Dear Readers,

The latest mandate on CSR issued by Ministry of Corporate affairs has brought a paradigm shift in the outlook of Indian industry towards its stakeholders. Maturing from taking care of shareholder’s interest to stakeholder’s interest is the need of the hour for ensuring sustainability of business. With the ever changing socio, economic and regulatory scenario the mitigation of business risks becomes crucial. A holistic approach to reach out to every stakeholder and maintaining an equilibrium brings more agility to the business.

Community being one of the key stakeholder we, at TPDDL, consider their involvement and inclusion as integral component of company’s strategy. Reaching out to them and enhancing their quality of life are the key intents of CSR for TPDDL. The year bygone has seen unrest and muddle created due to change in political & regulatory scenario especially among marginalized communities residing in JJ Clusters & resettlement Colonies. Apart from excellence in service delivery the developmental work carried by company through CSR over years played a pivotal role in settling down the chaos.

The year passed witnessed multifold growth in the expansion of CSR projects. The focus of the company was to disseminate benefits of various CSR projects to nook & corner of its area of operation. Education & Employability being the key sectors saw a planned growth in terms of projects taken up for Vocational Training and Adult Literacy Program. Instructors and beneficiaries of Adult Literacy Program are developed as Brand Ambassadors where they are financially engaged in disseminating awareness for various CSR projects and consumer friendly schemes of the companies. On the skill development front we are targeting training programs of greater degree of efficiency in converting to employment & entrepreneurship. Also, we have developed inter linkage between various projects so that maximum benefits can be reaped by the target communities.

Engaging employees in CSR projects has been another key achievement for the year. Developing a culture of volunteering carried dual benefit of benefitting the communities as well as positive engagement of employees in value creation amongst the needy ones. We are looking forward to enhance employee engagement to a higher degree in the lines of Tata group volunteering program.

Keeping the group focus of Skill, Water, Governance and Education on radar we are expanding in the existing verticals vis a vis diversifying in new arenas during the year ahead. With advent of CSR Rules 2014 we are empowered to take up community development to new heights. I look forward for an enhanced and valuable contribution in the lives of communities by the company; create a win win situation for all stakeholders and wish a progressive year ahead for achieving the milestone of sustainable development.

New Year ahead puts across new challenges to meet milestones, of our own and industry, set during the year bygone. As mentioned earlier our focus will be towards creating avenues for education & skill
generation programs and converting them into self-sustainable models. New partnerships & associations will be made with various public & private agencies so that an integrated and specialized pattern of developmental projects will be taken up.

Praveer Sinha

CEO & ED
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About TPDDL

Tata Power Delhi Distribution Limited [TPDDL] is a joint venture between Tata Power and the Government of NCT of Delhi with the majority stake being held by Tata Power (51%). TPDDL distributes electricity in North & North West parts of Delhi and serves a populace of 6 million. The company started operations on July 1, 2002 post the unbundling of the erstwhile Delhi Vidyut Board (DVB). With a registered consumer base of 1.35 million and a peak load of around 1628 MW, the company’s operations span across an area of 510 sq kms.

TPDDL has been the frontrunner in implementing power distribution reforms in the capital city and is acknowledged for its consumer friendly practices. Since privatization, the Aggregate Technical & Commercial (AT&C) losses in TPDDL areas have shown a record decline. AT&C loss is a measure of overall efficiency of the distribution business which is the difference between units input into the system and the units for which the payment is collected. Today, AT&C losses stand at 11% which is an unprecedented reduction of around 79% from an opening loss level of 53% in July 2002.

TPDDL’s change management experience, distributed leadership system, adoption of latest technology; robust competence development process and innovative & open work culture are the key strategic boosters which helped in building and sustaining competitive advantage in the changing business scenario.

TPDDL has created several milestones in its journey so far; it is now focused and committed to the road ahead and is exploring new opportunities to replicate its experience of distribution reforms both in India and abroad. It is leveraging its unique learning and skillsets solely and in collaboration with leading utilities and technology providers in the areas of communications & technology, change management, consumer service delivery and business process re-engineering.

Tata Power Delhi Distribution has won several accolades for its pioneering efforts in transforming the power distribution scene in its licensed area both at the national and international levels. It has been conferred with the ‘National Award for Meritorious Performance’ thrice by the Ministry of Power, Government of India for outstanding performance in power distribution. It has also won six Asian Power Awards in a row and holds a rare distinction of becoming the first power distribution utility from India to have received the prestigious Edison Award twice, in the international category in 2008 Edison Award and again in 2009 for Policy Advocacy.

Some of the other key recognitions include Best Performing Private Discom Award at Power Line Award-2013, IPPAI Award 2013, international Palladium Balanced Scorecard Hall of Fame award- 2008, SAP Ace award 2008; UPN, USA metering award. It is also the youngest company and the first power utility in India to receive the prestigious CII EXIM Award for ‘Strong Commitment to Excel’. It is also the only distribution utility to receive the ISO 9001, ISO 14001 and OHSAS 18001 certification. TPDDL has been ranked 46th in the ‘India’s Best Companies to Work for 2013 Survey’ and recognised as 2nd best in the “Best in Class – Energy, Oil and Gas Industry by the Great Places to Work, India.
Tata Commitment

Working towards the betterment of the society in which we operate has always been central to our operating principles and is aptly highlighted in our CSR Policy. In fact, the parent group, i.e. the house of TATA’s has been the pioneer in designing, developing and implementing various Social interventions and initiatives, not since the time CSR became popular and in vogue, but since when nobody knew or thought of it!!! Our CSR policy provides corroborate to this claim and aims at imbibing social alignment as a key component of all our business processes and strategy.

