

ANNUAL
CSR REPORT
2017-18





STRIVING TO BE A COMPANY THAT
SOCIETY WANTS TO EXIST

CSR Committee



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From the President's Desk

Mr. Minoru Kato

President and CEO

2018 is a very special year for us here at Honda 2Wheelers. It signifies in many ways the coming of age of the firm's India operations and its transformation is there for everyone to see. It has been 18 years since we made India and specifically Manesar, Haryana, our home. We have only grown from strength to strength over the years drawing strongly from our global vision and mandate of spreading customer delight. We have done that through our products which bear testimony to our commitment to quality and innovation.

At Honda we believe in dreams and we work towards making those dreams a reality for our customers and our stakeholders alike. The last 18 years showcase our commitment to preserving the environment by undertaking mitigation measures through deployment of technologies designed to curb emissions. We have continued to systematically plough back profits to undertake social development projects across our plant locations. Over these years our understanding of the local context and developmental issues has improved, we are therefore increasingly looking to invest in projects which are community centric, community driven and converge with the larger government efforts aimed at ensuring holistic development. We have however not shied away from taking up bold, innovative or unconventional projects as long as it is based on need and has a clear focus on outcomes.

Through our material investments we continue to demonstrate our commitments to become a company that society wants us to be thereby placing people before profits. Our projects have continued to cater to requirements that are aligned with our global mandate of ensuring 'blue skies for our children' and creating a 'collision free society' through sustained investments in road safety. Over the next few years, we will continue to restructure our investments around CSR to increasingly align them with the sustainable development goals (SDGs). We feel that the time is apt for this transition as the social development space and the understanding that we as a corporate have of development priorities has matured significantly. We will aim to structure our interventions in a manner that stakeholder delight becomes a reality and Honda's brand as a conscientious corporate receives further impetus.

Our CSR report for the year 2017-18 highlights how we are gradually moving in this direction and making sustainable stakeholder led projects a priority.



Director's Note

Mr. Harbhajan Singh

Director - General & Corporate Affairs

We live in a rapidly transforming world where change is the only real constant. How we adapt to this change decides our present and shapes the course of our future. The impact is amplified when this framework is applied at a firm level. Honda's 18 years in India have seen firm wide transformations in how we approach stakeholder engagement and how we deploy our capabilities to generate social good. The process of identifying priority themes has become structured over the years. With our corporate social responsibility mandate strengthened by our global vision of spreading excellence and innovation in everything that we aspire to do, we have constantly endeavored to develop innovative solutions.

The last year has seen our focus becoming sharper around two central themes, that of road safety and environment protection. As a leading automobile manufacturer it pains us to see lives being lost on the road due to a combination of deficient driving skills and infrastructure gaps. We have therefore partnered with the state government of Haryana to work towards addressing both these gaps. In the days and years ahead, we will be taking this effort to other states as well.

The mandate of creating a collision free society involves directing investments towards the creation of facilities for training, developing platforms which will make learning effective and awareness creation through mass outreach activities. All along we have made efforts to ensure gender parity in outreach and messaging strategies.

It has been 4 years since the government of India mandated spending under the provisions of the companies act, 2013 and we have seen the space evolve sharply over this period. Better questions are being asked by corporates, better strategies are being co-developed with our NGO partners and an increased focus on due diligence has set in to ensure that mandatory compliances are heeded to.

At an overall level, Honda aspires to be a company which society wants to exist and to ensure that we have sharpened our focus on adopting research driven methodologies to assess community level needs before commissioning of projects. Furthermore in project designs we are keen to have community participation inbuilt in the execution strategy and at an aggregate level we work towards converging with identified state or national priorities. This thought process we hope will help in aligning interventions with actual needs along with a clear execution plan aimed at a definitive outcome.

Tenets of the sustainable development goals are being imbibed in project design and our year round efforts in 2017-18 have gone towards restructuring interventions towards that effect. We hope to bring more structured thought and innovations as the year rolls by.

Towards a Sustainable Future

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

Mr. Soichiro Honda



Honda and the 2030 Global Agenda for Sustainable Development

Driven by the philosophy of our company's founder, Honda follows the spirit of safe co-existence. Since its inception, the company has strived to serve its customers and society at large by creating quality products and technologies while harmoniously co-existing within its communities.

At Honda, we believe in the basic principles of "Respect for the Individual" and "The Three Joys" - the Joy of Buying, the Joy of Selling and the Joy of Creating. By respecting each entity we wish to incorporate equity, initiative and trust in the way we operate. We therefore are committed to sharing the joy of creation and innovation with all our valued stakeholders.

This year marks 18 years of Honda in India. We have come a long way from our first plant in Manesar in 2001 and launching our first 2 wheeler in India- the Honda Activa; a feat many forewarned us against in a dying scooter market. We successfully dispelled these perceptions and by 2004-05, re-activated the dying segment and established ourselves as the undisputed leader amongst scooter manufacturers, commanding a 52% market share. In the same year we also launched our first motorcycle in India- the CB Unicorn.

2030 Global Agenda for Sustainable Development



Despite the financial crisis of 2008-09, we continued to see double digit growth and introduced new technology and new models for our Indian consumers and exports. In 2009-10, we introduced new technology in the 2 wheeler segment- the combi brake system with equalizer technology. Growing stronger in our presence in India, our second plant at Tapukara with an annual production capacity of 12 lac units came up in 2011-12 and by the next year we had become the second largest 2 wheeler manufacturer in India. It was the same year in which we adopted our very first traffic park in Jaipur to promote road safety.

Seeing the ever increasing demand, we established our third plant in Narsapura in 2013-14, with a production capacity of 18 lac units. Driven by our strong manufacturing base and use of technology, we launched a record 15 models in 2015-16. In the next year, production commenced at our fourth plant and the world's largest scooter manufacturing unit at Vithalpur, Gujarat.

In the run up to this year, India reigns as the number 1 production hub of Honda 2Wheeler worldwide with our exports already surpassing 3 lakh units for the first time ever.

Our continued success and significant market presence in India brings with it a responsibility on our shoulders for "Being a Company the Society wants to exist". It is with this ethos that we are committed to improving the lives of our stakeholders and the communities we work in. In order to achieve this mission, we have aligned our Vision 2030 to the United Nations 2030 Agenda for Sustainable Development.

In particular, the four pillars of our CSR thematic areas - Road Safety, Environment, Education, Health, and Rural Development are aligned to the 17 goals that define global priorities to eradicate poverty, fight inequalities and tackle climate change.

As communities evolve, so do our roles and responsibilities towards our various stakeholders. Through our passion for innovation, we hope to set in motion and sustain positive change to make the world a better place to live and prosper for all of us.

The 2017-18 CSR Report highlights our achievements in working within our communities and paves the way forward for delivering solutions to ensure a cleaner, greener and safer tomorrow.

Questions & Answers

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



Q It has been five years since the companies act mandating CSR, how do you see the CSR space evolving in India?

The CSR space has seen plenty of churn over the last 5 years. It is heartening to see the increasing recognition of the results that CSR initiatives can bring for the common good. Governments are gradually realizing the true potential of CSR in alleviating major social issues and recognizing corporates as reliable partners.

Moreover, the CSR eco-system is rapidly evolving with corporates asking better questions, NGOs preparing realistic project proposals and the government maintaining a tight vigil. There is a lot of focus on partnering with the right kind of development organisations and it is here that space has opened up for third party validations and checks. With SDGs being the latest buzz word, the narrative has shifted towards ensuring that there is a strong outcome focus. With CSR activities shaping a firm's brand perception, it is important to partner with organisations of repute.

Q How do you think these developments have helped Honda 2Wheelers?

At Honda 2Wheelers, we have been undertaking social welfare activities for nearly 2 decades. We have been a 4S organization embodying the principles of Sales, Service, Spares and Safety. We are incorporating the fifth S, i.e. Social into our planning and thought process. We are doing this by aligning our CSR activities with the Sustainable Development Goals (SDGs) and are closely monitoring our project outcomes along these lines.

The directive of the Companies Act has been reinforced with our global mandate and it has been our endeavor to ensure maximum impact to the communities we work with. We are focusing on long term multiyear projects which ensure institutionalization of change thereby bringing in sustainability. It is therefore imperative to associate with organisations who have a clear understanding of the challenges that exist and are willing to develop solutions which will leave lasting change. We at Honda have developed systems which ensure that organisations working with us pass the necessary fitness test when it comes to compliance with laws and having the necessary experience of executing projects of a similar nature.



Q How do you ensure long term sustainability of CSR projects?

Respect for the individual forms the core of our CSR thought process. We therefore believe in the ability of the communities to develop solutions to the issues that ail them. We therefore design our interventions in such a way that it provides a platform for the community to come together and become cognizant of the issues that exist. Once this level is achieved, technical inputs or facilities are made available which focus on problem solving. Our sustainability strategy is rooted in the community and focusses on involving all the concerned stakeholders. This ensures that by the time a specific project comes to an end, the community is made resilient. Case in point is our on-going project in Haryana that aligns with the government mandate of 'Beti Bachao Beti Padhao', which focusses on not only community mobilization but a host of interventions that will ultimately result in skill building and livelihood creation of young girls and women.

