

with you *Non-Stop*



GIVING WINGS TO
A MILLION DREAMS



TATA POWER-DDL
SAATHI
SOCIAL INNOVATIONS



Empowering Society

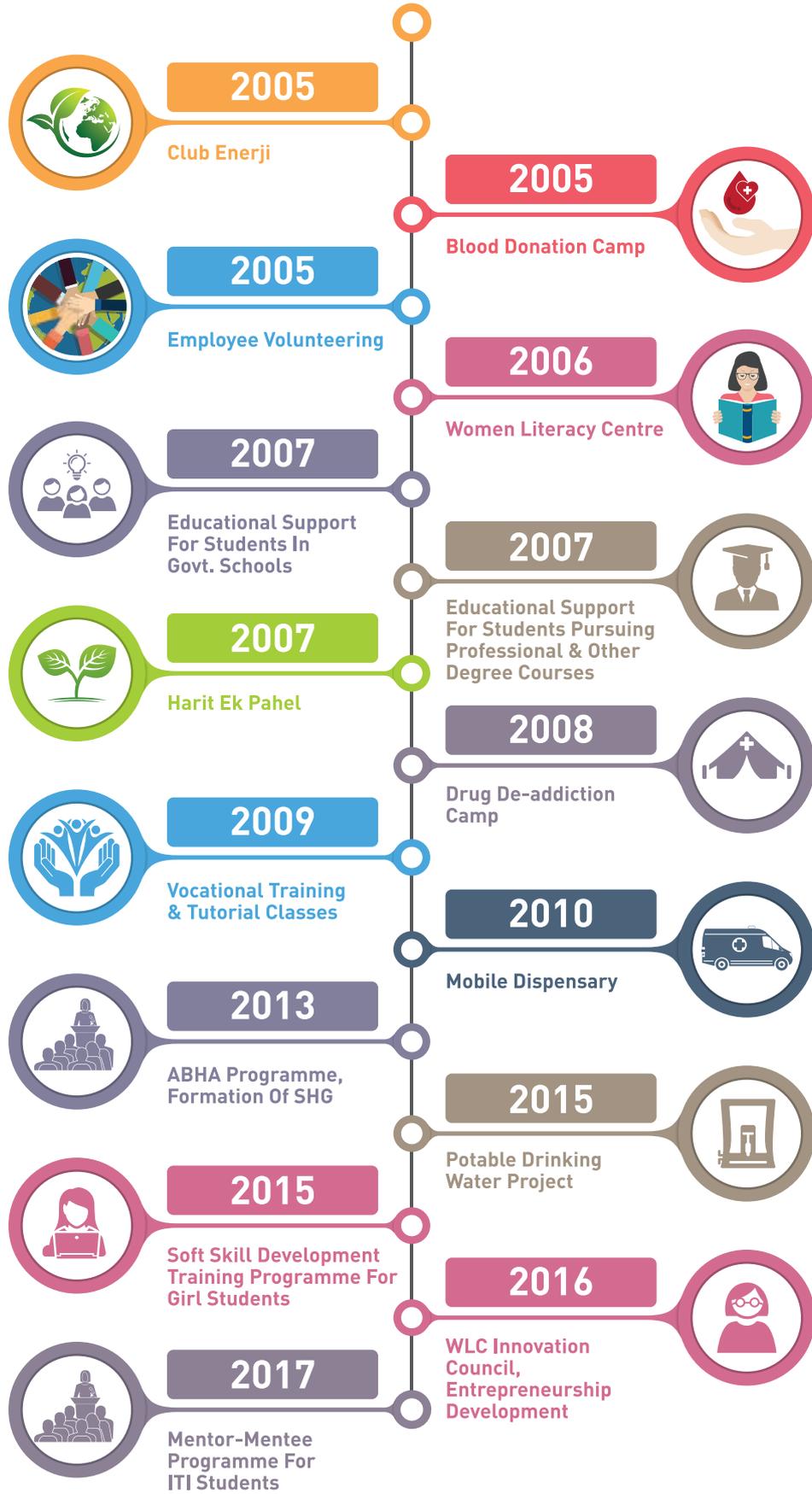
Tata Group's philosophy of being a responsible corporate citizen is a legacy of its founders. The group has undertaken various community initiatives to improve the quality of life of the local community and society.

