



PIVOTING TOWARDS A NEW RESILIENT FUTURE

ANNUAL CSR REPORT
2020-21

Road Safety



COVID 19 Relief



Education



Environment

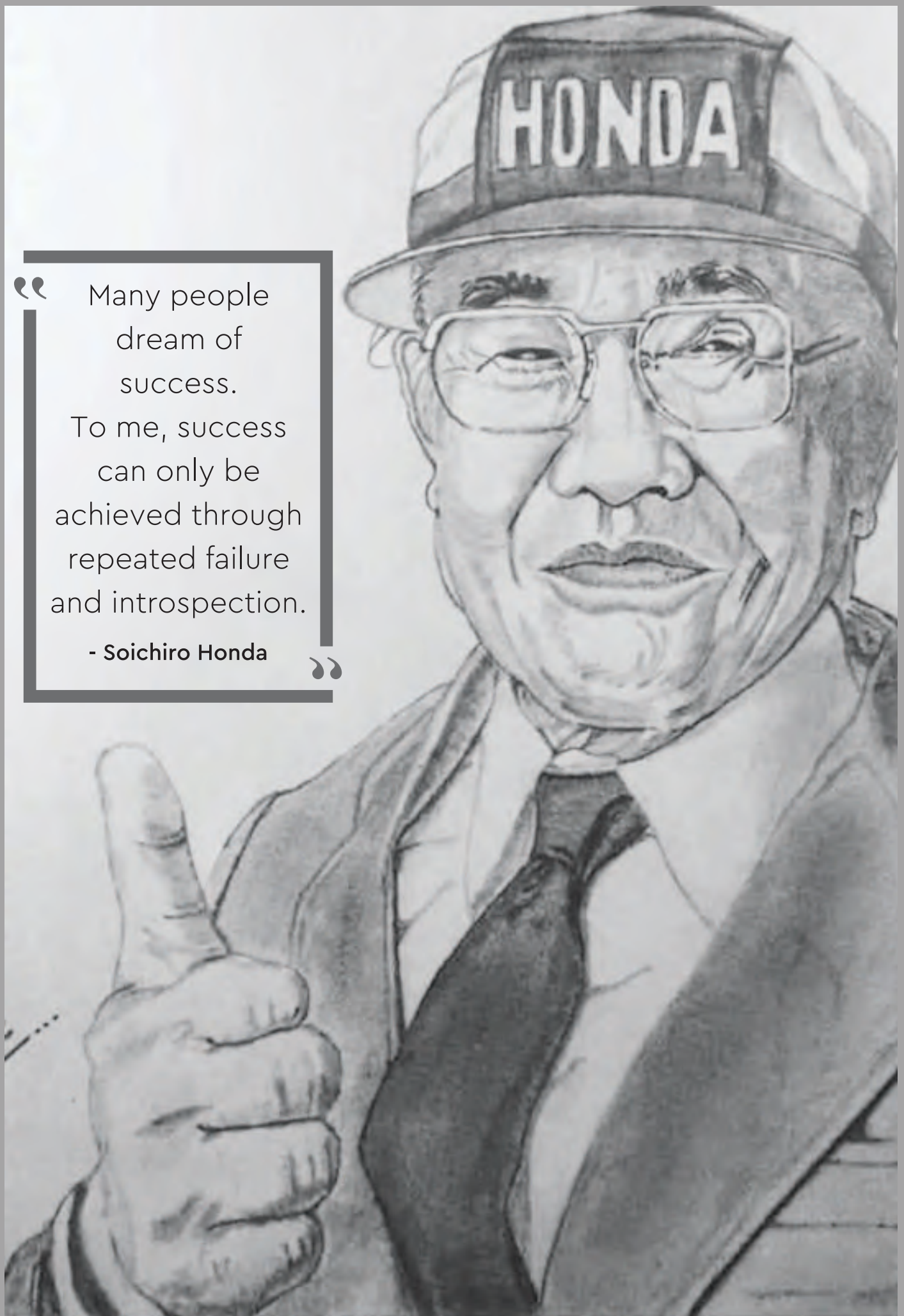


“

Many people
dream of
success.

To me, success
can only be
achieved through
repeated failure
and introspection.

- Soichiro Honda

”



LIST OF ABBREVIATIONS

AIIMS	All India Institute of Medical Sciences
CBSE	Central Board of Secondary Education
CHC	Community Health Centre
CMP	Common Minimum Programme
CRRT	Continuous renal replacement therapy
CSR	Corporate Social Responsibility
DC	District Collector
F&B	Food & Beverage
GA	General Affairs
GNIDA	Greater Noida Industrial Development Authority
HIF	Honda India Foundation
HMSI	Honda Motorcycle and Scooter India Private Limited
HMV	Heavy Motor Vehicle
IDTR	Institute of Driving Training & Research
IPS	Indian Police Service
ITI	Industrial Training Institute
KGF	Kolar Gold Field
KLD	Kilo Litres per Day
KPI	Key Performance Indicator
LL	Learning License
LMV	Light Motor Vehicle
MMU	Mobile Medical Unit
NGO	Non-Governmental Organisations
NHAI	National Highways Authority of India
NSDC	National Skill Development Corporation
OPD	Outpatient Department
PHC	Primary Health Centre
PPE	Personal protective equipment
RO	Reverse Osmosis
SDG	Sustainable Development Goals
SDEC	Safety Driving Education Centre
SHG	Self-Help Groups
SMC	School Management Committee
SMU	Static Medical Unit
SOP	Standard Operating Procedures
SSA	Sarva Shiksha Abhiyan
SSDH	School of Skills Development in Hospitality
STEM	Science Technology, Engineering and Mathematics
THSC	Tourism & Hospitality Skill Council
WHO	World Health Organisation
WRI	World Resource Institute



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FROM THE CHAIRMAN'S DESK

It is with great pride and honour that I present the first Annual CSR Report of the Honda India Foundation. Before I introduce the report, let me take you back to the late 1990s and early 2000s, when Honda was setting up its plants in India. Since its initial days with just a few plants in the country to emerging as one of the most trusted names in the automobile industry, Honda has been overwhelmed by the love and support the people of India have given to the brand. While living up to the expectations of millions of Indians as a responsible corporate, we have consistently set new benchmarks in facilitating strategic and impactful CSR interventions throughout this journey.

Last one and half years have been perhaps the most challenging year of the century with the COVID-19 pandemic causing unprecedented levels of suffering. Overwhelming our health systems with loss of both lives as well as livelihoods, pandemic's impact was felt far & wide across geographies. Survival and wellbeing for us and our loved ones rightfully became the foremost priority for all-individuals, institutions and communities at large.

Despite seemingly unconquerable challenges, we remained steadfast in our commitment to nation-building and towards fulfilling our CSR

responsibilities. Broadening our footprint further, Honda CSR foundation has extended support to over 62 Lac beneficiaries across the 5 states of Haryana, Rajasthan, Karnataka, Uttar Pradesh and Gujarat. We supported COVID-19 relief efforts by providing assistance and relief measures to those in need across various states including daily wage earners, migrants and those who lost their livelihood & shelter seekers. Simultaneously, HIF distributed PPE, masks, sanitizers to front-line warriors while providing medical equipment like oxygen concentrators, pulse oximeters etc. in government hospitals in rural areas.

Today, as we embark upon the 74th year of Honda's existence, we are extremely proud to lay the cornerstone of the advent of the Honda India Foundation. Our philosophy behind CSR is derived from the philosophy of our company's founder, Soichiro Honda of following the spirit of safe co-existence in everything we do. Over several years of our CSR journey, we have widened the scope of our contributions to include themes which value co-existence.

Around the world also, CSR has come a long

way from being mere compliance to acting as a reckoning force of sustainable development through meaningful corporate contribution. We strive to embody this change in our CSR operations as well.

It is in this backdrop that in 2019, a consolidated Foundation was envisaged to cater to the need of Honda group companies for promoting a unified and strategic approach to CSR across five Honda companies - Honda Motorcycle & Scooter India Private Limited, Honda R&D (India) Private Limited, Honda Access India Limited, Honda India Power Products Limited and Honda Cars India Limited, by incorporating all CSR activities under one Honda umbrella.

Today, I am proud to share that HIF is a

registered trust with a vision – 'To build relationships of trust with local communities, stakeholders and to contribute to developing a sustainable society for future generations,' and builds on the legacy of social contribution through CSR by the Honda group companies.

I envisage a strong future of the Honda India Foundation, in building a sustainable society for future generation. HIF will continue to work in the field of Road safety, Education, Environment, Skill development, Health care and local society development. This first annual report is a snapshot of the Honda's efforts in that direction. Before concluding, I would like to thank my peers, stakeholders and my team for the exemplary efforts they have put into building the HIF as it stands today.

Sincerely,

Atsushi Ogata

Chairman, Honda India Foundation
President & CEO, Honda Motorcycle &
Scooter India Private Limited (HMSI)



Profound belief in
something allows
every individual to find
an immense inner force,
and to overcome his or
her failings.

- Soichiro Honda





FROM CO-CHAIRMAN

Alone we can do so little, together we can do so much. The power of this quote reverberates in the daily life of all of us here at Honda, as I have seen in my more than three decades of being associated with the company. Today, with the Honda group joining hands for moulding the Honda India Foundation, I am assured that together we are creating a vehicle of powerful change.

This change is powered by the cumulative energies and efforts of our companies including - Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), Honda Cars India Ltd. (HCIL), Honda R&D India (HRID), Honda India Power Products Ltd.(HIPP) and Honda Access India Private Limited (HACID). The companies have put together an experienced and talented team to achieve the goals of the Foundation and ensure efficient utilisation of CSR funds through strategic interventions.

The current projects of the Foundation have been strategized based on the needs of the community that our companies operate in. HIF gives a strong preference to the local areas around the companies' operations for spending the amount earmarked for CSR activities, including Haryana, Karnataka, Rajasthan, Uttar Pradesh and Gujarat, among others. The key activities of the Foundation, including - supporting youth for future through education and livelihood initiatives, focussing on

environment protection by planting trees and maintenance of existing green areas, promoting traffic safety by developing traffics parks and organising safety trainings, providing access of basic healthcare facilities to the community and lastly, providing disaster relief – have been devised keeping the larger society's needs in mind and our combined expertise. Our proposed beneficiaries are children/students, women, weaker sections of the society, persons with disability (PwD), and the society at large.

HIF strives to further propel India's advancement towards sustainable development by aligning both with national priorities as well as with United Nations Sustainable Development Goals (SDGs) for 2030 through our dedicated CSR verticals. We also showcased this through our recent initiatives during the COVID 19 pandemic, by driving monumental change in the aftermath of the crisis.

This recalibration and reenergising of our efforts towards social contribution is the hallmark of Honda. By always keeping innovation and people at the centre of our strategy, we envisage a long and fruitful run of the Honda India Foundation from here on.

Sincerely

Gaku Nakanishi

Co-Chairman, Honda India Foundation &
President & CEO,
Honda Cars India Limited (HCIL)

Board of Trustees



Mr. Atsushi Ogata
President & CEO, HMSI
(Chairman)



Mr. Gaku Nakanishi
President & CEO, HCIL
(Co – Chairman)



Mr. Takahiro Ueda
President & CEO, HIPP



Mr. Satoshi Kato
President, HACID



Mr. Praveen Paranjape
SVP & Director, HCIL



Mr. Hiroyuki Sukegawa
Director, HMSI



Mr. Vinay Dhingra
Director, HMSI



“

We only have one future, and it will be made of our dreams if we have the courage to challenge convention.