In order to better understand the community's requirement, we have started undertaking dipstick surveys to gauge project feasibility and potential stakeholder engagement which may materialize. We either try to engage our plant teams for this purpose or get prospective social sector partners to carry one. We are now working to ensure that atleast 30% of our CSR project are self-sustaining. This is being attempted by building in user charges which create livelihood for those managing RO units in villages or through greater focus on livelihood generation and market linkage through a



careful understanding of the market demand that exists through our skilling initiatives.

Q How do you ensure the continuous monitoring and evaluation of your projects?

We have deployed trained on-ground resources who regularly monitor our projects. Trained by the IICA (Indian Institute of Corporate Affairs) and working as our "eyes and ears" on the ground, these individuals, who are part of Honda 2Wheelers mingle with the local communities, project stakeholders and file regular reports. For our larger projects, we undertake third party quarterly and annual assessments with the help of professional agencies. Furthermore, we expect NGOs to provide clear timeline of activities, effort estimate of all their staff who would be working on the project and making payments contingent on milestones which are developed consultatively. A lot of effort is therefore put in at the planning stage itself whereby we assist our NGO partners in developing clear projects with well-defined logical frameworks.

Honda CSR team, Railway Children India team and officials of Railway Police Force during Felicitation Ceremony of Government Officials



Q What have been some of your major challenges while undertaking CSR and how have you found solutions to them?

Identification of the right NGO partner, correctly identifying the need and not confusing symptoms with the problem are some of the key challenges we face. There is also a constant need to moderate expectations and prioritise resource allocation. We therefore rely heavily on our trained plant units to help us with these aspects along with enlisting professional support in ensuring that the best most satisfying methods can be adopted to ensure maximum good is delivered.

Q What do you think differentiates CSR at Honda 2Wheelers and what would you like to strengthen?

The kind of projects a corporate takes up sort of defines their thought process. CSR at Honda is thus a full time activity with dedicated teams who operate out of our corporate offices as well designated persons at our plant locations. We make an effort to understand nature of the need and work towards those that will result in long term and durable change. Also in order to ensure that we don't spread ourselves too thin, we have identified thematic areas closest to our heart, those of road safety and environment. We are therefore making significant investments across both these themes which are cross cutting and have inter-generational impact. Across both these areas we are working closely in accordance with state priorities which helps us increase impact and reduce the project

gestation phase. It also means that we get to interact with all concerned stakeholders thereby hoping to make lasting change a reality. Our initiatives are thus off the ground fairly quickly and quick results demonstrate intent stronger than any vision statement. With lives being saved on a daily basis through our work with the Haryana police department and roads being made safer for commuters through our collaborative efforts with NASSCOM, change is for everyone to see.

Q What are your future plans for Honda 2Wheelers CSR?

Over the years we have dabbled in a variety of social development efforts but we are now in the midst of rationalizing our spend areas. We will remain committed to what the community expects us to do but we will test it on the anvil of sustainability and measurable outcomes. CSR at Honda has thus entered a transformative phase where only those projects will be focused upon which are need based, outcome oriented and are premised on collaboration. We are also keen on exploring employee volunteering opportunities and engaging our employees in creating social impact. We see ourselves as being the tool to bring in transformative change which will be structural in intent and institutional in impact. Our focus will also be on spend efficiency related aspects where we are increasingly applying a lot of thought on carrying out SROI assessment for our current projects. We are therefore leveraging established social research techniques to ensure that we can find ways and means to maximize benefits for the community.





3 GOOD HEALTH AND WELL-BEING



SUSTAINABLE DEVELOPMENT GOALS

ROAD SAFETY

Honda's Top Priority Worldwide Since 1970

Cognizant of the fact that India has one of the highest fatalities from road accidents in the world, Honda 2Wheelers aims to work toward a "collision-free mobile society". We at Honda proudly operate on a 4S dealership model encompassing sales, services, spares and **safety**. It is with this ideology that we have designed our CSR interventions in road safety in alignment with the Sustainable Development Goal 3: Good Health and Well Being.

Since 2001, the company has ensured **safe commute to over 10 lakh people** across all age groups by providing access to superior technology and creating an enabling environment.



More than

200 human lives saved

through Traffic Assistance Booth support





Haryana Vision Zero

Committed to Make Roads Safer



Road repair works conducted by Honda to reduce accidents

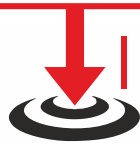
Haryana Vision Zero is Honda's flagship engagement in partnership with Haryana Government, WRI India and NASSCOM Foundation across 10 districts to reduce road accident related fatalities on major highways. The programme has helped in developing a case for evidence based action using black spot identification, road safety, improved signages, reflective road markings, FIR analysis and crash data investigation. This has created a platform for various government departments to deduce gaps, potential implications and act in concerted manner to make roads safe.



Road safety awareness campaign



Signages set up by Honda



IMPACT

4160km of
ROADS AUDITED

760 past **CRASHES** have
been **STUDIED** for preventing
future accidents

78 BLACK SPOTS
have been removed

43km of road are now
PEDESTRIAN SAFE



National Road Safety Week

A Celebration to Promote Helmet Usage

To promote road safety under the aegis of the National Road Safety Week, a Pan-India training and awareness program was conducted across over 5,700 touch points. This initiative, conducted from 20th April to 23rd April 2018, included road safety engagement activities such as riding trainer simulators and dream riding. Road safety pledge and quizzes were organised throughout the week to promote helmet usage.



Use helmet anywhere and everywhere you drive



84,000+ people
educated on ROAD SAFETY

22,000 associates made pledges

123 CITIES
covered via awareness drive

12 TRAFFIC PARKS
covered for special sessions





Mega Women Safety Riding Event

Driving Inclusive Safety

A two day Mega Women Safety Riding Event was held at the Police Training College in Indore, covering an **audience of over 3000 women**. Basic riding tips about mobility, maintenance and general check-ups were shared. Over **100 new riders were trained** and a safe riding theory presentation was given to 1200 individuals.



Women in action during training on Safety Riding



Traffic Interceptors and Police Assistance Booths

Filling the Infrastructure Gaps

In order to curb speeding vehicles, Honda 2Wheeler India has provided a fleet of fully equipped interceptors to Rajasthan Police. With a 360 degree camera mounted on top and visual identification for up to 500 metres, the Interceptor was conceived to fulfil various roles such as traffic law enforcement, enforcement on a mobile platform, traffic education, primary first aid and rescue, road and infrastructure surveys, deterrent and road safety audits.

Additionally, to offer our industry expertise in road safety, Traffic Assistance Booths have been set up across National Highways 2 and 8. Motorcycles fully equipped with public announcements systems, sirens, flash lights, 120 high quality safety helmets, first aid boxes, cones at assistance booths and reflective jackets for traffic police guards, have also been provided to assist the police in monitoring traffic.



Through the interceptors, Rajasthan Police were able to identify and educate **2000 PERSONS** within one month of operation

25 Traffic Assistance **BOOTHS** setup across National Highways 2 & 8

60 UNITS of Honda motorcycles with traffic monitoring equipment provided



Police Assistance booth Sentinels to the rescue-Quick Response Team (Prahari)

There is no substitute for improved and effective policing in times when the crime graph appears over whelming. Haryana as a state and the cosmopolitan city of Gurugram experiences crime like any other state in India does, its proximity to the national capital region lends it more attention than others. The 2016 National Crime Records Bureau, ranks Haryana 4th among all states and union territories on reported incidences of rape, abduction, kidnapping and murder. A system was thus needed that would help increase confidence among citizens and allow them to feel safer while venturing out of their homes. .

It has been Honda's mission to make roads safe for people to access and has taken steps which have made highways safer as part of the traffic assistance booths which now cover the major national highways of NH1,2 and 8. Taking this initiative deeper, Honda 2Wheelers has joined hands with Haryana Police department to evolve a community policing initiative which would lend wheels to beat officers and increase their responsiveness in Gurugram. This initiative was named as PRAHRY or sentinel.

A Quick Response Team (QRT) was thus set up to act as an extension arm for the police and allow for efficiency in crime management within the state. The QRT is expected to help the police address complaints by responding quickly as time is of essence in the case of most crimes. Crime detection and prevention will therefore receive a major boost under this joint initiative.

Honda draws the inspiration to be a part of this initiative from SDG-11 which focusses on making cities and roads safer, especially for women, children and senior citizens. Putting wheels to this idea, Honda 2Wheelers has provided 60 fully equipped motorcycles complete with sirens, flash lights, public announcement system, reflective gear for policemen and safety helmets. These QRT units are tagged to identified police stations basis crime propensity by the Haryana Police department and patrol sensitive points across the city during day and night.

Within a month of its operation which began in January, 2018, the Quick Response Team was able to assist over 200 persons at the time of need. Streets are expected to only get safer and crime free over time making such public spaces accessible to all at all times, with QRT teams keeping a vigilant watch. This initiative is expected to increase the number of touch points people can access in the event of a crime and will increase the spirit of cooperation between the community and police, leading to safer streets and roads.



