



# CSR Report 2015-17







**HONDA**



STRIVING TO BE A  
COMPANY THAT  
SOCIETY WANTS TO  
EXIST

### CSR Committee



**Mr. Harbhajan Singh**  
Director  
General & Corporate Affairs



**Mr. V. Sridhar**  
GVP & Director



**Mr. Anupam Mohindroo**  
Director  
Purchase



**Mr. Masaichi Kobayashi**  
Director & CFO



**Mr. Hiroyuki Sukegawa**  
Director

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# From the President's Desk



## **Mr. Minoru Kato**, *President and CEO*

**People before Profits** is the driving principle for us at Honda. Through our CSR engagements that focus on creating sustainable long term impact, we strive to be a company that society wants to exist. Honda Motorcycle and Scooter India Private Limited has shown unflinching support and enthusiasm to make our society a better place by working across the themes of environment, education, health and sanitation, road safety, rural development and women's safety. Our highest commitment is towards sustaining and improving the environmental situation by doing as much as we can and engaging with communities at scale.

Preserving the environment is at the top of the agenda for Honda 2Wheelers and it is inspired by our vision of 'blue skies for our children'. As a responsible corporate, Honda is actively contributing to build a greener future. This philosophy permeates through processes, technology and our implementation mechanism. At a global level, Honda is striving to lead the efforts to realise a carbon-free environment and collision-free society.

This report is a documentation of our committed efforts to give back to society from where we derive sustenance and continued motivation to do good.

# Foreword



## **Mr. Harbhajan Singh, *Director - General & Corporate Affairs***

Honda 2Wheelers works to provide quality mobility options to our valued customers and seeks to build a society where people can enjoy life. We value human capital and appreciate its co-existence with the environment. Our CSR policy is reflective of our inclusive and sustainable agenda of social development and our program execution incorporates the same principles of quality and sincerity that goes into our business, for which we are known for.

Our programs have a singular focus on developing capacities of people, enabling access to opportunities and creating a harmonious society. We have a special focus on road safety and our programs are tailor made to ensure that people drive safely and responsibly. Our efforts are directed towards enabling and empowering rural India. Alongside our efforts, we maintain a keen eye on the impact of our programs and devote significant time to monitor outcomes. This way we try to ensure that our strategies are constantly evolving and our vision of being recognised as a company that society wants to exist is fructified.

Our CSR report is a humble testimony of our commitment towards society and our efforts to make it a better place for all of us in the long run.

# Question Hour

## Mr. Sharad Pradhan

Divisional Head  
CSR & Government Relations



*“Honda 2Wheelers as a company has been taking a variety of initiatives aimed at making a difference to the society it exists in.”*

### **Q How has the CSR strategy and process evolved - share the CSR journey of Honda 2Wheelers?**

Honda 2Wheelers strives to build a culture of harmonious co-existence between people, society and environment. To this effect, Honda has undertaken various initiatives aimed at making a difference to society. These initiatives initially were one off and driven by charitable motives. However, with the Companies Act, 2013, Corporate Social Responsibility in Honda has acquired a new meaning and is focussed on creating sustained, need based and impact oriented initiatives in partnership with the communities and NGOs.

These implementation partners and their proposals are tested on the anvil of being effective and impact-driven. Being a law abiding company, Honda's CSR Policy has a clear list of do's and don'ts that is aligned with our vision of being “the company that society wants to exist.”

CSR initiatives of Honda have evolved from isolated tree plantation drives to a full-fledged environmental initiative called 'Harit Udaan', wherein over 100,000 ultra-high-density and high yielding trees have been planted in partnership with the community. Each of these trees are geo-

tagged. In the area of road safety, partnerships with police and administration witnessed setting up of 20 Highway Assistance Booths on NH-1. In just a span of four months, 40 lives were saved and multiple other accidents were averted. With the adoption of traffic parks across the four states, over 0.8 million people (including women and children) were trained in road safety through practical demonstrations and class room sessions.

Similarly, across themes of education, health, water and sanitation, rural development and sports, partnerships are being fostered with NGOs and communities to pave way for sustainable impact.

### **Q What is the most important area of focus in your CSR strategy?**

“Blue Skies for our children” defines our focus in line with our global vision. There are two primary focus areas: environment and road safety. In the area of environment, Project Harit Udaan involves planting and caring for high yielding, ultra-high density trees in partnership with farmers. The initiatives on teaching and learning through on-ground and classroom programs, along with focused initiatives on the highways, are driving the agenda of road safety.



## Q What are the enabling factors in the implementation of the successful initiatives?

The belief that Honda is a company that society wants to exist has been the driving force for the success of our initiatives. CSR programs of Honda are conceptualized and executed effectively. At the external level, Companies Act of 2013 and the consciousness towards society has enabled the successful program initiatives of Honda. Internally, CSR is aligned with the global vision of Honda and accordingly capacities of the individuals are built to drive the CSR agenda.

## Q What is your CSR vision? How does it align with the vision of Honda globally?

The vision of Honda is "Honda strives to be a company society wants to exist" and that inspires us to improve communities where we work and live. Honda enriches people around the world through socially responsible activities in accordance with the Honda Philosophy of "Respect for the Individual". Ultimately, it is our desire that society will want Honda to exist in every community. Honda establishes basic principles and global directions that represent our basic approach toward social activities. These principles and directions demonstrate Honda's determination to actively take part in activities in the areas of education, environment and road safety to help create a society in which everyone can pursue their dreams.

As good corporate citizens, we continue to deepen our commitment to all local communities where we do business. We strive to contribute to a society where caring and energetic individuals actively participate in socially responsible activities.



## Q What are your future plans and focus areas?

We are working towards strengthening the current projects in the area of environment and road safety, along with our initiatives in the area of health and education to make it sustainable and impactful. We have started Project Kavach and joined hands with Rajasthan Police to build a Nirbhaya Squad aimed at promoting self-defense skills for women.

## Q What are the challenges faced in implementing the CSR strategy?

We are aligning our projects in accordance with the law and our CSR strategy reflects the same. The biggest challenge is to ensure that every request for help to the community is in line with the law and makes an impact that is long-term and sustainable.







# Our CSR Strategy and Approach

25  Million lives touched through CSR programs

*“Honda 2Wheelers strives to be a company that exists for the society. This is what drives us. One of the ways we express this is by giving back to the communities where we work & live. Through a broad range of focussed community initiatives aimed at needs of the communities. We seek to create value for society & bring joy to people’s lives.”*

*- Mr. Harbhajan Singh, Director - General & Corporate Affairs*

The Honda 2Wheelers family has been engaged in diverse social welfare & community development programs for the holistic benefit of stakeholders and the nation at large.

Honda is committed to build sustainable businesses with strong social relevance and a commitment to inclusive growth. Through its CSR, Honda is contributing to the holistic development of society by supporting need based interventions in healthcare including water & sanitation, rural infrastructure development, education, promoting sports and environmental sustainability. In pursuit of Honda’s global vision, Honda is undertaking its CSR activities in and around its plant locations across Haryana, Rajasthan, Gujarat and Karnataka.





# Key Highlights



Environment



Education

Promotion of road safety awareness among all age groups with special focus on women empowerment

Road Safety

Vocational training for women to support livelihood  
Infrastructural support to schools/students

Project Harit Udaan  
Water Conservation





Preventive and Curative services  
 Access to Clean & Hygienic Toilets  
 Provision of potable water



Promotion of sports by improving infrastructure and motivating rural youth to channelise their energies towards sports

**Healthcare, Water & Sanitation**

**Rural Development**

**Rural Sports**



Common Facility Centre for economic upliftment of the marginalised  
 Infrastructural support via roads, bus shelter street lights









# Companies' Act, 2013: Sharpening the CSR Focus

Honda 2Wheeler has leveraged the Companies Act, 2013 to augment initiatives that are focussed on creating sustainable impact

The Companies Act, 2013 has brought greater emphasis on CSR with rules that provide guidance on minimum CSR spend, focus areas, implementation mechanisms and reporting to the shareholders of the company.

Honda's CSR Policy has been designed keeping in mind the company's vision and long-term social objectives that the company wants to achieve. Our CSR Policy has been created with the purpose to outline our CSR focus areas, execution processes along with clearly defined review and reporting mechanisms.

The Companies Act of 2013 has helped Honda strengthen its CSR initiatives making it even more focussed and aimed at sustainable impact. Honda has taken several initiatives in partnerships with local communities, NGOs and government to make a difference in the lives of people. Concerted efforts to implement projects to improve environment, road safety, health and education are bearing encouraging results along with valuable learnings.

