



TATA POWER-DDL

TATA POWER DELHI DISTRIBUTION LIMITED

A Tata Power and Delhi Government Joint Venture

A JOURNEY TO HAPPINESS



power to the people 

HEAR THEM SAY...

ABOUT TATA POWER DELHI DISTRIBUTION LIMITED (TPDDL)

TPDDL is a joint venture between Tata Power Company and the Government of NCT of Delhi. We distribute electricity in North & North West parts of Delhi and serve a populace of 50 lakh.

OUR SOCIAL 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. TPDDL's CSR policy corroborates to this claim and aims at imbibing social alignment as a key component of all its business processes and strategy.

VISIONARY LEADERSHIP



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

Jamsetji N. Tata, *Founder, TATA Group*

"Let industry established in the countryside 'adopt' the villages in its neighborhood; it is also clearly in the interests of industry that surrounding areas should be healthy, prosperous and peaceful."

J.R.D. Tata, *Chairman, TATA Group (1938-1991)*



The philosophy of corporate social responsibility as practiced by Tata Group is 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.

Ratan N. Tata, *Chairman, TATA Group (1991-2012)*



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 P. Mistry, *Chairman, TATA Group*



CORPORATE SOCIAL RESPONSIBILITY AT TPDDL

The philosophy of Corporate Social Responsibility as practiced by the Tata group is a legacy of its founders. The multitude of community initiatives that the group has fostered from its early days have become a way of life, which reflect the deeply entrenched CSR culture, as opposed to obligatory commitment. At TPDDL, the rich heritage and unmatched legacy of the Tata Group for holistic development of underprivileged communities, societies & nation becomes the guiding force for adoption of community development initiatives. Nearly 217 listed JJ clusters & resettlement colonies fall in our area of operation. Creating avenues for education, health services, skill generation programs and empowering communities, with a focus on SC/ST categories, and employees of Business Associates have been the primary objectives of community development at TPDDL. The community outreach programs, working on the triple bottom line approach, (i.e. People, Planet & Profit), aims to serve key communities in a systematic & planned way.

HEAR THEM SAY...



'A Journey to Happiness' recounts the success and glory brought into the lives of people who have benefitted from various CSR programs of TPDDL. Being in the power sector and brightening thousands of homes, it becomes the responsibility of TPDDL to empower the lives of people who need it the most. We have undertaken several initiatives in various areas to light up numerous lives.

In the following pages, let us hear from the beneficiaries themselves...

VOCATIONAL TRAINING

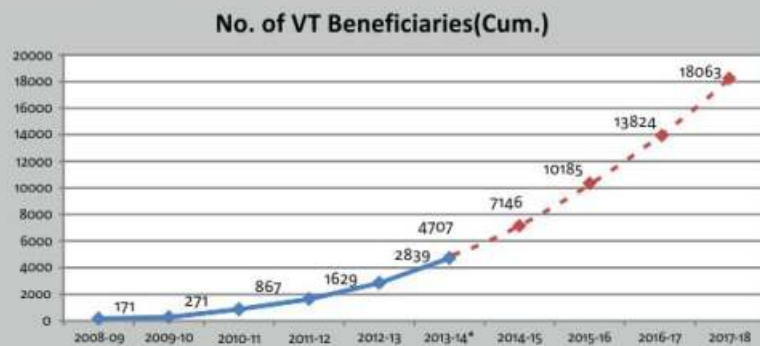


VOCATIONS

Stitching & Tailoring • Beautician • Computers • Electrician • Personality Development
Mobile Repairing • Retail Chain • Typing • Hospitality & House-keeping

The skill generation programs aim to train the youth, women and school drop outs belonging to the economically weaker section residing in JJ Cluster & Resettlement Colonies for various vocations enabling them to either start their own venture or get employed. Skill enhancement of these beneficiaries ensures financial empowerment and gives their lives a positive direction.

Vocational Training



Ramesh Kumar *Sultanpuri*

"My father is a contract labourer and our monetary situation was weak. Due to this my father could not support my higher studies. I learnt about the computer course program which was being run by TPDDL and enrolled in it. While studying, I was informed about a job at IBM for computer operators. A group of 25 trainees went for the interview and I was amongst the 17 who were selected in IBM. For me it was nothing less than a dream come true. Today, I am capable enough to support my family and can look forward to leading a good life."



