

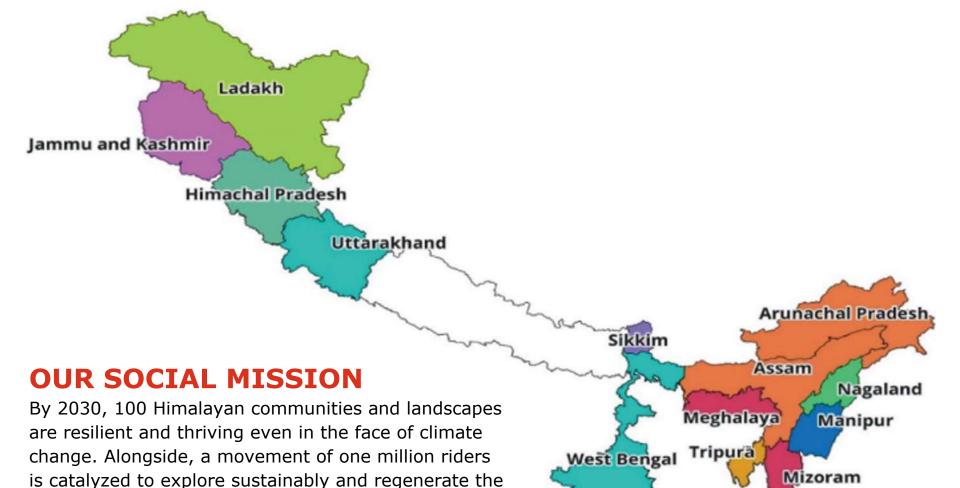
200Net Profit mandated towards Corporate Social Responsibility

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.







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.







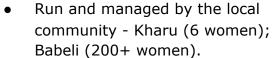












- Basic amenities for the tourists: clean washroom, drinking water, local cuisine, accommodation, retail space (craft,farm).
- Collaborations: Local Administration, Local Governance, Civil Society Organisations, Tourism Industry, among others.
- Support with infrastructure development, trainings, skill 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



GREEN PIT STOPS

BIODIVERSITY
CONSERVATION,
KEYSTONE
SPECIES AND
MARINE
CONSERVATION

ROYAL ENFIELD'S SOCIAL MISSION PROJECTS

