colony around Okhla, Delhi. She lost her father – the sole earner in the family comprising her three sisters and a brother – about three years ago. Her dream to study further and gain skills to get employed seemed shattered at that point in life.

However, in order to stand at her own feet, she joined a diploma course in elementary education and did simultaneous BA degree through Delhi University's distance learning programme.

In order to stay ahead and brush up her skills and have better employment opportunities, Priya has joined Hero Jeevika programme under which she has enrolled for Diploma in Information Technology (DIT).



GUDDI DEVI

Moving out in the evenings has become easy, we do not hesitate to go for groceries or to neighbours as the solar light keeps the roads illuminated enough. Also, children also enjoy playing under the night and sometimes even study under the same. Earlier, some mischievous guys use to hang around on the roads in the dark, they have gone too and thefts, etc. We are grateful to Hero for installing these lights in our village.

RAMKISHOR

Ramkishor is from village Shakurpur and belongs to a poor family. He does not have enough money to afford his treatment or spend on medicines. The nearest healthcare facility is quite far making commuting a challenge. For some years he used to have a feeling of uneasiness and used to cough often. When the mobile medical van visited his village, he informed the doctor of his symptoms as he was diagnosed with COPD – a lung disease that blocks airflow thereby leading to breathing difficulties. Today, he is a regular visitor at the van and discusses things freely with the doctor. He appreciates the treatment and is grateful to Hero MotoCorp for this initiative.





NARENDRA SINGH, DDO, DISTT. REWARI, HARYANA

It is only because of Hero MotoCorp's support that all schools in our region have the necessary infrastructure. Until a few years ago. Be it toilets, drinking water facilities, additional classrooms, libraries, laboratories, badminton and basketball courts, well maintained playgrounds, greenery around the schools, the company has supported as much as possible to match the facilities available in the private schools.

Parents in this region are now withdrawing their children from private schools and are sending them to government schools. There has been an increase in enrolments, no student, especially no girl students has dropped out of school in the last couple of years. We are grateful to Hero for this support.

PRAMILA

Pramila is specially abled and always wanted to be considered normal and equal contributing member of the family as she thought she was often neglected and sometimes considered as a liability by a few people around her.

Determined, she joined our skills centre for specially abled and learnt the handicraft making and stitching and sewing. Today she is efficiently skilled and has set up her own boutique and is supporting herself and her family. She has not only helped in pulling her family out of the clutches of poverty, she has also become a torchbearer for other girls like her.



RAJNI

Rajni's life became quite challenging when her husband, the sole bread winner in the house with three adolescents died a few years ago. Her eldest daughter is studying in class 11 and the younger one is in class 8 while the son is in class 10. As she had never stepped out of her home, Rajni had no idea of what she could do to work, earn and the circumstances resulted in financial crisis.

However, the situation at her home now is quite better as Rajni attended the Jeevika training organized by our partner Humana People to People India and learnt about various business opportunities including financial services, government schemes and market linkage services available especially for women like her – something that she was totally unaware of. Inspired and confident after a few engagements with the team for mentoring, Rajni decided to start her own business. After going through the full start-up training, she prepared a business plan and borrowed some Rs 40,000 and started a garments and cosmetics shop.

As of now, Rajni is able to earn between Rs 300 – Rs 500 on every day basis and finds herself in a much better situation. Her personality has completely changed. While she once looked like a depressed and helpless women, she comes across as a positive and dynamic person who is confident of being able to achieve what she wants.

SANJAY

Sanjay (name changed) is one of the many children who were rescued by our partner from a manufacturing unit was forcefully employed to do work with dangerous acids at a manufacturing unit. He used to work six and a half days a week in 12 hours of daily shift and received only Rs 6,000 as a wage.

He has now been united with his parents who were educated about his right to education and play. His parents who were unaware of their son's condition are now determined to continue his education. The boy dreams of becoming an engineer when he grows up.



Sanjay (centre) alongwith other rescued children.

VOLUNTEERISM

Employee volunteering is a significant means of engaging employees in a socially useful activity. Through volunteering employees contribute to the Company's committed CSR programmes. Employee volunteering activities happen throughout the year and all employees are free to participate in them. Employees volunteer on issues such as road safety, education, sanitation, tree plantation and rural development.

In FY 2018-19, employees contributed significant hours in various CSR activities including visits to old age homes, orphanages, blind schools as well as for distributing food items, clothes, books and teaching aids to children. More than 1,000 employees and their respective families participated in Hero Impact league – season 3 to support families of Army and CRPF personnel.

The participants include almost every employee regardless to the hierarchical structure – starting from shop floor employees to top management participating in volunteering activities.

This FY we introduced tech interface to facilitate volunteerism as well as to help employees to keep check on their valuable volunteering hours and gradually see their impact.

Each employee is allowed maximum of 8 'volunteering days' from their total work days in a year.



