



पावरग्रिड

CSR Annual Report

2017-18

TRANSFORMING LIVES  
SPREADING SMILES

## CSR Vision

To be a corporate that sets a long term strategy for Social & Economic Development of communities through initiatives in Rural Development, Education, Skill Development, Health and other areas of national importance and adhere to sustainable environmental practices.

## CSR Mission

To align CSR and Sustainability policy with the business policy so as to conduct business in a sustainable manner adhering to the principles of Avoidance, Minimization and Mitigation in dealing with environmental and social issues and to undertake high impact community development projects of national and local importance in consultation with stakeholders.





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## Transformation in...

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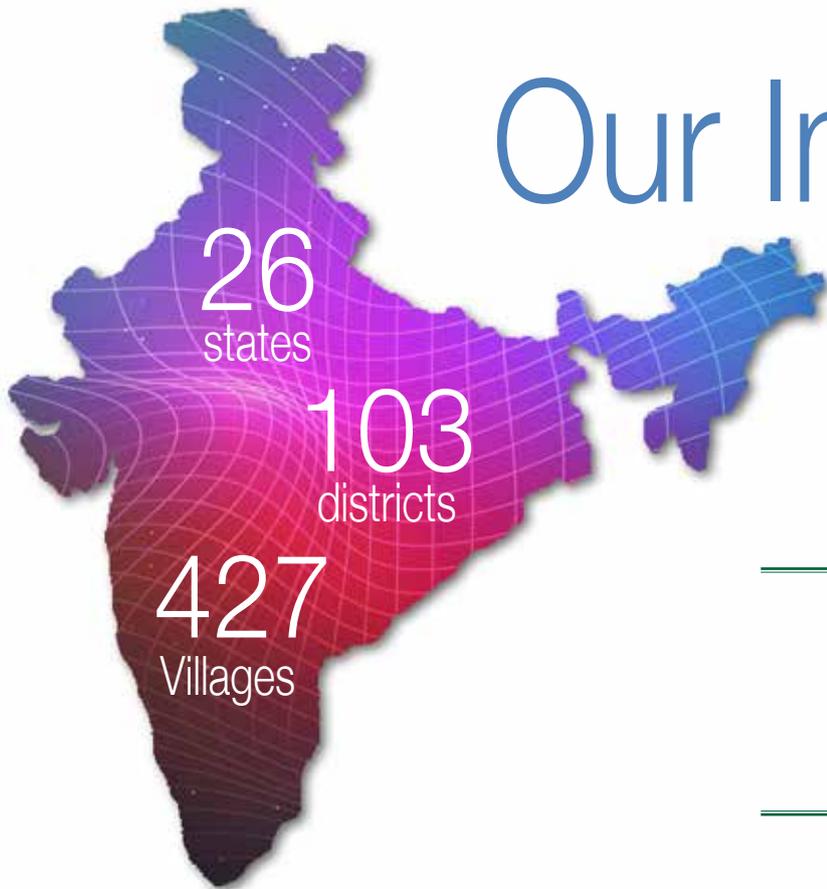


Skill  
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Drinking Water  
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# Our Impact



POWERGRID first enacted its CSR policy in 2009, way before the issues of CSR guidelines were issued by the department of public enterprises in 2010.

For complying with the revised DPE guidelines and Companies Act 2013, our CSR policy was revised in 2013 and 2014.

.....➔  
**Our IMPACT since the inclusion of mandated CSR in the Companies Act**  
.....➔

## 2013-14

**Built skills of 764 unemployed youth** in transmission line tower erection & stringing

**Provided 28 ambulances** to government hospitals, Primary Health Centres and medical colleges at various locations across the country

**Renovated 18 existing cremation sites** in Guna and Shivpuri district, Madhya Pradesh

## 2014-15

**Provided financial assistance for supporting education of 850 children**, orphaned due to militancy/communal violence in Assam and Manipur, through National Foundation for Communal Harmony (NFCH)

**Supported medical treatment of 250 mal-nourished children** in Bina, Madhya Pradesh, under Project Sanjeevani

**Constructed two 40,000 litre RCC overhead water tanks** at Bhimasar village, Kutch in Gujarat

**Provided 10,000 tarpaulin sheets & 1000 sets of clothing item kits to flood victims in Odisha**

# 5151

# 1558

# 37,630

## Educational Institutions

## Health Institutions

## individuals through capacity building

### Alignment with SDGs



United Nation's Sustainability Development Goals (SDGs) announced in 2015, also set the foundation for the alignment of POWERGRID's core business priorities to the Global Goals and targets. POWERGRID's thrust areas focus on prioritizing the relevant SDG goals – Health, Education, Rural Development, Water & Sanitation, and Capacity Building.

#### 2015-16

**Provided skill development training to 360 under-privileged/unemployed youth**

**Conducted health camps at 30 locations** near POWERGRID's establishments

**Provided financial assistance for education of 1315 children**, orphaned due to militancy/communal violence in Assam, Manipur and Jammu & Kashmir, through National Foundation for Communal Harmony (NFCH)

**Supported education of 4166 children** of Armed Forces veterans and War-widows

**Constructed 9441 toilet blocks** in 4243 schools at various locations across the country under Swachh Vidhyalaya Abhiyan

**Provided 55 ambulances** to government hospitals and Primary Health Centres

#### 2016-17

**Constructed 40-room boys hostel** at Pt. Ravishankar Shukla University, Raipur, Chhattisgarh

**Provided skill development training to 560 under-privileged / unemployed youth**

**Distributed 4790 aids and appliances** to persons with disabilities

**Organized health check-up camps in 97 locations** near POWERGRID's establishments

**Established 4-bedded Modular ICU Unit** at district hospital in Aurangabad, Bihar

**Installed SPV power plant of 100 KWP capacity** at Indian Institute of Forest Management (IIFM), Bhopal, Madhya Pradesh