Director Honda during Flag-off ceremony of Quick Response Team at Gurugram with Police Officials



Fully equipped Honda motorcycles used by Quick Response Team for helping general public at large



Safety Riding & Skill Enhancement Programme

A Mega Project with the Indian Army

To promote safe riding behaviour among soldiers and their families across India, we started a mega project with the Indian Army since April 2018. Participants of this programme were given awareness and skilled across various aspects of promoting road safety.



17,000 soldiers and their families reached across 14 cities



Raahgiri Day

Supporting Citizens Movement

Raahgiri day (Pedestrian Day) was first introduced in Gurugram three years ago and has since then grown into a movement for safe streets across the country. Honda 2Wheelers India has collaborated with the Haryana government to celebrate Raahgiri Day in Kurukshetra. With an initial participation of over 20,000 residents of Kurukshetra, Raahgiri Day promoted the use of public transport and walking as a green way to commute. It also created awareness around road safety and promoted safer streets for all.



Hon. Chief Minister, Haryana, appreciating efforts of Honda on Road Safety



Government officials promoting use of public transport and walking



Road Safety Awareness for Children

Securing Our Future

Honda 2Wheelers India, in collaboration with various state government authorities, conducted national road safety summer camps across 8 cities for children during their summer vacations. These camps, organised at our traffic training parks, aimed to develop children as Safety Champions in all aspects of road safety, starting from a pedestrian and growing up to a rider. Through these camps, we are working to develop a safe and ready ecosystem for our children.

Under the 'Be seen, Be safe' programme, school children were educated about the importance of maintaining visibility while using the road. Different schools were invited to respective traffic training parks where they were educated about the importance of individual visibility while using the road. The target age group was 5 to 13 years. Various aspects of visibility were covered which included maintaining visibility while using the road as a pedestrian, while using the road as a cyclist and while using the road as a pillion rider. A total of 65 schools participated in the programme and covering 7626 students.

Through the 'Stop Before the Stop Line' initiative taken in Coimbatore vehicle users are being educated to respect the traffic signal and pause when the lights go red by being behind the white line. Trained NCC cadets and scouts were deployed at Traffic Signals adopted by Honda 2Wheelers. Once the traffic signal turned red, Traffic Police ensured that all vehicles at red signal stopped before the stop line. NCC Cadets and Scouts educated all vehicle users on road about the significance of "Stop before Stop Line" under the supervision of Honda Safety Riding Team and Traffic Officials and pasted stickers with the Stop Before stop line theme. Audio Announcements at all adopted Traffic Signals were made to spread awareness. Banners with "Stop Before Stop Line" theme were installed at prominent visible sites and around traffic booth for awareness and recall.



45,000 CHILDREN
reached through summer camps

Over 12,000 CHILDREN reached
through awareness generation
activities across **92 SCHOOLS**



Practical orientation of School children on road safety aspects





4 QUALITY EDUCATION



SUSTAINABLE DEVELOPMENT GOALS

EDUCATION

Investing Today to Strengthen Tomorrow

Ensuring inclusive and equitable education, and promoting lifelong learning opportunities for all is essential for sustainable improvement in learning outcomes. Its prominence is enhanced given its role as an outcome multiplier, with its impact percolating to the other Sustainable Development Goals as well. Here at Honda 2Wheelers India, we recognize this role, and are mindful of the potential that the access to quality education and skill development has for improving the lives of children.

It is with this ethos that we envisaged our education interventions. With our focus on school education and the development of vocational skills, our aim is to ensure that children get a good head-start in their early education and develop relevant skills along the way, to equip them to be gainfully employed and economically empowered in the future.



EDUCATION





UNNATI... Aao Sawaarein Apna Kal

(Working towards a better tomorrow)

A Project for Transformation of Girl Children

The Society for Development Alternatives (DA) and Honda 2Wheeler India have collaborated to further the *Beti Bachaon Beti Pado* mission through Project UNNATI. The project is being implemented across villages in Manesar with two-fold objectives:

- To create community awareness towards transitioning the traditional perceptions of the girl child as being a burden to being a leader for change, and
- To empower women to take control of their livelihoods by equipping them desired skill sets..

The awareness and sensitization activities are being implemented in four target villages namely, Shikohpur, Nakhdaula, Naurangpur, and Pathreri. Women, referred to as Unnati Sahelis, are selected from each village and are trained as Community Resource Persons (CRPs). Working as the face of the project at the community level, the Unnati Sahelis carry out various sensitization activities and mobilization drives with their local communities. This year four street plays, focusing on dispelling the cruel practice of female foeticide and encouraging education of girls were organised. The plays were followed up with group discussions and one to one interactions with the audience. Additionally, efforts were made to generate awareness on enterprise development, livelihoods, sanitation and menstrual health. To kick start the National Girl Child Day, a poster making competition for school girls and a community rally across Pathreri and Nakhdaula with the active participation of over 520 community members was organised.



50 girls trained in sewing machine operator course, enterprise development and life skills as per NSDC guidelines

25 girls trained in assistant beauty therapy

120 girls empowered by self-defense training

250 COMMUNITY MEMBERS reached through **14 COMMUNITY MEETINGS.** Focus areas included Enterprise, Livelihood, Sanitation and Menstrual Health.

Over **500 COMMUNITY MEMBERS** reached through street plays



Street Play



Awareness Rally



Awareness rally by children



Promoting STEM education across government schools

As per India Skills Report 2019, only 47.38% of graduates in India are employable. This means that every second graduate in India is unemployable. A critical analysis of the situation, brings to scanner the quality of education imparted and received by the students in the country. As per Pearson Voice of Teachers Survey (2015), the teaching community (44%) expressed their need for industry training of teachers in addition to merit-based industry internships (48%) for students. This links the entire cycle of teaching and teachers that are at loggerheads in the country culminating into un-employability of fresh graduates.

Science education in India faces various practical challenges today. Our inability to make science and math education easy to learn and understand has led to generations of students and parents living with the fear of being unable to understand the basic concepts. Coupled with it the burden of less teaching staff in schools has aggravated the entire issue for underprivileged children. Science education is imperative for growth of every child and more so when we talk about the child's scientific temper, hence the Mini Science Centre - (MSC) that supports and encourages the students to develop aptitude & skills.

With the funding provided by Honda, STEM Learning Private Limited planned to install Mini Science Centre (MSC) and undertake refresher training for science teachers in 5 government schools around the Honda plant in Vithalapur, Gujarat. This shall serve the dual purpose of understanding the concepts of science with ease as well as impart practical training which is easy to grasp. This shall further help in transforming these schools as "Model schools" portraying the best teaching practices to schools in and around Vithalapur area.

The project has been running in five different primary schools in Vithalapur, Gujarat (i.e. Karshanpura Primary School, Manpura Primary School, Sitapur Primary School, Ugharaj Primary School and Vithalapur Primary School). In the month of November, 2018 twelve teachers across government schools of Vithalapur have been trained by STEM Educators. The main aim of the training was to improve the pedagogical skills of the teachers, improve their understanding of science concepts and enable them to use the science models in classes. These shall help make teaching and learning a fun exercise.

The Honda 2Wheeler's initiative of providing better "Education" to children in Vithalapur area of "Gujarat" aligns with larger UNDP goal of reducing vulnerability to poverty, building better and sustainable communities as well as making the world a better place to live in. The CSR effort especially converges with UNDP Goal 4 representing "Quality of Education" which would ultimately lead to employable graduates and improved GDP growth of the country.



Govt. School Children Learning Science



Project Kawach: Nirbhaya Squad

An Initiative to Empower Women

For prevention of atrocities against women and children through faster tracking and improved reporting of crime, Honda 2Wheelers in collaboration with Rajasthan Police initiated Project Kawach in Alwar district. We have supported the Nirbhaya Squad by providing Honda Activa, Honda Safety Helmets and 24 Jackets to lady police and first aid kits. Additionally, we have trained women in Alwar school/colleges on self-defense, sensitivity, law & order, and administering first aid to enable them to support the causes undertaken by the Rajasthan Police. With this, we aim to empower women to handle adverse situations and motivate others to make our society safe for women.



Women during self defence training session



Trained women team in action at various places



↓ IMPACT

500 college going girls trained

6 Honda ACTIVA_s provided

12 Honda Safety
HELMETS provided

24 **JACKETS**
to lady police provided



UMMED - Hope Through Skilling

India has largest number of widows across the world with numbers touching 25000. According to data from Department of Sainik Welfare (DSW), at least 90 percent of army widows live in rural areas, and are either illiterate or have minimal levels of education. This limits their employment opportunities, and in some cases, leaves them vulnerable. Even, if they manage to get the pension, the pensions are very less to help these widows pay for their children and lead a life of dignity. This forces them to take up menial jobs to support their families.

Honda 2Wheelers as part of its CSR initiative has always been looking at investing in projects that are community centric and converge with larger goal of ensuring community development. As part of the ongoing CSR funding to build a better community, it decided to provide Nav Shristi with a financial grant to empower the deprived army widows living in Delhi.