Prior to the Companies Act, 2013, support to communities was through one off programs. Being a law abiding company and with the act now in place, Honda is leaving no stone unturned to ensure that its efforts on CSR are bringing about a long-lasting change in the lives of people. Honda works in partnership with civil society & non-profit organisations having experience & competencies to develop & implement projects. The CSR team develops annual action plans with the objective of evolving key focus areas & underlying activities. It also covers the task of partner selection, proposal evaluation, program scale-up along with monitoring the execution & supervision of project activities as per the annual mandate. The action plan is charted under expert advice of our advisory partners & in line with our civil, finance, talent management & auditing departments. The company has put in place - a quality assurance mechanism for compliance check & conducting sector wise performance review through monthly assessments against phase-wise targets for each project to ensure effective functioning and tracking progress of programs. The company emphasizes on continuous review of program performance and assessment of impact through analysis of the value add made along with qualitative elements impacted in the everyday lives of our stakeholders.





Purify & Reuse  
Ispat Technologies India

Supported



Supported  
By  
HONDA





# Environment: Blue Skies



100,000  
 trees

153  families

75  villages

Reached through CSR programs



# Environment

## Blue Skies

Blue Skies is the symbol of “Environment” for Honda and it symbolises “Blue Skies for our children”. It focusses on working towards clean air for all, a road where freedom of mobility is realized, improved access to clean water, lush green land. It thus emphasises Honda’s passion toward environmental preservation.



### Chandra and Shalini’s Girls dream of a better future with Harit Udaan

Chandra and Shalini reside in Rayalapda village, district Srinivaspura, Karnataka. For the last eight years, Chandra has been working as a postman with the Government on a temporary employment status, earning INR 6,000/- per month. In addition, Chandra earns about INR 60,000 as agricultural income from three acres of farm land that he owns. The inconsistent agricultural income, unfavourable weather conditions and limited helping hands have hindered the maximization of agricultural earnings for Chandra.

A few months back, Chandra learnt about the community plantation program through a fellow beneficiary farmer and started to cultivate green patches in about two acres of his land through the tree plantation program.

Chandra and Shalini are very confident of the benefits that their mango plantations would reap and shared that, “the efforts of Honda 2Wheelers, the NGO and fellow farmers have made us realize the benefits of the new tree plantation techniques

which would result in increased income in addition to the tomato and vegetable farming they were already doing”.

A heartening news that Shalini shared was of her two daughters, studying in the sixth and eighth grade, who had recently won the 'Regional Olympics-Skimmer competition' wherein they fabricated vehicles and presented the model to a larger audience. Both parents spoke with immense pride of the achievement of their daughters and expressed that the fruit-bearing mango trees would help earn more money, to the tune of INR 75,000 annually, and that would help them invest more in their education.

It was humbling to hear of the dedication and commitment of the parents to nurture their children’s passion and skills; and consider the community tree plantation as a very effective and beneficial program to help increase income and provide the opportunity to invest in the future of their daughters.

*“We appreciate the great work done by Honda and would like to express our gratitude for providing us the opportunity to enhance our socio-economic status and improve the environment we are living in: for a better tomorrow.”*

*- Chandra & Shalini, beneficiary farmers under the community tree plantation program*

India's remarkable growth, increasing disposable income and rapid urbanization have come at the cost of a rapidly degrading environment and depletion of natural resources that have raised serious concerns with respect to achieving environmental sustainability as well as meeting the targets agreed for 2030 as per the Sustainable Development Goals.

Honda is undertaking initiatives for environmental sustainability by supporting community tree plantation, sharing integrated farming techniques, water conservation practices and ultra-high density farming activities.

Honda launched project 'Harit Udaan' - an environmental sustainability and rural livelihood support community tree plantation program in collaboration with SankalpTaru Foundation to plant fruit bearing trees in Alwar (Rajasthan), Kolar (Karnataka), Bhiwani and Mahendragarh (Haryana) and Banaskantha (Gujarat). The program was launched in Srinivaspura Taluka of Karnataka - 'The Land of Famous Mangoes', to provide low income farmers with an opportunity to enhance productivity as well as help to improve the environment.

The scientifically tested ultra-high density plantation model has the capacity of growing 675 trees per acre as compared to conventionally grown 40 trees per acre. The key benefits of the project are as follows:

- Effective utilization of land especially where land holding per capita is low.
- Creating larger carbon sink.
- Higher soil carbon accumulation resulting in larger carbon sink than the conventional plantation method.
- Higher economic and positive environmental impact.

As part of the program, Honda's efforts have equipped beneficiary farmers with the latest organic and integrated farming techniques.

Farmers are also given informal trainings to share the best practices for upkeep and nurturing of trees.

Further, an interesting feature of this program is the mobile application that captures the beneficiary details as well as geo-tags the location of trees so as to provide ease of storing/accessing data and information pertaining to the beneficiary as well as his/her plantation.

Recognizing the concern of inadequate and inconsistent availability of water for farming, the program introduced drip-irrigation as a technique that saves water and uses it efficiently, minimize fertilizer loss and helps plant "more plant per drop".

The community tree plantation program is an innovative intervention undertaken by Honda that aims to educate, empower and enable the traditional farmer with techniques that are modern and help reap maximum benefits. The expected impact and outcome drawn by the beneficiary farmers are expected to be multi-fold affecting social, economic and environmental aspects.

Honda 2Wheelers with Sankalp Taru foundation pledged to increase the green cover of denuded areas and successfully planted 100,000 trees in various villages near all Honda Factories in Gujarat, Karnataka, Rajasthan, Haryana, across four states of India. These trees are Geo Tagged and there is a dash board created on the website for ensuring higher transparency, ease of monitoring and reporting. Honda through its implementation partner Sankalp Taru Foundation is working closely with beneficiaries to create a self-sustainable ecosystem while creating livelihood support systems for poor farmers.

Project 'Harit Udaan' aims to create a self-sustainable & empowered ecosystem wherein community members are engaged in growing and nurturing fruit bearing trees in the long run. The project aims to support rural livelihood by targeting production of 5000 tonnes of fruits amounting to a value generation of INR 12.5 million reaching out to 153 farming families.

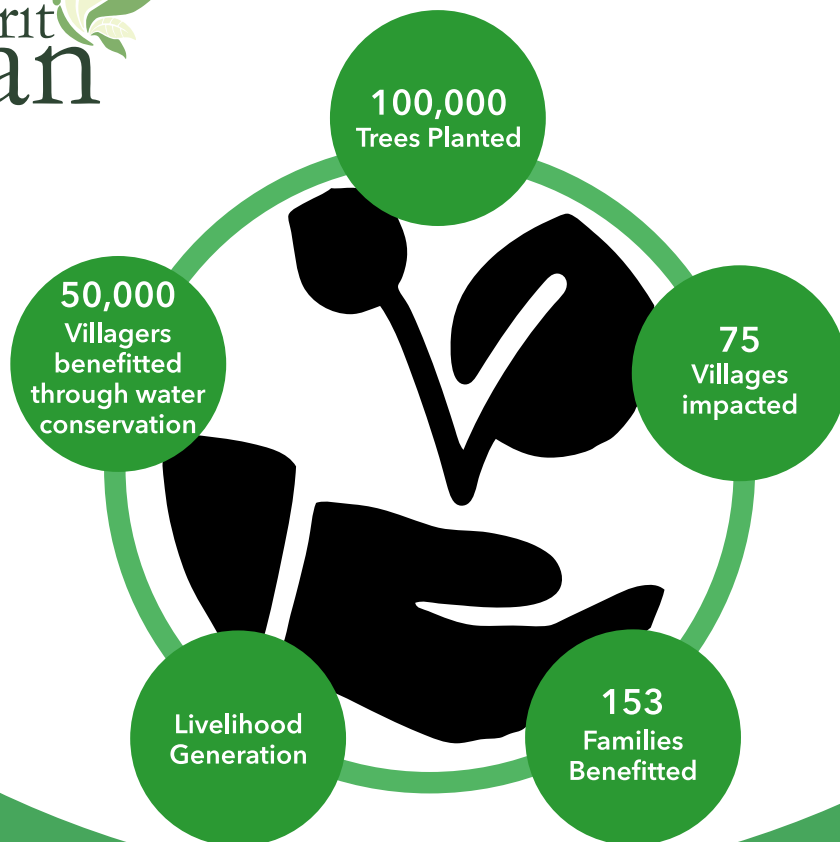
*“For a cleaner and better tomorrow – Project Harit Udaan of Honda is helping poor farmers in realizing their dreams by supporting them with better agriculture technology that shall increase their income in the near future and contribute to the environment.”*



*“My wife and I planted the saplings ourselves and are very happy to learn about the new technique and eagerly await the fruit-bearing stage. With less amount of water, we are able to plant many more mango saplings.”*

