# ANNUAL REPORT ON CSR ACTIVITIES

# 1. Brief outline on CSR Policy of the Company

The Board of Directors (the "Board") of Hero MotoCorp Limited ("HMCL") have adopted the CSR policy which has following key points:

- a. 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 selfb. reliance of beneficiaries at the grass roots, in the belief that these are pre-requisites for social and economic development;
- ٢. 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 d. fall within the vicinity of the Company's operations to enable close supervision and ensure maximum development impact;

# Annexure VI

- e. 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;
- f. To carry out activities at the time of natural calamity or engage in Disaster Management System;
- To contribute to the Prime Minister's National g. 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 h. incubators located within academic institutions which are approved by the Central Government;
- To contribute to any fund setup by the Central i. Government or State Government(s) including Chief Minister's Relief Fund, which may be recognised as CSR activity;
- i. To promote sustainability in partnership with industry associations, like CII, PHD, FICCI, etc. in order to have a multiplier impact.

# 2. Composition of CSR Committee:

| SI.<br>No. | Name of Director          | Designation | Number of meeting (s)<br>of CSR Committee held<br>during FY 2023-24 | Number of meeting (s) of<br>CSR Committee attended<br>during FY 2023-24 |
|------------|---------------------------|-------------|---|---|
| 1          | Dr. Pawan Munjal          | Chairman    | 4   | 4   |
| 2          | Mr. Pradeep Dinodia       | Member      | 4   | 4   |
| 3          | Prof. Jagmohan Singh Raju | Member      | 4   | 4   |
| 4          | Ms. Tina Trikha           | Member      | 4   | 4   |

# 3. Provide the web-link where composition 4. Provide the executive summary along of CSR committee, CSR Policy and CSR projects approved by the Board are disclosed on the website of the Company.

- i. The composition of the CSR committee is available on our website at https://www.heromotocorp. com/en-in/company/investors/investor-relations/ board-committee.html
- ii. The CSR Policy of the Company is available on our website at <u>https://www.heromotocorp.</u> com/content/dam/hero-aem-website/in/en-in/ company-section/reports-and-polices/policies/ pdfs/csr%20policy.pdf
- iii. The details of CSR projects are available on our website at <a href="https://www.heromotocorp">https://www.heromotocorp</a>. com/en-in/company/investors/annual-report. html?key1=annual-report&key2=2023-24

# with web-links of Impact assessment of CSR projects carried out in pursuance of sub-rule (3) of rule 8, if applicable.

Details of impact assessment and outcomes are provided in Annexure VI(A) and the impact assessment of CSR projects is available at https://www.heromotocorp. com/en-in/company/investors/annual-report. html?key1=annual-report&key2=2023-24.

- 5. (a) Average Net Profit of the Company as per subsection (5) of Section 135: ₹ 3,634.93 crore
  - Two percent of average net profit of the Company as (b) per Sub-section (5) of Section 135: ₹ 72.70 crore
  - (c) Surplus arising out of the CSR project or programmes or activities of the previous financial years: NIL
  - (d) Amount required to be set-off for the financial year, if any: NIL

| (e) Total CSR obligation for the financial year [(b) +(c)-(d | (d)]: |
|--|-------|
|--|-------|

- 6. (a) Amount spent on CSR projects (both ongoing project and other than ongoing project) : ₹ 70,17,41,174/-
  - (b) Amount spent on administrative overheads: ₹ 3,32,29,287/-
  - (c) Amount spent on impact assessment, if applicable: ₹ 39,43,539/-
  - (d) Total amount spent for the financial year [(a)+ (b)+ (c)]: ₹ 73,89,14,000/-
  - (e) CSR amount spent or unspent for the financial year:

|  |                              | Amount Unspent (₹ in crore)   |                               |               |  |  |  |  |  |
|--|------------------------------|---|-------------------------------|---------------|--|--|--|--|--|
| Total Amount Spent for the<br>Financial Year. (in ₹) |                              | Total Amount transferred to Unspent CSR<br>Account as per Section 135(6). |                               |               | d under Schedule VII as<br>oviso to Section 135(5) |  |  |  |  |
|  | Amount.                      | Date of transfer.   | Name of Fund                  | Amount.       | Date of transfer.                                  |  |  |  |  |
| 73.89 crore (Annexure- VI(                           | B) NIL                       | N.A.  | N.A.                          | NIL           | N.A.   |  |  |  |  |
| Excess amount for set-o                              | ff, if any:                  |   |                               |               |  |  |  |  |  |
| SI. Particulars<br>No.                               |                              |   |                               |               | Amount (₹ in crore)                                |  |  |  |  |
| (1) (2)  |                              |   |                               |               | (3)  |  |  |  |  |
| (i) Two percent of average                           | ge net profit of the Compa   | any as per Section '  | 35(5)                         |               | 72.70 crore  |  |  |  |  |
| (ii) Total amount spent fo                           | or the Financial Year        |   |                               |               | 73.89 crore  |  |  |  |  |
| (iii) Excess amount spent                            | for the financial year[(ii)- | (i)]  |                               |               | 1.19 crore   |  |  |  |  |
| (iv) Surplus arising out of                          | the CSR projects or progr    | ammes or activitie  | s of the previous financial y | /ears, if any | NIL  |  |  |  |  |
| (v) Amount available for                             | set off in succeeding finar  | ncial vears [(iii)-(iv)]  |                               |               | 1.19 crore   |  |  |  |  |