‘In a free enterprise, the community is not just another stakeholder in business but is in fact the very purpose of its Existence’.

Mr. Jamsetji N. Tata; (Founder, Tata Group)

The wealth gathered by Jamsetji Tata and his sons in half a century of industrial pioneering formed but a minute fraction of the amount by which they enriched the nation. The whole of that wealth is held in trust for the people and used exclusively for their benefit. The cycle is thus complete; what came from the people has gone back to the people many times over. Every company has a special continuing responsibility towards the people of the area in which it is located and in which its employees and their families live. In every city, town or village, large or small, there is always a need for improvement, for help, for relief, for leadership and for guidance. I suggest that the most significant contribution organized industry can make is by identifying itself with the life and problems of the people of the community to which it belongs and by applying its resources, skills and talents, to the extent that it can reasonably spare them to serve and help them.- Mr. J. R. D. Tata

The philosophy of corporate social responsibility as practiced by Tata Group is legacy of its founders. The multitude of community initiatives the group has sowed and fostered from its earliest days flows from this wellspring voluntary, as opposed to obligatory commitment. - Ratan N. Tata

We will build on the already strong foundations that have been created for engaging with communities. As with any of our businesses, we will leverage our managerial capabilities to ensure we bring innovation to our Corporate Social Responsibility initiatives, optimize their effectiveness, and seek to create measurable impact for our Group as a whole.

Cyrus Mistry – Chairman, Tata group
The philosophy of Corporate Social Responsibility as practiced by Tata Group is the legacy of its founders. The multitude of community initiatives the group has sown and fostered from its earliest days flows from this wellspring voluntary, as opposed to obligatory commitment. It is seen to stretch beyond the statutory obligation to comply with legislation and the companies voluntarily taking further steps to improve the quality of life for the local community and society at large.

At TPDDL, rich heritage and unmatchable legacy of Tata Group for holistic development of underprivileged communities, societies & nation becomes the guiding force for adoption of community development initiatives. There are 200+ listed JJ clusters & resettlement colonies falling in the company's area of operation. The community outreach programs, working on the lines of triple bottom line approach, aims to serve key communities in a systematic & planned way.

**Target Communities**

200+ JJ clusters and resettlement colonies falling in TPDDL's area of operation are of varied sizes with inhabitants ranging from couple of hundreds to thousands in a cluster. The residents of these JJ clusters are basically migrants who drifted from their native places to Delhi in search of a better living and employment opportunity. These inhabitants are from different communities, culture, ethnicity and creed.

Like every migratory community the individuals residing in these clusters face basic problems of Employment, Health, Hygiene, Education and Infrastructure. These clusters also have a very high representation of SC/ST communities which further emphasizes on the need for inducing various developmental initiatives there. Creating avenues for education, health services, skill generation programs and empowering communities in these clusters and employees of Business Associates has been the primary objectives of community development at TPDDL.

**Framework for CSR Projects @ TPDDL**
1. Creating avenues of mainstream & supplementary education for adults as well as school going kids; Connecting it further to employability & entrepreneurship models.

2. Creating avenues of skill development through vocational trainings for school dropouts & unemployed youths enhancing their employability and enterprising skills.

3. Providing curative health care services to IWA workers & residents of JJ clusters and resettlement colonies.

4. Taking preventing & curative measures for addressing the disruptive impact due to global warming & climate change.

5. Forging new partnerships for developing cost effective CSR models using the core competencies & expertise.

CSR focus areas at TPDDL
Education – Grooming for Higher Roles

Adult Literacy Program for Females:

It has been considered and simultaneously proved that literacy has always enhanced human capital in societies. History has always witnessed that there has been considerable improvement in the reproductive & child health & a sharp dip in the infant mortality rate wherever women’s have been given opportunity to become literate.

Target Beneficiaries – Illiterate adult females residing in JJ clusters & resettlement colonies.

The females residing in these clusters are mostly illiterate who never had an opportunity to enroll for formal education. Lack of basic education had put severe roadblocks in the intellectual and economic development of these women. TPDDL identified this concern as one of the intervention areas and ventured into adult literacy program for females in 2006-07.

The intent of the program has been to impart functional literacy to these women so that they can handle daily chores of their tasks and work without getting dependent on others.

These centers work on the animated module Computer Based Functional Literacy program (CBFL) designed by Tata Consultancy Services. CBFL is animated software which provides basic knowledge of numerals, alphabets & language in a very lucid and simple manner. An educated lady is identified as teacher from the community itself and her home serves as the classroom for the women. The lady selected as teacher is given training in handling the computer and run through the course content of the module.