*- Beneficiary farmer*

Harit  
Udaan



Automated Drip Irrigation: More crop per drop

Ultra High-Density farming: More Yield in less time

Generation of Carbon Sink for industrial hub

Latest technical know-how to farmers

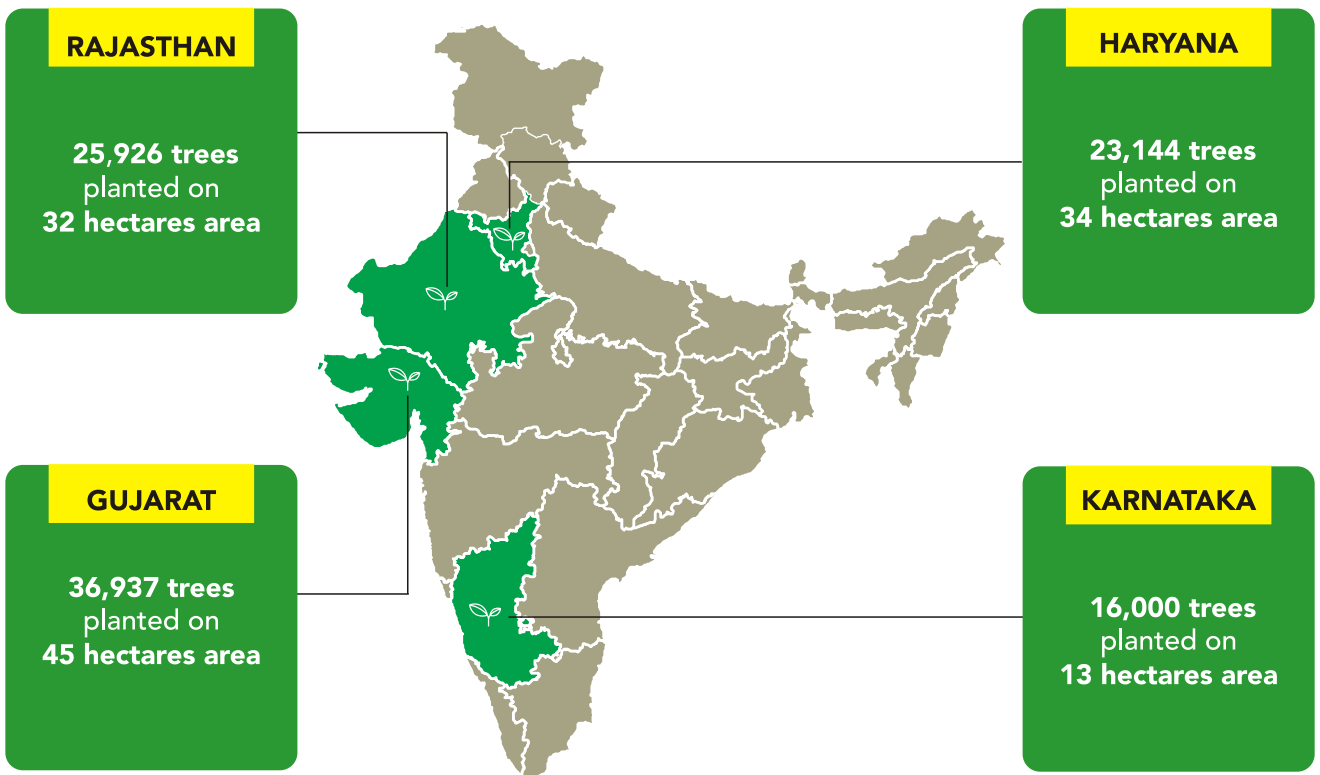
Focus on vulnerable sections & women beneficiaries

Geo-Tagging: Ease of Monitoring





The project targets fruit production of **5,000 tons** and generate a value of **INR 12.5 million**



Appreciation by IICA-Ministry of Corporate Affairs and Karnataka State Mango Development and Marketing Corp.  
 100,001<sup>st</sup> tree was planted on March 27, 2017



## WATER CONSERVATION INITIATIVES

### Support to Mukhyamantri Jal Swavlamban Abhiyan

Water conservation is another focus area of Honda 2Wheelers in the area of environment. In its drive to encourage water conservation, we have joined hands with the Government of Rajasthan to strengthen and promote rain water harvesting and water conservation under the aegis of the "Mukhyamantri Jal Swavlamban Abhiyan" reaching out to 234 villages by constructing, repairing and restoring local water collection channels like ponds and johads. In 2016-17, INR 15 million was given to the government of Rajasthan for this mission.

A close-up photograph of a hand holding a small amount of water from a chrome faucet. The background is a soft-focus green field. The text "More from Every Drop" is overlaid on the left side of the image in a green, sans-serif font.

# More from Every Drop

# I M P A C T

## Project 'Harit Udaan'

**100,000**  
fruit bearing trees planted for

Livelihood Generation for  
**153** families in **75** villages

Ultra High Density and Drip Irrigation

Green Coverage Area

Carbon Sink

## Water Conservation Project

(Rajasthan Government MJSA)

Benefitted **50,000** Villagers

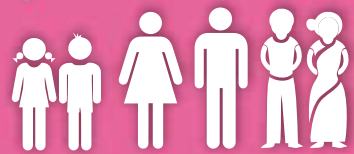




# Road Safety: Safe Riders - The Utmost Priority



800,000  
people benefitted





# Road Safety

## Safe Riders - The Utmost Priority

Honda envisages safe roads on which people can commute and support the road safety initiatives of the police department.



Honda operates on a 4S dealership model:

**Sales**  
**Service**  
**Spares**

**SAFETY**

*"As long as we are handling a mode of transportation, we are entrusted with human lives."*

- Mr. Soichiro Honda

Guided by the philosophy of safe coexistence, that aims at "a collision-free mobile society," we at Honda envisage roads where everyone can commute safely and confidently enjoy the freedom of mobility.

Road safety has been a global priority for Honda since 1970. Through a wide-range of safety initiatives including the development of cutting-edge safety technologies and the promotion of road safety education, we are committed to enhance safety of society as a whole.

In India too, Honda is promoting road safety awareness right from its inception in 2001. The road safety program of Honda reaches out to all segments of society including young children and women. Since 2001, the company has reached out to over 1 million people of all age groups on safe riding. Honda has been recognised and appreciated for promoting the cause of road safety amongst customers and society.

Safety is thus inbuilt into our processes and goes on to drive our initiatives to save human lives through our collaborations with the police and administration.





## HIGHWAY ASSISTANCE BOOTHS ON NH1

### Making Highways Safer

40  
human lives  
saved



To address Road safety concerns and to improve the traffic situation on NH 1, Honda 2Wheelers India signed a MOU with Haryana police to develop and successfully hand over twenty highway traffic assistance booths on October 17, 2016. These booths are strategically placed 10 km apart from each other on the 200km stretch between Delhi to Ambala. To improve mobility of police personnel, twenty fully equipped bikes with siren, police flash lights, safety helmets and first aid boxes have been provided. All personnel (80) have been provided with special jackets, reflectors and belts. These policemen act as first responders in the event of a mishap and have been trained on first aid, gas leakage, hazardous goods handling and accident management. In a span of four months starting in October, 2016, 40 human lives were saved and a large number of accidents were averted, besides providing first aid care to multiple travellers. In addition, these booths have helped in enhancing women's safety and offers a sense of security.



## BODY WORN CAMERA FOR GURGAON POLICE

Honda 2Wheelers has extended the initiative to further equip traffic personnel by providing body worn cameras to record safety/traffic violations. On October 22, 2016, Honda handed over 15 body worn cameras to Gurgaon traffic police to educate citizens and improve compliance with traffic safety regulations.

Earlier in 2016, 6 traffic booths for police personnel at key points in Gurgaon city were set up to serve as surveillance nodes; to ensure smooth & safe traffic movements on road.





# ROAD SAFETY EDUCATION

## Adoption of Traffic Parks

We have adopted twelve traffic parks across India and have taken the responsibility to renovate and maintain these parks. These traffic parks have been equipped with safety signals, simulator training vehicles, training aids and games on traffic themes. Furthermore, Honda has collaborated with the local police and administration to use these parks for education and awareness building on safe riding techniques and traffic rules. About 800,000 women and children have been reached through traffic and road safety education drives conducted during 2015-17.

At these revamped traffic parks, Honda conducts road safety activities free of cost for all age groups on a daily basis. The traffic parks offer practical training to empower women and offers customized road safety modules for children.