- 7. Detail

| SI.<br>No. | Preceding<br>Financial<br>Year | Amount transferred<br>to Unspent CSR<br>Account under<br>Sub-section (6) of<br>Section 135 (in ₹) | Balance amount<br>in unspent CSR<br>Account under<br>Sub-section (6) of<br>Section 135 (in ₹) | Amount<br>spent in the<br>Financial<br>Year (in ₹) | specified un<br>per second prov | sferred to any fund<br>der Schedule VII as<br>viso to Sub-section<br>Section 135, if any.<br>Date of transfer. | Amount<br>remaining to<br>be spent in<br>succeeding<br>financial years.<br>(in ₹) | Deficiency,<br>if any |
|------------|--------------------------------|---|---|--|---------------------------------|--|---|-----------------------|
|            |                                |   |   | NIL  |                                 |  |   |                       |

# 8. Whether any capital assets have been created or acquired through Corporate Social Responsibility amount spent in the financial year No

(f)

If yes, enter the number of Capital assets created/acquired: Not Applicable Furnish the details relating to such asset(s) so created or acquired through Corporate Social Responsibility amount spent in the Financial year:

| SI.<br>No. | Short particulars of the property or<br>asset(s) [including complete address and<br>location of the property] | PIN code of<br>the property<br>asset(s) | Date of creation | Amount of<br>CSR amount<br>spent | Details of entity/Aut<br>owner               | hority/beneficia | ry of the registered  |
|------------|---|---|------------------|----------------------------------|--|------------------|-----------------------|
| (1)        | (2)   | (3)                                     | (4)              | (5)                              | (6)  |                  |                       |
|            |   |   |                  |                                  | CSR registration<br>number, if<br>applicable | Name             | Registered<br>address |
|            |   |   | Not Ar           | plicable                         |  |                  |                       |

(All the fields should be captured as appearing in the revenue record, flat no. house no., municipal office/municipal corporation/gram panchayat are to be specified and also area of the immovable property as well boundaries)

9. Specify the reason(s), if the Company has failed to spend two per cent of the average net profit as per Section 135(5). Not Applicable

₹72.70 crore

Dr. Pawan Munjal (Executive Chairman, Chairman SCSR Committee)

## 186 BOARD'S REPORT

## IMPACT ASSESSMENT REPORT

# Project Name: Protection and Nurturing of Project Impact **Biodiversitv**

#### Assessment Period: FY 2021-22

#### **Project Brief**

The project has two major components encompassing the objective of environmental conservation.

- Adoption of Aravalli Biodiversity Park (ABDP): This focused on refurbishment of the ecological area with the removal of invasive plant species, plantation of native & endangered species, and clearing pathways for walkthroughs. The objectives were achieved by upgradation of public infrastructure and additional Mobility Support resource hiring in ABDP.
- Mobility Support: This focused on supporting the community with Two-wheeler bikes and vehicles to the forest department employees of Uttarakhand and Haryana. Two wheeler bikes were distributed among field teams to provide accessibility and mobility support for reaching far- flung areas of the forest.

#### **Project Aligned with**

Green India Mission, National Bio-diversity Mission (NBM), Integrated Development of Wildlife Habitats (IDWH), National Afforestation Programme (NAP).

#### **Project Outcomes**

#### Adoption of Aravalli Biodiversity Park (ABDP)

- 85% believed frequency of their visits have risen because of the improved upkeep in ABDP Infrastructure.
- 65% agree to an increase in knowledge about the native species in their regularly visited park, indicating an gradual increase in interest towards conservation.
- Successful in addressing structural challenges of guard rooms (90%), deck for scenic views (90%), benches for visitors (65%), drinking water for visitors (15%), repaired boundary wall (25%).
- Overall, 56% agree to a significant improvement in ABDP infrastructure.
- 63% respondents agree that all the work done as a part of the intervention is a first step to long lasting impact on the biodiversity of ABDP.

#### **Mobility Support**

- Vehicles were provided to Harvana Forest department for patrolling, monitoring and rapid response.
- Bikes were provided to Uttarakhand Forest Department for patrolling, monitoring and rapid response.

#### Adoption of Aravalli Biodiversity Park (ABDP)

Enhanced community engagement and awareness regarding restoration, ecosystem health, and resilience, contributing to long-term sustainability.

Annexure VI(A)

- Improved visitor experience.
- Better conservation and propagation of native, rare, and endangered species.
- Increased ease of access for forest guards.
- Increased mobility especially for activities like patrolling, monitoring and rapid response.

Support useful in increasing access to unreached natural habitats, there by promoting conservation.

#### Awareness on Biodiversity

With an aim to increase awareness about protection of biodiversity, HMCL created a visual awareness aid video highlighting their initiatives in key thematic areas such as -Education, Water Conservation, Energy Conservation and Tree Plantation. The video aimed to spread awareness about the protection of biodiversity during Hero MotoCorp Inductions. The sessions in schools along with this video were targeting children who are the future generation of the country.

### **Project Name: Water Conservation**

Assesment period: FY 2021–22

#### **Project Brief**

Hero MotoCorp, under its Corporate Social Responsibility (CSR), initiated Water Conservation focused intervention in the arid rural landscapes of Halol, Gujarat. The Company built tried-and tested water harvesting structures that have emerged as a critical solution to combat water scarcity. These structures encompass a range of cost-effective and sustainable methods designed to capture, store, and manage rainwater, ensuring a year-round water supply for various purposes within the community.

The rooftop water harvesting systems build by the Company represent an innovative approach. In this method, rainwater falling on rooftops is directed to collection points through gutters and pipes, and then stored in tanks for later use. This decentralised system is particularly effective for individual households and small-scale agricultural operations. It not only maximises the utilisation of available rainwater but also minimises runoff, reducing soil erosion and preserving the quality of local water bodies.

### Project outcome

The primary outcome of the project has been an immediate water availability with rise in water tables in the region. The assessment indicated a 100% functionality of sampled

harvesting units and structures, with inspected storage tanks consistently full to their brims. With this, the estimated stored water across various villages reached 3.33 lakh liters.