- Soichiro Honda

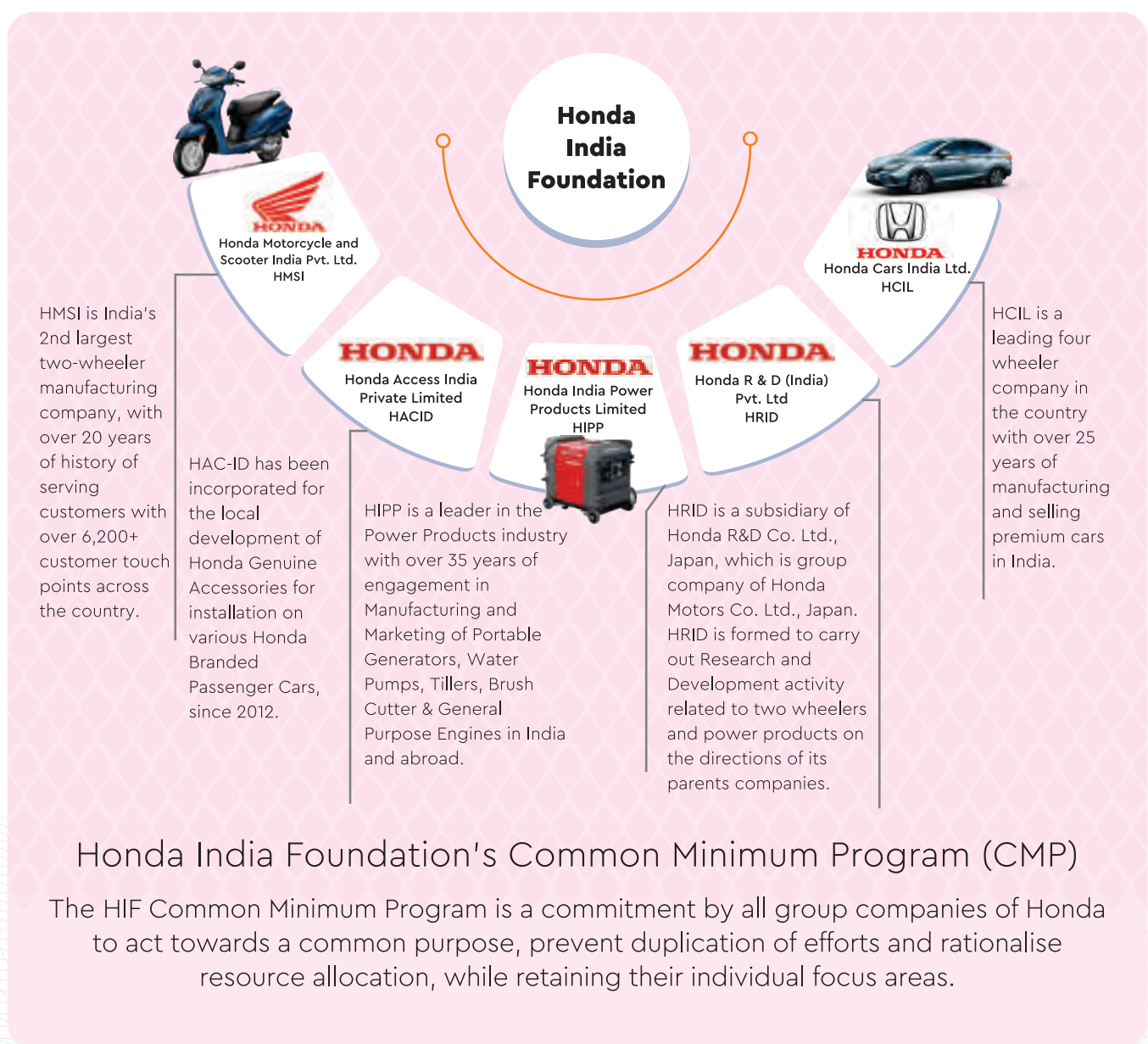
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ABOUT THE ORGANISATION

Honda has always striven to be a company people and society wants to exist in the future. Our journey in this direction has been exciting, challenging, and ever evolving. A landmark step in this evolution has been the launch of the Honda India Foundation (HIF) in 2019, as the CSR arm of Honda Group companies in India. Honda India Foundation has been founded for the purpose of all Honda group

companies consolidating CSR efforts towards a common goal and rationalising resource allocation for maximising benefit of the community.

Through the HIF, our leadership team and implementing agencies aim to reinstate our commitment as a company that acts like a guiding force for people to achieve their own initiatives.



VISION, MISSION AND OBJECTIVES OF HIF



Vision

To build relationships of trust with local communities, stakeholders and to contribute towards developing a sustainable society for future generations.

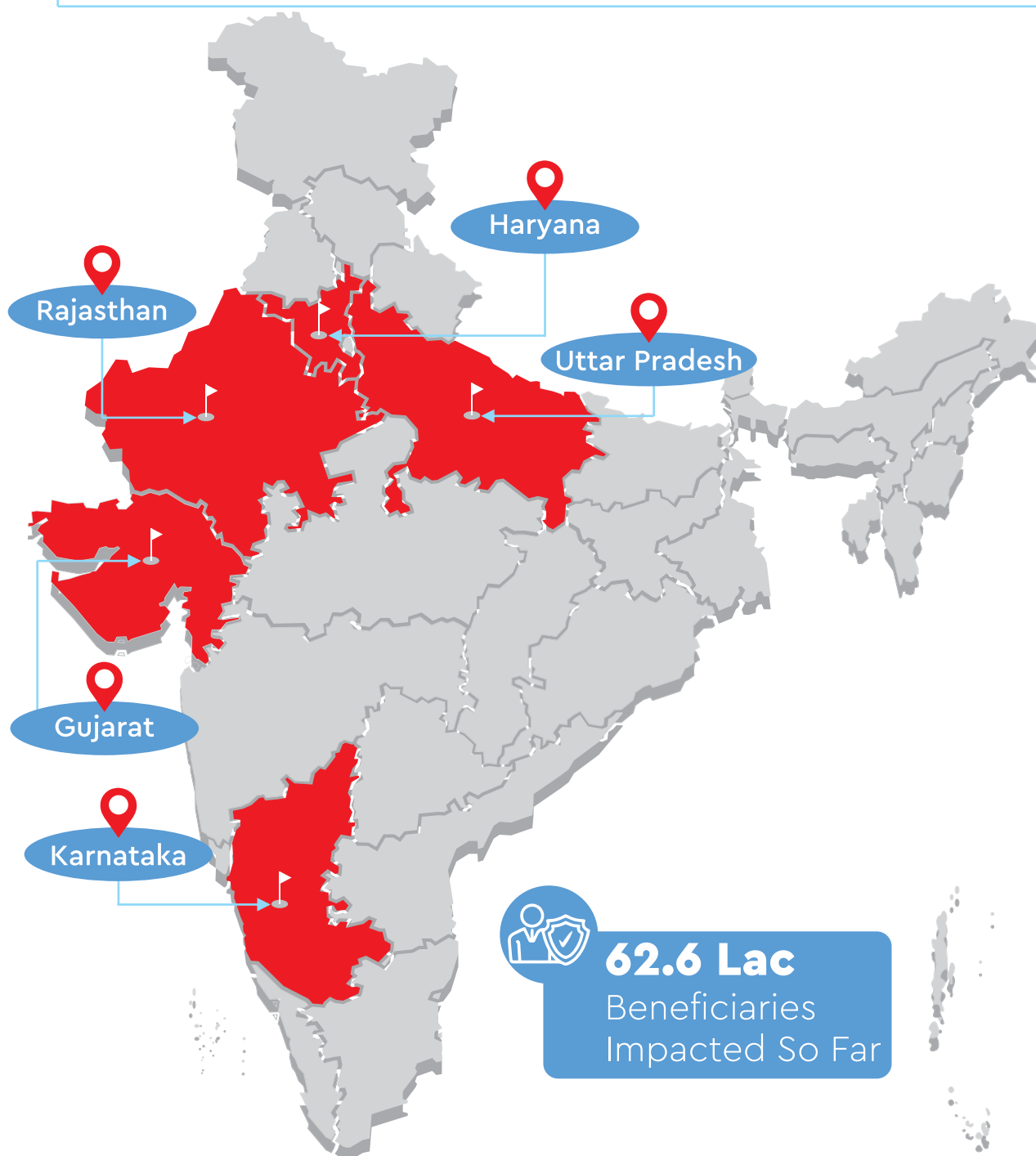


OBJECTIVES

- 1** Creation of a global and national standpoint for Honda India's overall approach
- 2** Alignment of CSR activities with Honda's global and regional strategy
- 3** Convergence and contribution to the Sustainable Development Goals (SDGs)

Geography

Honda India Foundation focuses on local areas around Honda's areas of operation. Honda is currently undertaking its CSR initiatives in the following states



As a responsible foundation, we are committed towards not just providing our best services but also creating a positive impact on the society and the environment. We aim towards undertaking sustainable programs that can create a long-term impact and look for new opportunities in diverse areas which can bring about a lasting change in the society. We continue to initiate many programs in the focus areas along with undertaking unique initiatives to fulfil our vision of being a company that society wants to exist.

CSR Strategy

Over the years, our corporate social responsibility programs have grown and impacted the society across various focus areas including road safety, environment, healthcare and education, among others. We undertake interventions across states

in India with the motive of creating long-term impact. With the aim to contribute towards Sustainable Development Goals (SDGs), our programs are planned and implemented to develop an equitable and sustainable society for all.

In these difficult times, Honda aims to further enhance its efforts and contribute towards the global fight against the COVID-19 pandemic. We undertook several initiatives such as providing relief packages, aiding in disinfectant fumigation, providing medical assistance, to name a few. We are committed to being united and step up our efforts to provide relief to the vulnerable sections of the society.



Education

- Employment enhancing vocational skills
- 360-degree support to education and livelihood generation opportunities
- Intervention in STEM, digital, and vocational knowledge
- Concentration in rural areas and government schools, with special focus on girl child
- Strengthening infrastructure of the schools
- Skill development of youth and women



Healthcare

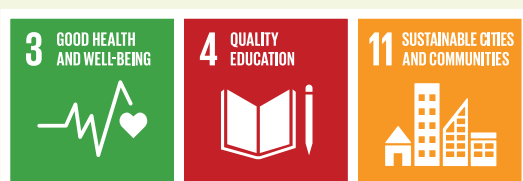
- Focus on healthcare including ophthalmology in rural India
- Strengthening government healthcare and facilities
- Organising health awareness sessions and health camps
- COVID-19 relief
- Construction of community and individual toilet for open-defecation free village
- Providing clean drinking water facility
- Sanitation, health and hygiene for the society





Road Safety

- Aim to build collision free society
- Sustained awareness building and improving road infrastructure
- Collaboration with government and other stakeholders
- Establishment of Driving Institutes and Centers



Environment

- Conservation of natural resources
- Focus on renewable energy
- Focus on rejuvenation of water resources
- Maintain ecological balance by protecting flora and fauna
- Secure 'Blue Skies for our Children'



Rural Development

- Holistic view of model village
- Providing basic amenities to the communities
- Focus on social, economic, environmental upliftment of society



Rural Sports

- Nurturing talent and designing specialised sports program
- Establishment of sports facilities in rural parts of India
- Development and maintenance of sports stadium





“ Instead of being afraid of the challenge and failure, be afraid of avoiding the challenge and doing nothing ”

- Soichiro Honda

3 GOOD HEALTH
AND WELL-BEING



6 CLEAN WATER
AND SANITATION



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Beneficiaries

11 Lacs



Healthcare Initiatives



Honda recognises the significance of public health in development and has undertaken various landmark initiatives in the healthcare domain. Over the years, these initiatives have benefitted thousands of communities from the lens of both prevention and cure. We are further

committed towards channelizing our resources into making India a healthier nation. Our initiatives are designed to support and advance the government and community initiatives in building a health safety net through strategic interventions with measurable outcomes.

“

VOICES FROM THE GROUND

"The fluoride content in the water is high here in Mindahalli, which caused villagers health problems such as joint pain and oral problems earlier. After HIF's RO intervention, such medical problems have reduced".

Mr. Chandra, Teacher & Resident of Mindahalli, Karnataka

"We are very thankful to HIF for providing such excellent and advanced machines. It helps us in better diagnosis and treatment for the patient. Our work patients efficiency has increased manifold since the machines were brought in."

Dr. Vasant, Administrator and Hospital In-charge and Dr. Vishwajeet Nayak, Anaesthesian

"Prior to the renovation, the labour room was especially in a poor condition with seepage on the walls and unkempt restrooms. The renovation has overcome these issues completely and now we are careful about keeping the same well maintained."

**Attendant, Labour Room
CHC, Rajasthan**

"Thanks to the MMU, patients with long standing health issues could get monitored weekly and treated effectively."

**Chandan Singh
Member, Vikas Committee, Tapukara**

”

Eye Check-up Camps & Cataract surgery through AIIMS

According to World Health Organisation, India has 120 lakh visually-impaired people, 80.1% of whom are afflicted by cataract. Blindness due to cataract presents as an enormous issue in India leading to not only human morbidity but also economic loss and social burden. India is a signatory to the World Health Organisation resolution on Vision 2020- "The right to sight". To support this vision, Honda entered in to partnership with a leading NGO and opened Deepalaya Honda Vision Centre in 2017. This initiative aims towards timely detection and treatment of cataract cases amongst rural communities in Haryana.

In collaboration with All India Institute of Medical Sciences (AIIMS), Delhi, Deepalaya Honda Vision Centre is set up in the village Gusbethi Sahsola, Mewat Dist. Haryana. The beneficiaries are visited by the team of doctors



Senior citizens getting their eye checkup done by doctors from AIIMS, Delhi at Deepalaya Vision Centre, Gusbethi, Mewat, Haryana



Nothing less than gold standard for our programmes - Partnering with the All India Institute of Medical Sciences (AIIMS), Delhi

Giving the gift of good vision to villagers at Deepalaya Honda Vision Centre, Haryana

from AIIMS, Delhi every week for eye checkups and identification of cataract. The identified cataract patient who are scheduled for surgery are assisted in transportation to AIIMS, Delhi where surgery takes place. Patients suffering from other ophthalmological issues are provided free consultation and medicines, where

needed. Follow-up sessions are additionally conducted for the surgery patients in order to track their recovery and ensure that they are following the correct post-surgery precautions.