**800,000**   
**children & women**  
reached through traffic &  
road safety education




## National Road Safety Week

In January 2016, Honda India successfully concluded its mammoth week-long road-safety drive which coincided with the National Road Safety Week (10th - 16th January, 2016)

Honda executed multiple awareness campaigns for all age groups including safety rallies, walkathons, safety banner displays at central locations of cities, drawing competition and safety quiz for kids, virtual riding simulator trainings and distribution of safety leaflets among public.

Many unique engagements across India including an exclusive 'Rally' by 200 women riders was organised in Bhubaneswar;

- A walkathon by 4000 customers in Mumbai and
- A helmet awareness rally for pillion riders in Bangalore.
- Police personnel improved their risk prediction ability on roads with the riding simulators in Ahmednagar while Honda's safety volunteers gifted flowers to riders who were not wearing helmets in Ramgarh.

**35,000+** persons reached  
Engaged **35,822**   
individuals in **250** cities across India

Additionally **10,428** associates across Honda's 4 plants, 11 zonal offices, 5 regional offices & corporate office took the pledge  
**I am a Safe Rider**

*"Honda has taken the responsibility that if we are developing two wheelers to be used on the roads, it is our responsibility to educate the people on safe riding techniques."*

- Mr. Sharad Pradhan, Divisional Head - CSR & Government Relations



## Special Focus on Young Children



Children are an integral part of Honda's road safety initiatives. As one of the biggest influencers in their respective families, children drive attitudinal shifts in society. Driven by our, 'Catch Them Young' approach, Honda's objective is to educate young minds on how the freedom of using roads comes with a responsibility – not just for oneself but also for other road users. To fulfil this objective, Honda conducts several road safety awareness campaigns with children. In 2015-16, these included:

**CRF 50 Fest** - was organised as a nation-wide safety carnival for kids. The marathon activity spanned 73 days starting on 26th Aug 2015 from Delhi and ending on 6th Nov 2015 at Ahmedabad, covering 18 schools across 12 major cities across India. It was a first event of its kind in which

**27 CRF 50**  
bikes travelled across  
**10,000 km**  
spreading road safety  
awareness to  
**8,000+ children**



**Children's Day Celebration** - Honda celebrated children's day in the month of November in all its Traffic Parks. Different activities like, CRF50, and drawing competition were conducted.

**920** students from  
**17** schools  
participated



**Road Safety Summer Camp** - An inter-city road safety summer drive was launched to engage children and their families to learn cues on road safety habits in an engaging manner. Overall, the response was phenomenal with more than 1400 registrations in Delhi and Mumbai.

**1,400+**  
children & families  
registered for road safety summer  
camp in Delhi and Mumbai



**Honda School Children Road Safety Quiz** - Taking an innovative and engaging approach towards spreading road safety for children, Honda organized a Road Safety Quiz contest (Shining Stars of Road Safety) in Bal Bharti Public School, Delhi on 29th April 2015. Children were educated about the concept of road safety.

## Signature Campaigns

Special mass outreach activities are organised periodically to sensitise the general public from time to time. Some of these include organisation of national road safety week and Raahgiri activities.





## MEGA SAFETY ACTIVITIES



Honda safety instructors imparted training on road safety through riding simulators to young riders above 18 years of age to anticipate over 100 possible dangers on the road. In the mega safety camps, first time women riders were trained on the basics of 2wheeler riding through Honda's imported riding trainer machine along with the skilled female Honda trainers. Key activities also included CRF 50 (specially imported CRF 50 motorcycle) activity where 9-12 year olds understand safe riding through practical experience. For adults, special focus was given on correct riding posture and right method of riding 2Wheelers.

### Training children and School Transport Drivers

Honda launched a month long 'Road-Safety Awareness Program' in association with Department of Science and Technology, Rajasthan in August, 2015.

Honda instilled awareness among school children in the age group of 6-12 years and also trained

**22** school operating staff

**962** school children

**106** drivers/conductors

in Jaipur city under the 'Bal Vahini Yojana'

### Delhi Police Female Recruits Training

Honda in association with Delhi Police Training College organised a special Road-Safety training program for women recruits of Delhi Police.

**1,200+**  
women recruits  
trained to become  
independent  
2Wheeler riders



## Unique Safety Infrastructure Exclusively at Honda Dealerships

Honda has a dedicated corporate team that steers the Road-Safety promotion activities for the company across all its dealerships. This team imparts training to develop Safe Riding Advisors who provide Pre-delivery Safety Advice (PDSA) to customers so that they can inculcate safe-riding habits. Another unique initiative is the Riding Trainer - a state-of-the-art, compact, computer driven, easy-to-use simulation that puts riders through various real life traffic scenarios. The Riding Trainer initiative helps riders anticipate and react better. Each simulation is followed by an assessment in which the rider's performance is assessed and customised feedback is provided.



## EMPOWERING WOMEN

### On the Road to Independence

Women Empowerment takes the pole position when it comes to Honda's CSR mission. Needs and priorities of women thus take precedence. We at Honda run a unique program that seeks to encourage more women to take to the wheels thereby conferring enhanced mobility. We do this by providing a four hour hands-on training programme on two wheeler riding and in the process have been able to empower many women to become independent. We expect this initiative to meaningfully change lives and choices that women make.



*Saroj Manu is a 48 year old housewife who lives in Delhi along with her husband, a son aged 21 years and daughter aged 25 years. All of them except Saroj drive two/four wheelers. She tried learning two wheeler driving with her husband but could not. Through her neighbour, she came to know about Honda's Dream Riding Initiative for women and decided to give it a try. Aided by simple and practical instructions from Honda's women trainers, she started driving two wheelers in a short span and gave a pleasant surprise to her husband.*

*In her words, "my children are so happy to see my increased confidence."*

## From Pillion to Riders

Honda's 'Dream riding' initiative thus seeks to prepare women for two-wheeler riding. Aspiring women riders (18 years and above) just need to drop a mail with their details on our e-mail id at [dreamriding@ttdelhi.in](mailto:dreamriding@ttdelhi.in) (Delhi) and [dreamriding@ttdjaipur.in](mailto:dreamriding@ttdjaipur.in) (Jaipur). Our team then reaches out and schedules the training. Our trained female instructors then schedule the training and take the aspirants through a specially designed 4 hour module. These trainings are conducted at traffic parks supported by Honda. Special days of global and national importance like the International Women's day or the National Road safety week are tapped to raise awareness among women and encourage them to learn to ride and ride responsibly. We organised a Women's Safety riding day and a mega women safety riding event at Sharda University recently where over 200 women were trained to ride a two wheeler.



*Ansu Arora* is a 41 year old home-maker from Cuttack. Till November, 2016, she was dependent on her husband for every small chore of the house that required travelling outdoors. Through a friend's reference, she came to know about the Dream Riding initiative and enrolled for the training, prior to this she did not know how to ride a simple bicycle. At the training centre, the instructors put her through the training module and in less than four weeks, she was riding the two wheeler that the family owned. Ansu can now manage all her errands by herself. she feels that her life has become convenient and she relishes her new found mobility.

*K. Priyanka* is a 22 year old student in Coimbatore pursuing a course in beauty care. On her neighbour's recommendation she enrolled for the training program and under the able guidance of Honda's women instructors was soon able to drive on her own. She sees it as a step towards independence and aspires to own a two wheeler soon.

# I M P A C T

## Saving Lives on Every Mile

Highway Assistance Booths

Effective Traffic Policing

## Building a Future of Safe and Responsible Riders

Traffic Parks

Mass Awareness on Road Safety

Outreach Campaigns

Benefitted **800,000**





# Education Initiatives: Reaching out to the Communities



170  schools

50,000  
students 

Reached through CSR programs



# Education Initiatives

## Reaching out to the Communities

*“Educate & raise the masses, and thus alone a nation is possible.”*

- Swami Vivekananda


Education is considered to be the most important transformational tool. Therefore, any barrier to the process of attaining education has the potential to create a vicious cycle of unaddressed social issues and subsequent challenges which leave a long lasting impact on communities as a whole. It is notable that factors originating as an outcome of lack of education such as ignorance, lack of information and obstructed cognitive development leads to severe societal damages having debilitating effects at an aggregate national level.

The last decade has witnessed an unprecedented impetus to make quality education accessible to all. Globally, the Millennium Development Goals (MDGs) which have evolved into sharper Sustainable Development Goals (SDG's) and the Right to Education (RTE) Act 2009 at the national level have contributed significantly towards drawing the attention of policy makers to improve the education system. The general perception about attaching less value to vocational courses has changed. New courses are now market oriented as industry players are actively involved in developing the course structure and curriculum. At Honda, we recognise the importance of schooling and vocational skills and are thus making conscious efforts through our CSR initiatives to overcome challenges faced by budding minds.

Support is provided in the form of improvements in infrastructure, providing educational aids and promoting vocational training. These initiatives have seen tangible improvement in attendance, student enrolment, improved community participation and improved employability for the youth.