#### Project impact

- Groundwater recharge: The initiative has positively affected groundwater levels, as reported by local farmers who experienced increased pressure in their borewells.
- Controlled runoff water, reduced flooding: Strategic piping systems have effectively channeled runoff water from schools' roofs and village roads into storage tanks.
- Enhanced taste of drinking water: With rainwater being channelised in to the ground, the natural minerals level has increased and that has enhanced the taste of water.
- Increased awareness levels regarding water conservation: The intervention has led to increased awareness amongst community, especially children regarding the significance of saving water.

## Project Name: Diversity and Inclusion Program

#### Assessment Period: FY 2021-22

#### **Project Brief**

Hero MotoCorp Limited (HMCL) extended support towards projects promoting Diversity and Inclusion by funding skill development training and mobility support initiatives.

- The project has two major components skill development training and material support to government departments.
- The skill development training was offered to women and youth at Palghar, Maharashtra.
- Material support (Two-wheelers and Helmets) was provided to various government departments in Delhi West Bengal and Assam.

#### **Project Aligned with**

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Pradhan Mantri 'YUVA' Yojana

#### **Project Outcomes**

#### **Skill Development Program**

- 58% female candidates and 82% candidates belonging to ST caste were trained, indicating inclusion of marginalised community.
- 86% beneficiaries with maximum 2 earning members were trained, indicating relevance of the initiative.

56% of Two-Wheeler Service and Technician Training (TWST) secured jobs within 1 month of course completion signifying aptness of the skills provided.

76% beneficiaries of TWST secured placements after programme completion.

83% beneficiaries continue to work in the placed jobs for more than 12 months.

60% beneficiaries earn a monthly salary of ₹ 11,000-15,000 highlighting programme's contribution to economic empowerment.

61% beneficiaries received post placement support.

Over 80% of Fashion Designing (FD) programme earn between INR 25K-50K monthly.

47% beneficiaries of Fashion Designing (FD) Programme participants started their own businesses or enterprises, in alignment with the program objectives.

4.48 rating provided by beneficiaries for the skill development program point to high satisfaction levels of programme implementation.

#### **Mobility Support Program**

215 and 177 Hero Pleasure Scooters distributed to Delhi Police and Assam State Rural Livelihood Mission (ASRLM), respectively.

In both the locations, vehicles continue to operate in the given assessment period of FY 2021-22.

The vehicles have increased geographic reach enhancing administrative efficiency of the field work force (constables and field staff of ASRLM).

#### Project Impact

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#### **Skill Development Program**

Improved skill and employability opportunities for candidates.

Improved entrepreneurial skills among the candidates.

Improved income and expenditure pattern at individual and household level.

Improved socio-economic conditions of the community members.

Improvement in sustainable livelihood activities.

Improved quality of life.

#### **Mobility Support**

Sustained efforts to ensure inclusive and efficient work practices in each supported organisation.

Improved working outreach as easy to reach to remote areas.

Improved accessibility facility for women police employees during their duties like patrolling, duties at hospitals, high court.

187

HERO MOTOCORP LTD. ANNUAL REPORT 2023-24

### IMPACT ASSESSMENT REPORT

#### Assessment Period: FY 2021-22

#### **Project Brief**

- During the global COVID-19 pandemic, with over 1600 million confirmed cases and 6 million deaths, India grappled with over 44.9 million cases and 532,000 deaths.
- HMCL responded to the crisis with robust Corporate Social Responsibility (CSR) initiatives. Despite declining cases since early 2022, India faced critical healthcare shortages, including beds and medical supplies, leading to limited accessibility to quality healthcare and increased mortality.

HMCL's pandemic CSR efforts were multifaceted:

- Cooked Meal Support- HMCL initiated "Hero Meals," offering cooked meals to patients and frontline workers at community healthcare centres.
- Essential Medical Support to Institutions- Under the COVID-19 relief programme, provision of medical essentials, including masks, sanitizers, PPE kits, N95 masks, pulse oximeters, and thermometers, were made available to government medical institutions and authorities
- Hospital support- HMCL contributed significantly by establishing COVID-19 wards in hospitals in the Delhi & Gurgaon region. This support extended to increasing bed capacity and providing essential medical equipment such as oxygen storage tanks, ventilators, ICU function beds, multi-para monitor systems, oxygen cylinders, and **BIPAP** machines.

#### **Alignment with National Policies:**

- National Health Policy (2017)- Aligned with India's National Health Policy, emphasising Public Private Partnerships and healthcare infrastructure support, HMCL addresses hospitals' essential medical equipment gaps.
- National Disaster Management Plan (NDMP)-Aligns with the NDMP, which emphasises a whole-of-society approach to manage disasters. HMCL's support contributes to the health response aspect, mitigating the impact of the public health emergency.
- Pradhan Mantri Garib Kalyan Yojana . (PMGKY)- The distribution of meals aligns with the government's efforts to support vulnerable populations during the pandemic.
- POSHAN Abhiyan- The provision of cooked meals containing ingredients for a nutritious meal to vulnerable beneficiaries, to maintain their nutritional status.

#### **Cooked Meal Support:**

- Relevance- The meals, offered three times a day (Breakfast, Lunch, Dinner), provided much-needed relief to people dealing with COVID-19 or having difficulty meeting their daily needs.
- Effectiveness- Beneficiaries expressed high satisfaction with the meals, noted by healthcare professionals, positively impacting staff performance and aiding patient recovery. The programme was deemed "very helpful" during emergencies.
- Efficiency- The programme ensured efficient meal delivery, and demonstrated responsiveness by providing buffer packets and distributing leftover meals to caregivers. It innovatively integrated the local healthcare system to streamline communication and increase community awareness about meal distribution.
- Impact-
- The initiative positively impacted socio-economic conditions by significantly improving families' financial savings during times of strain.
- \_ Experts noted improved patient recovery and staff performance.
- Good hygiene practices during meal preparation also contributed to the program's success.