19,689

Beneficiaries Since Inception



Dayaram Getting the Gift of Sight

Dayaram, is a 83 years old small-scale farmer who lives in Chuhurpur Village in Sohna Block, a district in Gurugram, Haryana. Post his eye checkup at Deepalaya Honda Vision Centre, the eye specialists recommended cataract surgery for his right eye. His surgery was successfully performed by the experienced surgeons at AIIMS, Delhi. Currently, he can see clearly and is able to perform his daily chores without any difficulty.



Dayaram post his successful surgery at AIIMS, Delhi

Dayaram and his family are thankful to Honda team for providing excellent medical care at such a renowned hospital- AIIMS, Delhi.



Bringing Immediate Respite to Gyan Chand

Gyan Chand is 46 years old vegetable hawker who lives in Friends Colony Sohna, a district in Gurugram, Haryana. Gyan Chand visited Deepalaya Honda Vision Centre for treatment of his damaged right eye. Gyan Chand was admitted in the emergency ward of AIIMS, New Delhi on the same day and Dr. Sohini with her team of qualified surgeons successfully performed the surgery on the very same day.



During the follow up sessions at DHVC, our team found out that Gyan Chand is doing well and his family is happy that he was able to receive the right care and treatment at our centre.

Free Medical Check-ups & Medicines

While quality healthcare is the fundamental right of every individual, challenges such as lack of quality infrastructure, dearth of qualified medical functionaries, and access to basic medicines and medical facilities plague majority of India's population living in rural areas. Consequently, in India, roughly 58 lakh citizens suffer early deaths due to diabetes, cancer, stroke, heart, and lung disease annually. For serving the rural community, Honda began the initiative of providing medical services via health camps, Mobile Medical Units (MMUs) and Static Medical Units (SMUs) and their greatly successful Healthcare to the Hut programme in 2017.

The MMUs are accompanied by a team comprising of an MBBS doctor, a nurse, a pharmacist and a social protection officer to the villages on a pre-decided day and time. This team provides healthcare facilities such as free check-ups and medicines to the communities at their doorstep. In addition to general medicine for patients, MMU doctors also provide patients with referrals to surgeons, orthopaedics, paediatricians at nearby hospitals, in case of serious conditions. The MMU doctor helps in diagnosing illnesses such as blood pressure, blood sugar, skin diseases, typhoid and other illnesses and provides nutritional supplements, deworming tablets, in-patient day care as well as running medical health awareness campaigns. A Static Medical Unit, in which the similar services are provided in a stationary centre has been set up in Vithalapur, Gujarat.



5.98 Lac Individuals



7 Mobile Medical Units



1 Static Medical Unit



**Manesar,
Haryana**



**Tapukara,
Rajasthan**



**Narsapura,
Karnataka**



**Vithalapur,
Gujarat**



Healthcare at doorstep of villagers in Rajasthan through Mobile Medical vans



Kanwar Singh Embracing a Healthier Life, Thanks to Honda

Kanwar Singh is a 76 years old resident of Maheshra village, Alwar, Rajasthan. He needs regular health check-ups, as he frequently suffered with cough, fever and body ache. He and his wife had great difficulty in travelling the 2 km distance to the PHC due to their age and lack of transport in the village. As their children would leave for work, they had to wait for them to spare time to visit the nearest PHC.

"Private Doctor facility is available at our village but it is chargeable – We have to pay for consultation as well as medicines. With the support of MMU we could save this money. We are thankful to Honda for this thoughtful service for elderly like us".



When Quality Healthcare Reached Somvati's Doorstep

Somvati is a 55-year-old resident of Saharwan village, Manesar. She is a patient of hypertension and suffers from constant weakness, pain and swelling in her joints. She is a regular patient at our Manesar MMU and has been provided with the required medicines along with diet and lifestyle recommendations during her visits. She reports better pain management and improvement in her overall health due to the services provided to her at the Mobile Medical Units.



Somvati expresses her gratitude towards Honda team as it is because of their support in providing the right treatment and care that she is able to live a healthy life.

Community Water RO System



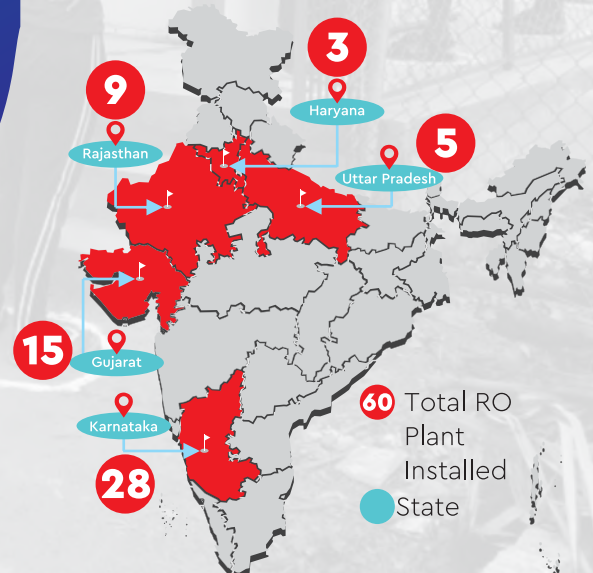
3 Lac +
Beneficiaries
So Far

India's varied topography and monsoon dependency results in some parts of the country enjoying large resources of water whereas other parts of the country, experience a grave dearth. Given this, an acute challenge facing rural India is the lack of availability and accessibility of clean water. In line with Honda's vision of providing value to the community, Honda has installed community water plants in the villages.

To generate employment for the rural youth as part of this effort, local villagers are engaged for running of the water plants, thus making this a self-sustainable model. Till now Honda has been able to install 60 RO plants in the villages and several more are on the anvil.

Salient Features of RO Plants:

- 💧 Readily Installable
- 💧 High-pressure Pumps
- 💧 Water Purification Membrane
- 💧 Storage Tank



60 RO
Plants

Villagers availing the facility of safe and clean drinking water at community water RO plants

Impact of Regular Access to Clean Drinking Water



Social Impact

- Social gathering at water plant every day during water collection.
- People participation & awareness on safe drinking water.
- School children spread awareness.



Economical Impact

- Incidence of water borne disease reduced.
- Increase in attendance of schools.
- Increase in villagers reporting to work.



Environmental Impact

- Greenery developed in & around plant location.
- Double filtration reduce waste water, which is treated before discharge.

IMPACT OF REGULAR ACCESS TO CLEAN DRINKING WATER



1/6th

Reduction in price paid by villagers for drinking water



30-40%

Average reduction in water borne diseases

95%

Average reduction in TDS levels in water

Health Camps for Bringing Healthcare Closer Home

The nationally conducted District Level Household Survey-4 shows that the average Indian rural resident has to travel – roughly 5 to 10 kms – to access basic healthcare services. In this landscape, Honda recognises that health camps are a powerful tool to meet the healthcare needs of the community.

Highlights of health camps:

For bringing healthcare closer to the villagers, Honda has set up



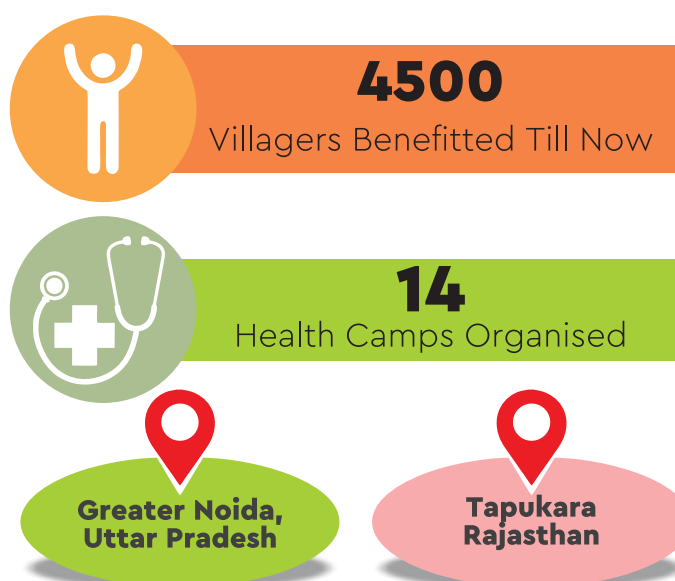
Registration process being undertaken at the health camps while following COVID-19 protocols

health camps in the villages of Greater Noida and Tapukara. These camps provide end-to-end healthcare services including curative, preventive, promotive and referral services to the beneficiaries in the area. The camps use a cloud-based OPD software and bring 3 MBBS doctors, including a general physician, gynecologist, ophthalmologist for the diagnoses and delivery of free medical

care to the community. Apart from free medicines, general check-ups for blood pressure and diabetes, the camps also provide education and awareness material through audio recordings, videos and pamphlets. During COVID-19 pandemic, the health camps went a step further, by building much-needed awareness regarding prevention and cure protocols of COVID-19.



Hand sanitizer dispensers set up at all health camps conducted in villages of Greater Noida, UP



A child receiving a medical checkup by the general physician at the health camp in villages of Greater Noida, UP

Support to CHC Tapukara & CHC Tijara

Improve the existing and build it better – with this motto, Honda has been investing in developing the existing local government Community Health Centres (CHC) in two locations around the Honda plants -Tapukara and Tijara in Alwar region of Rajasthan. Since 2019, we have supported these two CHCs through multifold interventions, which go a long way in improving the experience of the visitors as well as precludes any health problems due to lack of hygiene.

How Honda is Changing Community Healthcare in Rajasthan

Infrastructure support - Redevelopment of boundary walls, post-mortem room, parking area for ambulance.

Equipment support - X-ray machines, medical equipment, first aid care & oxygen pipeline.

Essentials support - Cleaning staff and cleaning equipment.


Tapukara, Rajasthan


Tijara, Rajasthan



800

People Utilise
these
Facilities Daily



A vibrant, stylized illustration of a diverse crowd of people of various ages and ethnicities, all wearing white face masks. The background is a mix of warm and cool colors like orange, green, and blue. The text 'COVID-19 Support Initiatives' is centered over the crowd in a large, bold, blue font with a white outline.

COVID-19 Support Initiatives



COVID-19 had a devastating impact on the entire world, both on the healthcare system and the economy. In India, as elsewhere, strict lockdowns were imposed to curb the spread of the virus. These led to far-reaching consequences for many disadvantaged groups, such as daily-wage earners. At the same time, health care and essential workers had to respond to a new highly infectious virus, leaving them extremely vulnerable as the front liners.

In order to provide relief to the various groups affected by the onslaught of COVID-19, Honda has been working to support them by launching various initiatives aimed towards providing relief in the form of facilitating healthcare resources, increasing COVID-19 awareness and providing basic amenities to thousands in need.

Honda Support towards India's Fight against COVID-19 –1st Wave

At the outset, Honda deeply respects the efforts of all front-line warriors – the health workers, the police force, the traffic force, the ambulance drivers, the local municipality sanitation workers – for responding to their call of duty with such dedication during this pandemic. We at Honda, being a responsible corporate, did our bit to support through several initiatives to help those in need in these unprecedented times. Through Honda India Foundation, the Corporate Social Responsibility (CSR) arm of all Honda group companies in India, Rs. 11 crores were contributed for the relief and prevention efforts towards the COVID-19 pandemic in India in April 2020.

Through this fund, one of the key strategic interventions was provision of 2,000 High-Pressure Backpack Sprayers for disinfecting and fumigation at various public institutions, including - hospitals, railway stations, public canteens, public transport and other public areas.

Further, Honda also collaborated with the central government and the state governments of the states where manufacturing plants of Honda group companies are located -

Haryana, Rajasthan, Karnataka, Gujarat and Uttar Pradesh, for providing COVID relief. Honda is committed towards helping the nation in these testing times and partner effectively to provide relief to the communities.



Delivering Dialysis machine for saving lives of patients in SNR Hospital, Kolar, Karnataka



Food packets were distributed to migrant labourers



Vaporizer machines and masks handover to SNR Hospital, Kolar, Karnataka



GA team, Vithalapur Plant representative Mr. Parveen Arora handing over sprayers brochure, 200 nos to Honourable CM, Gujarat.



GA Division Head, Narsapura plant Mr. Satyaprakash Patil handing over sprayers specification, 200 nos to Honourable CM, Karnataka.