MANTHAN – CSR Partners Meet

This FY saw successful completion of third edition of Manthan, our annual CSR partners meet. The total of 23 associated organizations came together deliberated on various ideas to increase our social impact, scale as well as sustain the ongoing initiatives.

The entire CSR team participated in the discussions and noted all suggestions that were brought onboard by the partners. All partners as well as the Team CSR were also felicitated by our CSR head for their contributions.



AWARDS AND RECOGNITIONS



Bhamashah Award – Shiksha Vibhushan Government of Rajasthan



Best CSR Practices from Chief Minister, Government of Haryana



Appreciation for LED Project by Chief Minister, Government of Uttarakhand



Excellence in CSR, CII-ITC Sustainability Awards 2018



NGOBOX-Dalmia Bharat , 5th CSR Impact Award for Project Enable



Award Hamari Pari film at Smile Foundation International Film Festival



Community Programs in Road Safety – FICCI Road Safety Awards 2018



Appreciation certificate from Department of Education, Uttarakhand



Best Green Excellence-Sustainability Award on World CSR Day 2018



Commendable Work Under CSR by FICCI



Highest rating at 'ET 4 Good' by Economics Times and KPMG



Appreciation under Mukhya Mantri Jal Swavlamban Abhiyan 2018

Average net profit of the company for last three financial years

2015 – 16	Rs 4,399.82 crores
2016 – 17	Rs 4,485.79 crores
2017 – 18	Rs 5,172.79 crores

Average for last 3 years: Rs 4,686.13 crores

Prescribed CSR Expenditure (2 per cent of the average net profits for last 3 years): Rs 93.72 crores

Total CSR Expenditure for (2.17 per cent of the prescribed amount): Rs 101.948 crores

Overall spend

S No	CSR Project or activity identified	Sector in which the Project is covered	Project or programs (1) Local area or other (2) Specify the State and district where projects or programs was undertaken	Amount outlay (budget) project or programs wise (in Lacs)	Amount spent on the projects or programs Sub-heads: (1) Direct expenditure on projects or programs (2) Overheads	Cumulative expenditure up to the reporting period	Amount spent: Direct or through implementing agency
1	Environment - Tree Plantation, Solar Lights, LED Lights	Schedule VII (iv) Ensuring Environment Sustainability	7.6 Lakh tree plantation at Delhi NCR, Indore, Chennai, Ahmedabad and near our offices PAN India. 7332 Solar Street Lights and 57538 LED lights installed	2500	2624.4	5136.0	Direct and Agency: Sustainable Green Initiative, Greenmax, Leicht Led, SPECS
2	Promoting preventive health care and sanitation	Schedule VII (i) Preventive Health care and Sanitation Facility	Preventive health care camps in rural area and schools. Free Medical facility to 1,03,016 patients. Toilet facility of 308 nos to 41 Government schools in Haryana, Rajasthan, Uttarakhand and Gujarat.	350	347.1	1560.6	Direct and Agency : Wockhardt, Ayus, AIIMS

S No	CSR Project or activity identified	Sector in which the Project is covered	Project or programs (1) Local area or other (2) Specify the State and district where projects or programs was undertaken	Amount outlay (budget) project or programs wise (in Lacs)	Amount spent on the projects or programs Sub-heads: (1) Direct expenditure on projects or programs (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 schools infrastructures at Haryana, Rajasthan, Uttarakhand and Gujarat. Education promotion program in Delhi, Haryana, Rajasthan, Uttarakhand and Gujarat. Road Safety Education at PAN India	6000	6100.7	18323.7	Direct and Agency : FUEL, Magic Bus, CRY, HPPI, Agastya, Quota International, Nabet, AIF, SETCO Foundation, RKMF
4	Promoting Sports	Schedule VII (vii) Promoting Rural sports	Promoting Rural Sports and Olympic and Paralympics sports	250	263.4	923.7	Direct and Agency : Paralympics Committee, Mera Gaon Mera Desh, MKRBF
5	Women Empowerment	Schedule VII (iii) Women empowerment	Women Empowerment , Community development and Promoting socio economic development awareness through all media	550	535.8	1788.6	Direct, State Police and Agency: HPPI, JJJKT, ISB
6	Army Wives Welfare	Schedule VII (vi) Benefits for Army wives	Supporting families of Army and CRPF personnel	50	51.0	92.8	Direct and Agency : AWWA, CWWA, Impact Run
7	PM Relief Fund	Schedule VII (viii) PM & CM Relief Fund	Contribution to PM and CM Relief Fund for Disaster relief	100	100	650.8	Direct
8	Rural Development	Schedule VII (x) Rural development projects	Supporting various rural development projects i.e. water management, waste management, awareness of government schemes etc	200	172.5	172.5	Direct and Agency: Samagra Associates
Total				10000.0	10194.8	28648.6	



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