The adult literacy module is of six months with classes six days a week having duration of 1.5-2 hours. A batch consists of 15 women and two such batches are carried in a day. A computer system is placed at the house of the teacher where the classes are conducted. A coordinator is placed to look after nearly 20 centers depending on their demographic location. The classes are conducted mostly during afternoon and evening hours as per when the females are free from their daily chores of work. Along with imparting functional literacy these beneficiaries are also imparted awareness sessions on health issues and safety.
The passed out beneficiaries are organized in groups to form Self Help Groups. These SHGs are linked with banks so that SHG members to have a proper bank account in the name of the SHG and can avail financial assistance later at stage of maturity. Over 140 SHGs have been linked to banks and are functioning smoothly.

Apart from the basic benefit of getting functionally literate adult literacy centers have been developed as center for economic excellence as well where a number of welfare and income generation programs are been converged with the operation of the center. TPDDL has roped in ALC instructors & beneficiaries as Brand Ambassador in their respective communities where they promote and sensitize communities for various other CSR programs like vocational training, free health services through mobile dispensary & drug de-addiction camps, accidental life insurance schemes etc.

Another ambitious scheme of engaging brand ambassadors ‘Earn While Learn’ is there where these women are made a direct touch points for delivering various commercial services like distribution of bills, meter reading at homes, payment of arrears, payment of bill through Money on Mobile, facilitating ‘Pay & Win’ lottery and processing Accidental Insurance scheme for consumers of JJ cluster residents. The commercial services handled by women of these communities have helped business in smooth conduct as well as has financially empowered women to stand on their own feet.

TPDDL Tutorial Centers

The socio economic status of families residing in JJ clusters puts constrains on the investment in their ward’s quality education or even providing congenial ambience to encourage their studying. These children study at schools where poor educational infrastructure and abolishment of marking system leads to lack of interest in studies which further proves instrumental in the drop out at higher standards. After getting dropped out from mainstream of studies these youths either fall into the arena of anti-social activities or they start working very early to support their families.
contributing to child labor. This further results in enhanced child labor, exploitation at work place; they are under paid and prone to various addictions.

**Target Beneficiaries** - Children from standard 1st-10th residing in JJ clusters/Resettlement Colonies; SC/ST communities.

The premises of vocational training centers are developed keeping provision for running Tutorial Classes along with the trainings. Since the VT centers are located in heart of communities so it has access to children (both school going and drop outs). The school going students from standard I to X are roped in and are given free supplementary education. The teachers are identified from the community itself having an enthusiasm to teach these underprivileged kids. The kids are not just facilitated with support in studies but are also groomed well in extracurricular activities like painting, skits, singing, dancing etc.

The success rate of tutorial program can be judged by the fact that there hasn’t been single drop out of the students from the formal education system. The engagement of students not just ensures their continuation of education but also ensures that these kids don’t fall in the company of anti-social elements which are ubiquitously present in these communities. The centers aids to the holistic development of these kids.

![Graph showing cumulative number of students and SC/ST students](image)

**Economic Value Creation – Enabling to Earn**

**Vocational Training Program**

The working section of populace residing in the JJ clusters and resettlement colonies mostly are unskilled or semi-skilled. Although government is making its best efforts to settle these communities in every sphere of living but problems related to health & hygiene, education, gainful employment and cleanliness are very deep rooted. Considering the average family size and income there is always a huge pressure on resources to meet the daily necessities of life. Restricted reach and constrained accessibility to resources, to structured education facilities hinders the growth & development of an individual,
especially youths, to attain financial independence thus make them prone to fall into the trap of unsocial company and habits.

**Target Beneficiaries** – Beneficiaries are from poorest of poor in JJ cluster/resettlement colonies; SC/ST categories; school dropouts; family members of BA employees.

The skill generation programs aims to train the unemployed youths and school drop outs from JJ clusters & resettlement colonies in various vocations thus enabling them to either start their own small venture or get employed. Fruitful engagement of these youths not just ensures their gainful engagement but also contributes to the average family income. This enhances the economic capital in the communities thus enabling them to meet their necessities at an enhanced scale.

By virtue of being service provider in North & West of Delhi we have certain degree of convenience in the identification of needy & potential communities. Taking cue from the need identification in the communities an action plan is worked out for conceptualizing skill generation programs in the clusters. The vocational training programs individually are catering to beneficiaries from 4-5 clusters in & around the centers. These centers are located in the heart of the communities making its outreach convenient and easily accessible for the youths especially females.

The trades are identified in sync with the demands of the local market and acceptance of communities where the center is located. The agencies carry out assessment surveys for the selection of courses ensuring the marketability & engagement of passed out beneficiaries. The beneficiaries are trained in vocations of computers, tally, electrician, stitching & tailoring, beautician, personality development and mobile repairing. Also, new industry based courses of Retail Chain has commenced which has a very high placement prospect. The courses are certified mostly by Jan Sikshan Sansthan (Ministry of HRD) or similar recognized agencies which carries evaluation exams at the end of the courses and awards certificate to the beneficiaries.
The vocations taught at the centers are quite income generational in nature. The female oriented courses like beautician and stitching & tailoring provide avenues of working from home itself. There are quite a number of communities where females going out for working is still considered a taboo, these courses are quite a hit in those areas where the beneficiaries operate from home and even earn fortunes during festive & marriage occasions. Passed outs from Computers, Mobile Repairing, Electrician and Typing courses got opportunities to work with IBM, Consultancy Firms, District Courts, various offices and shops making a decent livelihood. Recently introduced course of Retail Chain have been giving assured employment of 100% in brands like West Side, Coffee Day, Fun Cinema etc.