Medical equipment handed over to SNR Hospital Kolar in Karnataka



Distribution of COVID-19 protective gear to rural CHC in Mandal, Gujarat



Police - our fearless frontline workers at Gujarat were not forgotten during relief operations

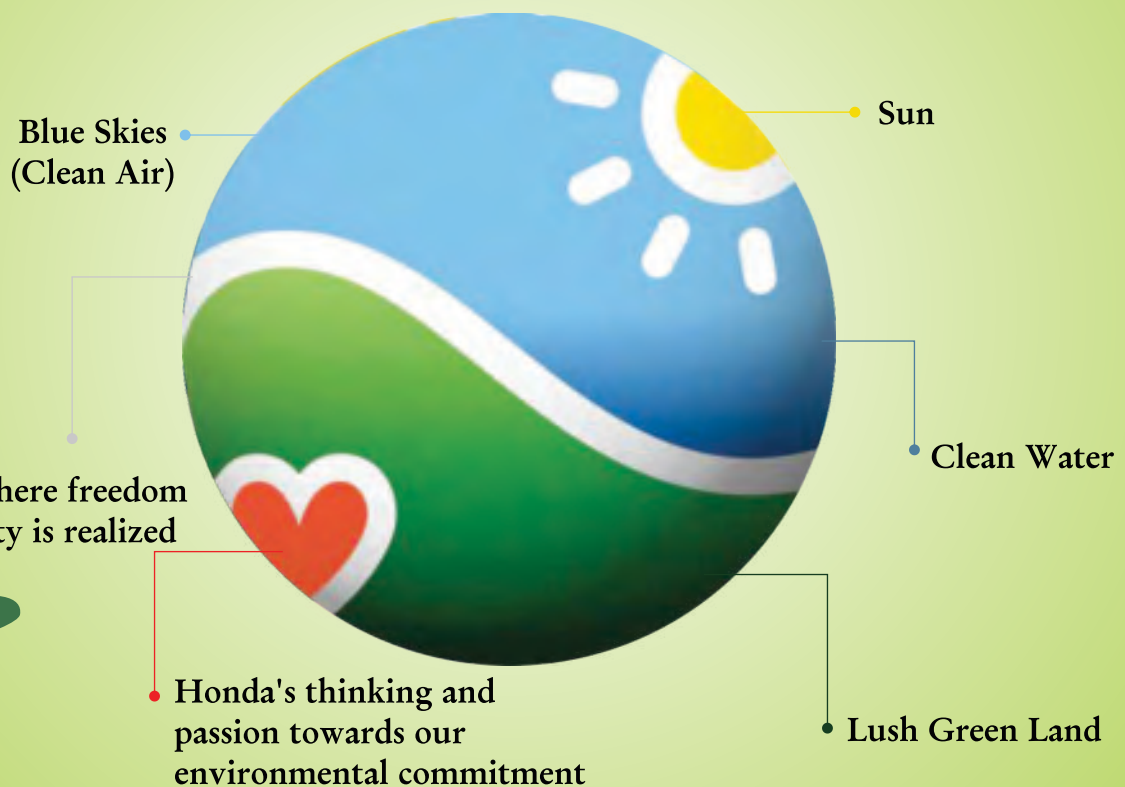


Mask distributions for District Administration of Gurugram, Haryana to fight the COVID-19 menace



Environmental Initiatives

Blue Skies for Children



Beneficiaries
4.6 Lacs





India is a geographically diverse nation, rich in natural resources and blessed with bountiful monsoon, providing opportunities for our multiple businesses to flourish. However, akin to the changing global scenario, environment in India is also facing severe challenges due to emissions, deforestation, as well as climate change. Honda India Foundation has been dedicated to improving the ecosystem through its interventions, along with benefitting the communities. This is in line with our belief that a step towards conserving nature will benefit not only the current population but also the future generations to come.

Rejuvenation of water bodies – Pond Development

In line with our global vision of “blue skies for children” Honda is supporting rejuvenation of water bodies in rural India. The aim behind the initiative is overcoming the scarcity of potable water faced in India through strengthening water bodies in Bilaspur, Gurugram, Haryana.

Bilaspur, a village of more than 10,000 inhabitants, previously had a central pond, which had been rendered wasted due to its usage for bathing, washing, drainage and waste discharge, leading to polluted water and spread of various water borne diseases in the village. By partnering with GuruJal Society, a wastewater treatment plant of 100 KLD (kilo litres per day) capacity was installed for treating sewage, discharge etc in the water bodies in the area. Further, Honda also worked with Dy. Commissioner of Gurugram towards park development.

Before



After



Steps Undertaken to Rejuvenate Village Water Body



Pond Profiling

- Visiting site
- Assessing condition of waste in pond
- Analysing type of intervention needed based on population dependent on pond



Site Feasibility

- Assessing availability of free area for constructing waste water plant
- Obtaining resolution from Gram Panchayat on construction
- Preparing Detailed Project Report (DPR)



Desilting

- Clearing the pond of unwanted weeds
- Removing solid waste
- Pumping out existing waste water
- Mud removal and de-silting of pond floor



Developing Embankment

- Creating a sitting space and functional area around the plant
- Planting various types of shrubs, trees etc in the vicinity



Community Mobilisation on Behaviour Change

- Conducting awareness sessions
- Partnering with gram panchayat, schools, senior citizens, Nehru Yuva Kendra members

Green Area Maintenance

We believe that it is our duty as an automobile manufacturer to support the cause for building a cleaner environment and for that purpose. Honda is maintaining a stretch of 6 Kms of green area in Pari Chowk to Madhiya Chowk in Greater Noida in partnership with Greater Noida Industrial Development Authority (GNIDA).

The project includes daily watering and cleaning of plants in center verges and side verges, trimming and shaping, manuring, removal of dead trees/plants and replacing with new plants and beautification of roundabouts (special focus on Pari Chowk and adjacent area). This region particularly has been aesthetically transformed, due to the green cover of carpet grass interspersed with ornamental plants such as Ficus, Champa, Washingtonian Palm, Bougainvillea, London Pine, Junipers etc. Come winters, a plethora of seasonal plants like marigold, barbina, dog flower, petunia, salvia, aster, dahlia etc. are seen abloom as a part of this initiative.



Activities undertaken

Daily watering,
manuring and cleaning

Removal of dead trees/
plants and replacing with
new plants

Trimming and
shaping

Beautification
of roundabouts

Water Conservation Projects through SHGs (Self Help Groups)



According to UN Women, in 80 per cent of households with water shortages, women and girls are responsible for water collection. This often means travelling long distances and carrying heavy loads. Linking water conservation with women empowerment hence is a win-win partnership in developing any water scarce region.

In the year 2018, Honda in collaboration with the NGO Centre for Social Research undertook water conservation projects involving Self Help Group of 20 women in remote regions of Alwar, Rajasthan. In the first phase of the project, Honda facilitated the construction and restoration of water structures, check dams in the village of Kalikhoh. In the second phase, skill development of an SHG was undertaken by providing them trainings in the field of water conservation along with infrastructure development.

Highlights of Training the SHG Women

- The training covered diverse issues such as gender responsibilities, linkage of water with climate change, water conservation methods, rainwater harvesting, healthy crop patterns, and livelihood, among others.
- Different methods of communication were adopted for information dissemination, such as participatory discussion, audio-visual presentations, etc. to ensure maximum retention of these trainings.
- A one-day exposure visit (to an agricultural field managed by a former beneficiary of this initiative) was organized for the SHG women, with the aim to apprise them of the practice of water conservation in agriculture.



Naari Shakti - Women members of self help groups develop water reservoir for their own village at Alwar District



Restoring Livelihood of Papi Bai

Papi Bai is a 37-year-old daily wage worker in Alwar, Rajasthan. Due to the pandemic, she lost her income and was unemployed. However, as a part of the initiative, Papi Bai along with a group of women began to build a community-owned indigenous rainwater harvesting reservoir that could be used for recharging aquifers in local water wells, and also for drinking, bathing and washing.

Papi Bai is grateful to Honda for this initiative, which supported her in earning a living once again while parallelly benefitting the community as well.



Green Area Development at Army Veteran Cells

To contribute to any developmental work for the Army is a matter of pride for any patriot. Honda also believes in valuing the contributions made by the Army and hence endeavors to support the armed forces. In this regard, Honda got the chance to develop the Indian Army Veteran Cell at Cavalry road, Cantonment Area in New Delhi. The Cell acts as an information center for disabled soldiers, war widows & their dependents, for servicing them with relevant

information on various government schemes and policies.

Further, a green area with plantations was developed as well to make the Cell appear appealing to the visitors. Honda continues to maintain the lawn and has additionally provided a driver for the movement of army veterans to and from the nearby railway station, bus stand and army centers to the Cell.



Caring for the Indian Army veterans: Maintaining green areas for making the Veteran Cell a joy to visit for veterans and their families at Delhi Cantonment Army Veteran Welfare Centre

Sustainable Management of Soil Resources in Traffic Parks at Karnal & Ludhiana

Topographically, all traffic parks maintain a larger portion of natural air purifiers in the form of green belt area comprising of shade-giving trees, shrubs, natural air purifying ornamental plants and flower beds. However, these green zones produce brown and green waste in abundance. In order to reduce this wastage and make it environmentally friendly, we have provided bio-degradable pit at our traffic parks in Ludhiana, Punjab and Karnal, Haryana.

The plant waste naturally undergoes processing in these bio-degradable pits and

the dead soil is converted into a living soil due to the addition of decomposed bio mass to the soil. This entire process is completed within 30-45 days. This soil (leaf mold) is then added to prepare a soil mixture in order to make fertile soil and at the same time refraining from the use of chemical fertilizers to prevent soil contamination. The soil at our traffic training parks consists of active microbes, including earthworms, fungi, nematodes etc. that break down organic matter for producing nutrients for plants to grow and hence provide pure fruits and vegetables.



The biodegradable pit is filled with dead soil



The compost is dug out of the pits after 30- 45 days of decomposition



The prepared soil is evaluated and then added to the soil mixture of plants



Beneficiaries

2 Lacs

Education Initiatives

Education is considered essential not only to enhance an individual's knowledge but also to positively contribute towards a country's economic development. In India as well, the government recognizes its importance with the passing of the Right to Education Act in 2009. This helps to align India's educational vision with

international standards like the Sustainable Development Goals. In order to support and fulfil the educational vision, Honda has undertaken various projects in this domain with the aim to uplift the students by providing them quality education, required infrastructural support and skill development.

“

VOICES FROM THE GROUND

"We are extremely grateful to Honda India foundation for providing high quality infrastructure support to our government college. The students have renewed motivation now to visit college."

Principal and College staff, Govt. College of Women

"The new toilets are better now as there is no leakage anywhere and the pipes are fixed. The tiles make the toilet appear to be of superior quality."

A student of Govt. High School, Pahari, Pataudi, Haryana

"I have been a part of the ITI ecosystem for more than 15 years now, and I am grateful to Honda for the improvement in lab, which has helped our students to be recognised by several employers in and around Ahmedabad."

C.B. Zala, Principal, ITI Sarkhej

"Due to tiling of the passage way, it is easier to enter the school even in the monsoons as mud and water do not accumulate now. The entry gate is also bigger, making the school more secure."

