

RRCPLs

# THE CSR JOURNAL

September 2023

₹ 185

## INDIA ON THE | FAST TRACK |

To Becoming A Global Leader



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- Exclusive conversation with Uday Samant, Industries Minister of Maharashtra and Taran Prakash Sinha, IAS, Collector Raigarh, Chhattisgarh.
- Manohar Jagtap's Aaryans Group of Companies realizing the country's dream of trillion economy.
- vivo India: Empowering Transformation Through CSR Initiatives in Education, Technology, and Innovation.
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## DWIJADAS BASAK

*Chief - Customer Experience, Commercial, Govt. Affairs  
& Corporate Communication, Tata Power-DDL*

### **Q1. How is Tata Power-DDL empowering underprivileged communities in and around Delhi through its CSR?**

Tata Power Delhi Distribution Limited, a pioneering power utility supplying electricity to a populace of over 7 million in North Delhi, has established itself as a leader in championing the cause of the communities in which we operate by initiating various welfare and development programmes. Our guiding principle is 'giving back to society'.

At Tata Power-DDL, the community welfare initiatives are undertaken under the brand name SAATHI, which consists of four pillars: UNNATI (Women Empowerment), UJJWAL (Support to underprivileged communities), SANJEEVANI (Promoting Health through the provision of water and health services) and CLUB ENERJI (Environment and Combating Climate Change). The community outreach programmes, working along the lines of triple bottom line approach, aim to serve key communities in a systematic and planned way. The initiatives undertaken by the Social Impact Group (SIG) at Tata Power-DDL are categorized into heads (5E wise) namely: Education, Employment, Employability, Entrepreneurship and Essential Enablers.

For Tata Power-DDL, improving the living conditions of the downtrodden, empowering the economically weaker and emancipating the socially underprivileged sections of society are the very foundation of its success. One of the unique selling points of the CSR initiatives at TATA Power-DDL is the strong culture of employee volunteerism and participation in its initiatives and programmes. Continuous collaboration with the Government of Delhi NCR has further enhanced the impact of our CSR interventions.

### **Q2. How Tata Power-DDL is empowering Rural Communities with its Village Consumer Group?**





A self help group member working at a paper cup manufacturing unit



Kabaddi Tournament organised by Tata Power-DDL

Since its inception in 2021, the Village Consumer Group (VCG) has embarked on a journey filled with diverse initiatives, primarily focused on creating customer trust and building relationships.

A collective series of community-based initiatives initiated by VCG with support from the company's CSR wing, the Social Impact Group, has been launched. As part of our community support initiative, we have introduced a mobile health dispensary that travels to villages, bringing essential healthcare services right to our customers' doorsteps.

We also organize special counselling sessions for female residents of rural communities to promote hygiene practices.

The Village Consumer Group actively engages with a wide range of local groups and stakeholders, encompassing every segment of the community. To promote sports, the group organises various sports events, with a focus on rural sports to provide support to local up-and-coming athletes by supplying sports kits and other essentials.



**We plan to purchase  
434 MW of renewable  
energy and 403 MW  
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current fiscal year.**



Mobile health vans go to all clusters where sanitation and hygiene are at risk, and there are regular health check-ups



Urja Arpan Pledge

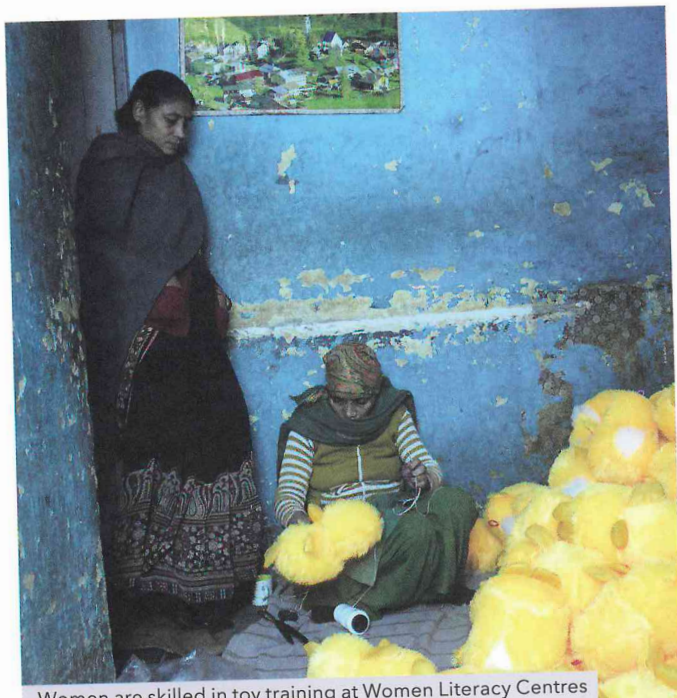
Our initiatives extend to promoting yoga practices by collaborating with local yoga practitioners to host yoga camps, partnering with local schools, businesses, and cultural organisations to conduct awareness programmes on sustainability and electrical safety. Tata Power-DDL has successfully organised more than 50 village meets making a direct touch with the community.