### **Essential Medical Support**

- Relevance- During the 2<sup>nd</sup> wave of COVID-19, shortages of ventilators, PPE kits, masks, and other essentials were prevalent. HMCL's contribution played a crucial role in filling these gaps.
- Effectiveness-
  - The initiative provided high-quality medical essentials to hospitals across regions, alleviating critical shortages during chaotic COVID-19 surges.
  - Hospitals reported satisfactory service levels, \_ indicating that the provided equipment contributed to the well-being of frontline workers and patients.
- Efficiency-
  - Hospitals in Haridwar, Coimbatore, Rewa, and Silchar received timely medical support during the challenging COVID-19 period.
  - Tailored to each hospital's needs, the initiative \_ showcased adaptability and effectiveness, aligning assistance with diverse healthcare institution requirements.
- Impact- The COVID-19 kits ensured cleanliness and hygiene while protecting medical caregivers during healthcare practices, and minimising transmission risks to strengthen containment efforts against the virus.

### Support to hospital

- Relevance-
  - The Government College for Girls in Gurugram was strategically chosen by 'Doctors for You' and Hero team for its central location and ample space to establish a 100-bed facility during emergency times.
  - HMCL's initiative played a crucial role in managing patient care and overcoming barriers to accessing quality healthcare.
- Effectiveness- The quality of medical equipment such as oxygen cylinders, concentrators, and oximeters were satisfactory. Collaborating hospitals affirmed the equipment's good quality and proper working condition. Stakeholders emphasised intervention training for better patient treatment.
- Efficiency- The programme innovatively collaborated with on-the-ground entities possessing medical expertise and offered training to hygiene technicians and nursing staff. By strategically partnering with NGOs like "Doctors for You" and providing direct support to hospitals, the program reduced the need for elaborate transportation networks.
- Impact- Interactions with the doctors of the hospitals helped in understanding this initiative proved to be an added support during the pandemic.
- Sustainability- The equipment supplied to hospitals, notably at institutions like Maharaja Agrasen Hospital and Janakpuri Super Speciality Hospital, remains fully operational. This operational status has been instrumental in these hospitals effectively catering to a larger volume of patients, not limited to those affected by COVID-19.

### **Project Name: Promoting Preventive Healthcare**

Assessment Period: FY 2021-22

#### **Project Brief**

As part of their CSR activities, HMCL undertook the infrastructural upgradation of 7 Primary Health Centres/ Community Health Centres in Haryana. This was implemented in phases starting from FY 2021.

Activities Conducted during the Intervention: Waterproofing, Plastering, Fitment of doors and windows, painting, electrical Fittings, Flooring/tiling, Sitting arrangements, Furniture and IT equipment.

#### Alignment with National Priorities:

- National Health Policy: Launched in 2017 to shift to Comprehensive Primary Health Care, endorsing Ayushman Bharat-Health and Wellness Centre and allocating two-thirds of the budget to primary health centres.
- Tuberculosis (TB) Mukt Bharat Abhivaan: Launched in 2021 under NSP India 2020-25 for TB Elimination, this initiative aims to end the TB epidemic by 2025 by employing a multidimensional approach.

#### **Project Outcomes and Impact:**

#### Beneficiary background:

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22% of the respondents have studied up to class 10<sup>th</sup> and 20% reported total household incomes of up to 50k.

#### Infrastructural changes post intervention

- 77% of the respondents said that the PHC/CHC now has fully functional washrooms, reflecting a substantial enhancement in sanitary facilities.
- Introduction of 24x7 drinking water availability and increased waiting space contributed to an improved healthcare environment.
- 100% beneficiaries suggested that condition of floors improved after the intervention.
- 99% beneficiaries suggested that the basic facilities such as water, washrooms, electricity, and cleanliness have significantly improved.
- 92% beneficiaries suggested that condition of furniture has improved post HMCL intervention.
- Inverters and RO systems were installed at every PHC/ CHC to ensure a continuous supply of water and electricity.

#### Changes in work environment post intervention

- The auxiliary nurse, midwife and the doctors agreed that they feel motivated to work now since they have a welllit and well-ventilated room to sit and treat patients.
- Patients now have access to an expanded range of services, eliminating the necessity for extensive travel. This, in turn, suggests that there would be no travel cost for patients to access these facilities.

#### Reduction in out-of-pocket expenditure

Many beneficiaries had to travel to other healthcare centres since the nearby PHC/CHCs were not operational. The majority of people incurred an amount between INR100- INR 500 for a round trip. With this intervention, that expense has been cut down since they are receiving most of the facilities at the nearby centres.

#### Patient footfall

 After renovation, consistent staff presence at the center improved, reducing irregularities in hygiene. Increased footfall observed: Phideri sub-center went from 60-70 to 200 visitors/month; Alwalpur OPD rose from 5-7 to 22-25/day; CHC Kurali footfall reached 150/day, and PHC Bhim Basti stood at 50/day.

# **Project Name : Shiksha**

Assessment Period: FY 2021-22

#### **Project Brief**

Project Shiksha encompasses four key components, which are implemented either independently or in collaboration with implementing partners:

#### **BML Munjal University**

#### Scholarship Support

Awarding scholarships to university students to alleviate the financial burden of tuition fees, ensuring access to education for deserving students.

#### Infrastructure Support

Development and revitalisation of infrastructure, including physical facilities and digital enhancements, to create a conducive learning environment.