**Health Services – Strengthening Communities**

**Sanjeevani – Mobile Health Dispensaries:**

Poverty, sub-human conditions, unhygienic living conditions, lack of awareness for healthy living and limited access to proper health services brings a dip in the health index of individuals residing in JJ clusters & resettlement colonies. By virtue of being part of lowest income class there always is gap between resources required for daily amenities and its supply. This gap tends the communities to bypass their essential needs of living – health being the first one to be ignored. Since these residents are incapable of bearing costs of a good medication so they prefer quacks for their treatment which further stretches the suffering of the patient.

**Target Beneficiaries** - Residents of JJ clusters & resettlement colonies; BA employees.

*Sanjeevani*, TPDDL’s mobile dispensary van, equipped with a doctor, a pharmacist, bed and medicines tends to cater the day to day health issues of the cluster inhabitants. Serving to all 200+ JJ clusters at a time is an arduous task so *Sanjeevani* makes weekly visit to clusters identified in a cycle of 1 month covering six clusters in a day. The van has covered approximately 39,000 beneficiaries since inception. The van has also serves the health needs of business associate workers & their family members at zonal offices. Currently two vans are deployed for rendering the services.
The services extended by mobile dispensary also present a synchronization of human as well as economic capital in the form of a business case where the regular payer of electricity are given consultancy & medicines both and the individuals who are defaulters or don’t have a metered connection are given consultancy only. It aims to encourage defaulters & unmetered consumers to become the legitimate consumers of electricity.

Drug De-addiction Camps:

The residents of JJ clusters and resettlement colonies are mostly the displaced residents from other parts of the city & migrant population from different states. Having a daily wage earning status and ubiquity of social evils prevailing in these clusters, an inclination towards various drug addictions becomes a commonly found phenomenon. The earning of a family gets drifted from meeting the basic amenities and expenses on food, medicines, electricity, education takes a back seat. The result of this continuous ignorance and denial to necessary needs creates an environment of dearth and dissatisfaction within the communities which further leads to social unrest.
**Target Beneficiaries** – Residents of JJ clusters and Resettlement colonies having various addictions.

TPDDL, in association with Prajapita Brahm Kumari’s, organizes these camps for JJ cluster & resettlement colony residents. A central location is selected as the venue and camps are scheduled during evening hours when mostly the residents return from their day’s work. Munadi is done in the cluster a day prior to the camp & leaflets are distributed. The beneficiaries are first counseled about the ill effects of various addictions through audio visual modes and then given free medicines for the same. Address of nearest Brahm Kumari’s center is also shared so that they can get free medicines afterwards. To assess the effectiveness of campaign beneficiaries are personally interviewed along with their family members to verify the addiction status.

The services rendered by drug de-addiction camps are of dual benefit to community. On one hand where it saves the health and wellbeing of the addict caused to drug abuse it also saves on quite a quantum sum of the addict’s earning giving the family an opportunity to spend it on meeting needs and amenities. The success rate of de-addiction has been approximately 15 % of the total attendants of the camp.

**Viklang Margdarshan Kendra – Handholding differently able individuals**

An estimated 10% of the world’s population experiences some form of disability or impairment (WHO Action Plan 2006-2011). An estimated 10% of the world’s population experiences some form of disability or impairment. According to the Census 2001, there are 2.19 crore people with disabilities in India who constitute 2.13 % of the total population (Census 2001).
The physical inability put hurdles on first getting systematic education and then later in getting financially engaged. Mostly differently able individuals are taken as dependents for their entire life. The scenario gets shoddier when the individual is from economically disadvantaged section of society which most of them are.

**Target Beneficiaries** – Differently able individuals residing in Delhi & NCR.

TPDDL, in association with Viklang Sahara Samiti, runs Viklang Margdarshan Kendra, a one stop service window for providing all the information, services and carrying out public advocacy & litigation for differently able individuals especially from needy sections of society. The center imparts counseling services and assistance in getting disability certificate from concerned hospitals, getting disable identity card, rail pass, bus pass, scholarship to differently able students, inclusion in the disable pension scheme of MLAs & Counselors, financing differently able individuals for starting own entrepreneurship ventures at small level. The center also runs a free helpline number on which any detail on facilities provided to PwDs can be taken from the center.

**HIV/AIDS Awareness Campaign**

TPDDL, in association with Delhi State AIDS Control Society & International Labor Organization, runs HIV/AIDS workplace intervention plan for its employees, contractual laborers and consumers. A Memorandum of Cooperation has been signed with them for disseminating awareness for HIV/AIDS at zonal offices and customer care centers. TPDDL has also adopted HIV/AIDS policy expressing its vow to spread out awareness for HIV/AIDS to the maximum. It also commits to an unbiased approach for work practices towards a HIV positive person including the confidentiality of the person.
Support to Multiple Sclerosis patients

TPDDL provides logistic support to Multiple Sclerosis Society of India to attend monthly day care camps of MS patients. Pick & drop facility is provided to the patients at their doorstep so that they can attend their day care camps without any hassle.