“UMEED - An initiative for Widows of War/ Army” the project operated by Nav Shristi Foundation looks at innovative ways of empowering the widows of army personnel with necessary skills that would help them obtain gainful employment in and around Delhi NCR. With the aid provided by Honda, it seeks to empower 60 War/Army widows by providing them skill trainings to help them become self-reliant. This would ultimately help them break out from the cycle of inter-generational poverty.

This initiative of Honda 2Wheelers also aligns with the larger UNDP goals of reducing vulnerability to poverty, building better and sustainable communities and making the world a better place to live in. The CSR effort under “UMEED- An initiative by & for Widows of War/Army” especially converges with UNDP Goal 1 (End of poverty), Goal 3 (Good Health and Well Being) and Goal 11 (Sustainable Cities and Communities) of the SDG goals. The “UMEED” initiative of Honda 2Wheelers gives a direct message to the world that it is willing to invest in those opportunities that helps the community foresee a better life in future.



War widows during training session



Infrastructure Support

Increasing Quality through Facilities

In our efforts to promote school education, government schools in Faridabad were equipped with required teaching equipment and basic amenities such as desks, chairs, ceiling fans, almirahs, blackboards and water coolers.

Additionally, in Narnaud, Haryana we have extended infrastructure support by setting up computer labs through Literacy India, a leading NGO. In Hoskote and Sulibale, Karnataka, suitable government schools and colleges were identified in collaboration with Charities Aid Foundation (CAF), necessary support infrastructure like computer labs, chemistry labs, student benches and staff chairs, water cooler with RO, and sports equipment was provided.



Computer labs provided to
over **24 SCHOOLS**

Chemistry Labs provided
in **7 SCHOOLS**

Additional equipment including chairs,
desks, water coolers and blackboards
provided to over **8 SCHOOLS**



Automatic Training Centres

Preparing Students for the Industry

Honda 2Wheelers India has established a fully-equipped two-wheeler automated workshop at Chitkara University, Chandigarh. The company also inaugurated another two-wheeler workshop at Mewat Engineering college in Nuh, Haryana. Based on current industry norms, the centre is fully equipped to train aspiring skilled workmen.

This year, we also signed a MoU with the Directorate of Training and Technical Education (DTTE) - Delhi government's nodal body for providing technical power to provide specific job oriented education to students at Industrial Training Institutes (it is) in Jaffarpur and Nand Nagri in Delhi. Through this initiative, we have provided our flagship products - a Scooter & Motorcycle, and a fully functional service workshops with tools to each of these ITIs.



Provided 12 pneumatic bike lifts, including vertical panels, tool trolleys with modern tools at Chitkara University

Provided 10 Honda vehicles for students learning in Chitkara University

Support with 2 pneumatic bike lifts including vertical panels, tool trolleys with modern tools on Mewat Engineering College

Provided 2 scooters and 1 motorcycle for students learning in Mewat Engineering College

Capacity to train **15-20 STUDENTS** per batch per centre

Bridge the gap between industry expectation and ITI student



Engine cut outs for easy understanding



Training centre with two wheelers for practical training



Machinery for training



Chandigarh University professors and staff with Honda team



Pravesh Utsava

Aiming to Increase Enrolment

Pravesh Utsav, organised by the government of Gujarat, aims to increase enrolment in schools through support and advocacy. To aid this initiative, Honda 2Wheelers India has provided uniforms, stationery, education kits, bags, shoes and water bottles to students in the rural areas of Taluka Mandal, Vithalapur and Ahmedabad. We have also provided tricycles, block games and other toys to Anganwadis in Taluka Mandal, Detroj and Viramgam.



Education bags distributed among School Children by Honda senior officials



Bag distribution to ITI students by Honda senior officials



16,000 STUDENTS
across 52 SCHOOLS provided
with education kits

50 ANGANWADIS
reached through provision
of tricycles and games



Tree plantation at Govt. ITI, Anand, Gujarat by Honda Senior officials



EduMarg

Power of Dream Careers & Skills

Honda 2Wheelers partnered with FUEL to empower the youth of our country with the ability to take the right decisions with regards to their career and professional growth. As part of this initiative, career guidance and counselling programs were conducted in government and government aided schools. The schools selected were in rural and semi-urban areas across Manesar (Haryana) and Tijara (Rajasthan), with the students belonging to low income backgrounds. Through this intervention, we conducted career seminars wherein students are informed of various career choices available to them. Additionally, students were assessed in their aptitude, interest and personality through various psychometric tests, basis which counselling was provided. Students and their parents were provided a hotline number to receive personalized guidance on college admissions vocational training courses and scholarships.



IMPACT

79 SCHOOLS reached
in Haryana and Rajasthan

10,302 students impacted



School teachers during tests



Psychosomatic test for students to understand their areas of interest



Surakshit Bachpan

Supporting Railway Protection Force

To safeguard vulnerable children, Honda 2Wheeler India in collaboration with Railway Children India runs the 'Surakshit Bachpan' programme. Through this initiative, we have showcased our commitment to save and protect children who are homeless and need support near railway stations of Delhi. The project also aims to create awareness on child protection issues at the railway stations. We felicitated 28 officials of Railway Protection Force for their noteworthy effort in protecting children from, abuse and other risks at Delhi's railway stations.



Railway Children-Awareness to Community by Nukkad Natak (Street Play)



PROTECTED **600+** CHILDREN
at Sarai Rohilla &
Delhi Cantonment Railway Stations

REPATRIATED **430** CHILDREN
with families

Provided shelter to
185 CHILDREN

REFERRED **500+** CHILDREN
to Child Welfare Committee (CWC)

Spread AWARENESS amongst
23 lakh+ railway passengers

IMPACT STORY

Mohan (name changed), a 14 year old boy belongs to District North Dinajpur, West Bengal. He dropped out of school in 8th standard. He was found at Sarai Rohilla railway station by the outreach staff of Railway Children, India.

Mohan shared that he was returning from the marriage of his cousin from Kishanganj, Bihar and was waiting for a train along with his mother and two brothers at Kishanganj Station. While waiting for the train, he fell asleep in the station and was separated from the family. He found no one around when he woke up. He immediately boarded a train without knowing the destination and landed at Sarai Rohilla Station. He further shared that his step father used to beat him regularly and he was forced by his step father to discontinue his study and work to earn a living.

Mohan was angry with his stepfather and was not willing to go back home. He was counselled, offered food and a daily diary (DD) entry recording his specific case was done by the RPF at Sarai Rohilla Station. Mohan was produced before the Child Welfare Committee (CWC) on 7 February, 2017 at Kingsway Camp. The CWC placed him at the Prayas Children's Home for Boys at Jahangirpuri, Delhi for his care, protection and rehabilitation.



Awareness session with GRP



Training of RPF at Sarai Rohilla Railway Station



Art Education for Under-Privileged Children

Encouraging Co-Scholastic Education

We believe in inclusive education encompassing scholastic and co-scholastic education for all. In accordance with this belief, we have collaborated with Udaan, to provide art education to children from lower economic households. As a part of this initiative, annual arts competition was organised in Gurugram.



Govt. School children attending painting competition along with Honda CSR team



Participation by
107 STUDENTS
from **9 SCHOOLS**



Nursery Management Skilling

An Initiative for Specially Abled Students

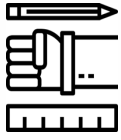
Honda 2Wheeler India inaugurated a 6 month nursery management vocational training course for students with speech & hearing impairments. Working at the Haryana government run Welfare Centre for Persons with Speech and Hearing impairment Institute premises in Gurgaon, the existing green-house facility will be used to teach specially abled students on growing non seasonal vegetables. The amount generated through selling these vegetables shall be a source of earning for the institute. Through this initiative, we will support the centre in setting up the requisite infrastructure and vocational training facilities.



Group photo with teacher and students



Ribbon Cutting by GA Head, Manesar Plant



Repair Guru Centre

Diversifying the Areas of Skilling

This year, the Repair Guru Project was initiated with the objective of skill development and entrepreneurship creation in the telecom and electronics repair space. The Repair Guru hub is expected to operate as a skill development cum incubation centre for potential entrepreneurs. Set up in Manesar, the hub is equipped with state of the art training infrastructure for mobile repair training. Through this initiative we aim to train 130 youth in the 34 neighbouring villages under a three month mobile repair training program. After successful completion and on clearing the assessment, students will receive government certification. We also aim to support the trained youth in establishing their own mobile repair shops in the local area. We envisage to support at least 40 such entrepreneurs.



Repair Guru - Ribbon Cutting by Director along with Plant Head, Manesar and GA Head, Manesar Plant



Repair Guru - Group Photo



Director, Honda 2Wheelers , interactions with Students



Honda Centre of Excellence

From Technical Training to Employability

In association with LabourNet, Honda 2Wheelers India made available vocational training programs to the underprivileged, helping them to create opportunities that nurture their talent and realize their potential. Our programs are currently running in Karnal, Pune, Bangalore, Lucknow and Bhubaneswar. We have envisaged to train 3000 candidates with minimum 50% placements as two wheeler technicians, supervisors and advisors.

This year, we inaugurated the Honda Centre of Excellence in Alwar to train youth in three new courses namely computer tally, retail sales and electrician. These courses, aimed at training 750 youth, are NSDC approved and run by Labournet.