At Tata Power-DDL, the legacy of Tata group for holistic development of underprivileged communities, societies and nation becomes the guiding force. So, the company has undertaken more than 200 listed JJ clusters and resettlement colonies, unauthorised colonies and villages as its area of operation. The community outreach programmes, working on the lines of triple bottom line approach, aims to serve key communities in a systematic and planned way.

To simplify and amplify CSR projects with self-explanatory names Corporate Social Responsibility Dept. has been renamed as Social Innovation Group. To have a better connectivity with the target beneficiaries of CSR the programmes have been renamed in language of the land - Hindi. The programmes have been brought under one umbrella brand and four verticals.



A Satisfying Journey





Tata Power DDL - SAATHI

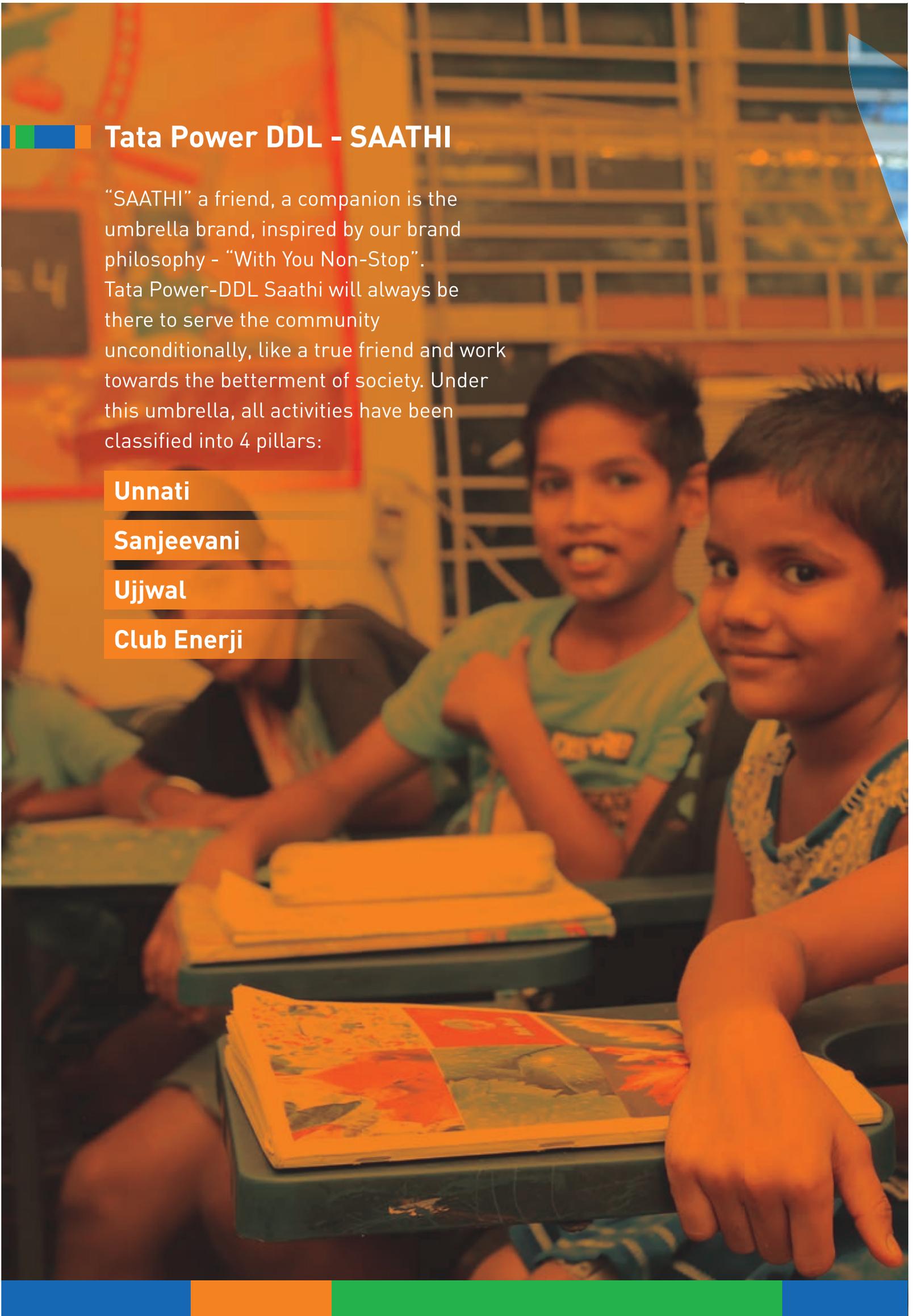
“SAATHI” a friend, a companion is the umbrella brand, inspired by our brand philosophy - “With You Non-Stop”. Tata Power-DDL Saathi will always be there to serve the community unconditionally, like a true friend and work towards the betterment of society. Under this umbrella, all activities have been classified into 4 pillars:

Unnati

Sanjeevani

Ujjwal

Club Enerji





TATA POWER-DDL

SAATHI

SOCIAL INNOVATIONS





Women Literacy Centre

Under this programme, functional literacy is provided to women residing in JJ cluster, resettlement colonies and urban villages.