**Provided 40 ambulances** to government hospitals / Community Health Centres at different locations in Jharkhand and Bihar

#### 2017-18

**Comprehensive development of Baidyanath Dham**, Deoghar, Jharkhand under Swachh Iconic Place (SIP)

**Improved Rural Livelihoods through Farmer-centric Integrated Watershed Management** at Kurnool in Andhra Pradesh and Kudgi in Karnataka, by ICRISAT in 10,000 Hectares of land

**Provided Skill Development training to 5000 youth** in 33 locations across India through NSDC

**POWERGRID Vishram Sadan at AIIMS**, New Delhi made operational in January, 2018

**Constructed 'POWERGRID Center for Capacity development in Oncology'** at B.Borooah Cancer Institute, Guwahati, Assam

**Part funding for Nuclear Medicine Theranostics facility** at TATA Memorial Hospital, Mumbai, Maharashtra

# From the CMD

At POWERGRID the quest has always been to enhance the quality of life of the communities we work with.



POWERGRID, with its conscientious focus on corporate citizenship, considers environmental stewardship and societal well-being as a way of doing business. Social Responsibility, while providing for integration of social and environmental concerns in the business operations, is now widely recognized as a key driver to promote sustainable development.

POWERGRID fore-grounded its commitment towards well-being of the society by aligning its strategies with the greater good of the country and its people. We constantly engage with project implementation partners, stakeholders, beneficiaries and local communities, studying the potential impact of our activities and making meaningful interventions. Today, with our strong presence across the length and breadth of the country, we have been able to make positive impact in the lives of people.

In compliance with Section 135, Schedule VII of the Companies Act, 2013, we have undertaken various CSR activities during

the FY 2017-18 with focus on Health, Rural Development, Skill Development, Education and Environment. Our CSR activities are also in alignment with the Sustainable Development Goals (SDGs) Framework, 2013. During the year, POWERGRID spent ₹ 157.99 Crore.

Our initiatives are focussed towards improvement in the quality of life of the underprivileged and during the year one of our major achievements has been operationalizing 300-bedded POWERGRID Vishram Sadan at AllMS, New Delhi. We have also completed numerous long-term projects – imparted skill development training to around 5000 youth at 33 locations through NSDC; implemented advanced agriculture adaptation technologies at Kurnool, Andhra Pradesh and Kudgi, Karnataka.

This year our focus was also towards improving the overall sanitation near our establishments. We have also undertaken comprehensive development including cleanliness at Baidyanath Dham, Jharkhand designated as Swachh

Iconic Places (SIP) by MoDWS.

By utilizing our resources, skills and experience in community development, we are committed to contributing towards social development needs of the nation and citizens through context specific sustainable initiatives. The quest at POWERGRID has always been to enhance the quality of life of the communities it works with.

We acknowledge the invaluable support that we continue to receive and look forward to the continued commitment and feedback from all key stakeholders, partners, collaborators and associates in this journey towards enhancing the quality of life of communities and earning our right to co-exist with them in harmony.

**I.S. Jha**  
Chairman and Managing Director



## From the Director (Personnel)

POWERGRID assumes social responsibility as an integral part of its business strategy and growth of the company.

India is placed at a unique position and presents an interesting paradox. As India positions itself as a shining example of growth and economic transformation, issues like unemployment, water crisis and health menace still plague us. The growing reach and impact of business enterprises across the world has directed towards the responsibilities of business towards communities and other stakeholders. While, there is a larger dialogue about social responsibility and regulatory frameworks guarding this interest, POWERGRID assumes it as an integral part of its business strategy and growth of the company.

POWERGRID as a Central Transmission Utility of the country is working pan-India to ensure that the lives of the communities in the areas of its operation are better. Our Corporate Social Responsibility(CSR) strategy, also in alignment with national priorities, are prioritized to build an inclusive and sustainable society. Most of our interventions are focused towards improving the Health & Sanitation and Education of the communities, building capacities of the youth and developing the rural areas.

During the year 2017-18, POWERGRID demonstrated its commitment to CSR by undertaking a range of projects to benefit the underprivileged and weaker sections of the

society. We adopt a two-pronged strategy – direct and through partners – to implement our projects, with a strong focus on the impact our interventions have. Our employees have been instrumental in institutionalizing the systems and processes for carrying out our social responsibility. Having said that, our actions are also considerate towards bringing a change in the lives of marginalized community and care for the environment.

With its continued contribution through CSR initiatives, POWERGRID will continue to enhance the standards of the underprivileged and weaker sections of the society and bring positive and sustained changes in the quality of life for marginalized communities.



**Ravi P. Singh**  
Director (Personnel)

## CASE STUDY

# Transformation of People

POWERGRID, till date, has trained more than 37,000 youth in industry-relevant skills. Especially since its ground-breaking CSR initiative for training youth under the National Skills Qualification Framework (NSQF), POWERGRID has been changing the skilling scenario in India.

India has been growing at unprecedented rate and yet the country is home to millions of people who are unemployed. One of the critical missing links to low employment rate is the lack of manpower with industry/market relevant skills.