## An Ecosystem Approach to Education

Honda adopts an ecosystem approach to education by which we support both formal schooling infrastructure as well as vocational training aimed at skilling. We remain focussed to improve our outreach to underprivileged children across our plant locations spanning the country.

About **20%** of  **CSR budget of Honda 2Wheelers goes towards various initiatives in the field of education**



## EDUCATIONAL TRAINING PROGRAMS

### Support to Development of School, Gurgaon, Haryana

Education is a fundamental right and in order to make this right a reality for children of migrant workers, Honda 2Wheelers supported Diksha - a non-profit school in Palam Vihar, Gurgaon, Haryana, by construction of six classrooms benefitting 300 students in Chauma village, Dharam colony, Caterpuri and New Palam Vihar. Many of these children most of whom were earlier found begging on streets or had dropped it from school can now be seen enrolled into a formal school and working towards a promising life.

**6** classrooms constructed   
**300** children mainstreamed into schools



## Development of Model Anganwadi at Vadnagar, Mehsana, Gujarat

Cognitive abilities of children need to be nourished and seen that they receive a fun learning atmosphere irrespective of whether they come from rich or poor families. Motivated by this thought, Honda 2Wheeler's has upgraded old Anganwadis at Vadnagar into smart Anganwadis. These anganwadis have been spruced up in a manner that they radiate charm, attract children and provide enough avenues for learning while playing. Necessary infrastructure requirements were addressed, interiors were redesigned to make them child friendly while outdoor play area was made safe for children. Innovative Teaching and Learning Materials were installed in order to pique the interests of children.



## Bridging the Digital Divide

In order to make access to affordable digital education a reality for students in government schools, Honda collaborated with 'Literacy India', a non-profit organisation working with underprivileged children and women. This is a long term project with the Department of Education, Government of Rajasthan and seeks to enhance the creative potential of an entire generation of school children.



## VOCATIONAL TRAINING PROGRAMS

### Vocational Training Centre cum Livelihood Centre

In line with our stated commitment to enhance livelihood and skilling opportunities, especially for women Honda 2Wheeler's India successfully launched a Vocational Training cum Livelihood center in Haryana and Gujarat. We began from Kadarapur CRPF base camp in Gurgaon, a facility that can train approximately 600 women a year. The courses are designed keeping the market demand and the target group's aspirations. These courses are accredited by NSDC. Training facilities have been extended to Bechraji in Ahmedabad and an additional center is being set up for the capacity building of women.



## Automotive Training & Research Centre with Manav Rachna University at Faridabad

Through an advanced and modern "Automotive Training & research Centre" Honda 2Wheeler seeks to provide students an opportunity to equip themselves with the latest trends and skill set expectations of the industry. The centre was launched in collaboration with Manav Rachna International University at Faridabad, Haryana.



## Industrial Training Institute (ITI)

ITIs were conceived as the fountainhead of vocational education in India and the hub for training manpower required for skill-based careers. Taking a cue from the Central Government scheme for 'up-gradation of ITIs under a Public-Private Partnership (PPP) model', Honda has adopted Petlad ITI in Ahmedabad, Gujarat.

We are thus actively supporting the up-gradation of the ITI's through a tripartite arrangement between the State Government, Central Government and Honda 2Wheeler. Under the agreement, the State Government as owners of the ITI's shall bear the recurring expenditure and appoint new instructors, while the Central Government would be the funding partner for the up-gradation. Our role is to provide management expertise to run the ITI and ensure that the skilling standards are in line with industry expectations.

## Honda Technical Center of Excellence (HTCE)

Consistent with the vision of Skill India, Honda has set up technical vocational training centres at five locations at Karnal, Pune, Bangalore, Lucknow and Bhubaneswar to help unemployed poor youth to skill up and get ready to contribute to bridging the skill divide that exists and earn a decent living in the process.

These centres train unemployed youth to become skilled 2Wheeler Technicians, Supervisors and Advisors through well designed and certified courses. The core purpose is to provide support to create enabling livelihoods and empower the youth by building a sustainable and connected ecosystem of education, employability and employment.



# I M P A C T

## Project 'Education for All'

Over 170 Schools and  
50,000 students benefitted

By Providing

Infrastructure Support

Teaching and Learning Material

Vocational Skill Training

Adopting ITI

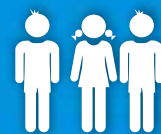




# Health Initiatives: Strengthening Institutions



160,000  
beneficiaries



1593   
cataract surgeries

22 villages 

Reached through CSR programs



# Health Initiatives

## Strengthening Institutions

In India, inequities in healthcare exist across the critical aspects of access, affordability and quality of healthcare facilities. According to WHO, nearly 14 percent of the country's population suffers from arthritis and 10% suffers from Hypertension. Further, according to International Diabetes Federation, approximately 5% of Indian population suffers from diabetes and the elderly population in India accounts about 150 million. In addition, distribution of health services in the country are very urban-centric. A survey by Indian medical society had found that 75% of the qualified consultant doctors practice in urban centres, 23% in semi urban areas and only 2% in rural areas (where 65% of the total population live).

We at Honda 2Wheeler are driven by our vision of "Health for All" through which we promote an integrated healthcare model. The model provides quality and affordable curative as well as preventive healthcare. Partnerships have been fostered with NGOs like Helpage India and the local government to strengthen the existing Primary health centers (PHC) in addition to providing last mile healthcare facilities to the communities. The key components of the model thus include conducting periodic health awareness campaigns, improving last mile access to health services through Mobile Medical Units (MMUs) and augmenting infrastructure at PHC's to improve their ability to serve patients efficiently.

*"I had been feeling weak and dizzy for a very long time but attributed this to exhaustion due to work. In the health camp, I underwent few tests and I came to know that I had low haemoglobin. With this information, I immediately went to a doctor for advice and adopted a more healthy diet. Had it not been for the camp, I may have never understood the reason for my failing health."*

- Shanti, 34, Jodikrishnapura





## DENGUE, MALARIA AND SWINE FLU AWARENESS CAMPAIGN

Both urban and rural areas have reported spikes in cases of Dengue, Malaria and Swine Flu. Honda thus took up the initiative to conduct awareness campaigns focused on preventive health care in collaboration with the Gurgaon Health Department.

The campaign involved awareness generation about these infectious diseases through high visibility campaigns to encourage behaviour change among the general public and help in early reporting of symptoms for faster remedial measures.



## MOBILE MEDICAL UNITS (MMU)

With the support of our implementation partner, HelpAge India, Honda is reaching out to more than 100 villages through three Mobile Medical Units (MMU). These MMUs are operational in Vithalpur (Gujarat), Bilaspur and Manesar (Haryana), Tapukara (Rajasthan) and Narsapura (Karnataka).

HelpAge India runs the MMU which is equipped with an MBBS doctor, a nurse, a social mobilizer and a driver. The MMU provides services like checking blood pressure, testing for diabetes, general consultations, advice on personal hygiene and cleanliness of the surrounding.

The MMU was introduced with the objective of taking healthcare to the doorstep of people living in the nearby villages. The schedule of the MMU is prepared in a way that it covers all the villages in the area at least once a week. The MMU keeps a stock of basic medicines like analgesics, antibiotics, anti-allergens, cough syrup and other drugs for thyroid, hypertension and diabetes.

The core objective of this program is to ensure that basic and essential healthcare facilities are made accessible and affordable to senior citizens, financially weak families and to the population in remote areas. The MMU provides basic facilities free of cost, emergency relief and also transports patients to nearby hospitals, if required.

*“My blood pressure is under control now and I no longer have to go to any other doctor. I visit the MMU every week now for follow up and medicines.”*

*- Narsamma, 53, Jodikrishnapura*



## Cataract Camps for the Old and Poor

Cataract is a health situation that ails the old and often goes untreated leading to a difficult life. Honda 2Wheelers has financially assisted 1,593 cataract operations at reputed hospitals for individuals belonging to weaker sections of the society residing in and around the Honda plants in Rajasthan, Karnataka and Gujarat.

*“My vision has improved after my cataract operation. I no longer have to depend on anyone else due to my poor eye sight.”*

- Sanjeevamma, 69, Mindahalli

### *“Improved vision for better life” - Story of Sanjeevamma*

Sanjeevamma, 69, had very poor vision in her left eye and was unable to do a majority of her household tasks. She had heard of cataract detection camp being organized by Honda 2Wheelers and persuaded her son to take her for a test.