The VCG team is highly dedicated to promoting solar power, an effort that has garnered significant appreciation from the community.

### **Q3. How did the Covid-19 pandemic impact the company's CSR activities and what changes have been witnessed post pandemic?**

A rapid response was crucial to address the challenges presented by COVID-19. In Delhi, a significant portion of the population resides in JJ clusters, with many engaged in the informal sector. With work coming to a standstill, fulfilling basic needs became a formidable challenge. Recognising the paramount importance of community





Women are skilled in toy training at Women Literacy Centres

engagement during public health emergencies, especially given the virus' highly infectious nature and the high population density in JJ clusters, spreading awareness about preventive measures was imperative. This awareness campaign also involved dispelling myths and countering the circulation of false information. At Tata Power-DDL, we adopted a comprehensive approach, incorporating outbreak communication, health education, and health promotion. Leveraging our deep community reach, we initiated need-based programmes within the community.

ABHAs are the change agents of these communities who act as a linking chain between the community and the organisation. They played a vital role in sensitising the community and reaching thousands of people with the right information about COVID-19 and its prevention. In addition to ABHAs, the beneficiaries of the Women Literacy Centres (WLCs) and staff of the Vocational Training (VT) Centres helped in community engagement.

We worked alongside NGO partners and made collaborative efforts to provide cooked meals, dry



Women are skilled in toy training at Women Literacy Centres

rations, and hygiene kits to families from low socio-economic backgrounds. Additionally, we assisted underprivileged community members in obtaining e-ration cards through our NGO partnerships.

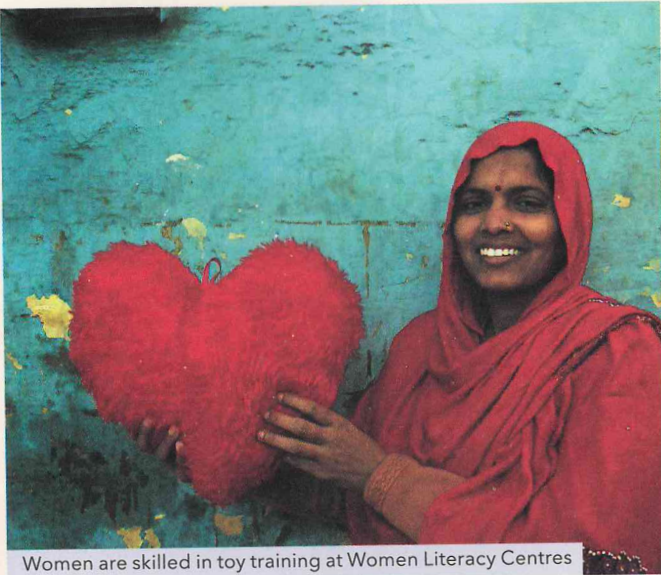
One of the unique selling points of the CSR initiatives at TATA Power-DDL is the strong culture of employee volunteerism and participation in its initiatives and programmes.

**Q4. What is the company's target towards green energy, which is a major step towards sustainability?**

For Tata Power-DDL, the Power Mix has been continuously evolving where the contribution of Renewable energy is being kept on increasing trend. We plan to purchase 434 MW of renewable energy and 403 MW of hydropower in the current fiscal year. In the next fiscal year, we aim to procure an additional 100 MW in renewable energy, bringing the total to 534 MW.

Tata Power-DDL has taken many steps towards reducing carbon footprints through Renewable Purchase Obligations (RPOs) and various clean energy initiatives. Significantly, its Urja Arpan initiative stands as a prominent example that aims to encourage responsible and optimal electricity consumption by using energy-efficient products and services among individuals and organisations and persuade citizens to practice sustainable lifestyles for a greener tomorrow.





Women are skilled in toy training at Women Literacy Centres



Children at a school with their new books

The initiative has been designed to reduce the detrimental effects on climate caused by an increase in energy usage by practicing a behavioural shift toward energy efficiency by engaging youth and climate-conscious citizens in a movement aiming to save 10 million Matured trees, which takes one year to convert 2,60,000 Tons of Co2 to O2. This can be accomplished by saving 300MUs of energy over two years. The Urja Arpan initiative was initiated w.e.f Apr' 22 and has achieved impressive savings, conserving 130 million units of energy, preventing the emission of 1 Lac tons of CO2, and preserving the equivalent of 4 million trees.

#### **Q5. How is the company working to make solar technology accessible to its consumers?**

Under the Solar (Net Metering) Initiatives, Tata Power-DDL has been working in solar net metering space and installed a total of 2206 of solar net metering systems till July 2023 with a grid-connected capacity of 61.01 MWp. Further, in the current FY 23-24, the company has installed 188 solar net meters with a grid-connected capacity of 5.15 MWp. Tata

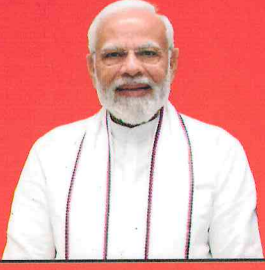
Power-DDL is also involved as a channel partner in the Solar EPC activity for catering to the needs of the Commercial and Industrial customer segments by providing quality products and services of Tata Power Solar System Ltd.