POWERGRID has been constantly investing in bridging the skill gap to foster an ecosystem of growth. The major focus of POWERGRID's CSR initiative is to skill youth and women in industry-relevant skills and market relevant trades that will help them secure a decent livelihood. To power this effort, the company forges a wide variety of partnerships with reputed organizations like NSDC, Indo-German Institute of Advanced Technology, Central Institute of Plastics Engineering & Technology, etc.

### Skill development training through NSDC

POWERGRID in association with National Skill Development Fund (NSDF) and National Skill Development Corporation (NSDC) have skilled 5000 candidates across 33 locations in 24 states of which 65% of the candidates have been trained in the service sector, 19% in manufacturing and 16% in agriculture. Out of the 5000 candidates trained, 74% are already either placed or self-employed.





While working with our training partner NSDC, the team identified a remote village, Hamirpur in Himachal Pradesh where women had no means of livelihood, negatively impacting their sense of identity.

Along with Skill-Pro, we identified skills which could act as life changers for the women to gain confidence

and economic independence. It took us 1 month to convince women to undertake skill training. Initially, women were sceptical about the utility of the training as they had never operated a business before. But once the centre staff showed them how women in other villages are successfully running businesses, women agreed to undergo the training.

In addition to various other training programmes, POWERGRID implemented a 3-week training programme for 40 women on 3 different skills – Tailoring, retail and beauty services. We created social platforms such as Self- Help Groups (SHGs) which enabled women to save, build assets, adopt new livelihoods, and explore new opportunities for themselves and their families.



**Tailoring (Group 1 and 2)**

Earning ₹ 25,000 annually from manufacturing baby Clothes and uniforms



**Beauty Services (Group 3)**

Earning ₹ 15,000 annually



**Retail (Group 4)**

Earning ₹ 20,000 annually from selling designer clothes

The self-help groups are collectively earning around Rs. 85,000 per month. Team at the center provides required help, guidance and push to the group members to keep their interest and momentum. Women are now financially self-reliant and are respected by others in the community.

## CASE STUDY

# Transformation of a Community

10,000 Hectares of undulated land in Kurnool district of Andhra Pradesh and Kudgi district of Karnataka was transformed to productive land with the help of International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)



Kurnool district in Andhra Pradesh and Kudgi district in Karnataka are semi-arid regions which receive less than 600 mm annual rainfall. Frequent spells of drought and erratic rainfall put tremendous pressure on water resources limiting agriculture to few seasonal crops. For domestic purposes, women had to walk as much as 2.5 km to fetch water in summer. Poor soils with low-water holding capacity and inherent low fertility resulted in low crop yields. The situation was forcing families to migrate to nearby towns for better livelihood opportunities.

Against this backdrop, POWERGRID, along with International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) conceptualized a 5-year project (2013-2018) on Integrated watershed management

to decrease soil erosion, increase water availability, and alleviate poverty in the contiguous areas of 10 villages surrounding the two watersheds Bethamcherla in Kurnool and Ukkali in Kudgi covering an area of around 10,000 Hectares. The project was designed for achieving holistic development in these regions using the participatory approach.

POWERGRID's team conducted Participatory Rural Appraisal (PRA) with farmers to identify demand-driven priority activities. Arable land interventions involving a mix of physical/mechanical measures, on farm-production support, improved agronomic practices and associated infrastructure investments were identified. Over 3 years, several water-harvesting structures such as nala plugs,

rock-filled dams, sunken pits, farm ponds, masonry check dams, well recharge pits were constructed to recharge water. The interventions enabled farmers to conserve water for critical irrigation which otherwise would get wasted, leaving farmers with no option but to depend upon rain. Appropriate sustainable agricultural practices were introduced including, bunding and plantation on the farm bunds to prevent top soil erosion. Crop demonstrations and crop diversification with vegetable and flower crops were introduced to enhance the agricultural productivity. During visits, it was observed that fertilizers were used unprecedentedly resulting in nutrient imbalance. To tackle the problem, Soil tests were conducted for every field and fertilizer doses were recommended based on individual soil test reports. An innovative digital extension system was also introduced to reach large number of farmers using a handheld pico project to show videos of improved practices to farmers.



The project emphasized on building capacities of the people and the farmers through continuous on-field and off-field trainings, scientist interactions and field demonstrations. The approach was to ensure sustainability of the project beyond project implementation period.

Catalytic to land interventions, several livelihood-generating activities such as vermicomposting, horticulture and animal husbandry were undertaken for the landless. Further, for successful implementation of the watershed program village level institutions were formed which played an important role in bringing effective participation of people.

These types of measures have made it possible to control runoff and swamp water effectively, protect, restore and maintain soil fertility, produce fuelwood and building poles, and obtain milk and meat. The large-scale use of these management measures, together with crop intensification and diversification, are essential prerequisites for achieving food security and poverty alleviation.

#### Impact:

- Increase in productivity of crops from 10-40% (Foxtail millet by 25%; Groundnut by 9% in Kharif and 15% in Rabi; Chick-pea by 40%; and Pigeon-pea by 10%)
- 10,108 farmers benefitted directly through various interventions
- Net storage capacity of 96,950 m<sup>3</sup> created resulting in total conservation of 1,45,300 m<sup>3</sup> of surface run-off water
- 1,47,900 trees planted on bunds
- For sustained impact, 69 formal and informal capacity development programmes and 5 field days were conducted in which capacity of around 1,574 farmers was enhanced

| Year    | Net storage capacity  | Total conservation of water | Increase in crop productivity (%) |
|---------|-----------------------|-----------------------------|-----------------------------------|
| 2015-16 | 12,050 m <sup>3</sup> | 45,000 m <sup>3</sup>       | 10-22                             |
| 2016-17 | 50,510 m <sup>3</sup> | 84,000 m <sup>3</sup>       | 9-28                              |
| 2017-18 | 96,950 m <sup>3</sup> | 1,45,300 m <sup>3</sup>     | 10-25                             |



## CASE STUDY

# Transformation of an iconic site

Baidyanath Jyotirlinga temple, one of the twelve Jyotirlingas, is among the most sacred religious sites for Hindus. Thousands of devotees from various parts of the country visit the temple every day.