#### **Research & Development**

Offering substantial support for research and development endeavours, fostering a culture of innovation within the academic community.

#### Academic Enhancement

Fortifying academic excellence through strategic faculty recruitment initiatives, thereby enhancing the overall quality of education.

#### Hero Asha Education Centres

#### **Holistic Development**

Combination of audio-visual content, worksheets, exercises and extracurricular activities is employed to encourage exploration of diverse interests, boost self-confidence, develop leadership skills and enhance academic performance while ensuring an enjoyable learning process.

#### **Attendance Tracking**

Online mobile attendance application is used in the centre, allowing teachers to record attendance in the application • along with a backend dashboard for efficient management and monitoring of the attendance.

#### **Teacher Training**

Prospective teachers are identified from the local community willing to contribute to the initiative. They undergo

#### Asha Mobile Vans

Visit one centre every day where students engage in hands-on science experiments, access library resources for reading, and watch educational videos, providing them with a well-rounded learning experience.

#### Raman Munjal Vidhya Mandir

Providing financial aid to the students of Raman Munjal Vidhya Mandir during COVID-19.

# Mobility Support to Department of Higher Education, Assam

Provision of two-wheelers to the Department of Higher Education and Provincial Colleges of Assam, primarily to facilitate their daily administrative and operational needs.

#### **Project Outcomes**

An impact assessment study was conducted by CSRBOX for the assessment period FY 2021-22. Following are the insights of the study with respect to the various key programme interventions.

#### Scholarship and Infrastructure Support to BML Munjal University

- 100% of the surveyed students received tuition fee support.
- 94% students reported a reduction in financial burden on family.
- 54% of the surveyed students received scholarship support for at least three consecutive years.
- 89% of students surveyed did not find any challenges related to the scholarship application process.
- 78% of students found enhancement in technological support for effective teaching and learning after digital infrastructure intervention.

#### Remedial Education through Hero Asha Education Centres

- 73% of the students surveyed are girls at Hero Asha Education Centres.
- 59% of teachers successfully cleared the National Eligibility Test after joining the centres
- 98% of students reported always enjoying coming to Hero Asha Education Centres
- 100% of parents noticed an improvement in their child's academic performance after joining Hero Asha Education Centres.
- 99% of students had access to education during COVID-19 through synchronous or asynchronous learning through Asha Centres.

#### Scholarship Support to the students of Raman Munjal Vidhya Mandir

- 75% of the parents would have faced significant difficulties in continuing their child's education in the absence of support.
- Teachers of RMVM received 100% salary during the COVID-19 period.

# Mobility Support to the Department of Higher Education, Assam

Time saving and competition of transport involving administration tasks for 100% of the respondents.

#### Project Impact

#### Scholarship and Infrastructure Support to BML Munjal University

- Reduced financial burdens for students and their families.
- Increase in the capacity to accommodate more PhD scholars.
- Improved well-being and health of faculty members.
- Improvement in cybersecurity and enhanced digital connectivity for faculty.
- Increase in quality of research output and professional development of researchers involved.

# Remedial Education through Hero Asha Education Centres

- Improved Learning Outcomes in core subjects.
- Increased accessibility to educational resources for students.
- Enhancement in teaching ability of the teachers.
- Identification of areas of improvement for students and providing feedback.

#### Scholarship Support to the students of Raman Munjal Vidhya Mandir

 Reduction in educational disparities by ensuring that students with limited means have equal access to quality education.

#### Mobility Support to the Department of Higher Education

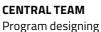
• Streamlined administrative tasks for provincial colleges and the office of Directorate of Higher Education in Assam.

# **Project Name: Ride Safe India**

The Ride Safe India initiative, by Hero MotoCorp, is a nationwide campaign dedicated to promoting road safety throughout India. The initiative encompasses the adoption of Traffic Training Parks in various locations across the country and conducts various training and awareness programs. Additionally, Hero MotoCorp, as part of this initiative, consistently conducts Road Safety Awareness and Safe Riding Education programs for school and college students, and safety campaigns through media. These programs are conducted in collaboration with local administrations, traffic police, and transport departments. Through its ongoing

efforts, Hero MotoCorp remains steadfast in its commitment to disseminating the message of road safety and fostering a healthy environment. The initiative includes:

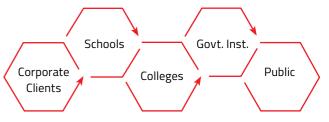
- Ride Safe Program (RSP)
- Ride Safe Awareness Program (RSAP)
- Learn to Ride (LTR)



and management

TRAINING PARKS Program implementation and administration

# **Training Team Collaboration**

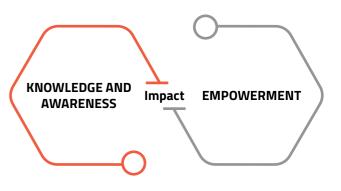


### Institutional Partnership For Training

**Ride Safe Program (RSP)** comprises both practical and theoretical sessions. In the practical sessions, trainees learn about riding posture, balancing on narrow roads, figure-8 riding, slalom riding, and more. Similarly, the theoretical sessions focus on the importance of road safety, responsibilities of riders in an accident, fundamentals of road signals, and similar topics.

**Road Safety Awareness Program (RSAP)** is typically session conducted for school students and others. The program includes theoretical sessions that emphasise the fundamentals of defensive riding, the necessity of protective gears, overcoming road rage, responsibilities of a rider, and similar topics. Additionally, the program features an hour of practical demonstration.

**Learn to Ride (LTR)** is an extensive program designed for eligible trainees who wish to learn riding a bike. The program spans 5 days, incorporating both theory and practical sessions on the road track. The program also includes an end evaluation for both theory and practical aspects.