**Ensuring Environment Sustainability – Conserving for the Future**

**Harit Ek Pahal – Tree Plantation Campaign**

TPDDL has launched tree plantation campaign – ‘Harit Ek Pahal’ in partnership with various stakeholders to carry out massive tree plantation drive across Delhi. Tie ups have been made with CRPF, ITBP, schools, colleges, RWAs etc. for carrying the plantation drive. TPDDL has been identified and acknowledged as one of the Greening Agency of Deptt. of Forest & Wildlife, GoNCTD. The plantation efforts undertaken by company have been well praised by Deptt. of Forest & Wildlife, GoNCTD and an appreciation letter has also been awarded to the company. TPDDL planted 20,200 saplings in FY 13-14.
Akshay Urja Diwas Celebration

TPDDL joined Energy Efficiency & Renewable Energy Management Centre, Department of Environment, Govt of Delhi in Akshay Urja Diwas 2013 celebration on 24th August, 2013 to commemorate the birth Anniversary of Late Prime Minister Shri Rajiv Gandhi. The theme for the day was “Renewable Energy & Its Effective Utilization” as a step towards encouraging the mass and making them aware of the benefits and utility of Renewable Resources in the years to come. The celebration saw participation of over 1000 children of Eco-Club Schools, teachers, RWA members, TPDDL Tutorial Center kids and NGO representatives. Students took part in painting & quiz competition and presented nukad natak on themes of climate change, restoration of ecology and public awareness environmental issues. Stalls of renewable energy products were also put on display for general public.

Employee Volunteering – “Let’s get Engaged”

“Volunteering gives us the opportunity to be change agents, to use our skills... to be leaders and engage directly with communities and society” – Mr. Cyrus P Mistry, Group Chairman

Volunteering of employees in CSR activities is considered to be a healthy sign of Tata Ethos for holistic development cascading down to the every employee of the company. Volunteering is one way in which employees can contribute to the strong values of the Tata group. Volunteering by TPDDL workforce can easily be termed as an ethical doctrine which drives us for contributing to enhance quality of life of needy & underprivileged communities and strive for doing our bit for mother earth &
nature. The company’s commitment to bridge the gap of privileged and underprivileged ones is tirelessly supported by volunteers. Employees using their competencies & interests in community upliftment other than their usual course of work present a beautiful picture of a win win situation where both the communities and employees are getting benefitted.

TPDDL was a part of Tata Volunteering Week celebration (March 3rd – 9th ‘2014) marking 175th birth anniversary of Tata group founder Shri Jamshetji Tata. Over 650 registered themselves at the Tata Engage website. Several employee engagement programs such as blood donation camps, sports meet, women’s day celebration, walkathon, scholarship distribution to SC/ST students etc. were organized during the week. TPDDL has also been awarded in ‘Maximum Participation Category’ of Tata Volunteering Week celebration by Tata group chairman Mr. Cyrus Mistry. 

TPDDL has taken up many projects which are entirely employee driven. These activities aim to involve employees and even their family members during working and non-working hours. A brief snapshot of few such programs are:

**Blood Donation Camps**

TPDDL, in association with Indian Red Cross Society, organizes blood donation camps where employees, their family members and RWA members donate blood which is sent further to the blood banks of Red Cross. These camps are organized in two different mechanisms: during suitable timings of the year in one of the central office locations for employees to donate blood and secondly, to enhance the outreach mobile blood collection van from Red Cross goes to smaller offices of TPDDL and carry blood donation. Being corporate donor TPDDL employees can avail facility of blood bags from Red Cross blood bank on the prescription of doctor even if he/she has not donated blood in the camps. To enhance the outreach of the camps mobile blood donation vans have started visiting small locations for blood collection. TPDDL has been awarded for five years by Indian Red Cross society for the contribution made. Contribution made during the years can be seen below:
Organ Donation Campaign – Saving Lives

TPDDL, in association with Organ Retrieval Banking Organization (AIIMS), launched organ donation campaign involving employees and their family members where individuals nominated themselves for organ donation for the needy ones. An awareness session was organized facilitating various queries and process for eligibility of organ donation, prevailing myths & realities about it, case studies of organ donation etc. A group of over 60 employees led by Mr. Praveer Sinha, CEO & ED (TPDDL) and their family members registered themselves for organ donation. The volunteers are in possession of the Donor Cards and equally enthusiastic about the noble & humane cause.

Volunteering at Vocational Training programs

Employees nominate themselves to be a part of vocational training centers running at different places. A roster of their visit is prepared to VT centers for volunteers visit. During the visit they monitor the functioning of center, logistics arrangement of the center, capture their feedback on the program etc. Also, specific issue based sessions on curriculum of training program, safety, climate change, energy conservation, basics on electricity generation & distribution etc. are taken by volunteers during their visit. This program provides an opportunity to employees to be the change agents, interact and use their skills, competencies & experiences to get engage directly with beneficiaries of the program.
Warm clothes & book donations for needy ones

Winters brings miserable circumstances for the most disadvantaged section of society. The bone chilling cold waves makes the lives of the street dwellers miserable and keeping themselves warm becomes the top most priority of those helpless souls. TPDDL regularly organizes warm clothes collection ‘Hands of Warmth’ where employees contribute warm clothes, blankets, shoes etc. Collection boxes are placed at all major offices and the contribution made is sent to night shelters and families of adult literacy centers & vocational training program beneficiaries.