This software based programme developed by Tata consultancy Services (TCS) imparts functional literacy in Hindi and Arithmetic. An educated woman instructor is identified within the community to conduct classes at her home. The classes are conducted 6 days a week for a duration of 1.5 hours. Library facility and Hindi newspaper subscription are also provided at the centres so that the women who have completed the course don't lose track of studies.

Post programme, the women are able to read newspapers, check homework of their kids, write letters in Hindi, do basic calculations etc. Currently, we run 350 centres with an annual participation of 21,000 women.

In addition to this, annual meets are conducted where instructors, beneficiaries and their families witness and participate in various cultural programmes showcased by various NGOs. The best performing WLCs, Centre In-charge, Coordinators, ABHA (Brand Ambassadors) as well as NGOs are rewarded and recognised at the event.

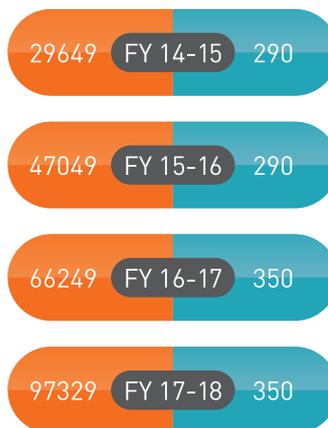


WLC-Case Study

“I have been associated with Tata Power-DDL Women Literacy Programme as in-charge of one the centres. I come from a low income family and my mother is suffering from paralysis. Due to my hard work, I got promoted as senior coordinator and later on as Manager. Now I earn ₹ 15000/- per month, which helps me support my family. I also came to know about its scholarship programme for higher studies, which motivated me to continue my studies through distance learning from IGNOU. I am really proud to be associated with Tata Power-DDL. It has enabled me to earn a living and accomplish my dreams.”

VINITA - WLC Manager

Women Literacy Centre No. Of Benficiaries



Women Literacy Centre No. Of Centres



*Till Nov'17



ABHA Programme

Tata Power DDL has roped in WLC instructors and beneficiaries as ABHA members to promote and sensitise communities about Social Innovation Group's various programmes like vocational training, free health services through mobile dispensaries, drug de-addiction camps, facilitating 'Pay & Win' scheme, accidental life insurance schemes, bill distribution etc. Currently, 841 women are working as ABHA members in these clusters. ABHA members are also part of company's 'Earn While You Learn' programme where they act as direct touch points for facilitating payment of arrears from JJ clusters residents.

Entrepreneurship Development Programme

Several Self-Help Groups (SHG) were formed to provide financial empowerment to the beneficiaries of Women Literacy Centres. At present, 292 SHGs are functional and have been linked to nationalised banks where they can deposit their savings. Under our Entrepreneurship Development Programme, three different agencies were identified to ensure training and developing forward linkages for entrepreneurship ventures for 151 SHGs. These SHGs are trained in various skills such as chocolate making, soft toys making, interior designing materials and linkages are developed to sell the products in the market. Beneficiaries have already started earning ₹ 5000 to ₹ 8000 per month.



Entrepreneurship Development Programme - Case Study

“The financial condition of my family was not good. Whatever I earned was clearly not enough for my family. Tata Power-DDL gave me an opportunity to work as an instructor at their Women Literacy Programme at Jahangirpuri. I worked there for 2 years, which helped me to groom my personality and improve my communication skills. I also worked as ABHA, which made people in the community recognise me. I also got an opportunity to be a part of Self Help Group wherein I learnt chocolate making. I started selling my chocolates in shops on festive occasions. I would like to thank Tata Power DDL for making me what I am today.”