Hari Shankar

Wazirpur

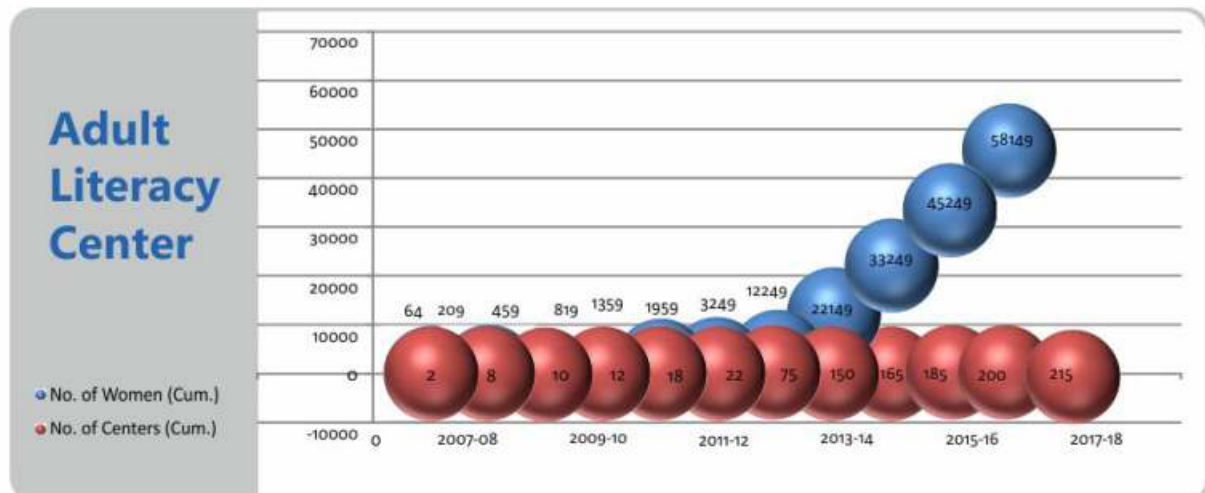
"After completing my matriculation in 2002, I was doing odd jobs like plumbing and often offered my services as an electrician to earn a livelihood. Then, I learnt about the Retail Chain course offered by TPDDL's Vocational Training Center. I enrolled myself in their 70 days course and learnt English speaking, etiquettes and basic computers. I now work with Chai Point as a sales executive and make a decent living."



ADULT LITERACY CENTER FOR WOMEN



We provide functional literacy to women beneficiaries through our Adult Literacy Program. The six month program works on Computer Based Functional Literacy Software of TCS which enables them to read and write alphabets & understand numerals through animated videos. They have also been roped in to collect electricity dues under 'Earn while Learn' Program.



Vibha

Bhalaswa Dairy

"Since I hail from a backward village I never got a chance to go to school. After getting married, I invested all my energy into household chores. One day, I learned about adult literacy classes being held in my neighborhood by TPDDL and I decided to enroll in the program. Today, I am well versed with alphabets, words, numerals and can read bus numbers, electricity bills, newspapers and magazines. I, now feel a sense of empowerment."



Anju Wadhwa

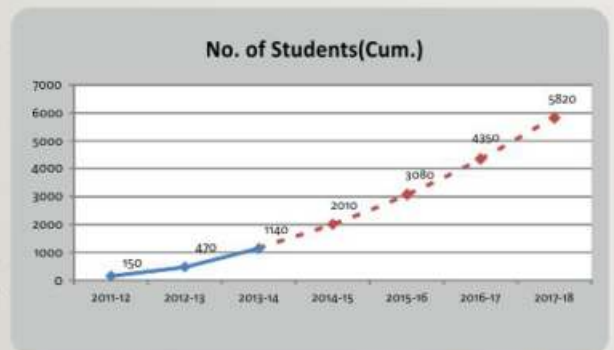
Program Manager-Dhanpatmal Virmani Education Trust

"I have been associated with the Adult Literacy Program of TPDDL since I became the center-in-charge of my community. My job entailed household visits, motivating women to come to the center and enroll them for further studies. Observing my hard work and organization skills, I was promoted and was asked to supervise 12 centers within a year and a half. I took an oath along with my co-center in-charges to make people understand the value of education. Soon my profession became my passion. For me, there is no better reason to be happy than serving as a bridge in the journey to enlightenment & wisdom. The faith & trust bestowed upon me by TPDDL enhanced my performance with each passing year. Today, I handle 114 centers as a Program Manager."



TUTORIAL CENTERS

We provide supplementary education to the needy & underprivileged children through our Tutorial Centers. Our vocational training centers serve a dual purpose of imparting vocational training as well as supplementary education to nearly 500 children from standard I-X. The teachers are selected from the community itself to teach these underprivileged children. The children are not just supported in their studies but are also groomed in extracurricular activities like painting, skits, singing, dancing etc. The aim of the program is to achieve a holistic development of children.