Over the years, large-scale movement of visitors caused adversely impacted the environment of the temple and the surrounding area. Huge quantities of residual wastes and dust became a cause of concern – while being hotspot for diseases, it offered unsightly view to the visitors. Regular cleaning therefore became critical for maintaining sanitary conditions in the temple premise. In order to maintain the sanctity of the place, POWERGRID took responsibility of the cleanliness activities and comprehensive development of Baba Baidyanath Dham.

The company engaged manpower to take care of the cleaning of the temple while providing cleaning material, machinery and equipment. It also renovated foot-over bridge, floor, drains and road to ensure safety of the pilgrims. High mast lights were installed to ensure that the area is sufficiently lit. Two outdoor LED walls were also installed to facilitate a better glimpse of temple activities for visitors.

One of the most important initiatives was the installation of Green waste re-processor to meet the huge problem of waste. The machine takes 72 hours to convert used and soiled flowers, leaves and other organic material into organic manure which is used in temple garden.

### Impact:

- Conducting Swacchta Programme on continual basis for 6 months including supply of cleaning equipments. Under this programme, POWERGRID is providing secured employment to 62 people per day since beginning of 2017, which will continue for the next two years, till end of 2020
- Installation of Green Waste Reprocessor Unit
- Installation of 02 LED outdoor video walls
- Renovation of foot over bridge
- Construction and renovation of road, drain and floor in vicinity of Baba Baidyanath dham

Before Intervention



After Intervention



# POWERGRID Overview

## Central Transmission Utility

Undertakes transmission of electricity through Inter-State Transmission System (ISTS)

Discharges all functions of planning co-ordination relating to ISTS with all concerned authorities

Ensures development of an efficient, co-ordinated and economical system of inter-state transmission lines for smooth flow of electricity from generating stations to the load centers

Provides non-discriminatory open access to its transmission system for use by and licensee or generating company

### TRANSMISSION



148,149 ckm Transmission Lines  
234 Sub-Stations  
>99% System Availability  
331,163 MVA Transformation Capacity

### CONSULTANCY



Transmission related consultancy to more than 150 domestic clients  
Global footprint in 20 countries catering to over 25 clients

### TELECOM



Owns and operates  $\approx$  47,735 km of Telecom Network  
Points of Presence in more than 650 locations  
Intra City network in 105 cities across India  
Backbone Telecom Network  
Availability > 99.5%

### Listed Company since 2007

57.90% holding by Government of India and balance 42.10% by public

Paying Dividend since 1993

# CSR Overview

POWERGRID constantly endeavours to align its CSR and Sustainability policy with the business policy so as to conduct business in a sustainable manner, continuously improving its social practices to make a meaningful change in the lives of people. We first came out with CSR policy in 2009, which was subsequently amended from time to time to align it with the Department of Public Enterprises (DPE) guidelines on CSR and Sustainability and the Companies Act 2013.

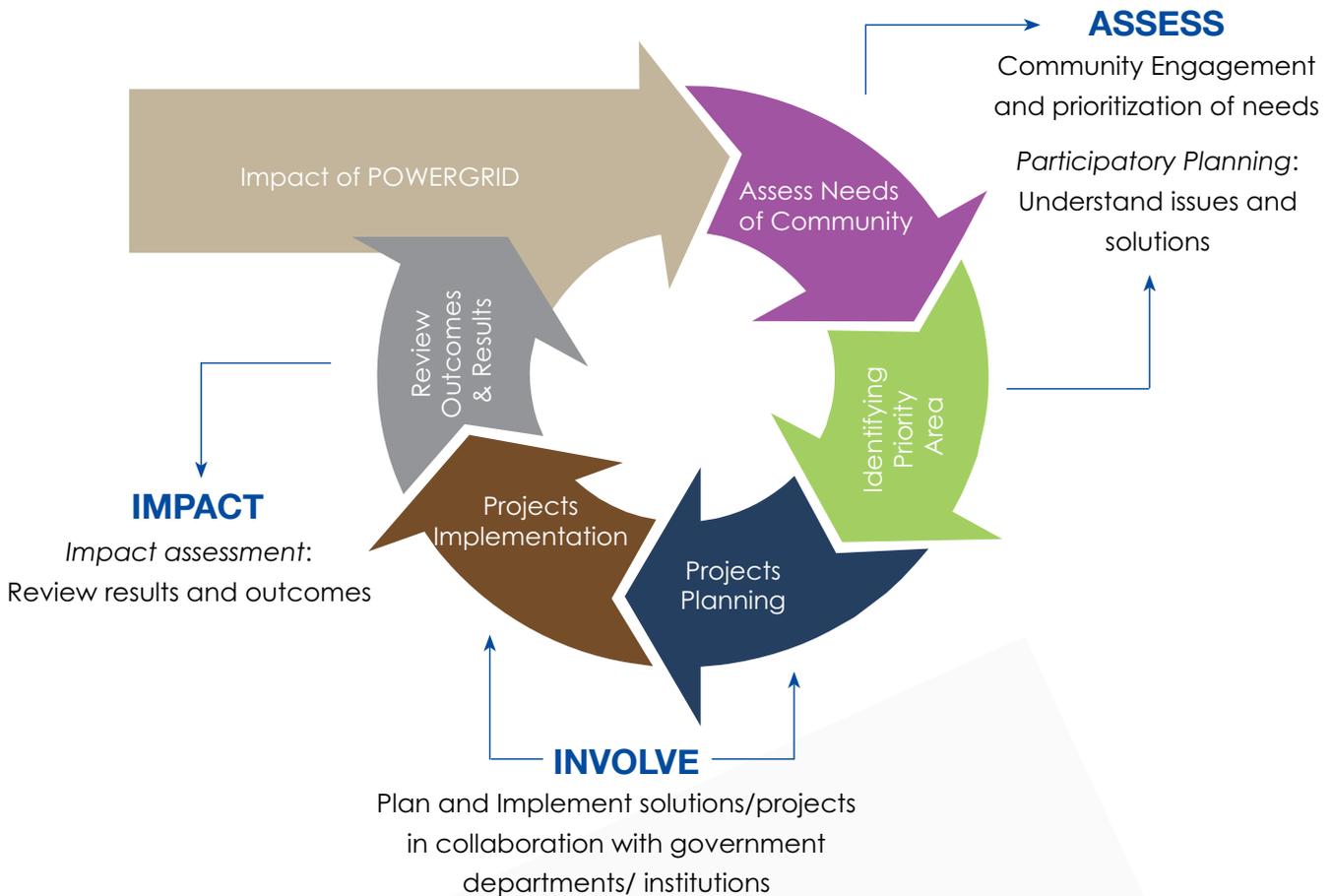
Our Corporate Social Responsibility (CSR) activities are focussed towards initiatives that promote inclusive growth and address the basic needs of the underprivileged and weaker sections of the society. As per the CSR policy, preference is given to addressing the