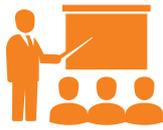
PRAVEEN



WLC Innovation Council

At Tata Power-DDL, we follow a bottom-up approach for holistic development of the society. With the same vision, SIG Innovation Council was set up where the idea is to learn from the community. The council comprises of 20 WLC instructors from different districts along with SIG team members. The first objective is to identify areas of asset building

based on the needs of the community, through focused group discussions with council members. In addition to this, the council also provides a platform to WLC beneficiaries and their families to showcase their talent at various cultural events of SIG. The idea of Innovation Council is to promote the interests of our communities and to provide them a platform to facilitate these interests through engagement and collaboration.



Vocational Training Centre And Tutorial Classes

Our Vocational Training Centres impart job-ready skills to unemployed youth from SC/ST categories and school dropouts. Various functions, like identification of beneficiaries, selection of teachers, conducting classes, examination and placements are done in association with our NGO

partners. The courses are identified meticulously based on the need of the community and marketability of the skills. The various courses offered are Hospital Assistance, Stitching & Tailoring, Beautician, Retail Chain Assistance, Office Assistance, Computer Operation, Tally, Electrician and Mobile Repairing. After the completion of the course, a certificate is provided by Jan Shikshan Sansthan, an independent certifying body under the HRD Ministry.



Soft Skill Development Training Programme For Girl Students

Approx. 10000 girl students from the AA community studying in Classes-XI & XII from 13 Government schools have benefitted through the training programme for Soft Skill, Personality Development, English Speaking, and general awareness like Self-defense, Hygiene through monthly sessions by professional counselors.



■ Total No. of Beneficiaries

*Till Nov'17

Currently, 19 VT centres are running, which have benefitted 20759 youngsters, who are working at shops, firms, beauty parlours and also operate from home.

We have also developed follow-up mechanism to handhold beneficiaries for 2 years after they have completed the course.

The centres are also running short term programmes of 70 days in Retail Chain & Office Assistance in association with Nielsen India. Placement weeks are organised where beneficiaries get placed in Retail Chain firms like Café Coffee Day, Westside, Fun Cinema, KFC etc.

The locations in which our vocational training centres are developed are fully equipped with all the provisions that enable us to run tutorial classes along with other income-generating trainings. These VT centres are located in the heart of their communities, making them easily accessible to children (both school going and dropouts).

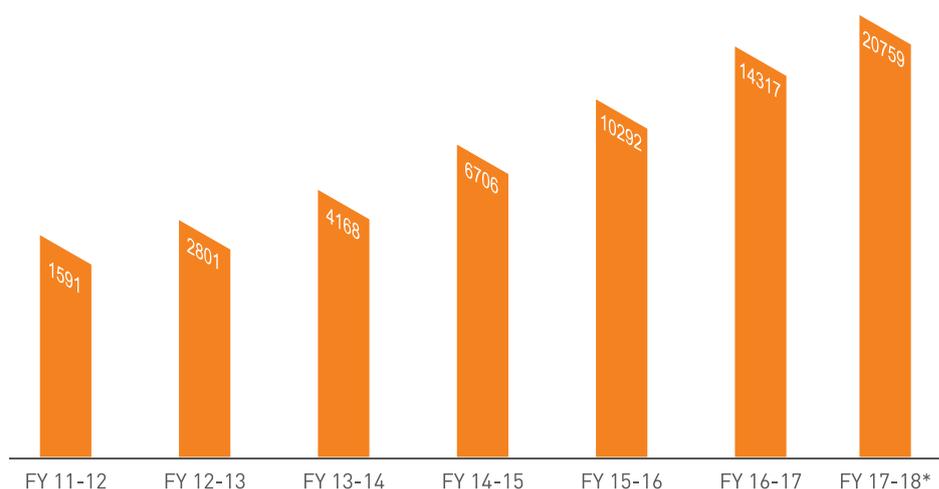
The school going students from standard 1-10 are roped in and given supplementary education. The kids are not just supported in their studies but are also groomed in extracurricular activities such as painting, skits, singing and dancing. Annually more than 1800 students are getting benefitted through these centres.