### **IMPACT ASSESSMENT REPORT**

"These awareness programs are included in the regular academic assessment of students. Students attending these programs gain additional marks for participation and attendance."

Institutional Partner Atul Agarkar, Nagpur Traffic Park

"Previously, they were not well-informed about the responses required in cases of casualties and accidents. Through the training, they became aware of these responses and realised the significance of the program."

> Institutional Partner Sushil Kumar Singh, Nexus Engineering Ltd,

"Previously, the staff used to incur more fines and challans, but with the training, this has reduced. This underscores that the riders are now following traffic signal rules and regulations."

#### Institutional Partner, Max Labs

"We have also implemented a rule that parking spaces will only be issued to bikes with helmets. Riders/bikes without helmets will not be allocated parking spaces."

Institutional Partner, Rakesh Sharma, Maruti Suzuki

The integration of the Road Safety Awareness Program into the school curriculum by the school reflects the broader goal of fostering a safety-conscious culture within educational institutions. This highlights the success of the training program in sensitising the institutes to the safety of the student. stands as a beacon of success and important community development.

The analytical training is advantageous as it creates a multiplier effect, extending the impact of the program beyond the immediate trainees to their families, peers, and the broader community. The students have been observed to extend their awareness and knowledge within their families, ensuring safety for themselves and others on the road.

The training program goes beyond being a mere compliance requirement for corporate partners. Its advantages extend beyond simple rule adherence to fostering a culture of responsibility, safety, and continuous improvement within operations. The reduction in accidents and fines, increased adherence to traffic and safety rules, and implementation of stricter safety norms within the organisation underscore the organisational commitment towards the safety of employees.

The training not only creates proficient women riders but also contributes to societal change, fostering confidence and inspiring women to challenge preconceived notions and embrace their roles as drivers on the road. The program goes beyond the immediate acquisition of riding skills, transforming women's lives by garnering societal recognition, increasing program enrollment, facilitating emotional transformation, and bringing about tangible shifts in mobility patterns. This underscores the holistic and far-reaching impact of the training.

### **Project Name: Community Development**

Assessment Period: FY 2021–22

#### Project brief

The CMGGA programme had been designed in 2016 to identify and understand ground-level data on the challenges emerging in implementing various schemes and services of the Haryana Government. Over the years, it has been adopted by the State Government as a successful Good Governance programme. The primary intervention in the programme is a one-year experiential learning fellowship wherein 25 youth are recruited as Associates and placed across the 22 districts of Haryana. The Associates work under the guidance of the Chief Minister's Office and in close collaboration with Deputy Commissioners and the District Administration.

Hero MotoCorp, under its Corporate Social Responsibility (CSR), entered into a partnership with International Foundation for Research and Education (IFRE) which is the implementing entity for this initiative under mentorship of Ashoka University. The Company ensures that 12 professionals, who are chosen by IFRE, receive consistent monthly monetary fellowships that help them sustain their work at the grassroots. This collaborative model for CMGGA initiative, stands as a beacon of success in propelling positive change in Haryana. The outcomes achieved through this initiative reflect a comprehensive and impactful approach to governance and community development.

#### Project outcome

One of the notable achievements is the streamlined implementation of flagship schemes of Haryana government by CMGGAs. The project has made significant contributions in government initiatives focused at education, women's safety, health, sanitation, higher education, and e-governance.

#### Project impact

- Streamlined Implementation of Flagship Programmes of Government of Haryana.
- Innovative Solutions to District-Specific Issues: CMGGAs effectively addressed district-specific challenges by developing innovative solutions.
- Community Empowerment and Participation: The project has empowered communities and encouraged their active participation in governance.
- Enhanced Education Outreach: CMGGAs played a vital role in improving educational outcomes by enhancing outreach and accessibility of educational resources.
- Elevated Healthcare Services: CMGGAs worked towards strengthening healthcare services and ensuring easy healthcare access to communities.