needs of the stakeholders, generally located in the neighbourhood of its areas of operation, generally in the remote and far flung rural areas. POWERGRID has a dedicated board level CSR committee in line with the requirements of the Companies Act 2013.

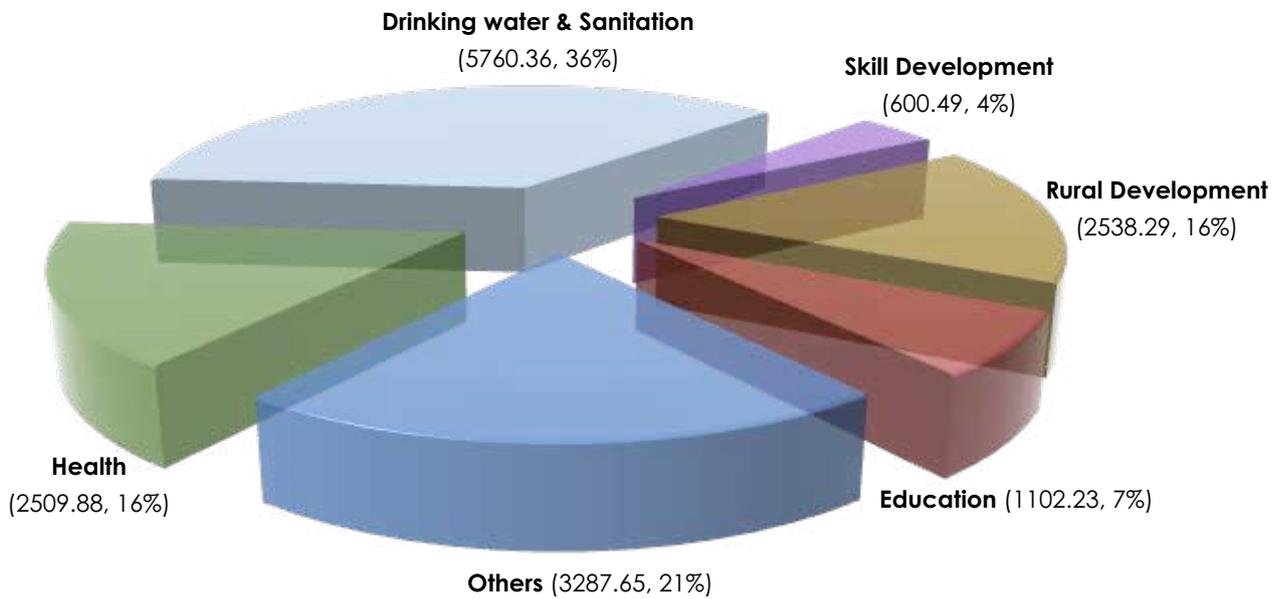
## Implementation of the CSR projects

CSR activities are mostly implemented as projects. The implementation of various activities is normally done through placement of award by the Corporation as per Works & Procurement Policy of the Corporation. Services of various departments of Central/State Government, Panchayat Raj Institutions, etc., are also availed for implementation of CSR activities as deposit works.