2782 youth ENROLLED

1563 students CERTIFIED

591 youth placed in JOBS

793 students currently in TRAINING



3 GOOD HEALTH AND WELL-BEING



SUSTAINABLE DEVELOPMENT GOALS

Promotion of SPORTS

Investing Today to Strengthen Tomorrow

Sports is a vital component for overall development of an individual as well as that of a nation. In recent years, India has showcased tremendous potential in sports. To fine-tune this potential for the global platform, development of a durable and reliable sports ecosystem is needed.

To fill this need, the Indian Government has introduced the Khelo India Programme which aims to provide world-class training and infrastructure facilities to talented sports person in urban and rural areas. However, the major challenge is recognising the talent in rural areas of the country. We at Honda 2Wheelers have taken various initiatives to promote sports among the youth, with particular focus on rural areas.





Multipurpose Outdoor Stadium at Kolar, Karnataka

Inauguration and Bhoomi Poojan

Aligned with our principle of becoming “Most Socially Conscious Multinational”, we took an initiative to develop the “Sir M. Visvesvaraya Stadium”- a Multipurpose Outdoor Stadium at Kolar district of Karnataka. The aim of the development is to provide superior quality sports infrastructure to youth of the rural areas. Construction activities such as repair and maintenance work, laying paver block locking tiles in and outside the track, and construction of toilets were completed, with inauguration held in 16th September 2017.



Unveiling the Foundation Stone at the Stadium

Dignitaries gathered at the stadium

The event witnessed prominent dignitaries including Mr. K. R. Ramesh Kumar (Minister for Health and Family Welfare, Government of Karnataka), Mr. K.H. Muniyappa (MP, Kolar), Dr. Thrilok Chandra (IAS District Collector, Kolar), and Mr. Harbhajan Singh (Director, Honda 2Wheelers India)



Dignitaries discussing with Director Honda 2Wheelers



Multipurpose Outdoor Stadium at Behror, Rajasthan

Ground Breaking Ceremony

Youth is the vanguard of the nation and their empowerment directs the development of the nation. With the aim of holistic development of youth and improving their lives, we took an initiative of developing a Multipurpose Outdoor Stadium in a Government Senior Secondary School in Behror, Rajasthan. The stadium with well-equipped modern sports infrastructure facilities and good quality sports equipment is planned to be developed to promote and uplift the talented young sports person of rural areas.

On 5th June, 17 a ground breaking ceremony was held which was attended by renowned dignitaries including Dr. Jaswant Singh Yadav (Labour, Employment, Skill & Development Minister, Government of Rajasthan), Sh. Suresh Kumar Yadav (SDM Behror) Sh. Radhey Shyam Yadav (Principal, Government Senior Secondary School, Behror), and Sh. Harbhajan Singh (Director, Honda Motorcycle & Scooter India Pvt. Ltd.)



Stone unveiling by Hon. labour Minister with Govt. officials, Director Honda 2Wheelers and Plant Head Tapukara, Honda Plant



Promoting Cycling Talent in Rural Youth

“The Cycling scenario in the Country has been transformed and has scaled new heights in recent years. India has emerged as a strong force in the field of the cycling in the world. Honda 2Wheelers has given strength to the vision and endeavours of Cycling Federation of India which plans to attain podium finish at Asian, World Championships and the Olympics.”

- Rajeev Mehta, Secretary General, Indian Olympic Association

Cycling is becoming popular in India as a recreational activity but not as a sport. In recent times, with support from government, cycling has evolved as a competitive professional sport in India but still it has a long way go.

To support government's mission of promoting sports among youth especially in rural India, we extended our support to Cycling Federation of India (CFI) to provide training, equipment and infrastructure facilities to talented rural youth.

The talented rural cyclists identified by CFI are provided world class training and equipment with an aim to perform well to qualify for the Olympic events in Tokyo 2020. Our CSR initiative has led to consistent improvement in performance of players in the World level championships.

The junior girl's team and senior elite women's team has reached new heights in cycling by ranking No. 8 and No. 12, respectively in the world. The Indian cycling team made t country proud by topping the medal tally during the 38th Senior and 25th Junior Asian Track Cycling Championship.



Performances of Indian Cycling Team in Asian Track Championships over the last 3 years

2016 Japan	2017 India	2018 Malaysia
5th Place in Time Trial	2 Bronze Medals	3 Gold Medals
5th Place in Team Sprint		1 Bronze Medal

“M/s. Honda Motorcycle and Scooter India Pvt. Ltd has done a yeoman service by supporting Cycling Federation of India through its CSR initiative by supporting in the creation of a force to be reckoned with on the global platform. They have not only supported the Cycling Federation but have also extended help to cyclists from tribal and rural areas and have provided the opportunity to them to rise and live with prestige and provided renewed purpose to their expectations by recognising their talents. They have thus fulfilled the purpose of CSR responsibility in the true spirit.”

- Sh. S. Sukhdev Singh Dhindsa, Member of Parliament, Rajya Sabha, Ex. Fertilizer and Sports Minister



Support to Rural Tennis Players

Chandigarh Lawn Tennis Association (CLTA) has brought the commonly considered elite sport to talented rural sportspersons through its initiative channelled through the Chandigarh Academy for Rural Tennis (CHART). We joined hands with CLTA to support their initiative by providing training, education, sports kit and infrastructure to adopted underprivileged talented youths.



Master Bhupender Dahiya, Chandigarh Academy for Rural Tennis (CHART)



ADOPTED 15 talented YOUTH
from rural areas of
Rajasthan and Haryana
to support their
education, nutritional diet,
sports kit, fitness and training
for 3 years



Master Rishabh Sharda, Chandigarh Academy for Rural Tennis (CHART)

IMPACT STORIES

Master Rishabh Sharda has AITA ranking in the boy's under-18 at 10 and ITF Juniors ranking at 197. He was a Semi-finalist in the boy's doubles in ITF Junior Circuit Grade-3 Tennis Tournament held at Chandigarh from 1st to 6th January, 2018. He reached the Quarter finals in boy's doubles in ITF Junior Circuit Grade-2 Tennis Tournament held at Kolkata from 15th to 20th January, 2018.

Miss Princy Panchal ranks 84 in the AITA ranking for girl's in the under-18 segment. She was also the Runner-up in the Girl's U-18 Singles at the CLTA-AITA Championship Series (CS-7) December 18-22, 2017. She was also Runners-up in the girl's U-18 Singles at the CLTA AITA Championship Series (CS-7) February 5-9, 2018.

3 GOOD HEALTH AND WELL-BEING



6 CLEAN WATER AND SANITATION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



SUSTAINABLE DEVELOPMENT GOALS

HEALTHCARE

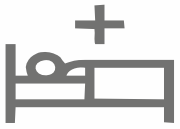
Strengthening Systems for a Healthier India

The aim for 2030 is a healthier world. Improvements in health outcomes has been embedded as a national development priority in India's political agenda for decades. However, statistics across the health sector in India continue to show the grim reality of challenges faced by a large portion of the Indian population living in rural areas. Basics of quality healthcare and medical services, including accessibility and affordability, continue to be a roadblock towards achieving better health across the country.

Moreover, we at Honda 2Wheelers, recognise that health cannot be discussed in isolation. It is an issue that is intricately linked to unclean water and inadequate sanitation. All three aspects have to be addressed as a combined challenge. According to statistics, more than 1 billion people around the world have no access to safe, clean drinking water, and over 2.5 billion do not have adequate sanitation service. Of particular concern is the fact that over 2 million people die each year because of consumption of unsafe water - and most of them are children.

Resonating with the clarion call of "Health for All" under the United Nations' 2030 agenda for Sustainable Development Goals and to strengthen the healthcare system by providing universally accessible, affordable and quality healthcare to all, we at Honda 2Wheelers, have focused part of our CSR programmes towards creating an integrated healthcare model. Our aim is to prioritise health care as a definitive step towards achieving long term sustainable impacts to make our societies healthier, more inclusive, and overall aligned to global goals surrounding health and well-being.





Eye Care Project

A Vision 2020 Initiative

Blindness caused due to cataract is becoming a major problem in our country. Around 3.8 million people in a year suffer with cataract blindness in India. Keeping in line with the World Health Organisation's global initiative: "Vision 2020", Honda 2Wheeler's in partnership with Deepalaya, a non-profit organisations, has set up a vision centre in Gusbethi Sahsola village of Mewat District, Haryana. In collaboration with AIIMS, this project ensures weekly visits from doctors who offer OPD services and identify the people suffering with cataract. Identified patients are transferred to AIIMS for surgery. Follow up camps are conducted for them after the operation.



721 patients availed
OPD services from April to May, 2018

Almost **23 CATARACT SURGERIES**
were conducted

283 patients were given
SPECTACLES for vision assistance



*Eye check-up sessions
at Gusbethi, Haryana
by Deepalaya*



Awareness among local community about eye care



Water RO Plant Construction

Purifying One Drop at a Time

In its endeavour to provide clean drinking water in the vicinity of its plants, Honda 2Wheelers has successfully implemented and provided **30 nos. of RO water plants** (on self-sustainable model - first five years to be run by an agency & then to be handed over to Gram Panchayat). Additionally, **four borewell & water coolers in Government schools & public places** have been set up to support the noble cause in the states of Haryana, Rajasthan, Karnataka & Gujarat. Honda has installed **water RO systems in 10 villages** in and around vicinity of Narsapura, Karnataka, where water quality is poor and not fit for drinking.