# DETAILS OF CSR AMOUNT SPENT AGAINST OTHER THAN ONGOING PROJECTS FOR THE FINANCIAL YEAR 2023-24

| Name of the<br>Project    | Local<br>Area | Location of the pro | Location of the project |              | Mode of<br>Implementation | Mode of Implementation<br>Through Implementing Agency  |                           |  |
|---------------------------|---------------|---------------------|-------------------------|--------------|---------------------------|--|---------------------------|--|
| Fillett                   | Alea          | State               | District                | (in ₹)       | Direct (Yes/No).          | Name   | CSR Registratio<br>Number |  |
| Community<br>Development  | No            | Haryana             | Panchkula               | 2,44,55,438  | No                        | International Foundation for Research<br>and Education | CSR00000712               |  |
|                           | No            | Haryana             | Panchkula               | 1,33,42,001  | Yes                       |  |                           |  |
|                           | No            | Haryana             | Hisar                   | 12,89,353    | No                        | Yuva Swachhta & Jan Sewa Samiti                        | CSR00040264               |  |
|                           | No            | Haryana             | Hisar                   | 2,76,120     | Yes                       |  |                           |  |
|                           | No            | Maharashtra         | Mumbai                  | 8,51,566     | Yes                       |  |                           |  |
|                           | No            | Odisha              | Kalahandi               | 2,70,330     | Yes                       |  |                           |  |
|                           | Yes           | Rajasthan           | Alwar                   | 17,18,003    | Yes                       |  |                           |  |
|                           | Yes           | Rajasthan           | Jaipur                  | 7,31,697     | Yes                       |  |                           |  |
|                           | Yes           | Uttarakhand         | Haridwar                | 11,14,940    | No                        | Adarsh Yuva Samiti                                     | CSR00000390               |  |
|                           | Yes           | Uttarakhand         | Haridwar                | 19,00,851    | Yes                       |  |                           |  |
| Water<br>Conservation     | No            | Rajasthan           | Dausa                   | 1,07,74,340  | No                        | Atomic Power Evolution Awareness<br>Foundation         | CSR00005661               |  |
|                           | Yes           | Gujarat             | Panchmahal              | 56,706       | Yes                       |  |                           |  |
|                           | Yes           | Haryana             | Gurugram                | 86,992       | No                        | Akhil Bhartiya Gramin Uthan<br>Sansthan                | CSR00002164               |  |
|                           | Yes           | Haryana             | Gurugram                | 2,46,266     | Yes                       |  |                           |  |
|                           | Yes           | Haryana             | Rewari                  | 50,992       | No                        | Akhil Bhartiya Gramin Uthan<br>Sansthan                | CSR00002164               |  |
|                           | Yes           | Rajasthan           | Jaipur                  | 7,77,144     | Yes                       |  |                           |  |
| Education                 | No            | Uttar Pradesh       | Varanasi                | 77,81,573    | Yes                       |  |                           |  |
|                           | No            | Ladhakh             | Leh                     | 9,69,018     | Yes                       |  |                           |  |
|                           | No            | Kerala              | Kannur                  | 15,73,799    | Yes                       |  |                           |  |
|                           | Yes           | Andhra Pradesh      | Chittoor                | 2,56,090     | Yes                       |  |                           |  |
|                           | Yes           | Delhi               | Central Delhi           | 60,00,000    | No                        | Franco-Indian Educational Trust                        | CSR00033831               |  |
|                           | Yes           | Delhi               | Central Delhi           | 79,61,000    | No                        | Navy Welfare and Wellness<br>Associations              | CSR00045856               |  |
|                           | Yes           | Gujarat             | Vadodara                | 6,85,487     | Yes                       |  |                           |  |
|                           | Yes           | Haryana             | Gurugram                | 68,83,835    | Yes                       |  |                           |  |
|                           | Yes           | Haryana             | Rewari                  | 20,00,00,000 | No                        | BML University   | CSR00002887               |  |
|                           | Yes           | Haryana             | Rewari                  | 1,66,51,473  | No                        | Raman Kant Munjal Foundation                           | CSR00004870               |  |
|                           | Yes           | Haryana             | Rewari                  | 10,02,480    | Yes                       |  |                           |  |
|                           | Yes           | Rajasthan           | Alwar                   | 58,50,346    | No                        | Raman Kant Munjal Foundation                           | CSR00004870               |  |
|                           | Yes           | Rajasthan           | Jaipur                  | 22,32,336    | No                        | Get Set Go Foundation                                  | CSR00006454               |  |
|                           | Yes           | Rajasthan           | Jaipur                  | 49,09,374    | No                        | Raman Kant Munjal Foundation                           | CSR00004870               |  |
|                           | Yes           | Rajasthan           | Jaipur                  | 23,78,552    | Yes                       |  |                           |  |
|                           | Yes           | Uttarakhand         | Haridwar                | 54,54,860    | No                        | Raman Kant Munjal Foundation                           | CSR00004870               |  |
| Promoting                 | No            | Maharashtra         | Pune                    | 5,75,067     | Yes                       |  |                           |  |
| Preventive<br>Health Care | Yes           | Andhra Pradesh      | Chittoor                | 39,12,500    | No                        | Hindustan Latex Family Planning<br>Promotion Trust     | CSR00010248               |  |
|                           | Yes           | Andhra Pradesh      | Chittoor                | 9,36,289     | Yes                       |  |                           |  |
|                           | Yes           | Delhi               | West Delhi              | 6,10,000     | No                        | Arya Samaj Kailash and Greater<br>Kailash 1            | CSR00016622               |  |
|                           | Yes           | Delhi               | Central Delhi           | 11,46,035    | Yes                       |  |                           |  |
|                           | Yes           | Gujarat             | Panchmahal              | 39,12,500    | No                        | Hindustan Latex Family Planning<br>Promotion Trust     | CSR00010248               |  |
|                           |               |                     |                         |              |                           |  |                           |  |