A student of Govt. High School, Pahari, Pataudi, Haryana

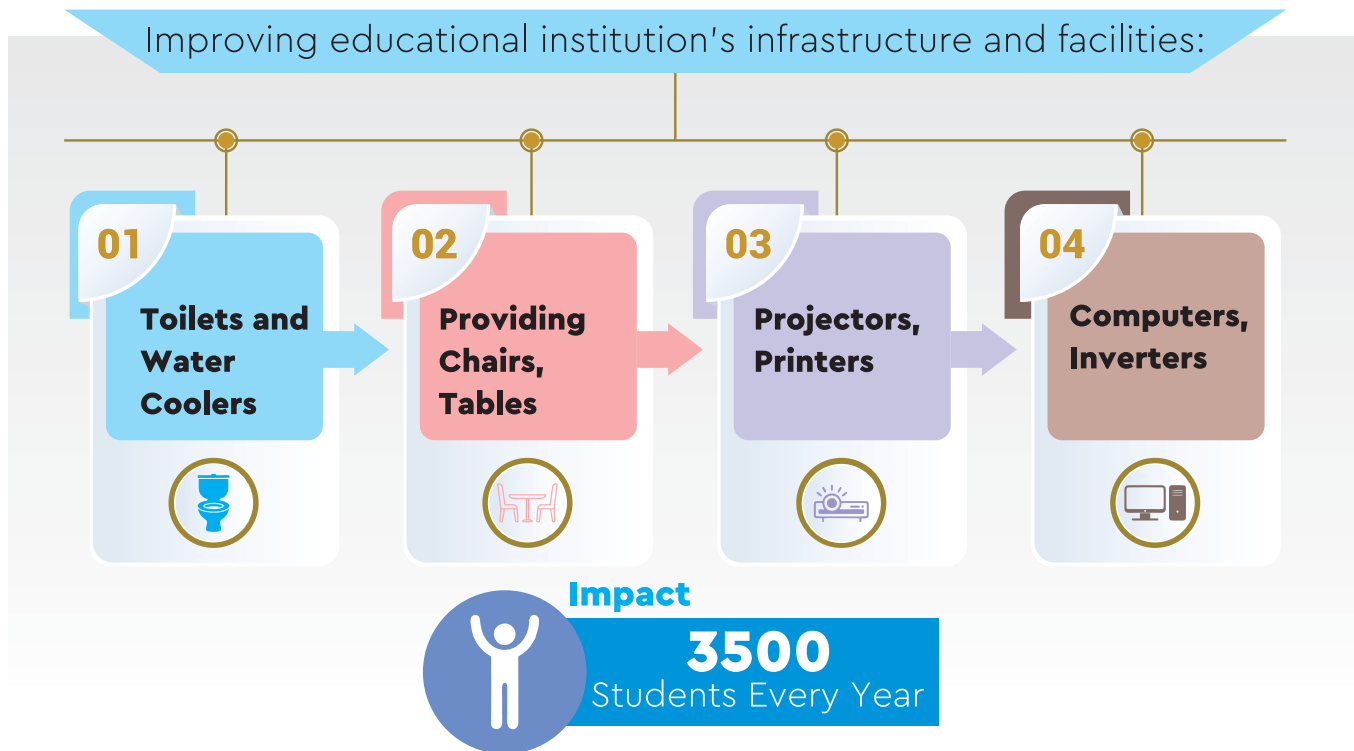
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Infrastructural Support to Government Educational Institutions

Good quality infrastructure in educational institutes is an imperative when it comes to providing a conducive learning environment to students. The availability of infrastructure facilities and its use not only motivates students but also teachers and encourages regular participation in the learning process from both groups. Recognizing this need, the Government of India initiated the Sarva Shiksha Abhiyan (SSA) which aims education for all, making free and compulsory education to the

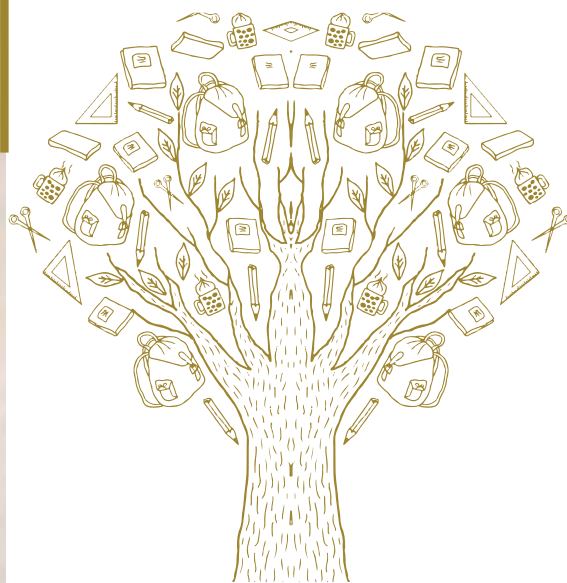
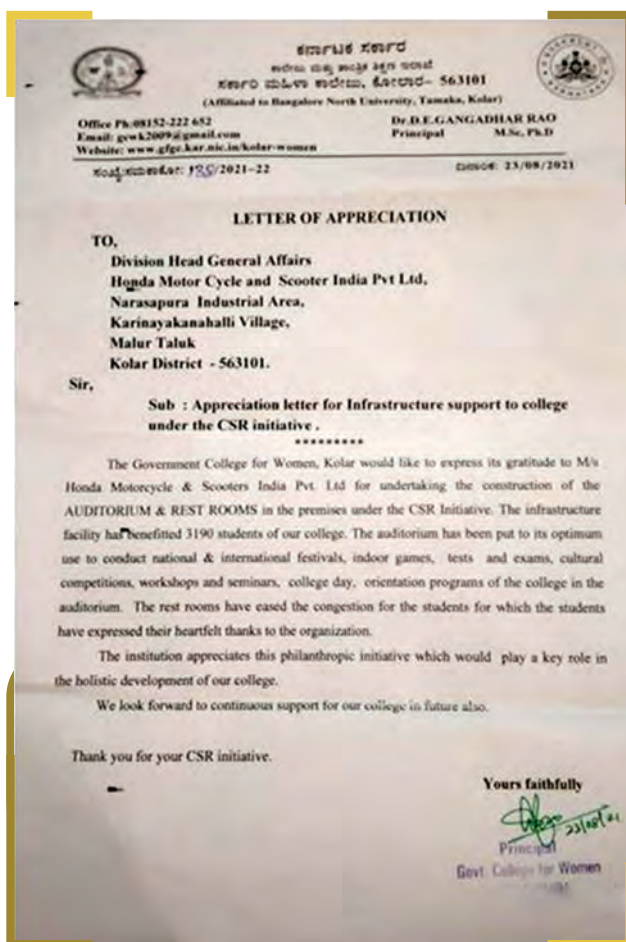
children of 6-14 year age group, a Fundamental Right.

In support of SSA and to further its mission of providing quality education, Honda has helped develop the infrastructure of the Government Women's College of District Kolar in Karnataka. Additionally, over the last few years, Honda has also provided educational support to underprivileged students of government schools along with undertaking the enhancement of the existing infrastructure.



"I appreciate Honda's CSR initiative of constructing an auditorium in our college. Previously, we would struggle to conduct events in the college, but after the construction of the auditorium we can host events such as workshops and seminars, national and international festivals, cultural activities, conduct exams and hold indoor games. The auditorium was also used for the COVID-19 vaccination drive. In fact admission percentage has gone up after the Honda intervention. Currently, 3190 women are studying in the college. We look forward to getting continuous support for our college in the future as well."

- Dr. D. E. Gangadhar Rao, Principal, Govt College of Women, Kolar, Karnataka



Appreciation letter received from The Government College for Women, Kolar, Karnataka

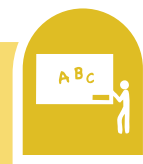
360 Degree Support to Education at Government Schools

At Honda, we believe that education is fundamental in building the foundation of any society. In order to contribute to the dream of building an educated India, we have taken up several initiatives to provide good quality education to children. Our projects are aimed towards providing students the right kind of infrastructure to create an environment of learning and enabling skilling of students.

In our previous initiatives, Honda has facilitated the construction and upgradation of an upper primary and two senior secondary schools in the villages of Uttar Pradesh and Rajasthan. These three fully operational schools are now managed by the District Education Department and provide quality education to young children every day.



STEM Education



Smart Classrooms



3D Computer Lab



Digital Lab

In the year 2020-21, Honda contributed towards skill upgradation of the students and capability building of government school teachers. Besides the traditional model of education, we employed interactive, innovative, and easily comprehensible teaching methods in the three schools. Periodically, dedicated online programs

were hosted to upskill teachers. Smart classrooms and new age concept-based models such as the STEM (Science, Technology & Math's Lab) program were undertaken for learning and experiential learning exercises along with the usage of 3D model to aid students in difficult subjects such as Mathematics and Science.

Managing project during COVID 19

Due to the COVID-19 lockdown, schools were not fully operational however, to ensure continuity of quality education, Honda adopted a mixed approach incorporating both online and offline teaching learning models. Various techniques and methods were used for trainings such as Zoom, WhatsApp, cluster classes, work sheet distribution among students etc. Special emphasis was given to computer classes, sports, extra-curricular activities, value education, yoga sessions and promoting the leadership skills among

students for holistic growth of students. Career counselling sessions both on individual as level as group level were conducted to guide students for their future.



1,400

Underprivileged
Students

States: Rajasthan and
Uttar Pradesh



To overcome discontinuity in learning, classes were held innovatively, following COVID-19 protocols



Yoga sessions regularly conducted for students as part of the initiative at Tapukara village, Rajasthan



New age technologies such as SMART classrooms used for educational sessions at Tapukara Girls School, Rajasthan

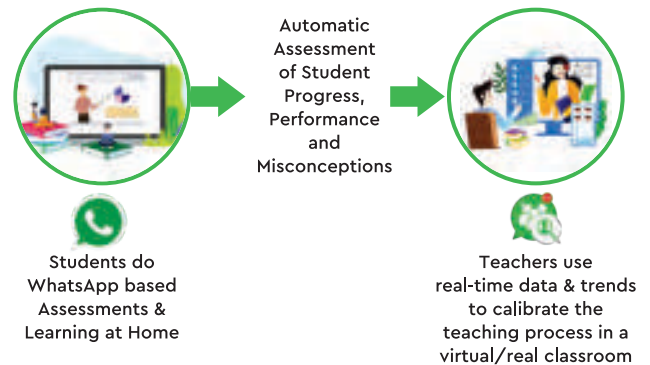


Developing a WhatsApp based Home Learning Model for Government School Students

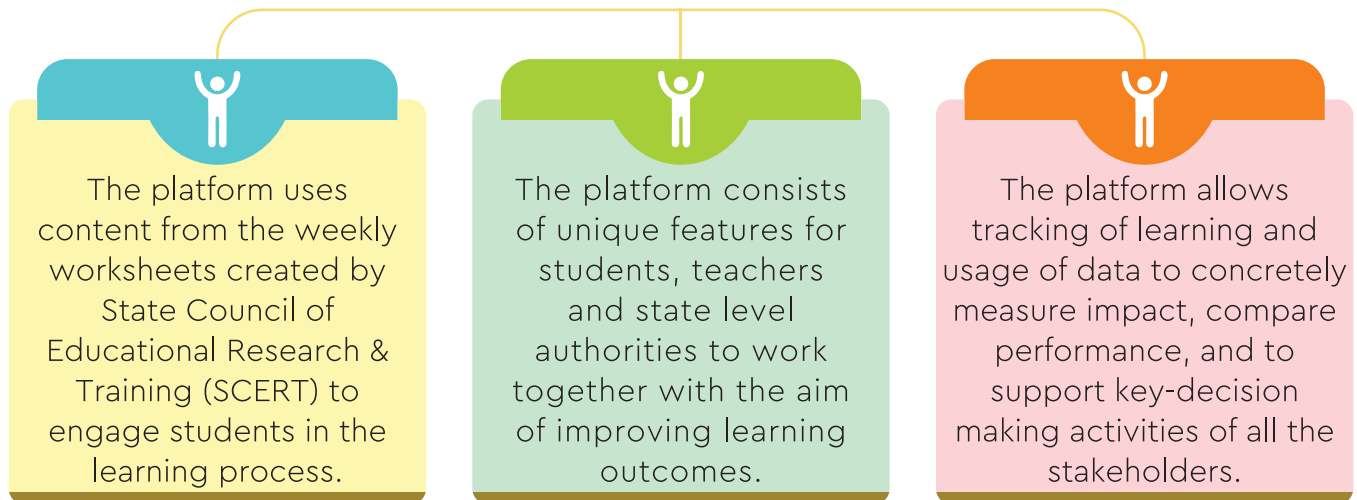
Since the onset of COVID-19 pandemic, the education system has been adversely impacted as all the schools were shut initially and had to adapt to online mode of learning. It led to disengaging students from formal education for a prolonged period. With the shift to online education, issues like lack of internet accessibility and non-availability of digital devices further complicated the imparting of education to students. Government schools were especially badly impacted due to this sudden shift and the lack of facilities required to adapt to the new normal in these uncertain times.

Hence, Honda partnered with Convegenius Foundation to undertake the initiative of

supporting learning of 75,000 government school students in Rajasthan through Whatsapp based home learning model. Under this model, students are provided learning sessions through a virtual teacher bot on WhatsApp.



Salient Features of the WhatsApp Based Home Learning Model:



Impact
More than **75,000** underprivileged students



No hurdles to learning: Students attending learning sessions through the interactive virtual teacher bot

Upskilling Youth in Hospitality Management

India's potential in the hospitality and tourism space is widely acknowledged. Honda has been contributing to this vision by running a hospitality management program in Gurugram, where it not only aims to meet the skill requirements of the youth but also provide them quality training. Honda has partnered with the Visan Foundation to train the students on hospitality management through School of Skills Development in Hospitality (SSDH) which is registered with the Tourism & Hospitality Skill Council under National Skills Development Corporation (NSDC). Honda works in line with the government's vision for the upliftment of underprivileged North-East students.