### CSR project implementation cycle



**Expenditure on CSR activities - FY 2017-18 (₹ Lakhs, Percentage)**



A strong belief of equitable growth of every stakeholder, especially neighbourhood communities, is very deeply embedded in the ethos of POWERGRID. Our pan-India stakeholders, generally located in the periphery of the commercial operations and directly impacted by its operation, are given priority for CSR and Sustainability activities. These activities span five primary thrust areas:

**Health | Education | Rural Development | Drinking Water & Sanitation | Skill Development**





# TRANSFORMATION IN Healthcare

## OBJECTIVE

To create an enabling infrastructure in  
public health care institutions

51,473 people screened in health camps

Health camps conducted at 24 locations in Andhra Pradesh, Telangana  
and Uttar Pradesh

Provided high-end artificial limbs to 25 persons with disabilities in Mumbai, Maharashtra

Medical equipment supplied at 3 health institutions in Bihar, Odisha and  
Arunachal Pradesh

300-bedded 'POWERGRID Vishram Sadan' operational since January 2018  
at AIIMS, New Delhi

24 ambulances provided to PHCs in J&K, Punjab, Himachal Pradesh, Haryana, Odisha,  
Karnataka, Puducherry, Tamil Nadu, Mizoram and Maharashtra

Establishing world class Nuclear Medicine Theranostics facility at Tata Memorial  
Hospital in Mumbai, Maharashtra



Health is a primary indicator of socio-economic development of any country. In India, a network of government owned & operated sub-centers, Primary Health Centers (PHCs) and Community Health Centers (CHCs) is designed to deliver primary health care.

However, the public health care system in India faces a crisis unmatched by any other sector of the economy – dilapidated state of infrastructure, poor supply of drugs and equipment and availability of sufficient doctors. Less than 20% of those seeking outpatient services and 45% of those seeking indoor treatment avail of public services.

POWERGRID makes significant investments in strengthening the public health care facilities including sub centers, primary health centers, community health centers. We are making healthcare available, affordable and accessible for all so that people no longer lose their life to lack of infrastructure.

## Health checkup camps

A number of specialized health checkup camps were organized across various remote locations where services are not easily accessible. Through such camps, people were provided with free consultation and medicines. Alongside, community programs on preventive care, myth busting on major illnesses were conducted.

## Access to emergency Health care services

Given the difficulty in access to functional PHCs/CHCs in remote regions, an ambulance works as a boon in case of emergency. POWERGRID has provided ambulances to various health centers/hospitals mostly located in rural areas for making available timely transport facilities to those who require emergency medical attention. Besides, we have ensured the access to clinical and medical instruments to PHC/CHCs.

## Affordable Accommodation Facility

Patients from remote locations avail specialized care that typically last for 7-10 days at premier hospitals located in metro cities. Most of these patients and the attendants accompanying them don't have dignified place to stay during the treatment, forcing them to use hospital corridors. POWERGRID to mitigate the sufferings of these rural, poor patients and their attendants, constructed 300-bedded 'POWERGRID Vishram Sadan' at AIIMS-New Delhi which became operational in January 2018. The facility caters to the short term accommodation needs of an average of 280 out-station patients & families on a daily basis. AIIMS, New Delhi is one of the premier medical institutions in the country where

people from all over the country come for treatment of chronic diseases.

POWERGRID is also constructing two 200-bedded Vishram Sadans – at Indira Gandhi Institute of Medical Science, Patna, and Guwahati Medical College & Hospital, Guwahati – and a 140-bedded vishram sadan at King George Medical University, Lucknow.

## Infrastructure for Nuclear Medicine Theranostic

Cancer, a common chronic illness, causes 0.3 million deaths per year in India\*. The Tata Memorial Centre (TMC), Mumbai is a national comprehensive cancer centre that performs nearly 8500 major operations and treats about 5000 cancer patients annually with Radiotherapy and Chemotherapy. POWERGRID is facilitating construction of the Nuclear Medicine Theranostic Unit at TMC's Advanced Centre for Treatment, Research and Education in Cancer (ACTREC). Theranostic unit is largest such facility in the world that integrates hospital radio pharmacy, hybrid imaging and treatment ward. The project will enable the center to also introduce newer therapeutic agents (such as radio immunotherapy) benefitting many more patients.



## Capacity development in Oncology

Assam has one of the highest number of cancer patients in the country and yet there is a shortage of skilled professionals in the field of Oncology. POWERGRID has constructed a 'Centre for building capacities in Oncology' at Dr. B. Borooah Cancer Institute, Guwahati, for meeting the training needs of paramedic staff in the field of Oncology.

\* Source: Imran Ali, Waseem A. Wani and Kishwar Saleem (2011), Cancer Scenario in India with Future Perspectives, 56-58



# TRANSFORMATION IN Education

## OBJECTIVE

To create a conducive learning environment

Financial assistance for education of 1,359 students of Assam & Manipur through National Foundation for Communal Harmony (NFCH)

Subroto Scholarship to 75 talented youth footballers

Coaching programme for 500 meritorious students for preparation of Assam Public Service Commission Combined Competitive Examination



2,376 desk benches provided to 17 schools in Haryana, Jharkhand, Bihar, Uttar Pradesh, Tamil Nadu and Madhya Pradesh

Infrastructure support to 18 schools at various locations

Contribution of ₹ 2 Crore to National Sports Development Fund (NSDF) for infrastructure development in rural areas of Jaipur, Rajasthan

Education infrastructure – Buildings, classrooms and equipment – is crucial to a fulfilling learning environment. Schools in marginalized areas in India require investment as students attending these schools are doubly disadvantaged. These students come mainly from low income groups and rural families to attend poorly equipped schools. Facilities may be inadequate in many ways, including being overcrowded, lacking in adequate sanitary facilities and lacking water for hygiene. The health implications of inadequate toilets and sanitation are very serious. Girls in particular are pushed out of school if facilities are inadequate. POWERGRID, by supporting schools with infrastructure needs and enabling access, ensures that children especially in the rural areas have a congenial learning environment.

## Improving Infrastructure

Good infrastructure supports better educational outcomes.

In Rajnandgaon, Chhattisgarh, we are constructing 'Samarthya school cum hostel building' to accommodate 250 differently-abled children. This campus will enable children to access the school premise with ease.