Honda 2Wheelers installed community RO water plant at Narsapura, Karnataka



Water Tank Construction Vithalpur, Gujarat

Building Infrastructure for Drinking Water

The villagers of Jesangpura village which is near Honda's Vithalpur plant, informed Honda officials of the challenges they face with regard to shortage of drinking water. When Honda officials visited the location, they found out that there was no proper storage facility in the village for household supply and the current water storage tank in the village was in a dilapidated condition with several leakages. Given these conditions and hoping to mitigate the issues faced in the village, Honda decided to invest and construct a RCC overhead water storage tank of 50,000 litre water capacity. Under a similar initiative, Pavor block road was constructed to improve the commute and transportation in the area.



Overhead Water Tank - capacity 50,000 ltr.



VISION

To provide availability of clean drinking water for every household of Jesanpura village in Vithalapur, Ahmedabad, Gujarat



Overhead Water Tank for Water Supply in Karnataka

Bringing Safe Water to Households

Honda 2Wheelers initiated an intervention in Karinyakanhalli, Karnataka to improve plight of the village women and provide clean water to all. We also laid underground pipelines to ensure availability of water at doorsteps of every household in the village. The project impacted 2000 beneficiaries.



Stone unveiling ceremony of overhead water tank by Director Honda 2Wheelers with Govt. Officials at Karinyakanhalli, Karnataka



Overhead water tank 50,000 Ltr. at Karinyakanhalli, Karnataka



Garbage Disposal Vehicle

Cleaning India's Villages

Extending our support to "Swachh Bharat Abhiyan", we have presented a Garbage collection & disposal vehicle equipped with attachments to Gram Panchayat Gudha village, Gohana, Haryana. The garbage is collected with the help of this vehicle and dumped at a common place. Around 5000 villagers have been benefitted by our effort of clean India.



Garbage disposal vehicle provided to Gudha Village, Gohana, Haryana



Flood Relief at Banaskantha, Gujarat

Supporting Victims of Natural Disasters



Honda responded to massive floods caused by heavy monsoon rainfalls in the Banaskantha and Patan districts of Gujarat. Our relief operations helped deport food items and water pouches worth rupees three lakhs in collaboration with Vithalapur Gram Panchayat for victims in Banaskantha.



Food items distributed at Banaskantha, Gujarat



Mobile Medical Units (MMU)

Making Healthcare More Accessible

Mobile Medical Units (MMU) was introduced with the objective of making healthcare more accessible to the larger population of rural India. It was initiated to ensure that basic and essential healthcare facilities are made accessible and affordable to senior citizens, financially weak families and to people in remote areas. These MMUs provide facilities free of cost, emergency relief and also helps transport people to hospitals if required.

Help Age India, Honda's implementation partner for this initiative, runs these MMUs which are equipped with an MBBS doctor, nurse, social mobilizer and a driver. Services include checking blood pressure, testing for diabetes, general consultations, advice on personal hygiene and cleanliness of the surrounding.



7 VANS across **129 VILLAGES**

1.41 lakh beneficiaries across Rajasthan, Haryana, Gujarat, Karnataka



Ribbon cutting ceremony of a MMU at Karnal for villages around



Plant Head and GA Head, Dignitaries gathered in front of MMU Manesar for the Villages around



Healthcare to the Hut

Bringing Healthcare to the Doorstep

The challenge that vast majority of India's rural population face is accessing affordable quality healthcare. To help end this discrepancy in availability of healthcare services, Honda 2Wheeler's initiated a flagship project "Healthcare to Hut". This project aims to conduct essential medical tests such as Blood Pressure, Blood Sugar, Blood Haemoglobin, Heart rate, Routine blood grouping, Pulse Oxymetry, Body Mass Index and Typhoid, Malaria, Syphilis and ECG free of cost for poor villagers. It also provides Ante Natal Care (ANC) to pregnant women under the supervision of women doctors and supervisions.

This project provides benefits to its beneficiaries in case of emergencies by pre-identifying blood groups if a sudden need for blood transfusion arises, or by pre-identifying beneficiaries who are at risk of developing diseases like hypertension and diabetes. Recommendations for improving lifestyle changes at an early stage helps beneficiaries become more aware of their problems and how to help improve their health. The health records of the examined villagers are maintained and are shared with Government health authorities for further reference.



Reached **40,000** villagers
in **60** villages of Rajasthan,
Gujarat, Karnataka and Haryana

Benefited **452** PREGNANT WOMEN
in Haryana



Health profile check-ups under Healthcare to Hut project



Supporting Differently-abled People

For an Inclusive India

Honda 2Wheelers recognises the greater need for sensitization of Indian societies and initiating more programs that support differently abled persons (PwDs) by helping them improve their overall quality of life, gain access to equal opportunities and live independently in an inclusive society. Keeping that in mind, we associated with Artificial Limbs Manufacturing Corporation of India (ALIMCO)-a Government of India undertaking under the Department of Empowerment of Persons with Disabilities, to support programs that work towards a more inclusive society.

After conducting a thorough needs assessment to ensure that beneficiaries would be able to use the devices that would be given out to them, camps were organised in Alwar district in order to distribute aids and assistive devices to beneficiaries. The overall goal for this was to boost self confidence among differently abled people and help them live independent and confident lives.

Director Honda along with District Collector distributing assistive devices to differently-abled people



100 BENEFICIARIES
provided with motorized tricycles

10 CHILDREN identified
for cochlear implant in Alwar



Director Honda, Divisional Heads along with District Collector and Labour Minister during distribution of motorised tricycle



National Association for Blind

The differently abled population makes 2.2% of the country's total population. As per Census 2011, in India, out of 121 crore population, about 2.68 crore population are disabled, which is 2.21% of the total population. The situation becomes worse, when we relate the employability of these disabled population. As per ILO report on "Persons with Disability & the India Labour Market: Challenges and Opportunities", only about 70,000 of the 2.68 crore population has been able to get jobs in the country. It is very clear that the disabled population in the country is unable to get its fair share of employment due to shortage of skill sets.

Thus, Honda as part of its CSR initiative has provided disabled children with early intervention through NAB that would help them become employed by the time they reach the employability age.

National Association for Blind (NAB) is a non-government organisation registered under the "Societies Registration Act, 1860". The National Association for Blind has been working relentlessly towards empowering children with visual impairment, with the aim to help them integrate into the society.

Honda 2Wheelers as part of its CSR initiative is supporting NAB to help visually impaired children with multiple disabilities in Delhi. These children fall in highly vulnerable category as without proper intervention at younger stage, would make them remain highly dependent on family members for basic stuffs in later stages of their life. Most of these children belong to families under EWS (Economically Weaker Section) category and do not have sufficient family income to support their children with specialised education or rehabilitation program needed for them to enter mainstream life. Honda has been highly sensitive in realising the impact of financial help, in the life of these children by intervening at such young age. It also goes along with their CSR strategy of building better communities and improving lives of people.



Differently-abled Children in action - learning various skills

The project begins with a detailed functional assessment of the new children brought to NAB. On the basis of these report, a clinical assessment is undertaken by a team of doctor at NAB. On the basis of these reports, an annual plan is created for each child specifying the targets for therapists and educators. The annual plan ensures detailed functional and clinical assessment for each child which leads to planning of individual goals (parameters of improvement and target setting), which is tracked in the best manner possible. The team comprising of educators and therapists conduct sessions with child to help them improve their communication abilities, which ultimately helps them communicate effectively with people.

The intervention is currently being undertaken with 87 children in Delhi which consists of 19 new cases that have been added during the financial year April 2017 - March 2018. Of these 19 children, 12 cases are centre based interventions wherein the child is brought to the centre for specific intervention and 7 cases are home based. The home based intervention comprises of those children who are not in a condition to undertake travel due to severity of disability. A team of three educators undertake home visits on a regular basis to provide them with necessary aid.

The grant provided under the Honda 2Wheelers to provide intervention Services for Children with Multiple Disabilities through National Association for Blind forms part of 17 SDG goals that has been formulated by UNDP. The intervention by Honda 2Wheelers under NAB comes under UNDP Goal 1 (End of Poverty), Goal 3 (Good Health and Well Being), Goal 4 (Quality Education), Goal 5 (Gender Equality) and Goal 11 (Sustainable Cities and Communities). All these goals work together towards providing the visually impaired a life of dignity, employability and reduced dependency on family members for their basic needs.