The young students are imparted with necessary communication skills along with other interpersonal skills essential for a career in the services industry. The students are enrolled in a residential program where they are trained in various aspects such as communication and presentation skills to

name a few. The aim of these lessons is to make them service industry ready and boost their self-confidence. Post the residential training program, the students are registered on the Student Data Management System (SDMS) of the Tourism & Hospitality Skill Council (THSC) and given a THSC Skill Certificate upon successful completion. They are also supported in acquiring placements based on their interest and availability. Trained students have gone on to find employment at many renowned hotels in India as well as abroad.

Hotels our students are placed at:

Taj, Oberoi, Radisson, Marriot and Hyatt Group of Hotels.

Impact



So far, **250** Students have been Trained and Successfully Placed



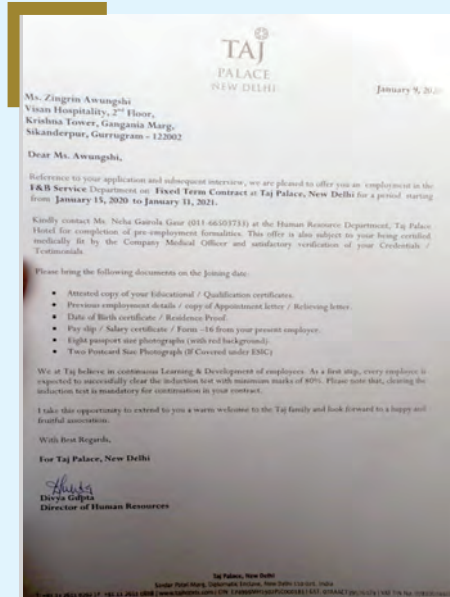
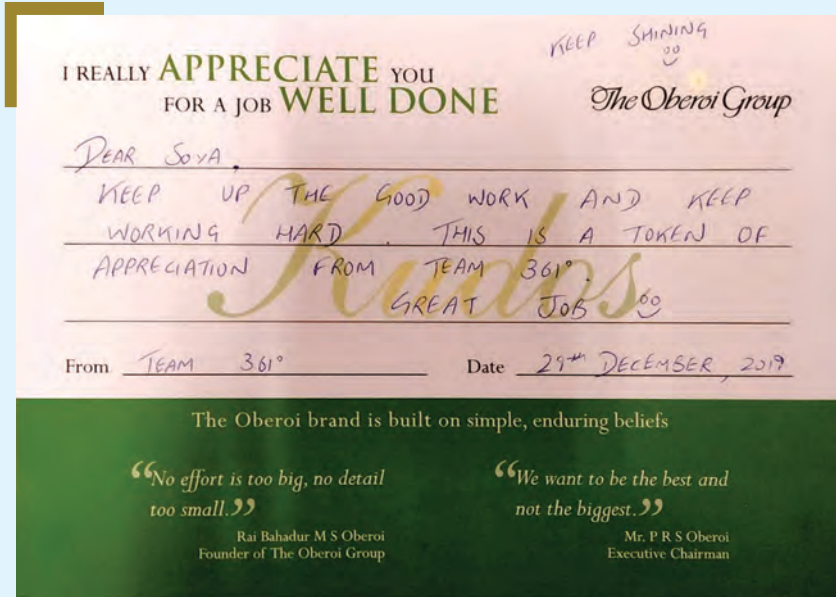
Students from North East states undergoing training session on Hospitality Management at Gurgaon centre to make them service industry ready



Practical lessons conducted to ensure holistic learning of the students.



Theoretical learning for students of Hospitality Management



Many of our placed students received appreciation letters from renowned hotels for their work.



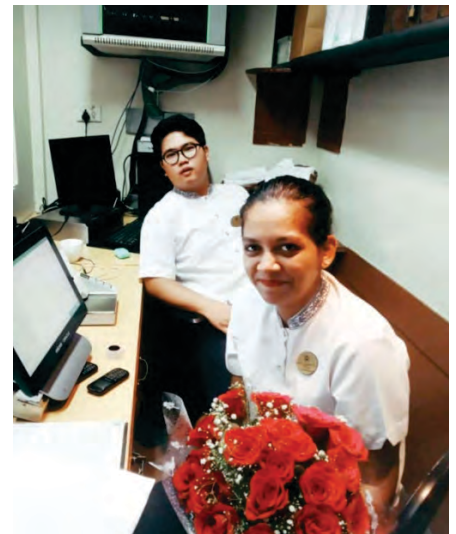
Honda batch students at *Park inn by Radisson*



One of our student, Jamie who has now successfully completed a year at **The Oberoi**.



Ms. Hackip, one of our graduate student at **The Oberoi New Delhi**.



Tony, an alumni of our program has now become a senior at **ITC Goa**.

Epin is a young boy from the Senapati district in Manipur. His dream was to work in the hospitality industry and hence he moved to Delhi to begin his course in hospitality from the School of Skills Development in Hospitality. He worked sincerely throughout the program and is now successfully placed in **Hyatt Group of Hotels**.



Epin cherishes his experience at the School of Skills Development and is grateful to Honda for helping him shape his career.

Lhingpineng is from Churachandpur district, Manipur. She had the goal of working as a steward in the F&B department. Through our residential program she was able to build her confidence, knowledge and skill required to make her industry ready. She was then successfully placed in Hyatt Group of Hotels as a F&B Apprentice.



Lhingpineng is deeply thankful to Honda for supporting her dream and helping her in personality development.



Beneficiaries
1 Lac

Rural Sports Initiatives



“

"My dream is to join the army and I know that to be successful in my goal I need training. This stadium developed by Honda has come as a boon for me and others like me, for giving us the modern infrastructure for achieving excellent fitness."

- Ashish Yadav, 20,
Behror, Rajasthan

”



India is known to raise champions on its soils. Umpteen athletes and sportspersons have risen, even from rural India and grown to win laurels for the country as well as their villages. Participation in sports develops healthy minds and bodies for individuals and enhances social behavior and positive teaming in society. It is also known to improve student attendance, behavior and academic performance at schools.

The Government of India plays an important role in promoting sports in the country by formulating policies, allocating funds for developing infrastructure, nurturing talents and designing specialized sports programs. In line with the government's role and in recognition of the importance of sports, Honda has been actively involved in raising sports champions in rural India by building sports infrastructure under its CSR mandate.

Multipurpose Outdoor Stadium Constructed at KGF in Kolar, Karnataka



Beneficiaries utilising the stadium
500+

In 2018, Honda undertook the construction of KGF stadium in Kolar in Karnataka. In continuation of this project, we completed the construction of the multipurpose outdoor stadium this year. The stadium is equipped with the latest infrastructural facilities and specialized equipment for sports training. It features an entry gate, seating area and shops to host not only sporting events but also community activities to guarantee its sustenance in the long run.

Similarly, Honda has developed sports grounds and related infrastructure around the country for youth in the rural parts of India. This includes an indoor stadium at

Kolar, Karnataka,

A multipurpose outdoor stadium at **Malur, Karnataka** and

playgrounds and sports ground facilities in the villages of

Burera, Ishroda and **Tapukara**

(Villages of Rajasthan)



Ground construction taken up in 2018 in Kolar, Karnataka



The main building of the KGF Stadium in Kolar, Karnataka.

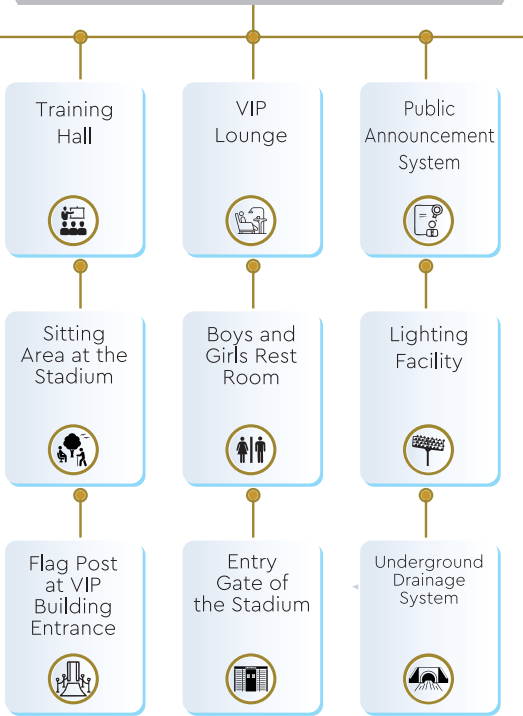


Exterior of stadium



Interior of the stadium

Facilities provided in KGF stadium, in Kolar, Karnataka





Beneficiaries
3 Lacs

Rural Development Initiatives

More than 65% of India's population resides in the rural heartland of India. This makes rural development of utmost importance for our nation from both an economic and social perspective. Despite the efforts of the government in this space, more impetus is required considering the scale and various aspects of rural development, such as strengthening of access to basic requirements like electricity, education, healthcare, clean drinking water and roads,

which impacts the overall standard of living of rural citizens.

Thus, Honda has been involved in uplifting rural communities to ensure basic amenities for them through sustainable infrastructural development. The development work carried out by Honda in rural regions not only fills gaps in infrastructure, but also provides much needed employment opportunities to the rural youth.

“

VOICES FROM THE GROUND

"Earlier, a lot of illegal activities used to take place at this location. However, after construction of the stadium, there has been a significant change stopped. all those activities have stopped. Facilities like VIP lounge have been developed in this stadium, which did not exist earlier. It is really a fantastic stadium that can be used for all activities."

**Ward Counsellor, Ward No. 27, KGF,
Kolar city, Karnataka**

"Honda has done such wonderful work in the area by providing light to Kolar city. I had also seen their work in Malur, the company is doing quality work and delivering the best. They are maintaining the quality in work. We can say that the CSR fund spent by company is reaching to the public."

**Shri Prasad, Municipal Commissioner,
Kolar City, Karnataka**

It was during my stint as the SDM at Kotkasim that the bus stand renovation project was started by Honda. During the renovation, Honda team frequently visited the location and ensured quality construction. Today, I am proud that people of Kotkasim are able to use and benefit from the bus stand, which is one of the largest in the area.

**Mr. Ummedi Lal Meena, District Excise
Officer, Alwar
Previously SDM of Kotkasim**

”

Honda Developing India's Villages

Honda's aim for rural development is poverty alleviation pivoted to focusing on the underprivileged. It's vision is to provide the necessary amenities in rural areas while retaining the rural social ecosystem. This helps in developing villages in sustainable manner, thereby reducing migration from villages.

The rural development projects apply a multi-intervention model that builds on one

another to develop the rural and economically backward areas. It focuses on roads, bus stands and infra development, access to safe drinking water, healthcare and sanitation, protecting the environment, waste management, skilling, education, especially of the girl child and gender equality. Together, through our key agenda of rural development we are committed to developing India's villages.





**Borewell
Construction**



**Pavement
Block**



Hospital



**High Mast
Light**



**Community
Centre**



**Household
Toilets**



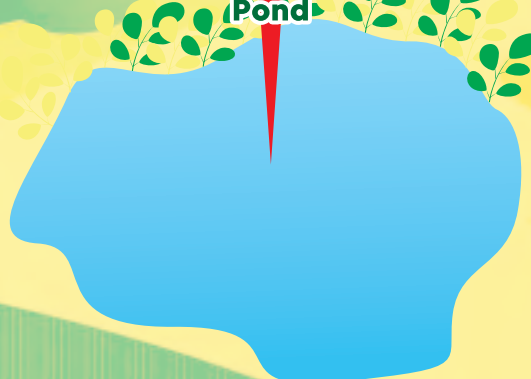
**Street
Lights**



Greenery



Pond



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



11 SUSTAINABLE CITIES
AND COMMUNITIES



Beneficiaries

41 Lacs

Road Safety Initiatives

Honda, as a leader in the automobile industry in India has always given top priority to Road Safety. For years now, Honda has invested in long term projects on road safety. It is hence extremely vital to evolve a participatory approach involving the government and regulatory agencies, institutions with technological inclinations, and private players,

especially the motor vehicle industry, to bring their best capabilities and put forth an all-round approach to making roads safer.

Hence, we have undertaken several initiatives as a part of our Corporate Social Responsibility with the aim to make Indian roads safer.



Institute of Driving, Training and Research in Karnal, Haryana

Driver awareness and education are essential factors in reducing road fatalities. It can help promote adherence to traffic rules and correct lane driving and prevent negligent driving practices like over speeding and overtaking. With the objective and intent of imparting sound driving habits and adequate traffic sense to drivers getting trained, Honda had initiated the construction of the IDTR (Institute of Driving Training and Research) in Karnal, Haryana.