In the similar fashion after the conclusion of academic session employees donate course books of their wards which are further given to kids studying at TPDDL Tutorial Centers.

Support to Old Age & Orphanages

TPDDL supports to kids staying in SOS Bawana and Child Home at Badli. There are nearly 275 kids staying in these child homes which are visited monthly by mobile dispensary of TPDDL equipped with doctor, pharmacist and medicines. These are mostly such kids who have crossed their infancy and are beyond the adoptable age. Volunteers pay regular visits to these homes where they donate utilities and logistics needed for the kids.

Employees with their teams visits old age homes as well and provide requisite support to the occupants. Employees spend quality time with them making them feel better with a sense of companionship.
International Women’s Day celebrated

Celebrating the empowerment of women to its real sense TPDDL celebrated International Women’s day on March 7th, 2014 with female beneficiaries of Adult Literacy & Vocational Training Programs. Matching steps with the year’s theme of ‘Equality of women is progress for all’ the event made an earnest effort to bring forward women of most marginalized communities who have gone through a positive change of behavior and skills through CSR projects. Compared to prior of their joining Adult Literacy or Vocational Training Programs they themselves stepped forward to share their story of success and transformation. Every single participant was a case study in her when they depicted their journey of change around within their families and society. The amount of self-respect, confidence and happiness for what they are today could have been easily seen glimmering on their faces.

Certifications & Affiliations – Endeavoring for Excellence

Signatory to Global Compact Network

TPDDL is signatory to United Nation Global Compact Network, an elite group of organizations, which commits & abide to align their operations with the ten universally accepted principles pertaining to Human Rights, Labor, Environment & Anti-Corruption. These principles move in concurrence with Universal Declaration of Human Rights, ILO, UNDP & United Nations Environment Program. Being the signatory of UNGC, TPDDL sends a Communication On Progress annually to Global Compact Society showing its commitment towards the 10 principles.

SA 8000:2008 Certified

SA8000 is based on international workplace norms, including 12 International Labour Organization (ILO) conventions and the United Nations’ Universal Declaration of Human Rights, the Convention on the Rights of the Child and the Convention to Eliminate All Forms of Discrimination against Women. TPDDL is the first power distribution company in the world to get SA-8000 Certification. The objective is to ensure Ethical Governance. TPDDL is the first power utility in the world to be certified for SA 8000-2008.
The basic standards for SA 8000 are:

1. No Child Labor
2. No Forced and Compulsory Labor
3. Health and Safety
4. Freedom of association and the right to collective bargaining
5. No Discrimination
6. Disciplinary practices
7. Working hours

Policy advocacy and sharing of Best Practices

Latest emerging trends and versatility in approach has benefit communities & improvise their quality of life. This has enabled developmental agencies to explore different verticals and possibilities of reaching out to them. TPDDL acknowledges the significance of learning & knowledge sharing and henceforth engage with various agencies, industrial associations and international bodies for benchmarking of best practices across the business and the industry. TPDDL partnered with CII, Council of Power Utilities and United Nation Global Compact Society where TPDDL programs and projects were shared with industry partners. The learning is shared and takeaways are replicated in the process of the company.

TPDDL’s commitment to Affirmative Action

India has seen new dawn of growth and development post-independence especially since 1990s. The socio economic reforms reached to nook and corner of the country but the plight of existing caste system refrained to sway out. Despite of the progress and societal reforms a large section of underprivileged communities still exist specially the historically deprived Scheduled Castes and Scheduled Tribes. Moving at the snail’s speed their journey towards abolishing
hundreds of year old discrimination still appears to be a blurred and hard to achieve dream. Tata Group which is founded on the core belief of “giving back to society” has been an active proponent of building an inclusive society so that benefits of social and economic growth are more evenly disbursed across all sections of the society.

TPDDL’s journey in the realm of Affirmative Action began with, the signing of the Code for Affirmative Action on February, 2007. The “Policy on Affirmative Action for Scheduled Caste & Scheduled Tribe Communities” was approved by the Board of Directors on July, 2007. TPDDL has implemented its Affirmative Action program undertaking impacting initiatives in the areas of Education, Employment, Entrepreneurship and Employability catering to the most underprivileged Scheduled Caste and Schedule Tribe communities. Therefore in the unique Tata way, the organization has developed specific approaches for addressing their needs & requisites that too in systematic and sustained manner.