Drop-out rate of girls is high after the primary education. One of the reasons for this is the fear of sending girls to distant schools/colleges. POWERGRID adopts multiple strategies to combat the problem of high school drop-out rate.

We are constructing a women's hostel at Kerala Agricultural University, Thrissur and invested in improving existing infrastructure such as construction/renovation of classrooms, boundary walls, kitchen & mid-day meal halls, construction of toilets, etc., in various schools across the country. Besides, we are equipping schools with smart learning technologies – projectors, computers and learning aids to encourage participation.



## Financial Assistance

Many bright students from disadvantaged families do not complete their education due to lack of financial support. We provide assistance to such financially needy students and help them to lead a better life.

In 2017-18, we supported the education of children rendered orphan or destitute in communal, terrorist or societal violence for one year through National Foundation for Communal Harmony (NFCH). In Assam, we are offering free coaching to aspirants of Assam Public Service Commission.





# TRANSFORMATION IN Rural Development

## OBJECTIVE

To provide basic amenities in rural areas



12,430 Solar Lights/High mast lights  
installed in 102 villages

7 Water ATMs installed at Wardha  
Substation

4,486 km road constructed in West Bengal  
and Uttar Pradesh

15 Community Centres built in Jharkhand,  
Uttar Pradesh, Andhra Pradesh, Odisha and  
Karnataka

Supply of polythene sheets and food items  
to flood victims in Bihar

827 handpumps installed in Uttar  
Pradesh, Andhra Pradesh, Karnataka and  
Chhattisgarh

In our country, there is a big gap between the level of economic development in urban and in rural areas. Unfortunately, this gap is a great hindrance to the development of overall national economy. India needs competitive agriculture and complementary amenities to accelerate growth. POWERGRID invests in holistic development of rural areas and plugs gaps in infrastructure needs.

on soils sample collection and soil samples were collected by farmers under the supervision of ICRISAT research technicians and farm facilitators. Based on the soil analysis results, fertilizer recommendation has been developed and soil test-based fertilizer recommendation has been provided to farmers for improving crop yield. Moreover, the soil sampled spots were geo-referenced using GPS system that will help to map the nutrient status of the village.



## Watershed Development

POWERGRID supported ICRISAT-led consortium to improve rural livelihoods of farmers through farmer-centric integrated watershed management in Kudgi, Vijayapura and Kurnool district of Karnataka and Andhra Pradesh respectively. The main objective of the project is to enhance water availability, diversify the livelihood system and to build capacity of the farmers. Based on the need, appropriate watershed interventions were undertaken which comprised activities like soil and water conservation through rock-filled dams, farm ponds, masonry check dams and well recharge pits, productivity enhancements through crop demonstrations, crop diversification and livelihood improvement activities like vermi-composting, afforestation, avenue plantation, etc.

**Soil and water conservation:** As both the districts receive low rainfall various structures were constructed like check dams, farm ponds/percolation tanks, rock filled dams (RFD), bore well recharge, sunken pits for harvesting rainwater and recharging the groundwater. Increased water availability encouraged farmers to go for horticultural and vegetable crops.

**Soil health Improvement:** Soil samples were collected considering top sequence, soil type, cropped area and horticulture. Farmers were given hands-on training

**Capacity building activities:** Several capacity building activities like trainings, scientist-farmers interactions, field days were conducted. Wall writings in prominent locations were displayed. An innovative digital extension system was introduced to reach large number of farmers using a hand-held pico projects to show the videos of improved practices to farmers as an effective tool. These kinds of linked livelihood activities benefited the poor and provided necessary inputs for the watershed program thereby creating forward and backward linkages.

Self Help Groups (SHG) consisting 10 members in each group have been supported and various livelihood resources have been provided to them like ram lambs, xerox machine, etc., for increasing the income of women and landless farmers. Kitchen garden kits are provided to grow in backyard to improve the nutrition and generate additional income.

Advanced goat breed has been introduced in the watershed to improve the local goat breed through natural breeding process, Sirohi goats are stress tolerant (temperature and water) and are fast growers. Through goat rearing, the farmers would enhance their family incomes through goat rearing.



**Impact:** Improved water availability led farmers to shift to higher value crops and diversify the cropping pattern to include flowers and horticulture crops. Crop productivity has increased by 10-25% in different crops.

## Solar Lights

For providing a lighting solution to villagers living in remote areas, where the penetration of clean conventional electricity is still not achieved, POWERGRID has supplied and installed solar street lights. In various districts across the country, installation of the street lights has not only improved the security arrangement and commutation of the public at night but also has contributed a lot towards clean energy initiatives.

## Infrastructure Support

Community Centres play a vital role as an anchor to the social well-being of the societies. While offering an additional space for people to gather and to conduct social functions, centres act as a platform for people to unite. We have constructed community centres in several villages across the country. In addition, we are supporting the construction of panchayat complex with hall and toilets to support the developmental initiatives.

Road connectivity facilitates the growth of rural economy by connecting it to urban areas. Non-



availability and poor condition of internal roads often creates barrier in safe transportation and limited access to markets. POWERGRID has sanctioned construction and renovation of 19 km of internal roads.

## Wi-Fi Hotspots

Internet today has infiltrated the lives of people and contributed to more dynamic learning and experiences. In consonance with this, POWERGRID is equipping 100 railway stations in Mumbai sub-urban area and 5 stations in Samastipur railway division for fast Wi Fi services to the commuters and vendors.