# Annexure VI(B)

# IMPACT ASSESSMENT REPORT

| Name of the<br>Project        | Local<br>Area | Location of the project |               | Amount spent<br>for the project | Mode of<br>Implementation | Mode of Implementation<br>Through Implementing Agency                           |                  |  |
|-------------------------------|---------------|-------------------------|---------------|---------------------------------|---------------------------|---|------------------|--|
| FIJEL                         | AIEd          | State                   | District      | (in ₹)                          | Direct (Yes/No).          | Name  | CSR Registration |  |
|                               | Yes           | Haryana                 | Rewari        | 15,54,419                       | No                        | Hindustan Latex Family Planning<br>Promotion Trust                              | CSR00010248      |  |
|                               | Yes           | Haryana                 | Rewari        | 43,22,219                       | Yes                       |   |                  |  |
|                               | Yes           | Rajasthan               | Jaipur        | 23,47,500                       | No                        | Hindustan Latex Family Planning<br>Promotion Trust                              | CSR00010248      |  |
|                               | Yes           | Rajasthan               | Jaipur        | 9,93,580                        | Yes                       |   |                  |  |
|                               | Yes           | Uttarakhand             | Haridwar      | 39,12,500                       | No                        | Hindustan Latex Family Planning<br>Promotion Trust                              | CSR00010248      |  |
| Nurturing &                   | No            | Haryana                 | Panchkula     | 3,74,922                        | Yes                       |   |                  |  |
| Protection of<br>Biodiversity | No            | Madhya Pradesh          | Sheopur       | 39,81,138                       | Yes                       |   |                  |  |
| Diodiversity                  | No            | Tamilnadu               | Chengalpattu  | 1,56,39,426                     | Yes                       |   |                  |  |
|                               | Yes           | Gujarat                 | Panchmahal    | 3,00,42,498                     | Yes                       |   |                  |  |
|                               | Yes           | Haryana                 | Gurugram      | 1,46,100                        | No                        | Eco Roots Foundation  | CSR00000772      |  |
|                               | Yes           | Haryana                 | Gurugram      | 70,200                          | No                        | Eco Root Foundation   | CSR00000772      |  |
|                               | Yes           | Haryana                 | Gurugram      | 7,05,53,251                     | Yes                       |   |                  |  |
|                               | Yes           | Rajasthan               | Jaipur        | 20,00,000                       | No                        | New Asha Ki E Kiran Sanstha   | CSR00038098      |  |
|                               | Yes           | Rajasthan               | Jaipur        | 5,66,515                        | Yes                       |   |                  |  |
|                               | Yes           | Uttarakhand             | Haridwar      | 10,76,207                       | No                        | Adarsh Yuva Samiti  | CSR00000390      |  |
| Diversity &                   | No            | Andhra Pradesh          | Tirupati      | 65,29,687                       | Yes                       |   |                  |  |
| Inclusion                     | No            | Chandigarh              | Chandigarh    | 39,79,963                       | Yes                       |   |                  |  |
|                               | No            | Arunachal<br>Pradesh    | Itanagar      | 6,62,145                        | Yes                       |   |                  |  |
|                               | Yes           | Delhi                   | Central Delhi | 2,72,58,000                     | No                        | Automotive Skills Development<br>Council  | CSR00004533      |  |
|                               | Yes           | Delhi                   | Central Delhi | 1,96,93,008                     | Yes                       |   |                  |  |
|                               | Yes           | Gujarat                 | Panchmahal    | 24,87,430                       | Yes                       |   |                  |  |
|                               | Yes           | Gujarat                 | Vadodara      | 48,28,711                       | Yes                       |   |                  |  |
|                               | Yes           | Haryana                 | Gurugram      | 2,30,18,520                     | No                        | Visan Foundation  | CSR00005130      |  |
|                               | Yes           | Haryana                 | Rewari        | 40,91,680                       | No                        | Raman Kant Munjal Foundation  | CSR00004870      |  |
|                               | Yes           | Haryana                 | Rewari        | 23,36,856                       | Yes                       |   |                  |  |
| Khelo Hero                    | No            | Manipur                 | Imphal        | 92,49,500                       | No                        | Mary Kom Regional Boxing<br>Foundation  | CSR00013707      |  |
|                               | Yes           | Delhi                   | Central Delhi | 57,07,262                       | No                        | Indian Deaf Cricket Association   | CSR00015355      |  |
|                               | Yes           | Delhi                   | Central Delhi | 1,59,29,200                     | No                        | Paralympic Committee of India   | CSR00009842      |  |
|                               | Yes           | Delhi                   | Central Delhi | 31,86,000                       | Yes                       |   |                  |  |
|                               | Yes           | Haryana                 | Rewari        | 3,50,000                        | No                        | Mera Gaon Mera Desh   | CSR00017584      |  |
| Covid 19 Relief               | Yes           | Delhi                   | Central Delhi | 6,44,400                        | Yes                       |   |                  |  |
|                               | Yes           | Gujarat                 | Panchmahal    | 25,18,096                       | No                        | Nehru foundation for development<br>center for environment education<br>society | CSR00001260      |  |
|                               | Yes           | Haryana                 | Gurugram      | 1,47,500                        | Yes                       |   |                  |  |
|                               | Yes           | Rajasthan               | Jaipur        | 14,57,137                       | No                        | Nath Sanskriti Seva Sansthan  | CSR00005135      |  |

| Name of the                | Local | Location of the p | ation of the project |                           | Mode of<br>Implementation | Mode of Implementation<br>Through Implementing Agency |                            |  |
|----------------------------|-------|-------------------|----------------------|---------------------------|---------------------------|---|----------------------------|--|
| Project                    | Area  | State             | District             | for the project<br>(in ₹) | Direct (Yes/No).          | Name  | CSR Registration<br>Number |  |
| Road Safety                | No    | Telangana         | Hyderabad            | 18,69,929                 | Yes                       |   |                            |  |
| Awareness<br>Program       | No    | Uttar Pradesh     | Lucknow              | 18,64,823                 | Yes                       |   |                            |  |
| riogram                    | No    | Uttar Pradesh     | Varanasi             | 2,36,00,000               | Yes                       |   |                            |  |
|                            | Yes   | Delhi             | South Delhi          | 2,95,85,994               | Yes                       |   |                            |  |
|                            | Yes   | Delhi             | West Delhi           | 52,68,223                 | Yes                       |   |                            |  |
|                            | Yes   | Delhi             | Central Delhi        | 70,75,725                 | Yes                       |   |                            |  |
|                            | Yes   | Delhi             | North Delhi          | 1,13,98,564               | Yes                       |   |                            |  |
|                            | Yes   | Haryana           | Gurugram             | 77,40,000                 | No                        | Indian Head Injury Foundation                         | CSR00002608                |  |
|                            | Yes   | Haryana           | Gurugram             | 20,56,996                 | Yes                       |   |                            |  |
| Total                      |       |                   |                      | 70,17,41,174              |                           |   |                            |  |
| Administrative<br>expenses |       |                   |                      | 3,32,29,287               |                           |   |                            |  |
| lmpact<br>assessment       |       |                   |                      | 39,43,539                 |                           |   |                            |  |
| Grand Total                |       |                   |                      | 73,89,14,000              |                           |   |                            |  |