#### **Q6. Talking about Corporate Social Responsibility, which areas/sectors in India in your opinion can be improved with more CSR attention and funding?**

The allocation of CSR (Corporate Social Responsibility) funding in India can vary depending on a company's priorities and the needs of the communities they aim to support. However, some sectors that could benefit from increased CSR funding include:

1. **Education:** Many parts of India still lack access to quality education. Funding can be directed towards building schools, providing scholarships, or improving educational infrastructure and technology.
2. **Women Empowerment:** Promoting gender equality and empowering women through vocational training, entrepreneurship support, and healthcare initiatives can be a priority. It's important for companies to assess the specific needs of the regions and communities they serve and align their CSR initiatives accordingly. Collaboration with local NGOs and government bodies can also enhance the effectiveness of CSR funding in addressing local challenges.
3. **Healthcare:** Expanding healthcare services, especially in rural areas, can have a significant impact. Funding can be used to build clinics, provide medical equipment, or support healthcare awareness programs.
4. **Environment and Sustainability:** India faces environmental challenges such as pollution, deforestation, and water scarcity. CSR funds can be used for reforestation, clean energy projects, and initiatives to conserve water resources.
5. **Skill Development and Employment:** Investing in skill development programs can empower individuals with the necessary skills for better job opportunities, ultimately improving their livelihoods.
6. **Sanitation and Clean Water:** Access to clean water and sanitation facilities is still a challenge in many areas. CSR funding can go toward building toilets, water purification systems, and promoting hygiene practices.
7. **Rural Development:** Supporting rural communities through infrastructure development, agricultural initiatives, and income-generation programs can help alleviate poverty. |





**Narendra Modi**  
Prime Minister

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अमृत महोत्सव

सत्यमेव जयते  
महाराष्ट्र शासन

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भारत 2023 INDIA



**Eknath Shinde**  
Chief Minister



- Under the 'Namo Shetkari Mahasanman Nidhi' scheme, financial benefits being provided by state to approx. 1 crore 15 lakh farmer families to the tune of Rs. 6000 per year per farmer family.
- Crop insurance for just Rs.1, with the state government paying premium amount of approx. Rs. 4782 crore.
- Integration of Mahatma Jyotiba Phule Jan Arogya Scheme and Ayushman Bharat Pradhan Mantri Arogya Scheme, issuing 2 crore health cards in the state, providing health coverage of up to Rs 5 lakhs to every patient.
- Initiation of 700 dispensaries under the "Hindu Hriday Samrat Balasaheb Thackeray Aapla Davakhana" program in Maharashtra, started 160 healthcare centers in Mumbai, benefitting 7 lakh citizens.
- Maharashtra once again secures the first rank in Foreign Direct Investment (FDI), attracting an investment of Rs 1.18 lakh crores.
- MOU signed in Davos for an investment of Rs 1.37 lakh crores.
- Approval of loans for over 12,000 industrialists under the Chief Minister Employment Generation Scheme, providing employment opportunities to more than a lakh youths.
- Free uniforms, shoes and socks are being given to all students upto 8th standard in Government and Local Governing Body schools.
- Commencement of recruitment for 75,000 positions in government across various categories in the state.
- Hindu Hriday Samrat Balasaheb Thackeray Samruddhi Mahamarg is now open from Nagpur to Shirdi (520 KM) and Shirdi to Bharvir (80 KM).
- The newly launched Mumbai Beautification Project will focus on infrastructure development and concretization of roads.
- The Mumbai Trans Harbour Link will facilitate decongestion of the Island City by improving its connectivity with main land (Navi Mumbai) and speed up development of the Navi Mumbai Region.
- Direct benefits to more than 1.68 crores citizens through the "Shasan Aplya Dari" government initiative.
- Mumbai's Ambitious Coastal Road Project is aimed at redefining the city's transit landscape benefiting western suburbs.
- Maha Mumbai Metro work is in full swing aimed at providing seamless, safe, comfortable and faster commuting experience to Mumbaikars.
- "Modi Awas Gharkul Scheme" to provide 10 lakh houses for other backward classes (OBC) in three years.
- Expedited stalled projects under the Slum Rehabilitation Scheme.
- Redevelopment of dilapidated buildings by MHADA Authority.
- Increased financial aid under the Sanjay Gandhi Niradhar Pension Scheme from 1000 to 1500 by raising it by 50%.
- "आनंदाचा शिधा" at only Rs. 100 for NFSA card holder and APL farmers card on the occasion of Diwali, Gudi Padwa and Dr. Babasaheb Ambedkar Jayanti.



Pune Metro inaugurated by Prime Minister Narendra Modi along with Chief Minister Eknath Shinde, Deputy Chief Minister Devendra Fadnis and Deputy Chief Minister Ajit Pawar.

**महाराष्ट्राच्या सर्वांगीण  
समृद्धीसाठी!**