## Jalyukta Shivar Abhiyan

Water scarcity has a huge impact on agriculture productivity and people. One of the major causes of water scarcity is siltation of nallahs and rivers. POWERGRID under Maharashtra Government's flagship drought-proofing program Julyukt Shivar Abhiyaan has supported for the deployment of machineries (JCB & Dumper) for desilting and digging of water bodies in Thane district. The conversation project has led to the replenishment of ground water in 5 villages in Thane district.





# TRANSFORMATION THROUGH Skill Development

## OBJECTIVE

To enhance income and well-being of under-privileged youth in India

Skill development programme conducted for 1078 under-privileged youth

Constructing 'POWERGRID Skill Development Centre' at Assam Engineering Institute in Guwahati, Assam

138 women trained in sewing and tailoring in Uttarakhand and Maharashtra



Skill Development has emerged as a key priority to realize the demographic advantage and build human capabilities for improving the country's competitiveness. Given that India has a huge heterogeneous informal sector, schism between the skill demands of industry and the aspirations of the youth are widening. POWERGRID aims to bridge this skill gap and enhance the income levels of the under-privileged youth in India.

## Training

Our skill development initiatives are focussed towards women and youth, especially the school dropouts and illiterate. Through the programs, beneficiaries are taught market-ready skills like bar-bending, carpentry, masonry, tailoring, and welding.

## Skill Development Centre

Assam has tremendous potential for generating hydroelectric power but lacks skilled manpower. POWERGRID is setting up Skill Development Centre at Assam Engineering College to contribute to the demand for quality technicians and engineers in power sector. The Centre will provide formal, free vocational training in tower erection and stringing skills for the largely unorganized workforce in the sector. The short courses are aimed at transforming the once unemployable youth into skilled, self-reliant young men, ready to join the workforce and support themselves and their families.





# TRANSFORMATION IN Drinking Water & Sanitation

## OBJECTIVE

To intensify the focus on cleanliness and to create an enabling environment for sanitation and hygiene

Observed Swachhta Pakhwada from July 1, 2017 to July 15, 2017 and launched National campaign on 'Swachhta Hi Sewa' from September 15, 2017 to October 2, 2017

Comprehensive development of Baidyanath Dham, Deoghar, Jharkhand under Swachh Iconic Place (SIP)

Provided one truck mounted sweeping machine with vacuum cleaner to Municipal Corporation, Faridabad for cleaning of roads

441 public toilets constructed in 116 Schools of Uttar Pradesh, West Bengal, Maharashtra, Gujarat



Poor sanitation impairs the health leading to high rates of malnutrition and productivity losses. Children are affected more than adults as the rampant spread of diseases inhibits children's ability to absorb nutrients thereby stunting their growth. In addition, majority of Indian homes having no toilets within their premises, access to water supply and drainage facilities are also another serious problem.

## Swachh Bharat Abhiyan

**Swachhta Pakhwada:** With an aim to intensify the focus on cleanliness and to create an enabling environment for sanitation and hygiene, Swachhta Pakhwada was observed in all the establishments of POWERGRID across the country. Various activities such as demonstration of cleaning activities, video telecast, nukkad natak, rallies, public campaign, distribution of dustbins, sanitation kits, plantation, etc., have been organized in and around the campus where employees have actively contributed their efforts towards keeping the environment clean.

**Adoption of iconic sites:** Religious places in India have pilgrimage as well as tourism significance. Millions flock these places annually resulting in a huge environmental impact on the surrounding areas.

POWERGRID, in an endeavour to improve the sanitation conditions of the temple, adopted Baba Baidyanath Dham in Deoghar, Jharkhand. Before the intervention, 100 kg of dry and wet waste, generated on a daily basis from religious rituals and ceremonies, was left unattended in and around the temple premises. Authorities didn't have sufficient funds to appoint manpower to dispose off the waste. We are implementing a comprehensive project focused on effective waste management that not only ensures livelihood to those employed for the task, but through a cleaner environment, also promotes tourism.

## Waste Management

Primary issues around solid waste management are unscientific treatment and improper collection of waste and lack of manpower. Towards addressing these, POWERGRID installed Green and Blue dustbins at schools, markets, urban slums and other places. Communities were sensitized on segregating wet waste from dry waste thereby encouraging the practice of keeping the place clean and healthy.

Municipalities have a shortage of manpower and resources to effectively collect waste. We provided truck



mounted sweeping machine to Municipal Corporation of Faridabad in Haryana to manage the collection of domestic waste and cleanliness of roads. Mechanized machines yield better results as compared to the traditional manual collection methods.

## Construction of Toilets

POWERGRID has constructed toilets at various public places where the existing toilets are either insufficient or in a deteriorating condition. Toilets have been constructed at various schools to improve the health and sanitation of students and as well as to reduce the dropout ratio of girl students.

## Ensuring Safe Drinking Water

Rural poor are the biggest victims of the problem of acute water shortage. Not only is there poor access to drinking water, there is risk of contamination even when water is available.

The unavailability of pure drinking water and the use of contaminated water are affecting health of rural masses causing waterborne diseases. POWERGRID has installed hand pumps, submersible pumps in various districts across the country. Additionally, water storage tanks and supply systems were installed at various locations across the country.





Hon'ble Prime Minister, Shri Narendra Modi, inaugurated the 300-bed 'POWERGRID Vishram Sadan' at AIIMS, New Delhi

# Accolades



Golden Peacock Award 2017 for Excellence in Corporate Social Responsibility in power sector by Institute of Directors



Gold Medal as a recognition for "CSR initiatives – sponsorship of 23 Speciality Medical camps in different rural areas of two states Andhra Pradesh and Telangana"





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