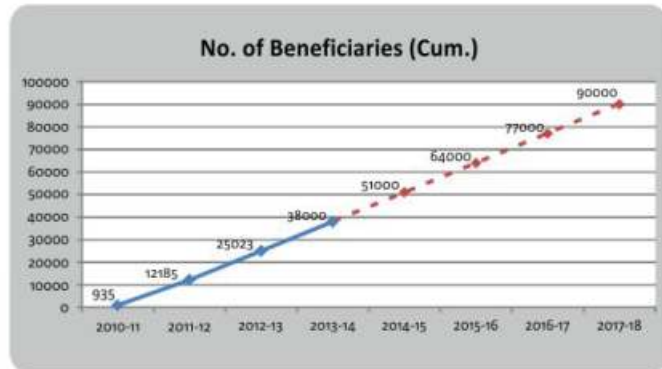
Rubiya Sultanpuri

"My father is an alcoholic. While growing up I have witnessed domestic violence. Due to such circumstances, I was unable to focus on my studies. After joining TPDDL tutorial center, I feel assured of a bright future."



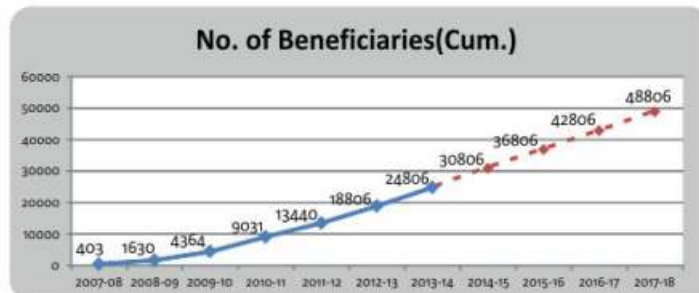
MOBILE DISPENSARY VAN for JJ Cluster Residents

Sanjeevani – our mobile dispensary vans have been treating JJ Cluster residents at their localities for more than two years. Equipped with a doctor, a pharmacist, bed and medicines. The van caters to their day-to-day health issues. Since Feb. 2011, the van has covered more than 25,000 beneficiaries.



DRUG DE-ADDICTION CAMPS

We regularly organize drug de-addiction camps for the residents of JJ Clusters. Here, majority of residents are drug addicts and survive on meager daily incomes. These camps provide them with free homeopathic medicines and counselling to overcome addiction and lead a normal life.



Karan Singh

"I was an alcoholic and a big portion of my income was spent on buying liquor. This affected my productivity & efficiency at work. One evening, I saw a de-addiction camp near my work place. I went there and TPDDL volunteers and doctors counselled me to leave this habit. Since then, I have been regularly taking homeopathic medicines distributed by TPDDL and have also cut down on drinking."



HELPING THE SPECIALLY ABLED

We support *Viklang Margdarshan Kendra*, a one stop service window that provides the information, services apart from public advocacy & litigation for specially abled individuals from the weaker sections of the society.

Services offered:

- Counselling services and assistance in procuring disability certificate, disabled identity card, rail and bus passes, disability scholarship to students etc.
- Provide finances and give opportunities for self-employment
- Free helpline number facility

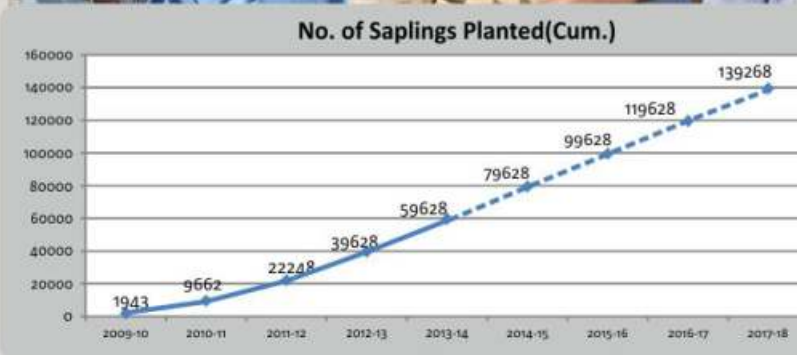
The center caters to nearly 500 specially-abled individuals every month and has benefitted a total of 14,483 individuals since October' 2011.