Eye on the future with a futuristic driving institute

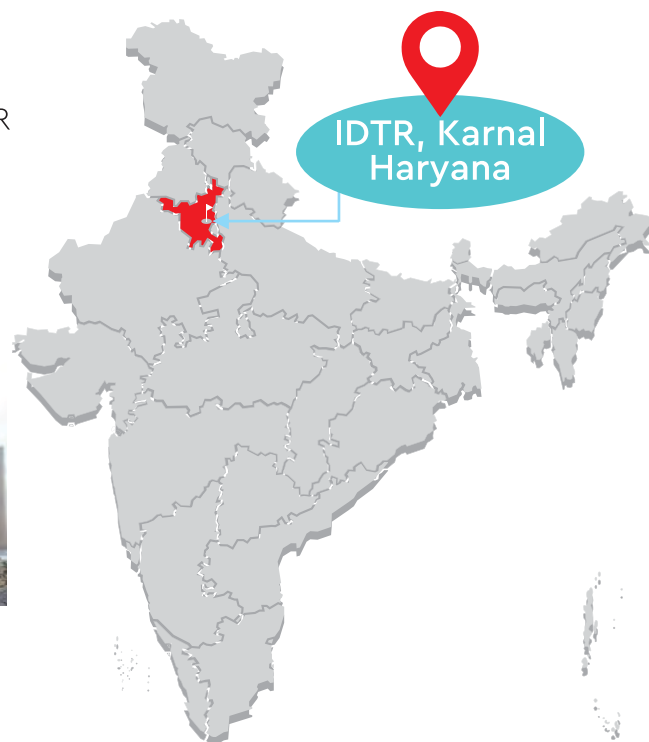
In 2018, we collaborated with the Government of Haryana for the construction of an IDTR (Institute of Driving Training & Research) in Karnal, Haryana. Our goal is to facilitate a state-of-the-art institute under the aegis of the Ministry of Road Transport & Highways, Transport Department, Haryana. The planning has been completed and construction is underway.



At the institute, our objective is to impart practical training, build awareness on sound traffic sense and good driving habits to not only the drivers but also to the pedestrians and other road users. We also aim to assist, advice and support the

Government of Haryana for any activities which contribute towards the road safety. This project not only contributes towards making the Indian roads safer but also provides a self-sustainable model.

Honda, in collaboration with the Government of Haryana, is in the process of constructing an IDTR in Karnal to encourage road safety habits among drivers as well as pedestrians.



The Institute is on the way to becoming a world-class training venue for road safety related initiatives



The envisaged institute, built in partnership with Government of Haryana, will be a hub for inculcating safe driving habits, among drivers as well pedestrians.

Promoting Traffic Safety Management – Gurugram Vision Zero

Honda envisages a 'Collision free society' where everyone can commute safely and confidently. Honda's flagship programs from 2017 to 2020 – Haryana Vision Zero and Punjab Vision Zero - have been extremely successful initiatives towards realizing this vision by **saving more than 500 precious lives**. During these initiatives, research done by the road associates revealed that Gurugram city had some intersections that lacked proper pedestrian and cycle crossings making it extremely unsafe. Hence, Honda India Foundation initiated Gurugram Vision zero, implemented by Raahgiri Foundation (RF) for extensive road audits, crash investigations, black spots identification in the city.



Development of Road Infrastructure

Over the years we have undertaken various initiatives that involve raising awareness about safe driving practices. In this context, we have collaborated with Greater Noida Industrial Development Authority (GNIDA) to make roads safer by filling gaps in road

infrastructure. We have repaired a 6 km stretch of road in Noida, Uttar Pradesh by installing reflective studs, rumble strips, speed breakers, signages, night reflectors, solar streetlights etc. on the road to ensure proper road visibility.

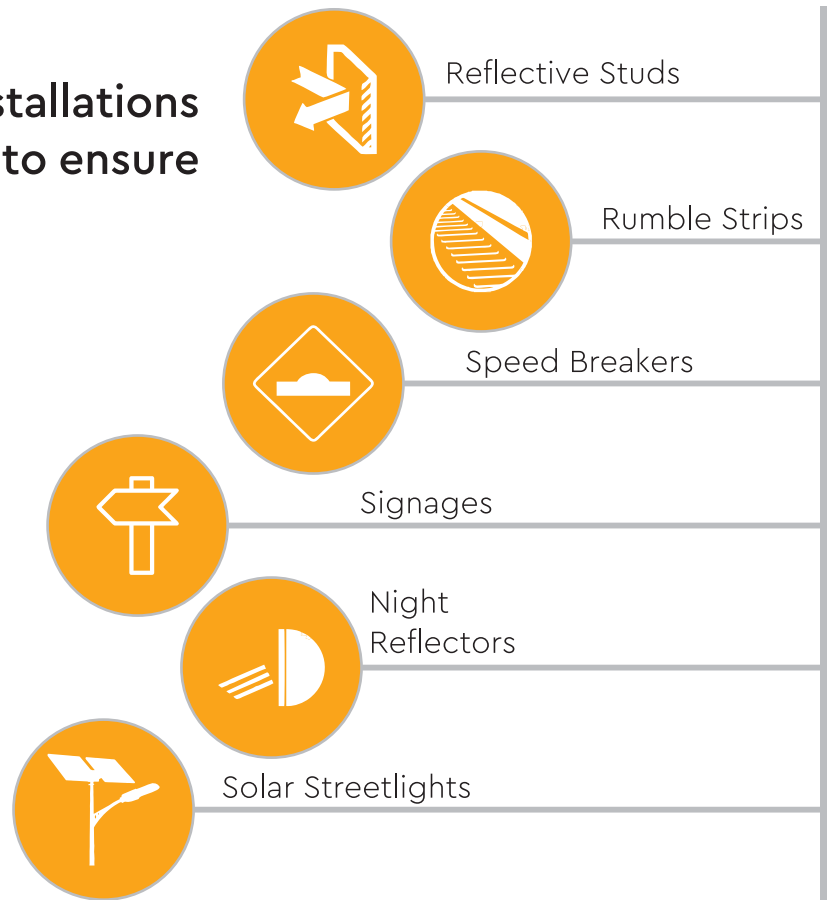
We provided various installations on the 6 km road stretch to ensure proper road visibility.

Reduction in fatality percentage on the stretch

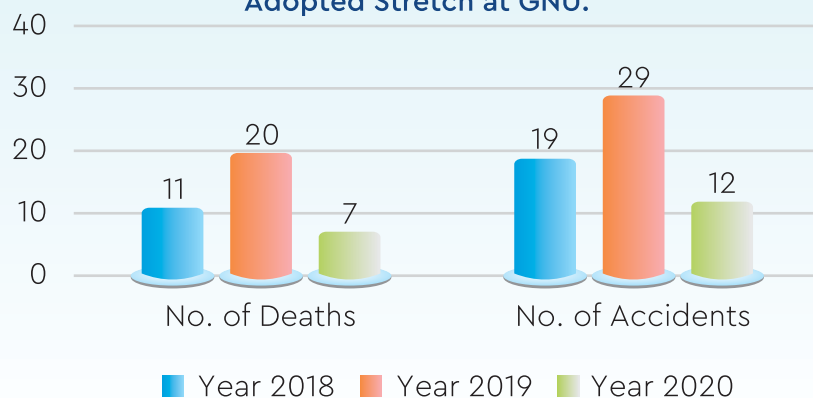
60%

Reduction in accidents on the stretch

65%



Impact of Road Safety Intervention with in Adopted Stretch at GNU.



Source: Knowledge Park Police Station, Greater Noida.



Clear road signages placed across the stretch of the road in Greater Noida, UP



To ensure proper road visibility, rumble sheets were placed across the 6km stretch in Greater Noida, UP



The 6 km stretch of road in Noida, Uttar Pradesh, maintained by Honda is a fine example of Honda's road safety infrastructural support

Webinar and Seminar for Covid-19 warriors

During the COVID-19 pandemic, Honda spread road safety awareness with COVID 19 frontline warriors, including doctors, nurses, police officers, security guards and organized, through seminars and webinars, in cities including Chennai, Coimbatore, Thane and Yeola. Once the lockdown restrictions were reduced, our first

classroom based seminar was held with Coimbatore City Police. This seminar was conducted while undertaking all the COVID-19 protocols and safety norms such as complete sanitization of the premises, social distancing, compulsory wearing of face masks, temperature check and hand sanitization.



Informative and interactive seminars conducted for frontline workers in collaboration with Coimbatore City Police



Inauguration of Safety Driving Education Centre (SDEC) at Visakhapatnam, Bengaluru and Guwahati

With the aim to contribute towards road safety and encourage safe driving among the citizens of our country, we undertook the initiative of establishing Safety Driving Education Centres (SDEC) across the country. This initiative began with the inauguration of SDECs in Ranchi (Jharkhand) and subsequently in Calicut (Kerala), Vijayawada (Andhra Pradesh) and Una (Himachal Pradesh). In the year 2020-21, we were able to organize a noteworthy digital inauguration of the second Safety Driving Education Centre in the city of Visakhapatnam (Vizag) which is the largest city and the commercial hub of the state of Andhra Pradesh. **The inauguration took place in the presence of Mr. Prabhu Nagaraj, Sr. Vice President, Brand & Communication, Honda and Mr. Perni Venkataramaiah Hon'ble Transport Minister, Transport Commissioner and other Govt. Officials.**



Vishakhapatnam gets its second SDEC, owing to both the need and demand of the city

Joining hands with Delhi Traffic Police to spread road safety awareness

Delhi Traffic Police has always been committed towards the promotion of road safety. Last year, Honda India partnered with Delhi Traffic Police to contribute towards this goal. To continue our partnership, we supported Delhi Traffic Police in their weeklong road safety awareness drive, the drive also aimed towards raising awareness about Covid-19. This drive marked its beginning on 15th of

October'20 and lasted till 22nd of October'20. This awareness journey approached 13,625 people by covering 8 different locations of North & Central Delhi. These locations included busy markets of Connaught Place, major intersections and few other localities of North Delhi. All COVID-19 protocols were diligently followed during the time period of undertaking this initiative.



Driving the message home: Successful road safety awareness drives held on the busy streets of the capital

Celebration of National Road Safety Month at Traffic Training Parks

At Honda, our mission is to promote and develop traffic parks across our country. To get closer to the attainment of this mission, we conducted a 360 degree road safety awareness initiative for the 32nd National Road Safety Month (NRSB), which was carried out nation-wide from 18th Jan'21 to 17th Feb'21 under the 'Sadak Suraksha Jeevan Raksha' theme set by Ministry of Road Transport and Highways (MoRTH). Aiming for a collision-free society with 'Safety for All' on the road, we also took this opportunity to educate citizens; both digitally through our unique Honda Road Safety e-Gurukul and offline trainings. Innovative road safety activities were carried out in form of 'Day-Specific-Content & Behavioural Intervention'.



128
Schools



104
College



47
Corporates



50,000+
Participants

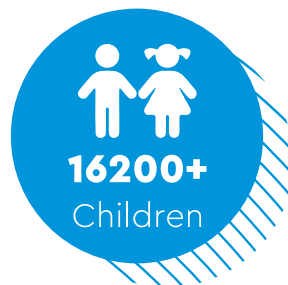


Stakeholder Voice

We are thankful that Honda planned this

intervention. The traffic park concept is the first of its kind in the state where riders get the opportunity to learn two-wheeler driving free of cost. The two-wheeler simulator is the most popular activity with the learners.

- Kailash Mishra – Officer In-charge, Department of Science & Technology (DST), Jaipur

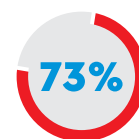


Key Findings:

Respondents feel that the traffic park has supported them to ride more safely following all road safety protocols.



Respondents stated that they are able to ride more safely and follow basic safety protocols after undergoing the training from traffic park.



Respondents in the age group of 16 years and above stated that they tried riding a vehicle post their visit to traffic park.

Promoting road safety with behavioural interventions and definitive content

This initiative was designed in the form of a detailed concept. Top three concepts were introduced for 1st time during National Road Safety Month.

Black Spots & Proactive approach

Awareness was raised among people about black spots, possible hazards, and how proactive approach towards it can lead to prevention.

Good Samaritans Law

Through this initiative, we promoted the Good Samaritan Law among road users to change the belief of risk and harassment by supporting road victims on road.

Motor Vehicle Act Awareness

We raised awareness among road users on Motor Vehicle Act (Amendment Act, 2019) to develop a sense of responsibility towards road safety.

Vehicle Health Check-ups & Documents

We promoted the advancement of road safety and responsible attitude as a road user by ensuring good vehicle health and abiding by law and order on road.

Pedestrian Safety Awareness

We conducted sessions for pedestrians on road safety measures such as walking only on the footpath, foot over bridge, subways, reflectors etc.

Golden Rules for Road Safety

We focused on generating awareness about the importance of various safety measures such as speed control, putting on seat belts, following road signs, maintaining speed limits etc.

School Bus Commutation

Mindful sessions for school bus drivers & conductors about student safety during school bus commutation were conducted.