Vocational Training Centre - Case Study

“ My name is Aarti. I am resident of B Block, Jahangir Puri , New Delhi. We are 6 members in the family. My father works as a shopkeeper. He earns around ₹ 11.000 per month. My mother is a homemaker. I joined the Retail Programme, which I completed in 50 days. I learnt about Retail, Basic Computer, Life skills, Personality Development, English Speaking, Smart Classes and Value Class. I feel positive after the training. I gathered good knowledge and made friends. I also developed life skills and have improved spoken English, that is very useful for me. Now I am able to help my family. My father feels proud of me. I am working at CCD as a Team Member – Level 1. My Salary is ₹ 10,497 per month. I am very happy. ”

AARTI



■ Total No. of Beneficiaries

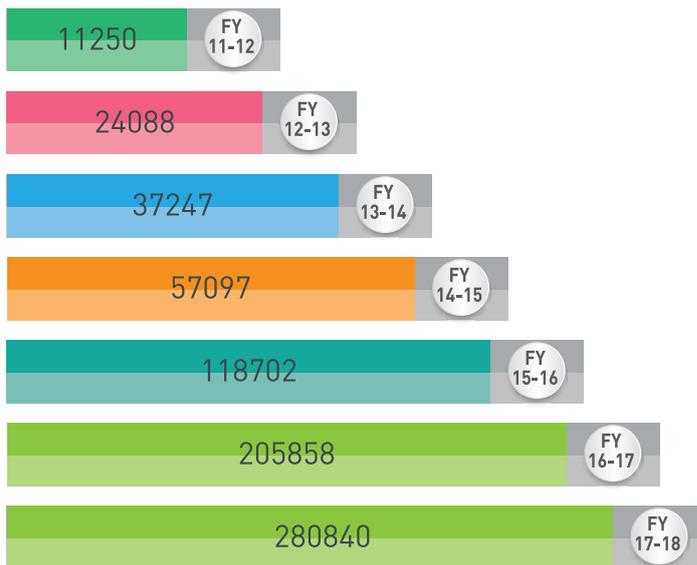
*Till Nov'17



Mobile Dispensary

Mobile Dispensary vans provide free medicine and consultancy to the residents of JJ clusters, who suffer from lack of sanitation and unhygienic living conditions. For these people, healthcare takes a backseat due to financial constraints. They often opt for low quality treatment, which prolongs and aggravates their suffering.

Currently, we have four mobile dispensary vans, equipped with a doctor, a pharmacist, a bed and medicines. These vans serve 200+ JJ clusters by making daily visits to identified clusters on a weekly basis or 60 JJ clusters in a month. Beneficiaries of VT Centres are also provided medical services through these mobile dispensaries. Over the years, more than 2 lakh beneficiaries have availed of the services. In FY 17-18 more than 74000 beneficiaries were covered by Mobile Dispensaries.

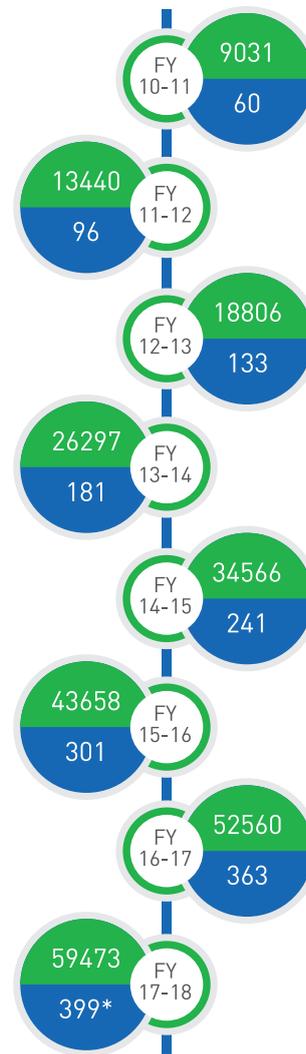


Mobile Dispensary No. of Beneficiaries



Drug De-addiction Camps

Drug de-addiction camps are conducted in association with Prajapita Brahm Kumaris. They cater to those who want to get rid of their addiction. It also creates awareness among the residents of JJ Clusters, counsels the addicts and gives free homeopathy medicines. There are follow-up camps within a month to assess the efficacy of the campaign. Beneficiaries are interviewed along with their family members in order to verify their improvement. A total of 60 camps are organised per annum and till now 56,677 beneficiaries have been covered through these camps. The success rate of drug de-addiction has been approximately 15% of the total attendees.



No. of Camps

No. of Beneficiaries

Blood Donation Camps

Regular Blood Donation Camps are organised, in partnership with Indian Red Cross Society, where various employees are invited to donate blood. These camps are organised on pre-communicated dates at Tata Power-DDL offices. So far, Tata Power-DDL has donated 3886 units of blood and has been recognised four times by Indian Red Cross Society.