On visiting the camp, she was informed that she had cataract in her eye. While she had been suffering in silence for months, she knew of no place where she could go to get treatment. The camp served as the source for getting the much needed medical attention. A group of 40 people detected with Cataract were taken from the villages to Bengaluru where they were operated upon and this was done in partnership with Globe Eye Foundation. She expressed happiness at how every thing was taken care of minutely including their food, stay and the travel back.

She complained of irritation and watery eyes after the operation and a follow up done by Globe Eye Foundation helped her get medical attention. Eye drops provided during the follow up has helped her with the eye irritation and watery eyes.

Her improved vision has helped her live a normal life again.

*“The camp helped me understand why my eyesight was becoming poorer by the day. I had been ignoring my problem but the camp near my house helped me find a solution to my problem.”*

- Nasarin, 45, Doddashivara



*“The doctor now comes to our village. I do not have to specially take out time to make a visit to doctors in the nearby town.”*

- Narayanappa, 65, Karinayakanahalli



## Healthcare to Hut

The disease profile of rural India has changed over time and incidences of hypertension and diabetes becoming prevalent. These diseases often aggravate in the absence of timely diagnosis and treatment. We thus embarked on a revolutionary program bringing quality healthcare and cutting edge diagnostic capabilities to villages with an innovative medical testing device that used the android platform to conduct 33 diagnostic tests. These tests have been carried out free of cost. Motorcycle borne paramedics carry tablets & equipped with 'Swasthya Slate' (android based diagnostic kits) travel to villages and record a patient's history for speedy treatment.



*“Due to my old age I regularly need medical care and was dependent on my son to take me to the hospital. After he joined the military and was posted far away, it became difficult to visit a doctor to seek medical care. The medical van comes to our village and I no longer have to be in discomfort or depend on anyone to get medical treatment for my basic ailments.”*

- Chinnamma, 63, Jodikrishnapura



## SUPPORTING DIFFERENTLY-ABLED PEOPLE WITH ASSISTIVE DEVICES

We at Honda recognise the need to support the differently-abled persons or PwDs (People with Disabilities) to lead a better quality of life. In association with Artificial Limbs Manufacturing Corporation of India (ALIMCO), camps were organised in Kolar district, for distribution of aids and assistive devices, such as Tricycle, Wheel Chairs, BTE Hearing Aids, Crutch Axilla Adjustable, Smart Cane, Joystick Wheelchair, Artificial limbs and Callipers to specially abled persons. These camps were however preceded by a detailed needs assessment for which in May 2016 a camp was organised in Kolar to gauge the needs and customisation required to ensure that people can use these assistive devices seamlessly. The key objective of introducing this intervention was to empower and motivate PWD's to lead a life of self-confidence, independence, pride and dignity.





## WATER AND SANITATION

Universal access to safe drinking water and sanitation is a fundamental need and a human right. However, about half of India's population lacks access to improved sanitation facilities (UNICEF estimates). Limited access to sanitation facilities for the marginalised and poor often negatively impacts their health and hygiene with inter generational consequences. Hence, Honda decided to direct its efforts, aligned with the national agenda of 'Swacchh Bharat Mission', to ensure provision for access to sanitation facilities and support to improve the conditions of existing toilets. Further, efforts were extended by focussing on enabling access to safe and clean drinking water by bringing in technology solutions that can help people reduce drudgery and focus on building their lives.

### Eco Friendly Bio-degradable Stainless Steel Toilets

Honda in collaboration with Central Reserve Police Force (CRPF), has installed Stainless Steel made Bio Digester based toilets which are eco-friendly. 126 such toilets were installed in 15 Government schools.



### Sustainable Clean Drinking Water Project through water ATM's

Honda 2Wheelers initiated CSR interventions in Kolar Gold Field (KGF) area with an objective to provide access to safe drinking water to people. Towards this end, Honda identified toyaM Technologies India Pvt. Ltd. for installation, maintenance and operation of Community Based Water ATM in the villages. Before installation of Water ATM, the community used to take water from tankers which was not of good quality.

In India, more than 20 percent of communicable diseases are related to unsafe water (World Bank estimates). As a responsible corporate, Honda has established water treatment plants in Haryana, Rajasthan and Karnataka wherever the water quality was found to be poor and not potable. Based on the success of this initiative by 2016 15 villages were equipped with Reverse Osmosis (RO) units in and around the Vithalapur plant of Honda in Gujarat.

*"I am very happy with the installation of RO Water ATM in our village. Now we do not have to drink water from tanker. We were not sure about the quality of water from the tanker but we had no choice. All my family members now drink RO water."*

*- Dilshad, Robertsonpet, KGF*



# I M P A C T

## Project 'Aarogya Abhiyaan'

Covered 220 villages  
benefitting 150,000 people

Medical Mobile Vans

Cataract Surgery

Static Dispensary

Medical Tests

Toilets for Schools and Community

Infrastructure Support to PHC's & CHC's

Assistive Technology Support to PWD's

## Clean Drinking Water facilities

Across 130 villages reaching  
out to 160,000 villagers through

Community RO Plants

Water Coolers and RO Units in Schools





# Rural Development: Infrastructure Strengthening Measures



70,000  
beneficiaries

Reached through CSR programs



# Rural Development

## Infrastructure Strengthening Measures

Rural development implies creation of necessary infrastructure and promotion of community welfare through various means such as assured access to basic necessities including availability of clean and safe drinking water, usable toilets, health services, rural-urban connecting roads, housing and availability of electricity. It envisages economic betterment through financial diversification. The emphasis is thus on measures that primarily target development of an ecosystem that promotes skill development and job creation thus attempting to diversify the livelihood base for rural communities from beyond agriculture to other high value trades.

The process of rural development thus paves the way towards greater social prosperity and upliftment of the community.

In order to create better prospects for rural communities, Honda has been supporting state welfare initiatives in addition to ensuring provision of basic everyday services for community members. The purpose of undertaking these sectoral initiatives is to expand the productive base and improve access of basic facilities to a larger population in rural areas.



### Solar Light Installation Project

Honda installed 80 solar lights for lighting up the road sides and streets in Vithalpur, Ahmedabad to promote use of eco-friendly sources of electricity.



### Road Development

Under the vision of a "Developed rural India", Honda strengthened village connectivity by constructing an internal RCC road in Karinayakahalli and Mindahalli villages in Narsapura, Kolar in Karnataka. Also constructed a 3.5 km road across the village of Vithalpur, Ahmedabad in Gujarat



### Bus Shelter

Honda installed 5 bus shelters in Rajasthan and 1 in Haryana to improve connectivity

## IMPACT

Eco-Friendly lighting, Improved Connectivity and Increased safety.



## COMMON FACILITY CENTRE

Darbi village, situated in Sirsa district of Haryana, is a small village with 2,000 families and around 35 percent of the families belong to the scheduled caste. Knitting and weaving is the primary source of livelihood and income for the villagers.



## ROAD TO PROSPERITY



*“School buses can now come inside the village. The children do not have to walk till the main road to catch their bus.”*

*- Rangappa, 42, Karinayakahalli*

*“The newly constructed road has reduced the time taken to travel to the Hospital. In case of an emergency, we can easily take the person to the nearest hospital for immediate medical care.”*

*- Appayappa, 65, Karinayakanahalli*

*“The construction of the road has increased the value of our land. More people are coming to live here in rental properties because of which our income has increased manifold.”*

*- Krishnappa, 54, Karinayakahalli*



MAN IS NOT INTERESTING WITHOUT SOME IMPERFECTION  
- Soichiro Honda



# I M P A C T

## Project 'Jan Uthhaan' A community development program

70,000 benefitted

Through

Solar Lights, LED Lights

Bus Stands and Shelters

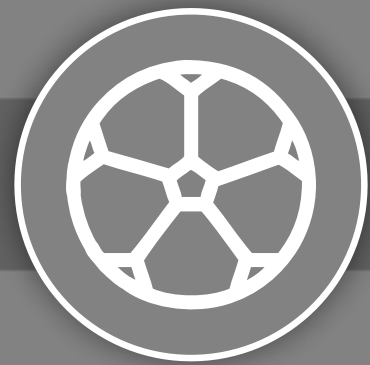
Village Roads

Common Facility Centre



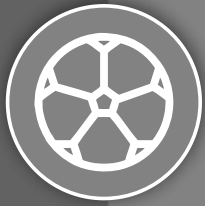


# Promotion of Sports



80,000  
people benefitted





# Promotion of Sports

Preparing athletes for the future

Activities relating to sports and physical education are essential components for human resource development. It not only helps to promote good health, but also camaraderie and a spirit of friendly competition, which in turn, has a positive impact on the overall development of one's personality. Over the years, the Government of India has launched several programs to encourage sports, especially in rural India. However, there is still a lot of potential to promote rural sports and provide the necessary support to the underprivileged and those with potential to excel.