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<td>Companies will be encouraged to provide more executive positions thru appointment/promotion of SC/STs</td>
<td>SC/STs given departmental promotion thru positive discrimination</td>
</tr>
<tr>
<td>Entrepreneurship development</td>
<td>Quality and cost being equal, companies to give preferences to enterprises with promoters, partners and proprietors, and/or workers in majority from SC/STs</td>
<td>Quality and cost being equal, TPDDL to give preferences to enterprises of SC/ST promoters for inclusion in supply chain</td>
</tr>
<tr>
<td></td>
<td>Sponsorship of training programs in Centers of Excellence for candidates from SC/STs</td>
<td>TPDDL will arrange for training SC/ST youths in Centepid/ITI in area of its core competence for making them employable</td>
</tr>
<tr>
<td>Employability</td>
<td>Help establish coaching programs in universities to lower the dropout rates amongst SC/ST students</td>
<td>Employability training for undergraduate/graduate students with NGOs</td>
</tr>
</tbody>
</table>
## Description of 4Es

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Target Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modernizing the Apprenticeship Training Scheme and induct more apprentices from SC/STs</td>
<td>TPDDL to give preference to SC/ST students in its apprenticeship and industrial training programs</td>
</tr>
<tr>
<td>Establish large no. of student scholarships for SC/STs</td>
<td>Support to education in degree, diploma &amp; ITI.</td>
</tr>
<tr>
<td>Create a scheme to identify exceptional students from SC/STs and assist them with financial aid and suitable mentoring</td>
<td>Identifying &amp; supporting students from govt. schools with aid, mentoring &amp; career counseling</td>
</tr>
</tbody>
</table>

### EDUCATION

Through initiatives in Education, TPDDL is trying to elevate the problem of dropout rates which is very high amongst the SC/ST students.
Educational support to Govt. schools students

- Supported 1165 needy students of 36 Government Schools to continue education through aids & counseling since year 2007.
- Students are supported with reference books, school bags, stationeries etc. Also a customized personality development, interpersonal skills, career counseling and competency testing of these students is held annually.

<table>
<thead>
<tr>
<th>No. of Beneficiaries(Cum.)</th>
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</thead>
<tbody>
<tr>
<td>2009-10</td>
</tr>
<tr>
<td>Standard - X</td>
</tr>
<tr>
<td>Standard - XI</td>
</tr>
<tr>
<td>Standard - XII</td>
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</tbody>
</table>

EMPLOYABILITY

<table>
<thead>
<tr>
<th>Target segment</th>
<th>Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students pursuing Engineering, Diploma and ITI courses</td>
<td>Financial support with expenditure for fees, books, lab charges etc.</td>
</tr>
</tbody>
</table>
Supporting needy SC/ST students pursuing technical education & professional courses

- TPDDL has focused on employability initiatives to make the development of the youth sustainable through supporting 523 meritorious & needy SC/ST students pursuing Engineering / Diploma & professional courses from Engineering colleges, Polytechnics & Industrial Training Institutes since 2007. 163 SC/ST students were provided educational support in the year 2013-14.

![Graph showing number of SC/ST beneficiaries](image)

**ENTREPRENEURSHIP**

**Promoting SC/ST vendors:** Quality and cost being equal, TPDDL gives preference to enterprise of SC/ST promoters for inclusion in its supply chain, provided such companies transparently and voluntarily share this information prior to bid participation. Complete waiver of Tender Fee, 50% relaxation in security deposit, relaxation in bank guarantee and 25% relaxation in company turnover under qualifying requirement criteria in General Conditions of Contract (GCC).
Employment

**While Recruitment** : Preference is given to SC/ST candidates in campus recruitments by transparently lowering qualifying marks, without diluting merit (Positive Discrimination). For this purpose it exercises the philosophy of “skill vs will” wherein a candidate with lower skill but higher will to learn is positively discriminated and taken into the organization. A relaxation of 5% is given to SC/ST students during entrance exam.

**At Workplace** : TPDDL tracks the category data of all new joinees and update the same in the SAP data base. For existing employees the category data had existed since inception and was uploaded in the data base. For Business Associates employees, data is being collected at the time of issuance of Identity card to them.

**Upcoming Endeavors – Exploring New Avenues**

TPDDL looks forward to address other grave issues of communities pertaining to creating infrastructural facilities and taking up public advocacy relating to sanitation, hygiene and safe drinking water in coming years. Creating toilet facilities at JJ clusters and installing RO facility at government schools will be taken up.

Also, TPDDL is looking forward to partner with other Tata Group companies and front runners in CSR from industry so that a versatile delivery in services and projects can be ensured to communities. Such partnership will target towards providing multi-faceted programs to touch upon different aspects of their lives.
Stakeholders Speak…

Mr. Anil Virmani (President, Dhanpatmal Virmani Education Trust) – Dhanpatmal Virmani Education Trust has been spreading the light of education since decades. The trust is currently running 2 schools and 144 adult literacy centers in Delhi & NCR. We are working with TPDDL since past 8 years on adult literacy program where functional literacy is imparted to illiterate females from slums & jj clusters. The partnership is a wonderful collaboration of civil society and corporate by associating with TPDDL we have achieved exponential growth in the program. We appreciate the partnership of TPDDL and the value generated by the program in the communities.

Mr. Kapil Kumar Agarwal (General Secretary, Viklang Sahara Samiti Delhi) – This is a matter of delight that TPDDL is coming up with its CSR annual report, it will be useful in disseminating the message of serving communities across channels. VSSD & TPDDL through its employability program Sanjha Prayas has provided skill training in various vocations beneficiaries from JJ clusters & resettlement colonies. These youths are currently working with various agencies, offices and also are operating from their homes. TPDDL has also supported us at our disability counseling center where hand holding and requisite assistance is provided to PwDs for making disability certificate, I card, bus & railway pass, employment & self-employment schemes, scholarships and disable friendly aids. We look forward for the continued association with TPDDL so that together we can be instrumental in bringing desired change in the lives of the communities.