HARIT EK PAHAL

Tree Plantation Drive

We have begun a tree plantation campaign – 'Harit Ek Pahal' where we have partnered with various stakeholders to carry out plantation drives across Delhi. We are also a member of a Greening Agency within the Department of Forest & Wildlife, Government of Delhi. Together, we have planted over 37,000 saplings in the last 3 years at offices, schools, colleges, RWA parks and in CRPF camp area. TPDDL has also been recognized by the Department of Forest & Wildlife, Government of Delhi for its initiative.



COMMITMENT TO AFFIRMATIVE ACTION

We have adopted the Tata Affirmative Action Policy. Our Affirmative Action program has undertaken initiatives in the areas of Education, Employment, Entrepreneurship and Employability for Scheduled Caste and Scheduled Tribe communities.

Karuna Shankar

"My father is a seasonal farmer with a small land holding in Uttar Pradesh. Maintaining a big family is difficult for him. After qualifying ITI, I managed to deposit the admission fee but could not meet the regular course fee as it was quite burdensome for my family. Thereafter, I came to learn that TPDDL helps the underprivileged SC/ST students with scholarships which enables them to complete their education. I qualified the scholarship test and got the scholarship. After the completion of my course, TPDDL also offered me a job. I am currently working as an electrician with a Business Associate of TPDDL. I am really thankful to TPDDL for giving a direction to my career."



Mohit

"My father's disability resulted in my family's poor economic condition. I always wanted to improve the condition of my family and worked hard to secure good marks. Although, I got admission in Electrical Engineering at Delhi Technological University, I could not afford the fee. I am very grateful to TPDDL's Affirmative Action Program which helped me to complete the course. Presently, I am in the fourth year of engineering and can look forward to a bright future."



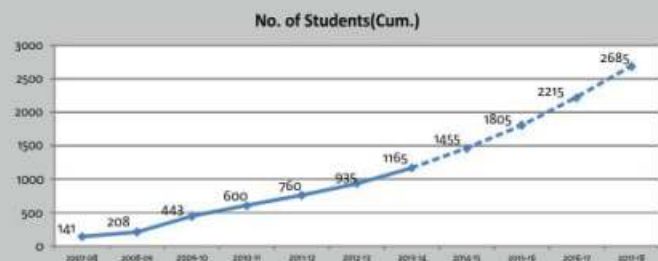
EDUCATION

Through initiatives in education, we are trying to reduce the school dropout rate which is the highest amongst the SC/ST students.

Support to students of Government schools

Educational support through aids & counselling: Students are supported with reference books, school bags and other stationery items. Also customized personality development, interpersonal skills, career counseling and competency testing sessions of these students are organised annually. Program has benefitted students from 36 Government Schools.

Educational Support to SC/ST Students



EMPLOYABILITY

Supporting underprivileged SC/ST students pursuing technical education & professional courses

So far, we have supported 450 meritorious & underprivileged SC/ST students pursuing Engineering / I.T.I / Diploma & professional courses from Engineering colleges, Polytechnics & Industrial Training Institutes.

ENTREPRENEURSHIP

Electrician Training imparted to SC/ST students

We have utilized our core competence in electrical network management by imparting electrician training to underprivileged students. Over 300 unemployed SC/ST youth residing in slums and re-settlement colonies, are trained as electricians. Majority of the beneficiaries are engaged in domestic electrical jobs, through shops or self-employment. Some of them have secured full time employment in the TPDDL supply chain.

Promoting SC/ST Vendors

We give special focus on developing competent SC/ST owned companies as franchisees for commercial tasks. Appropriate clauses are introduced in contractual norms to promote SC/ST vendors in the supply chain. We also encourage vendors to enhance their SC/ST employee base.