Total no. of Blood Unit Donated from 2011 to 2017 **3886***



Potable Drinking Water Project (Water ATM)

Tata Power-DDL, in collaboration with Tata Projects, designed and developed Skid Mounted RO Purification Unit in the capacity of 500 Litre per Hour (LPH). This plant helps remove high TDS, fluorides and other contaminations and provides safe drinking water to the community. Under this Project (RO Plants) 47 RO water units have been installed at schools, Institutions, clusters and metro stations, benefitting more than 2.10 lakh students, cluster residents and

metro travellers. The RO plant sites in the JJ clusters are taken care by women of the Self Help Group (SHG). The basic idea behind this project is to make it self-sustaining. However, Tata Power-DDL continues to supervise the maintenance, control and upkeep of the plant. The households registered for the scheme are allowed to draw 10 litres of water per day for just ₹ 1. They are issued swipe cards to facilitate the drawing of water. A maximum of 10 litres can be drawn every day. Awareness programme about safe drinking water and RO plants are also organised by the women from the SHG.



*Till Nov'17



Educational Support For Students In Government Schools

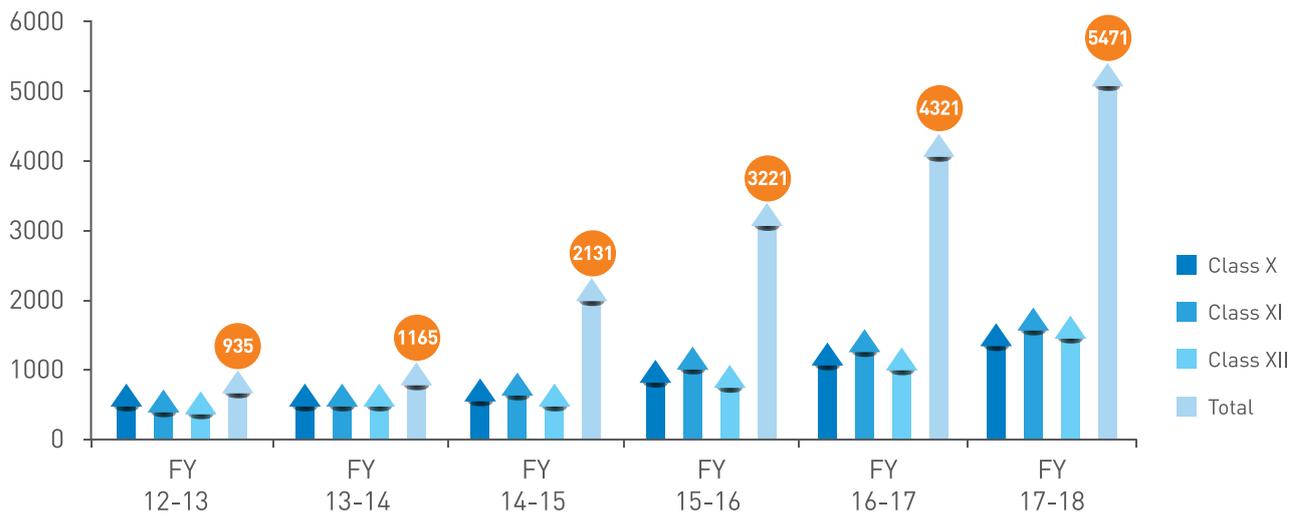
Students of Class-X, XI & XII from 48 government schools are provided scholarships every year in terms of reference books and stationeries, selected on means-cum-merit basis. Approximately 5500 students including wards of Women Literacy Centre (WLC) beneficiaries have benefitted through this programme till date. Personalised one-to-one sessions, as well as open sessions are conducted to help students choose subjects/vocational courses.



Educational Support - Case Study

“ When I got admission in Electrical Engineering at Delhi Technological University (DTU) in 2010, it was impossible for my family to arrange fees for the course. It was when Tata Power DDL’s Affirmative Action program came to my rescue. It sponsored my full tuition fee and I completed my B. Tech without any hassles. After which Tata Power DDL even let me work with them as a trainee. Later when I got selected at Indian Institute of Science, Bangalore in 2014, it supported me again with my course fee. After M.Tech, I got selected in Maxlinear company as ASIC Design Engineer at a package of Rs.14 Lakhs/Annum. My entire family is grateful to Tata Power DDL for their constant support. ”