Mr. Shekhar Mahajan (General Secretary, Sahyog Care For You) - Sahyog is really thankful to TPDDL for partnering with us in the adult literacy program. This project aims at teaching illiterate adult females in JJ clusters of North and North West Delhi. TPDDL has been extremely active in the mentoring & supervising the program. TPDDL is extremely passionate about fulfilling its corporate social responsibility in the best possible manner, not in the form of charity and donation, but in the form of prosperity by uplifting the underprivileged strata of society. By doing this, they have set an example for other corporate to follow.

Ms. Radha Bhardwaj (President, DAV Education Trust & Society) - We have been associated with community development since long and have partnered with various government agencies in the fields of health, education, employability etc. but working with TPDDL has been altogether a different experience. The handholding & mentoring by TPDDL officials plays an important role in transforming lives of kids & youths coming to the vocational training & tutorial center. The transparency & sincerity of TPDDL in running community development projects has been incredible. We wish to partner with TPDDL in other avenues as well so that by working together goals of holistic development can be achieved.
Mr. Dharam Singh (Principal, Govt. Boys Senior Sec. School, K block Jahangirpuri) – Our school has been associated with TPDDL for past seven years supporting needy SC/ST students from classes X, XI & XII. TPDDL provides good reference books, stationeries and also conduct career counseling for the students. The support to students has been very fruitful for the students.

Dr. Vanashree Singh (Director Blood Bank, Indian Red Cross Society) - Staff of the TPDDL has been generously donating blood since 2007. They have donated approximately 2000 units from more than 18 Blood Donation Camps. The blood so generously donated by your donors help us to fill the huge gap between demand and supply in the country. We can only succeed in providing safe blood consistently through your regular and healthy blood donors with your kind help. We intend to get your support whenever there is scarcity of blood. Our organization’s profile and credibility have been on constant rise with the help of generous organizers like TPDDL.

Dr. A.K. GUPTA (Addl. Project Director cum Technical Lead, Delhi State Aids Control Society) - It is my immense pleasure to share that TPDDL has adopted HIV/AIDS workplace policy. They have been implementing training program for its employees in collaboration with DSACS. I extend my best wishes to TPDDL in this endeavor.

Mr. Ranjesh Prasad (Director - Public Development and Sustainability, Nielsen (India) Private Limited) Partnership of Nielsen India with TPDDL in Skill Enhancement and Livelihood Promotion has been able to train youths in a specially designed short term vocational course in Retail Chain. All the trained youths have been offered placement and are working in prestigious companies of Retail Chain like Café Coffee Day, Barista, Big Bazar, Vodafone among others. The short term employment linked program is not only transformative in nature, but also the trained youth are gradually becoming change agents and in times to come will transform the entire slum community with far reaching socio-economic ramification. This livelihood program of great social impact is being expanded to other slum clusters under TPDDL area and we look forward to contributing to its great success.
Students take part in Renewable Energy Fair
NEW DELHI: Tata Power Delhi Distribution Ltd. (TPDDL) organised a Renewable Energy Fair at Dilli Haat Pitampura here this past weekend. Over 100 RWA members and 500 students participated in the event along with TPDDL employees. "The fair was aimed at creating awareness among people regarding renewable energy and to promote development and implementation of renewable and alternate energy devices and technologies," said a company spokesperson. At the fair, information about the benefits of renewable energy was disseminated through display of science models, mini-seminars, quiz contests and conferences.

TPDDL organised mega plantation drive
Tata Power Delhi Distribution Limited (TPDDL) organised a mega plantation drive in its distribution network of North and North West Delhi at the ITBP Campus, Narela. Over 1100 saplings were planted at the campus by 100 TPDDL employees and ITBP officials. The plantation drive is a part of the green initiative ‘Harri ek Pahal’ launched by TPDDL. Under the initiative over 20,000 saplings have been planted in various areas of North and North West Delhi. TPDDL has also organised plantation drives at offices, schools, colleges and RWA parks.

WORKSHOP BY TATA POWER
New Delhi, 30 October: "Tata Power Delhi Distribution organised an ‘Affirmative Action Workshop-2013’ at Cenpeid. The workshop witnessed the presence of several dignitaries.

During the workshop, thoughts were shared on how to address the prevailing social inequities in India by encouraging positive discrimination for the scheduled castes and scheduled tribes communities.

CEO of Tata Power Delhi Distribution (TPDDL), Mr Praveen Sinha said, "As a part of the Tata Group, TPDDL carries forward the Group’s ethos of giving back to society. In fact, ‘Reaching out to communities’ TPDDL operates in’ is an integral part of the company’s mission statement. This drives a wide array of corporate social responsibility efforts of the company. TPDDL’s CSR policy is based on four main pillars employability, entrepreneurship, education and employment.”
Awards & Recognitions

- Tata Engage award for ‘Highest Participation’ in Tata Volunteering Week 2014
- AIMA Case Study Award for Adult Literacy program 2014
- India Power Award for Social & Community Impact - 2013
- 3rd Asia’s Best CSR Practice Award 2013
- Tata Innovista Award - 2012