*"We never imagined that we would have access to a state of the art stadium in our lifetime. We are delighted to train on a proper track. "*

*- Ramesh, a 16 year old athlete*



Honda recognises the challenge and has identified promotion of rural sports as a key priority area. We believe it essential to give the disadvantaged sections of society vistas to take up different forms of sports, be it a recreational activity, hobby or as a career option. The companies' state and national level sports championships aim to encourage the competitive spirits of our youth and provides the stepping stone for a potential career in sports.



## DEVELOPMENT OF OUTDOOR STADIUM

Vacant land belonging to the Government Pre-University College, Malur had been long used by the college students, the youth and the people of the town for sports, athletics, leisure walks and cultural activities. The people of the town approached various community representatives to improve the ground that was frequented by large number of youth. As a result of discussions with community representatives, we took upon the task of building a stadium on the college land so that it can be used by people for training in sports and other recreational activities. The stadium caters to a population of over 10,000-15,000 people of Malur and those who visit Malur occasionally from neighboring villages.

The undeveloped land that was previously used for sports and other leisure activities was thus transformed into a stadium with a seating capacity of 5,000 and adequate lighting, public announcement systems and toilets. The stadium has a 380 meter circular athletics track used by the youth and community members for walking and running. Youth athletes aspiring to compete at the district, state and national level competitions use the track to practice. Since its inauguration in May 2016, more than 400 people come to the stadium every day. Children and youth come to the stadium to play cricket, football, volleyball among other sports. Karate coaching classes previously conducted on the playground are now conducted inside the stadium due to the improved facilities.

The stadium is built with 16 shops on the outside. The revenue from these shops is expected to partially support the maintenance and upkeep costs of the stadium.

*“I used to walk on the road adjacent to my house but that was very unsafe as vehicles would pass to and fro and lighting was not sufficient. My family too would worry about my safety. Ever since the stadium was inaugurated, I never miss a single day of walking. Most times I come without my husband in the late evenings, and feel extremely comfortable and safe. Since I work on the sewing machine all through the day for tailoring jobs, that requires me to use the foot pedal repeatedly. I never experience any discomfort or pain as I ensure I come for my 45 min walk everyday to the stadium and feel fit! I would urge all fellow users to maintain the facilities’ cleanliness levels and quality.”*

*- Promila, a 57 year old home-maker cum tailor*





## DEVELOPMENT OF INDOOR STADIUM

Driven by the vision to promote a wide array of rural sports, Honda 2Wheelers supported the Department of Youth and Sports, Kolar district to overhaul the facilities of the indoor badminton and table tennis stadium. Honda supported the entire wooden flooring and marking activity of the badminton court area, painting of walls/ceiling and LED lighting across the indoor stadium.

The primary objective of constructing the multipurpose stadium was to provide economically disadvantaged but talented village youth with basic facilities required to train and participate at a national level or state level sports competition.

*“I have been coming to the stadium since it opened. I study in the 9th grade and love playing sports. My favourite sport is badminton and I have been participating in inter-school competitions for the past two years. I really like this stadium and the courts are great to play on. I come and play for two hours in the evenings and the lights in the stadium are very good.”*

*“The badminton courts in the stadium are of good quality and since its construction, more youth have been availing the facility. The flexible timings offered and sufficient electrification of the stadium provides an opportunity for even girls to come.”*



## SPORTS GROUND AT BURERA VILLAGE, RAJASTHAN

Burera village, located near the Tapukara plant, lacked the basic provision of a playground for the local community to play a sport of their choice or spend time at leisure. Honda recognised the need and developed a playground which resulted in promoting rural sports among the villagers. The project involved:

- Levelling of the existing area - removing old structure
- Soil filling, compacting, levelling
- Grassing and planting trees in the surrounding area and fencing the boundary

BEFORE



AFTER



# AWARDS & RECOGNITIONS

Honda 2Wheelers has been making great strides in the space of CSR across a diverse set of thematic areas and our efforts have been recognised and acknowledged by state governments and other corporates alike. Honda has been the recipient of various certificates, appreciation letters and prestigious awards during the past year. Few notable achievements are presented below:



## Padambhushan Shri Anna Hazare Awards Honda 2Wheelers for their Sustainable Clean Drinking Water Projects

On the occasion of "World Water day" on March 22, 2017, Honda 2Wheelers was presented an award by Padambhushan Dr. Anna Hazare at Pune hosted by toyaM Foundation, for their sustainable model of clean drinking water projects. While giving away the award, Dr. Anna Hazare said that finding out sustainable solutions can have a positive impact on the society and heartily congratulated Honda 2Wheelers effort in this direction.

Mr. Harbhajan Singh, Director - General and Corporate Affairs while receiving the award said that the company has been utilizing the CSR funds effectively in the direction of providing clean drinking water to the society. The projects include constructing community water RO plants, setting up water coolers for schools, public places, and participating in water preservation programs initiated by the Government.

# THE WAY FORWARD

A unique feature of our CSR strategy is that the initiatives are geared towards improving the overall quality of people's lives. In the coming years, the aim will be to augment the quality of our CSR programs while adopting a more focused and structured effort towards creating a sustainable impact. Honda 2Wheelers remains committed to its CSR obligations and has continued to spend an increasing amount of money as is seen from the year on year increase in budget outlay, successfully achieving its CSR goals and supplementing the initiatives to respond to the changing needs of the communities. Honda is conscious of expanding the life cycle of key CSR programs as a move to accelerate the CSR journey towards delivering social responsibility while adding newer milestones.

The interventions shall further contribute towards the national mission of girl child protection and women empowerment with core focus on skill development.

A pilot project on Women empowerment "Project Kavach" has been launched in Rajasthan with Rajasthan Police Academy wherein the Nirbhaya Squad (squad of women police officers) will be trained in self-defence techniques and those techniques will be further imparted to girl students across colleges in Alwar.

In order to enhance the impact of the programs, Honda has extended their purview and emphasis on effective CSR activities by adopting measures such as regular monitoring of CSR programs and conducting regular impact assessments. They strive to bring in technological interventions to monitor, document, improve reporting and increase the accountability systems of the programs.

Going forward, it is imperative to forge new collaborations and partnerships, be it technical, educational or for implementation purposes. Honda is determined to leverage on their partnership strengths that allow possibilities to go a long way, instilling sustainability and fostering inclusiveness through programs and impacting a larger number of lives.

**Honda 2Wheelers is conscious of expanding the lifecycle of key CSR programs as a move to accelerate the CSR journey towards delivering social responsibility while adding newer milestones.**