MOHIT KUMAR

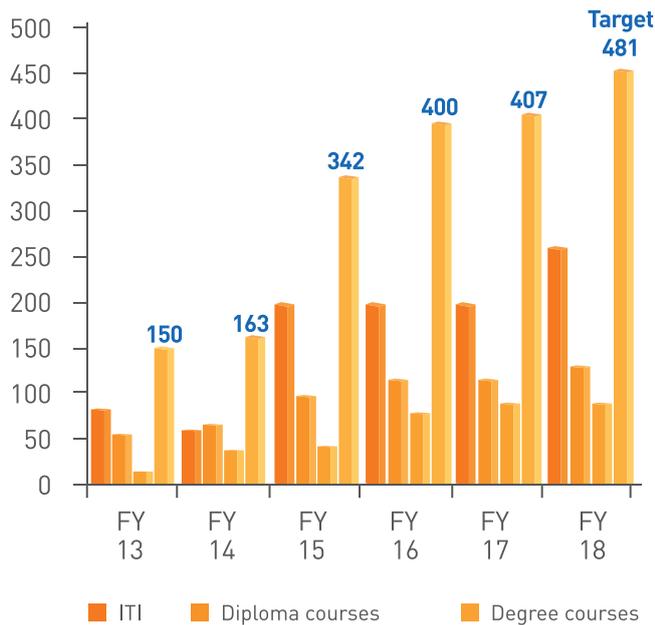


Support to Government school students (Cumulative Figure)



Educational Support For Students Pursuing Professional & Other Degree Courses

Approximately 2207 students, including wards of WLC beneficiaries pursuing Engineering, ITI, diploma and different degree & post graduate degree courses from prestigious universities & government colleges have been awarded scholarship in the form of their annual tuition fee till date. 70 percent of them have been placed in reputed organisations including Tata Power-DDL supply chain through campus placements.



Educational Support - Case Study

“ My father works as store keeper in a cosmetic shop to support our family of 6. I became associated with Tata Power-DDL’s scholarship programme where I got career counselling, reference books and stationary items. Post intermediate, I cleared MBBS entrance for Maulana Azad Medical College, one of the oldest and most prestigious institutes. However meeting the fee was a big concern. But Tata Power DDL decided to support my medical studies too. I am grateful to them for playing a significant role in my life. ”