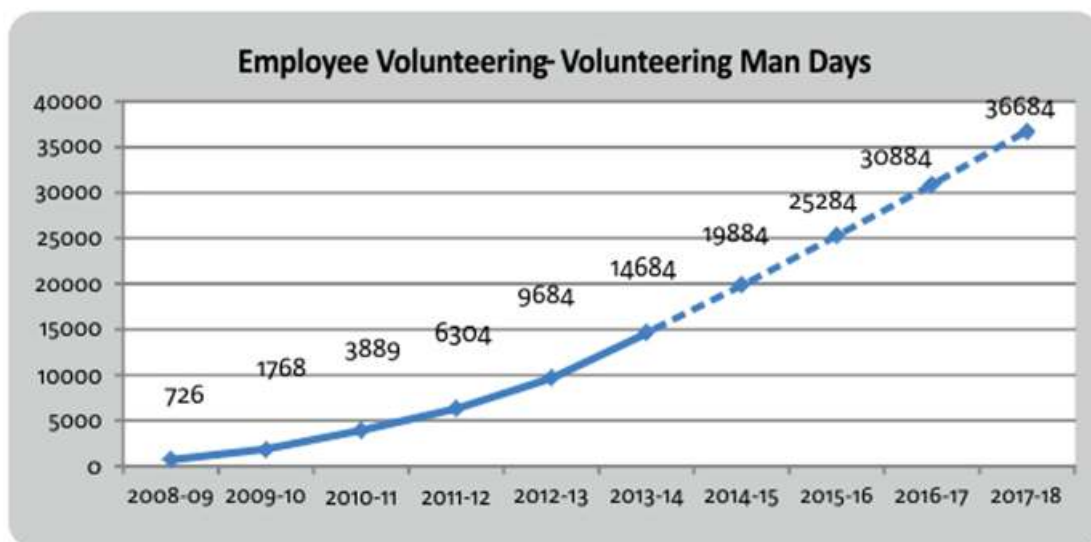
EMPLOYMENT

We consciously encourage positive discrimination in recruitment and promotions with a focussed approach on training and development in order to enhance effectiveness and creating a level playing field for SC/ST workforce. During campus recruitments, if their profiles are found to be at par with the rest of the candidates, then they are given preference.

Employee profile (TPDDL Roll)		Employee profile (Business Associates)	
SC/STs = 696	Others = 2969	SC/STs = 2240	Others = 3360

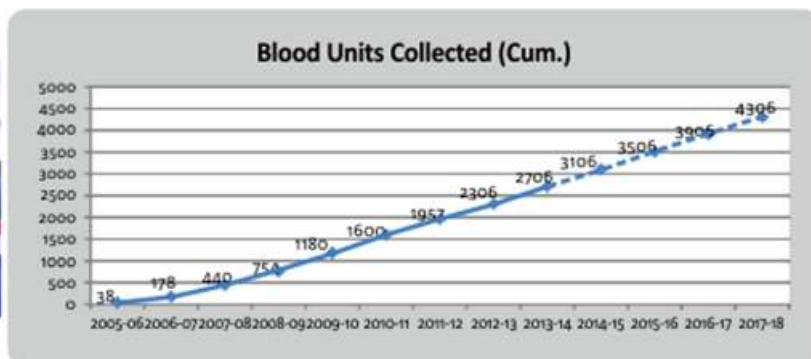
EMPLOYEE VOLUNTEERISM IN VALUE CREATION

Employee volunteerism in CSR activities has been a part of the TATA Group ethos. The culture of volunteerism amongst employees is encouraged and cascades down from the senior most employee of the organization to the junior most.



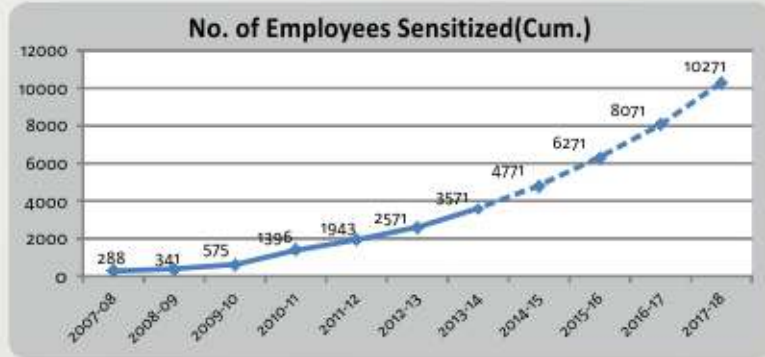
BLOOD DONATION CAMPS

In association with the Indian Red Cross Society, we organize blood donation camps across the company where employees, their family members, BA staff and RWA members donate blood. It is then sent to the blood banks of Red Cross Society, India.



HIV/AIDS AWARENESS CAMPAIGN

In association with the Delhi State AIDS Control Society & International Labor Organization, we run HIV/AIDS workplace intervention plan for employees, business associate staff and consumers.



WARM CLOTHES DONATION

We organize warm clothes collection drives across the organization. Through these drives employees are requested to donate their used warm clothes. These clothes are further passed on to partner NGOs which then distribute them to various *Raen Baseras* (night shelters) and to JJ cluster residents.



SUPPORT TO CHILD HOMES

We provide monthly medical support to children staying in homes like SOS Bawana and Child Home at Badli. TPDDL volunteers make regular visits to their homes.



Four Pillars of TPDDL's CSR Policy

- Employability
- Entrepreneurship
- Education
- Employment



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