6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



15 LIFE ON LAND



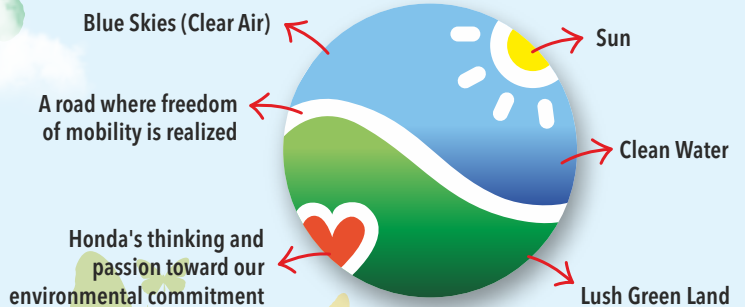
SUSTAINABLE DEVELOPMENT GOALS

Environment Sustainability

Improving Ecosystems in India

While rapid economic development and urbanization should be seen as positive results of investing in the Indian economy, the unfortunate reality is that, India's vast natural resources and environment are degrading at a rapid rate. From improper planning of development activities and setting up of polluting industrial units to rigorous agricultural practices and incongruous consumption patterns have been contributing factors towards creating an imbalance in the relationship between people and ecosystems.

As responsible and law abiding corporate citizens, we believe our task lies in preserving global environment through recycling and conserving at every stage of our products life cycle by enhancing research, design, production, sales and disposal. It gives us immense joy to say that all Honda plants have received ISO 14001:2015 Standard certification by December 2017. However, after achieving standards of excellence in resource management and conservation within our organisation we wished to expand our vision of 'Zero greenhouse emissions and unhindered mobility' amongst our communities. Thus, we designed our outreach campaigns in alignment to United Nation's 2030 Agenda for Sustainable Development. To build a sustainable and greener future we have aligned our CSR initiatives with Sustainability Goal 6 of Clean Water and Sanitation, Goal 13 of Climate Action and Goal 15 of Life on Land.



BLUE SKIES FOR OUR CHILDREN



Make Gurugram Green

Helping Cities Breathe Again

With a total population of around 8 lakh people, Gurugram is a prominent city in the northern state of Haryana. A leading financial and industrial hub in the region, the city is often referred to as a 'concrete jungle' owing to the large number of commercial and residential complexes that make up the greater part of the city. Through the project "Make Gurgaon Green", Honda has decided to invest a part of its CSR Initiative in partnering with Uthaan, a non-governmental organisation working in the field of vermiculture, organic cultivation, herbal planting, green movement, and conservation of non-renewable fossil fuels (particularly through solar energy promotion, to help make Gurgaon a greener and cleaner city.

Uthaan plans to add greenery to Gurgaon's upcoming road - Southern Peripheral Road (also commonly known as Golf Course Extension Road). In order to do so, the organization developed the 3.5 kms long central verge into a green patch by planting more than 150 samplings and plants.

The goal of the project, apart from enhancing environmental impacts is to make the city roads more aesthetic and beautify its surroundings. The project is aiming to initiate a copy-cat effect in the region by acting as an example for other organizations and individuals to follow suit. If successful in this endeavour, the project can, by extension, effect the population of 876,824 individuals of Gurgaon.



Maintenance of Tree Planted at Manesar

Investing in Sustainable Power

At the 2015 UN Climate Change Conference in Paris, India and France jointly launched the International Solar Alliance (ISA) with the goal to mitigate climate change and provide clean, affordable and renewable energy to all through utilization of solar power. Hence, India can play a significant role in achieving ISA target of 1 TW of solar energy by 2030 by becoming a major contributor towards it.

By 2022, India's ISA goal is to produce 100 GW solar energy. Keeping that in view, Honda commissioned a 25KW Solar Power set up in addition to already existing 600KW solar power setup in Manesar plant.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



Rural Development

Investing in Infrastructure, Developing Rural India

Close to 70% of India's population resides in rural areas, however, there remains a yawning gap between rural and urban India with respect to infrastructure, standard of living, and economic empowerment. For the country to reach its development potential, it is imperative to bring rural areas at par with the urban areas through infrastructure development. In view of reducing the rural-urban disparities, government is working with the primary objective of "Sabka Saath, Sabka Vikas". Resonating with the policies of the government, we aim to provide urban amenities in rural areas. We are making efforts to improve lives of people of villages sustainably by supporting infrastructural development in the villages.

SUSTAINABLE
DEVELOPMENT GOALS





Development of Community Center in Rural Haryana

Helping Promote Community Welfare

The local administration of Fazilpur Badli in Haryana apprised us about inconveniences faced by villagers to access G2C (Government to Citizen) services. The villagers had to travel long distance to city to access various G2C services such as caste certificate, domicile certificate, etc. With our commitment to build a sustainable business with strong relevance and inclusive growth, we supported activities for community welfare. We extended our support to local administration in fulfilling their desire of constructing a community centre in the village. A community centre comprising facilities associated with Government to Citizen services and other facilities such as a hall, boundary, toilet facilities, ground work and space for ATM was constructed in Fazilpur Badli village.



Unveiling of Foundation Stone for Community Centre



Social function at the Community Centre



Bus Stand Construction & Development Kotkasim, Rajasthan

Supporting Sustainable Infrastructure

In order to strengthen our bond with the society, we supported the district administration of Alwar in the construction of bus terminus at Kotkasim tehsil. We took the initiative of constructing the bus stand with boundary wall, ticket counter room, waiting room, benches, entry and exit gates, toilets, drinking water facility and concrete ground. Moreover, a rain water harvesting system has been constructed and will be maintained by the local Panchayat.



Bus Stand at Kotkasim, Alwar



Exit Gate of Bus Stand



Construction of Roads and Bus Shelters

Bridging the Rural-Urban Gap

To strengthen rural infrastructural systems and connect rural areas with urban areas, we constructed around **210 meter RCC roads** in Manesar, **Haryana** and Pavor block road in Vithalapur, **Gujarat**. We also constructed **3 new bus shelters** in the Haliyal and Joida Taluk of Uttar Kannada district of **Karnataka**.

