



ROYAL ENFIELD

2%

**Net Profit mandated towards
Corporate Social Responsibility**

Eicher Group Foundation (EGF)

- Formed in 2015 as the CSR arm of the Eicher Group.
- Designs and implements social and community initiatives for both Eicher Motors Limited (Royal Enfield) and VE Commercial Vehicles Ltd.

ROYAL ENFIELD

VE COMMERCIAL VEHICLES
A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE



OUR SOCIAL MISSION

By 2030, 100 Himalayan communities and landscapes are resilient and thriving even in the face of climate change. Alongside, a movement of one million riders is catalyzed to explore sustainably and regenerate the landscapes they ride through.

GREEN PIT STOPS

- Community-led sustainable tourism center.
- Popular Riding Routes - Kharu (Ladakh - operational), Babeli (Himachal Pradesh - under construction), Manas (Assam - planning stage).
- Architecture - Maintain the integrity of the place using locally appropriate and sustainable practices and materials.





- Run and managed by the local community - Kharu (6 women); Babeli (200+ women).
- Basic amenities for the tourists: clean washroom, drinking water, local cuisine, accommodation, retail space (craft, farm).
- Collaborations: Local Administration, Local Governance, Civil Society Organisations, Tourism Industry, among others.
- Support with infrastructure development, trainings, skill development.



THE GREAT HIMALAYAN EXPLORATION



- Programme to discover and document 200 Intangible Cultural Heritage (Living Heritage) practices of Himalayan communities.
- Rider-researchers: a stringent rider application process.
- In batches of 8-10 riders, they traverse the IHR interacting with community members.
- To date, documented: 66 practices in Eastern Himalayas and 12 practices in Western Himalayas covering farming, food, archery, polo, whistling village, living root bridges, sacred forests, wine making, pottery, music and dance forms, hat making, paper making, craft, bone healers, language among others.

Partner:



RESPONSIBLE TOURISM FELLOWSHIP

- 2022: Green Hub X Royal Enfield Responsible Tourism Fellowship
- Enables community youth to engage with their natural and cultural heritage; build on sustainable opportunities, socioeconomic well-being and livelihoods through community based responsible tourism.
- The 6-month residential fellowship includes training sessions and exposure trips under the guidance of experts, who mentor the fellows in creating action plans for possible *Responsible Tourism* destinations.



Annual GH-RE RT Conclave

celebrates the work and invites collaborators to explore new destinations and partnerships.

Numbers since programme initiation in 2022:

- Number of GH-RE RT Fellows: 47
- Number of Project Sites: 9 (+ 4 to be added this year)
- Started in Northeast India; 2025 - Programme to be initiated in Western Himalayas



**THE GREAT
HIMALAYAN
EXPLORATION**



**HIMALAYAN
HUB**



**THE HIMALAYAN
KNOT**



**HELMETS
FOR INDIA**



**RURAL SPORTS,
EDUCATION AND
HEALTH**



**BIODIVERSITY
CONSERVATION,
KEYSTONE
SPECIES AND
MARINE
CONSERVATION**



GREEN PIT STOPS

ROYAL ENFIELD'S SOCIAL MISSION PROJECTS



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