Participation in Raahgiri Day with Regional Transport Authority, Karnal, Haryana

Children are the future of the country, hence inculcating good road safety habits in them from a young age is essential. National Road Safety Month gave an opportunity to Honda India to unveil our focus towards road safety beyond traffic park premises in Karnal, Haryana. Raahgiri Day was organised on 1st Feb'2021 by Regional Transport Authority of Karnal and the day activities were inaugurated by Mr

Nishant Yadav, IAS, DC Karnal. To contribute to the celebration of Raahgiri Day, we facilitated road safety activities on the theme 'Learn with Fun' and involved school students in road safety games to educate them about the important rules and precautions which have to be followed while travelling on roads. We were able to connect with more than 200 students.



Learning through playing: Road safety games held to engage and inform students on Raahgiri Day

Trichy Police Drivers Training

With the aim to create an environment which is safe for both the drivers and the road users, we collaborated with Trichy City Police to conduct an outstanding awareness program for the traffic police drivers of Trichy City Police. Trichy City Police has always been very supportive and tremendously contributed in these training sessions which made this initiative a success. Through this program, which was conducted on 22nd January 2021, we were able to train more than 200 police drivers.



Descriptive road safety training sessions were conducted for police drivers in Trichy, Tamil Nadu

Road Safety Rally

Being an automobile company, it becomes our moral responsibility to promote good road safety habits and increase awareness not only among car users but also the bike riders. In order to raise road safety awareness among bike riders, a massive and exclusive road safety rally was organized to promote the safe riding tips among the road users. The rally was organized using the Repsol Edition Dio and Hornet on the 6th of February 2021. This rally helped in directing the numerous users of these bikes towards safe riding and raising awareness about road safety measures and topics.

45

Riders Participated
in the Rally



Bike enthusiasts joined the rally to showcase good riding tips and raise awareness about road safety

Road safety training for Hyderabad and Trichy's public transport drivers



India is a vast and populated country. With the increase in population and

the growing need for daily road travel, it becomes essential for the public transport in the country to be efficient and ensure the safety of the travellers. Hence, to keep the majority of the road users safe, it is important that

we train our public transport bus drivers. During the National Road Safety Month, we associated with public transport drivers of Hyderabad and Trichy and were able to train & bus many drivers on the 9th of February 2021. These programs aimed and helped towards the skill development of the drivers and simultaneously raising awareness about measures which ensure the safety of the bus travellers.



110 Bus Drivers

Promoting Traffic Safety Management through Police Assistance Booths

According to World Bank, in the last decade, 13 lakh people have died due to road accidents in India. While the lack of proper roads, rash and negligent driving and the apathy of pedestrians can partly be the reasons for this high number, a large portion of these deaths can be attributed to the fact that most accident victims do not get proper medical attention and first aid on time. In order to improve the medical facilities and first aid care for the accident victims, Honda India collaborated with Haryana Police for the installation of 45 Police Assistance Booths on Highway No. 1, 2 and 8. These booths assisted the police in providing instant first aid to the accident victims

and ensuring on time medical support.

To take this initiative forward, 12 Police Assistance Booth at 10kms apart were constructed on State Highway No. 25 which connects Bhiwadi to Alwar in Rajasthan. Training sessions for the police were conducted to develop their skills in providing medical support along with informing them about measures which should be undertaken to reduce the panic during emergency situations caused due to road accidents.

3,838

Precious Lives Saved through
Police Assistance Booths



Awards Section

Appreciation to Honda India by Delhi Traffic Police:

Delhi Traffic Police has always appreciated endless efforts of Honda India in the field of Road Safety. During the Delhi Police Week- 2021, Delhi Traffic Police organised a felicitation ceremony of Active Traffic Sentinel App Users & Stakeholders for Road Safety initiatives. Honda India received an award on 18th Feb'21 for our earnest efforts to expand and deepen the road safety awareness among all citizens. Appreciation trophy was presented to Mr Harpreet Singh, Assistant General Manager, Safety Riding Promotion & Training by Mr Taj Hassan, IPS, Spl. Commissioner of Police, Traffic.

Delhi Traffic Police also organized commemorative function of Road Safety

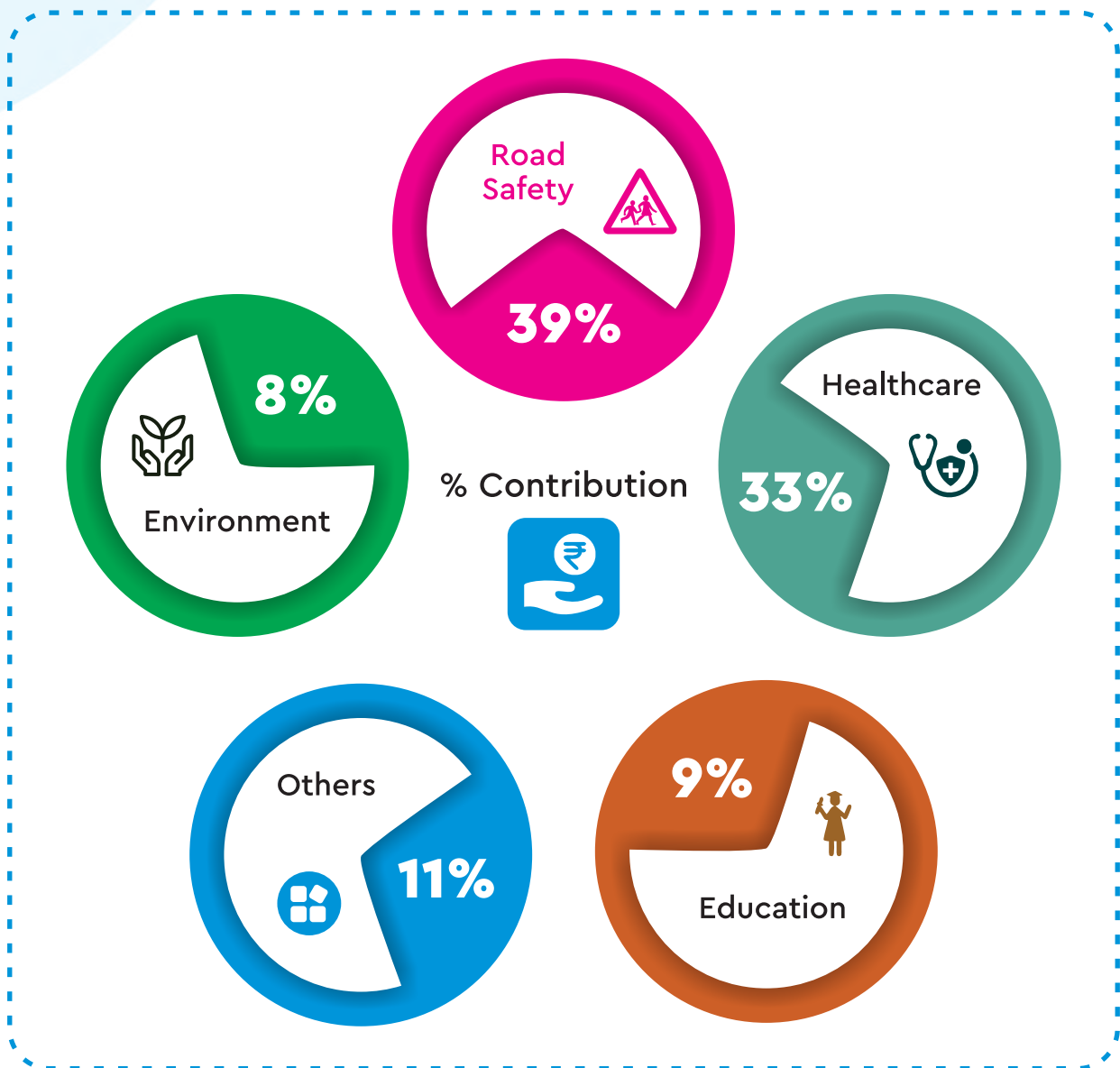


Trophy presented to Mr Harpreet Singh, Asst. Gen. Manager by Mr Taj Hassan, IPS, Special Comm. of Traffic Police

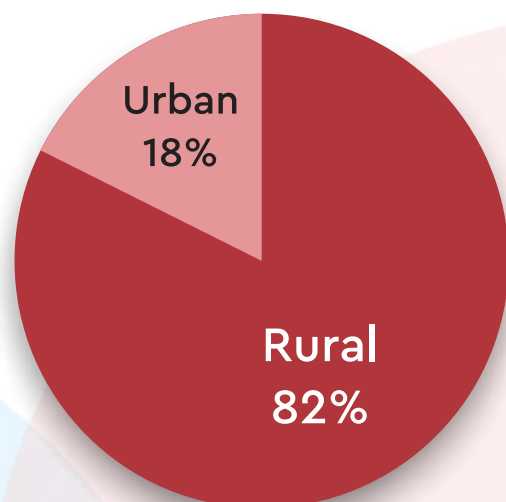
Club on the 19th Feb 2021. An appreciation trophy was presented to Mr Prabhu Nagaraj, Sr. Vice President, Brand & Communication by Mr S.N. Shrivastava, IPS, Commissioner of Police, Delhi.



Trophy presented to Mr Prabhu Nagaraj, Sr. Vice President, Brand & Communication by Mr S.N. Shrivastava, IPS, Commissioner of Police, Delhi



Percentage of CSR budget spent in Rural v/s Urban regions



જરૂરિયાતમંદોને આપવા
માટે માંડલ મામલતદારને
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दीपालय संस्था द्वारा नेत्र जांच शिविर लगाया

सोहवा/लाला निहाल



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संविधान सभा



संस्थापिका के अध्यक्ष श्री. जयशंकर प्रसाद का कहना है कि यह संस्थापिका के अन्तर्गत आने वाली सभी संस्थाओं को एकजुट करके ही विकास कार्य सम्पन्न हो सकेगा। संस्थापिका के अध्यक्ष का कहना है कि यह संस्थापिका के अन्तर्गत आने वाली सभी संस्थाओं को एकजुट करके ही विकास कार्य सम्पन्न हो सकेगा।

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निःशुल्क आस्र जांच कैंप का हुआ आयोजन



जलवा पूजन पर गौशाला में

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Honda India earmarks ₹6.5 cr for covid aid

New Delhi: Honda India

Foundation, the corporate social responsibility arm of all Honda group companies in India, on Monday said it has earmarked ₹6.5 crore to support the government's ongoing efforts against covid-19. The foundation is closely working with government authorities in Haryana, Rajasthan, Karnataka, Uttar Pradesh and Gujarat. As part of the aid, the Foundation will be setting up temporary covid

Honda India CSR arm earmarks ₹6.5 crore for Covid relief

10. *Journal of the American Medical Association*, 277:1033-1034, 1997

THE FOUNDATION has been instrumental in supporting the work of all these groups and companies in the United States. It has provided the following support to the government's emergency efforts against Covid-19. The Foundation is also working with authorities in Kenya, Nigeria, Rwanda, Mozambique and Uganda and has conducted more than 50

होण्डा ने कोविड-19 के लिए

शहूत काया का बा...

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Honda earmarks Rs 6.5 cr to support relief efforts

100% [Google Play Store](#)

Honda India Foundation, the corporate social responsibility arm of all Honda group companies in India, on Monday said it has earmarked Rs 6.5 crore to support the government's ongoing efforts against Covid. The foundation is closely working with government authorities in Haryana, Rajasthan, Karnataka, Uttar Pradesh and Gujarat and has earmarked a sum of Rs 6.5 crore towards the relief measures. "This second wave of COVID-19 pandemic has impacted all of us adversely. At this hour of need, it is imperative that more individuals and organizations come forward to help in cohesion and we do our best for the community we operate in and for the country, at large. "We hope that these efforts by the government and the industry can help families as they tide through this calamity," Honda India Foundation Chairman Atsushi Ogata said in a statement. The foundation is working with various stakeholders to ensure that on-ground efforts can run seamlessly, he added. "It is time to stand together for each other, with the belief that we will sail through this," Ogata noted.

होण्डा इंडिया फाउन्डेशन ने कोविड-19 के लिए अपने सहयोग एवं राहत कार्यों की घोषणा की

पटना। भारत में सभी राज्यों के शाखा होण्डा इण्डिया फाइनेंस

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Honda India Foundation to
oxygen unit in Alwar

एतन्मसी, नमज्ज्योति/20 set up 0498

[illegible]

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Distribution of Food and Ration to the Needy

Member	Locations	Implementing Partners	Contribution	Beneficiaries	People Impacted
Holds Group of Companies	Haryana, Rajasthan, Karnataka, Gujarat and Uttar Pradesh	Own vendor	85,650 meals 5,400 ration kits		Migrant and daily wage workers

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HONDA

Honda India Foundation

Commercial Complex II, Sector 49-50, Golf Course Extension Road, Gurugram, Haryana - 122018