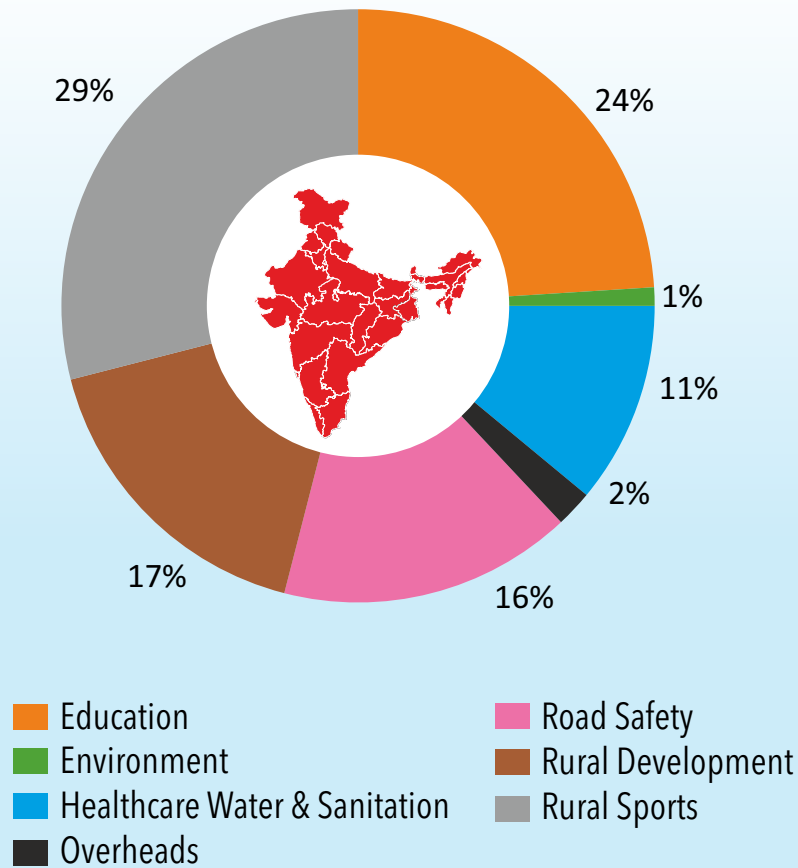


Bus Shelter at Karnataka

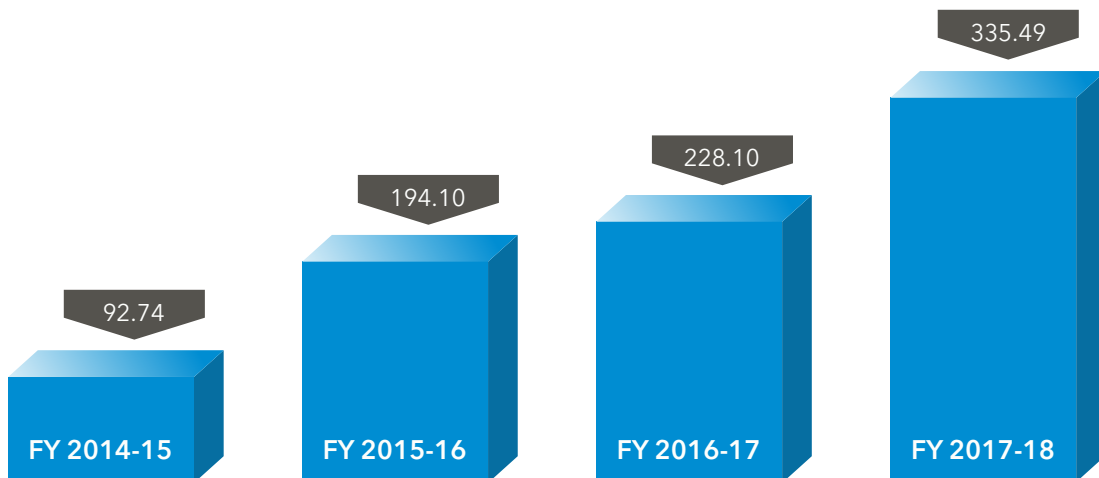
FINANCIAL REPORT

FY 2017-18

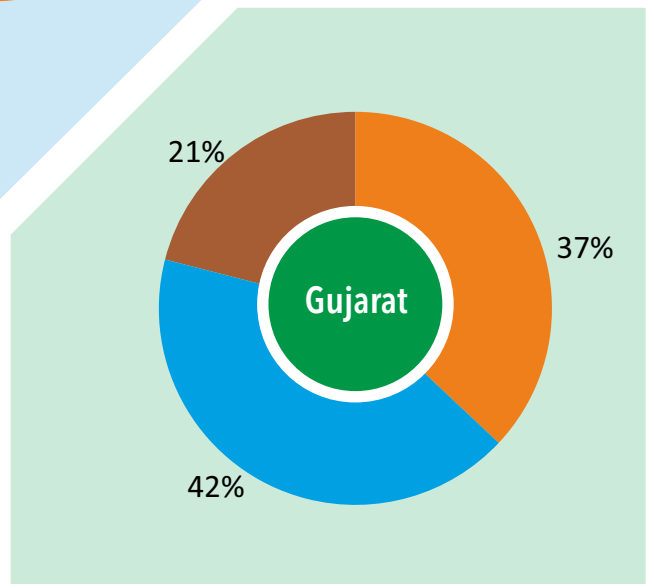
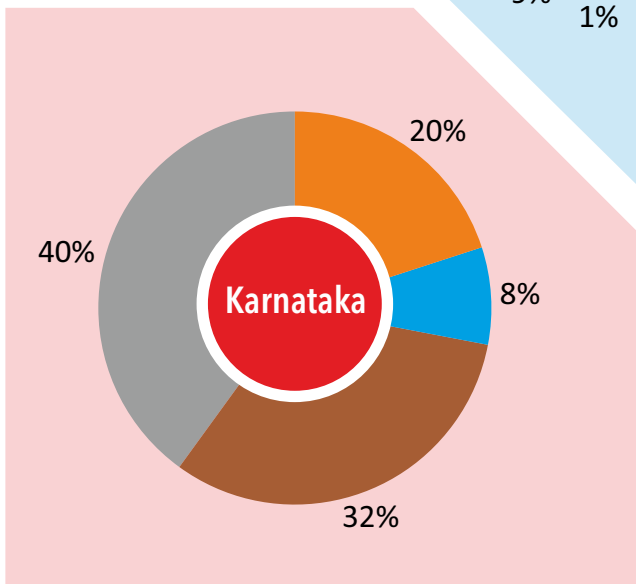
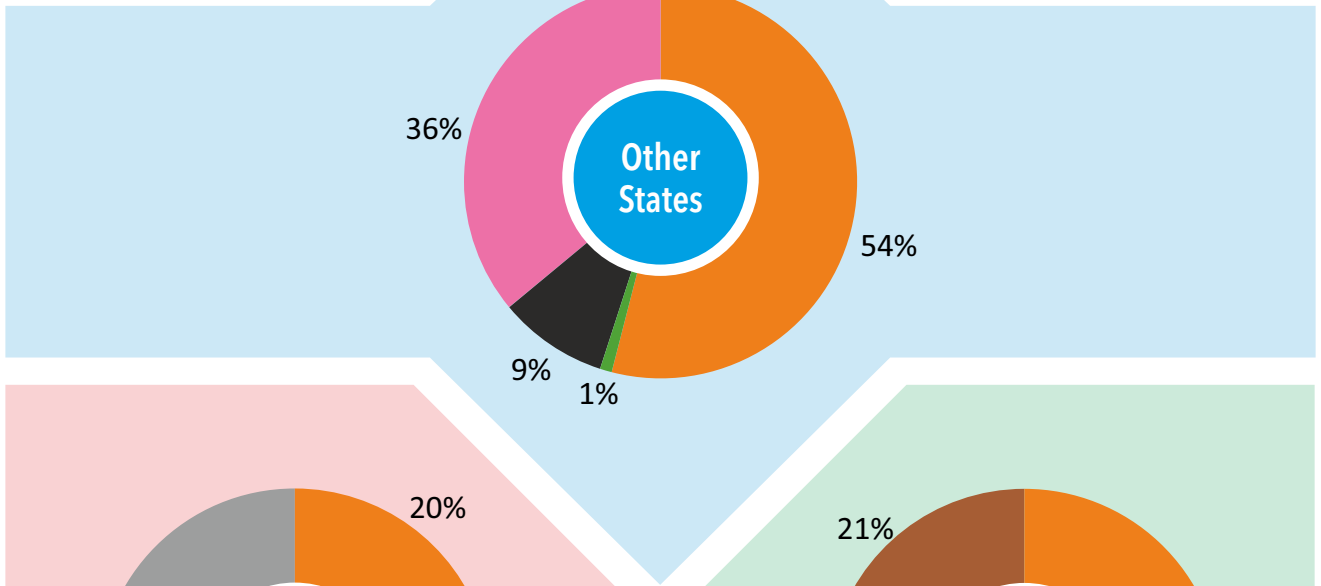
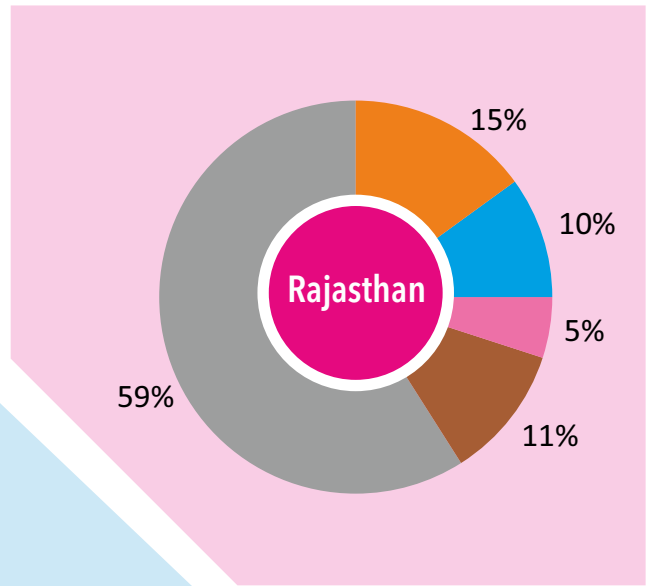
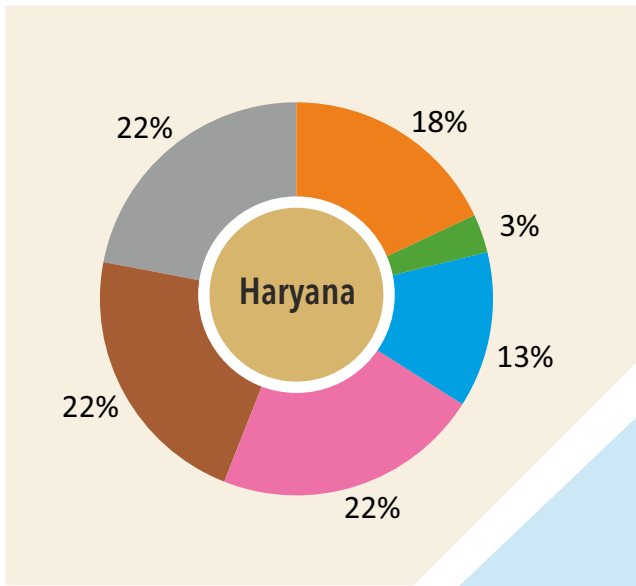
PAN India Thematic Allocation FY 2017-18



Honda's CSR Spend - INR in Million



Thematic Allocation for FY 2017-18



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

Feedback & Media Coverage



I had never had my blood group checked before. And I have not paid a single penny, it's completely free by Honda CSR Initiatives.



Here we do ANC check-up and vaccination is done in the hospital, Blood pressure, Weight, Height, Hemoglobin, Sugar tests are done. And all tests are done at free of cost and people get printed reports.



Thanks to Honda Management for providing Free health Camps in and around the Villages which benefited around 10,000 people. Mr. Somveer, Sarpanch Village Manesar



Hon'ble Chief Minister presenting a memento to Mr. Harbhajan Singh



The image features a background with a dark grey upper section and a large red section below it, separated by a diagonal line. The red section is further divided into two shades of red by another diagonal line. The Honda logo and tagline are centered in the white space below the red sections.

HONDA
The Power of Dreams

Honda Motorcycle and Scooter India Pvt. Ltd.
Commercial Complex II, Sector 49-50, Golf Course Extension Road, Gurugram, Haryana 122018.