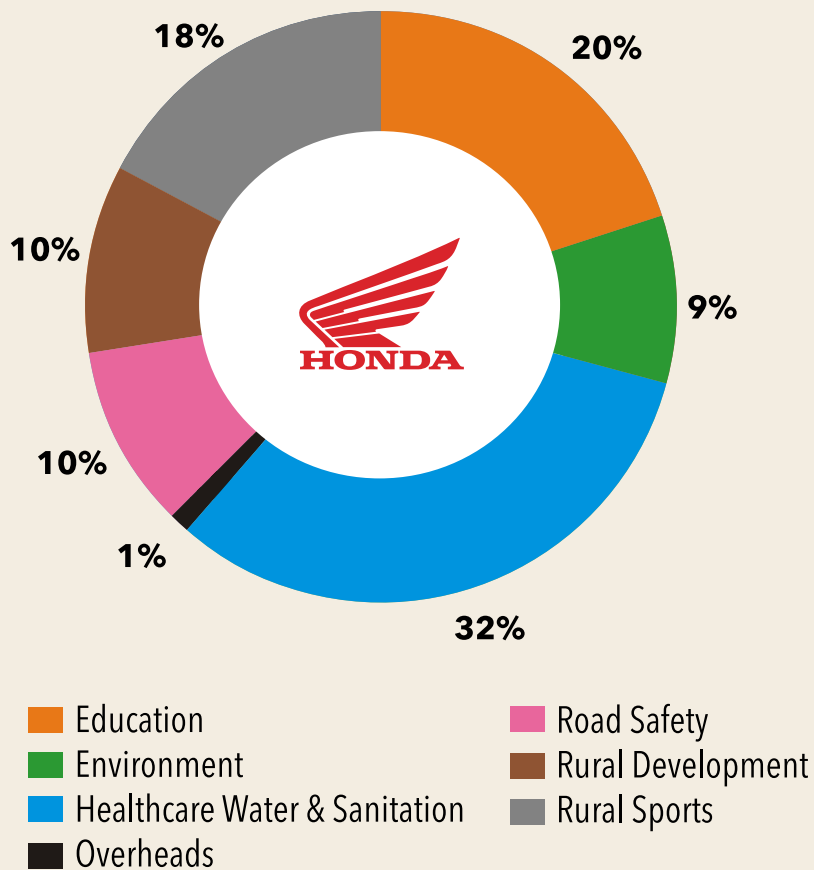




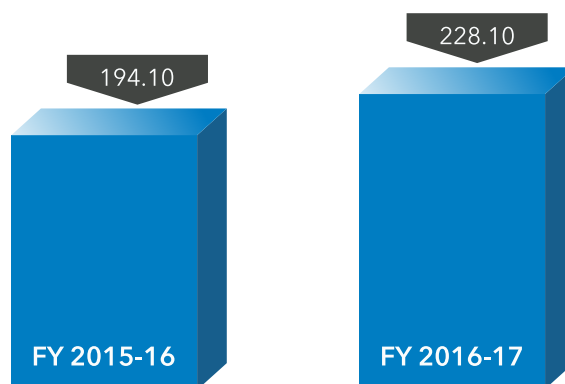
# FINANCIAL REPORT

FY 2015-16 & FY 2016-17

## Cumulative Thematic Expenses till FY 2016-17



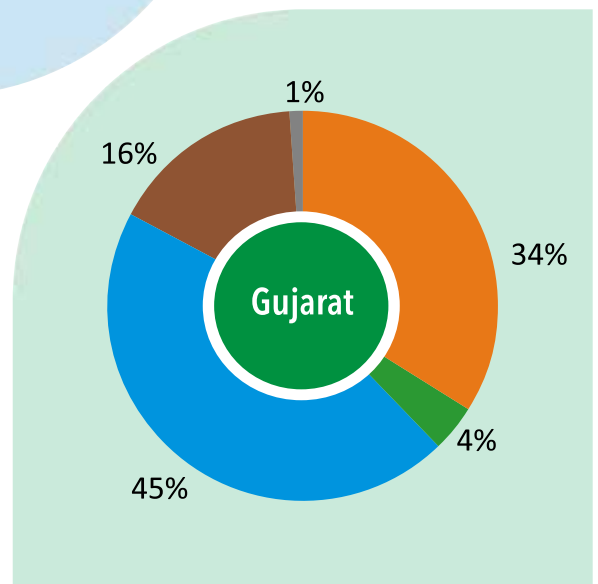
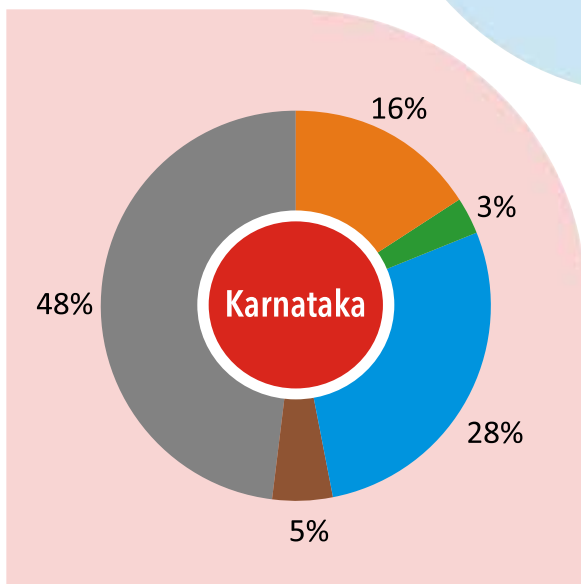
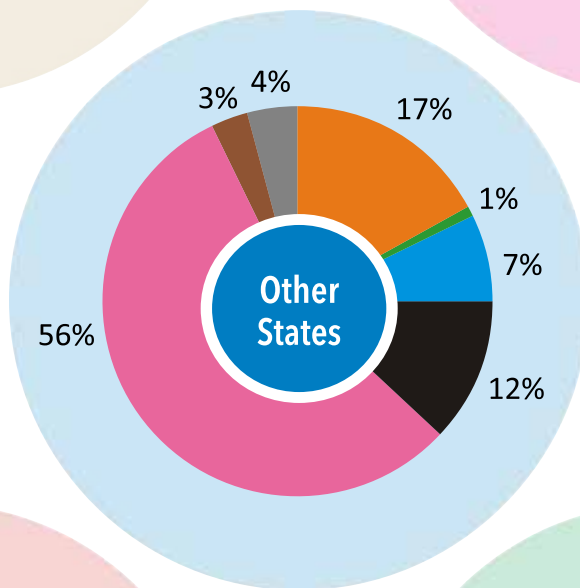
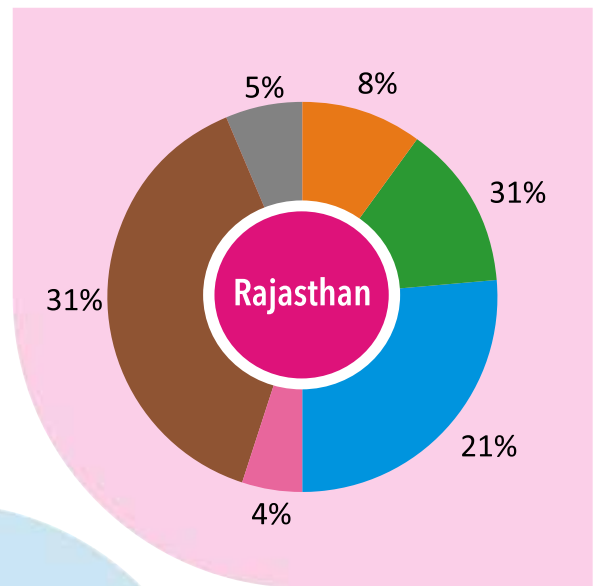
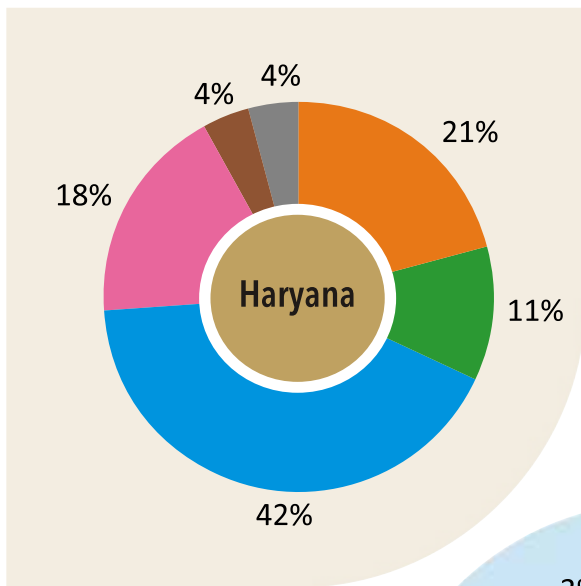
## Honda's CSR Spend - INR in Million



Cumulative CSR Spend for FY 2015-16 and 2016-17

422.20

# Thematic Allocation Cumulative till FY 2016-17



- Education
- Road Safety
- Environment
- Rural Development
- Healthcare Water & Sanitation
- Rural Sports
- Overheads

# FEEDBACK FROM COMMUNITY



*Mr. Khema Ram Yadav  
Sub-Divisional Magistrate, Tijara Alwar*

“Many companies are doing CSR in our district at different scales however Honda’s efforts can be ranked as #1. Honda is a good example of proactive CSR, their work is significantly contributing to the socio-economic improvement of the district”.



*Villagers*

We thank Honda company for building this stadium which has been very helpful to the youth & senior citizens. We heartfully thank the company for constructing this stadium and walking track through which many people like us are benefited.



*Dr. Naresh Yadav  
Community Health Centre In-charge, Tijara*

“The block had major electricity issues which made it difficult to run the hospital at full capacity. Patients were greatly inconvenienced, operation theatres could not operate at capacity and cooling units could not function. Honda supported us with a 40KV capacity generator which has enabled us to run the entire hospital at full capacity during frequent power outages, we have also been able to make use of our in-house operation theatre”



*Ms. Meena Arora  
Principal, Govt. School (Girls), Gothda*

“The introduction of education based software has led to an increase of the capabilities of my students. I maintain a record of their progress and have seen this change occur with the introduction of the software”



*Dr. Trilokchandra, IAS  
Deputy Commissioner, Kolar*

Honda has pro-actively supported the district administration in addressing infrastructural gaps in health care and has made successful efforts in curative health care. We hope this association continues to grow in strength and people continue to benefit.

## Healthcare to Hut: Impact

*Mr. Mehboob, Panchayat Development Officer*

Honda has made diagnostic technologies available for all, especially for the elderly and the poor, who would otherwise spend a lot of money to get these tests done.



### Beneficiary

Honda company has taken me to a good hospital and conducted Cataract surgery. Thanks to the company, my vision is clear now.