SHUBHAM

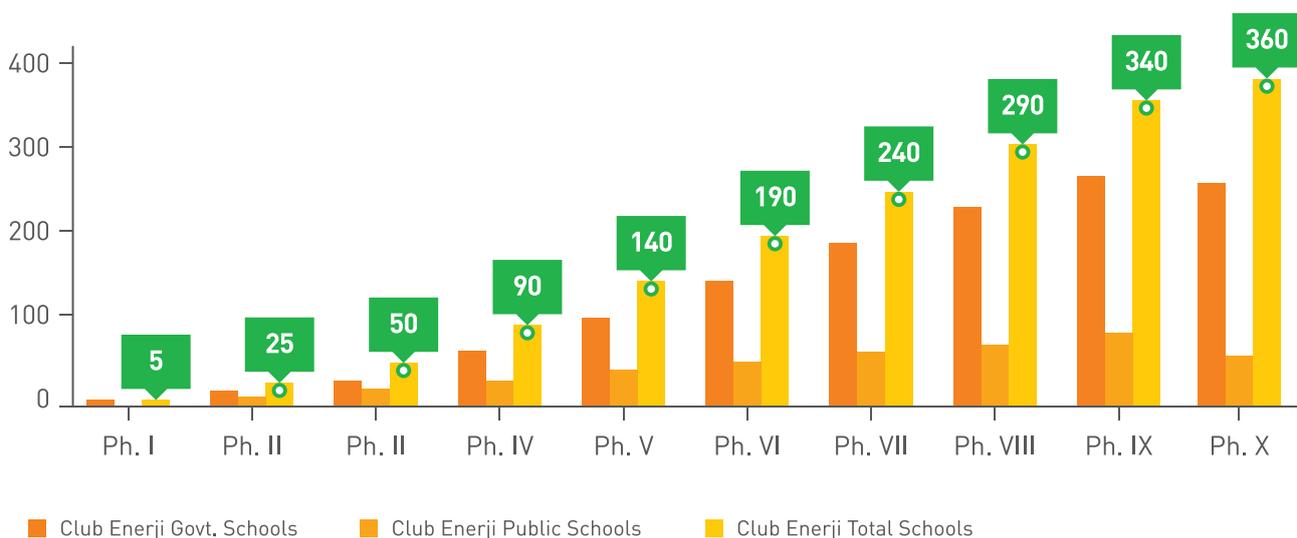




Club Enerji is a programme for building a healthy and clean environment. It aims to sensitise school students from standard VI to XII, their family members and neighbours about Energy Conservation, Climate Change and Safety and bring a behavioral change in them. The programme is carried out by Tata Power-DDL volunteers and technical team, wherein booklets containing electricity conservation tips, climate change and safety awareness are given to each student. They are sensitised to monitor electricity consumption at their homes and measure it. Students saving maximum electricity and sensitising maximum number of individuals are awarded at the end of the year.

At the annual celebration - Urja Mela, essay competition, banner making, science model display, quiz, debate and nukkad naatak are conducted on these subjects and individual prizes and overall Urja Cup are awarded to good performances.

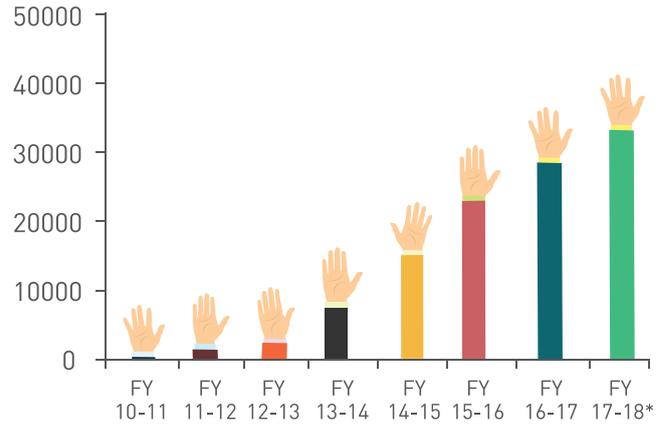
Since the inception of Club Enerji in 2004 with 5 schools as members, we have made lakhs of students, teachers and neighbors aware about energy conservation, and have reached 340 schools (260 Govt. + 80 Public schools) till date. It resulted in the saving of nearly 17.46 lakh units of electricity. Currently 37,000 students from 50 new schools i.e. 20 new schools(10 govt. + 10 public) + 30 old phase schools are engaged in phase X.





Employee Volunteering

A dedicated SEWA portal is launched for SIG initiatives that seeks volunteering for various events. Also, SIG activities have become part of employees KRAs to enhance the employee engagement. Community Reach-Out Programme (CROP), Vocational Training, Tree Plantation, Walkathons, Drug De-addiction Camps, Blood Donation Camps, Hands of Warmth, Book Donation, SA 8000 Sensitisation etc. are few of the activities which are carried majorly by the volunteers. In 2016-18, 8525 volunteers participated in 150 CSR volunteering events.



Employee Volunteers

*Till Nov'17



Harit Ek Pahel

The programme aims to contribute to ecological restoration by tree plantation. The plantation locations are identified in consultation with employees, CRPF, ITBP, schools, colleges, RWAs, Tata Power DDL Offices & Grids. Post plantation survival status of saplings is monitored quarterly.

We are happy to share that Tata Power DDL has been selected as one of the Greening Agencies of GoNCTD. In FY 17-18, 30,731 sapling were planted and more than 1,60,000 saplings have been planted till date.



Total number of trees planted from 2010 to 2017- **163251**

Tata Power DDL - With You Non-Stop

Tata Power Delhi Distribution Limited [Tata Power-DDL] is a joint venture between Tata Power and the Government of NCT of Delhi with the majority stake (51%) being held by Tata Power. Tata Power-DDL distributes electricity in North & North West Delhi, serving a population of 7 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 1.6 million and a peak load of around 1791 MW (in FY2017), the company's operations span across an area of 510 sq. kms.

Tata Power-DDL has been the frontrunner in implementing power distribution reforms in the capital city and is acknowledged for its consumer friendly practices. Since privatisation, the Aggregate Technical & Commercial (AT&C) losses in Tata Power-DDL areas have shown a record decline. Today, AT&C losses stand at 8.59% (March, 2017) which is an unprecedented reduction of around 84% from an opening loss level of 53% in July 2002.



TATA POWER-DDL

with you *Non-Stop*

TATA Power Delhi Distribution Limited

A Tata Power and Delhi Government Joint Venture

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