

Internship
At
Social Impact Group, Tata Power Delhi Distribution
Limited (TPDDL),
North Delhi, Delhi

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Introduction

About the Organization

Tata Power, formerly a part of the three entities jointly known as Tata Electric Companies, is a pioneer in technology adoption, with many firsts to its credit, supporting the country's energy independence. It is India's largest integrated Power company.

Tata Power has total operational generational capacity of 12,808 MW. Their retail power distribution branches are in Delhi, Mumbai, Ajmer and Odisha and they have international presence in Zambia, Indonesia, Singapore, Bhutan and Georgia.

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 being held by Tata Power Company (51%). Tata Power-DDL is acknowledged for its consumer-friendly practices. Since privatization, the Aggregate Technical & Commercial (AT&C) losses in Tata Power-DDL areas have shown a record decline.

To ensure reliable power supply and to provide best in class service to its consumers, Tata Power-DDL has implemented several world-class technologies such as Advance Distribution Management system or ADMS which is designed to replace the conventional SCADA-DMS-OMS system with features like real-time integration of Smart Meter Data / Distributed Generation integration and single data model from GIS , Integrated Geographical Information System (GIS) for instant services, Advanced Metering Infrastructure (AMI), Automated Demand Response (ADR), Smart Street Light Management system, Field Force Automation, Upgraded Network, Integrated Toll Free Helpline No. 19124, etc.

Tata Power-DDL is the first Indian utility to be a member of Global Intelligent Utility Network Coalition (GIUNC) which is a coalition of 14 power utilities worldwide and is working towards accelerating the development of common standards, technology solutions and processes for intelligent networks.

The World Bank in its 'Doing Business' Report has acknowledged **Tata Power-DDL's contribution towards improving the ease of getting electricity connection through process simplification improving India's ranking twice, from 138 in 2015 to 24 in 2019.**

Tata Power-DDL has also been reaching out to the communities it serves and has been consistently strengthening and empowering the underprivileged, primarily **over 1.5 million**

people residing in over 223 JJ clusters in its area of operation who are also company's consumers through its focused Social Innovation Initiative SAATHI.

Under the umbrella of SAATHI several initiatives, like Women Literacy Centres, Vocational Training Centres, Tutorials, Medical Camps, Drug de-addiction camps, Energy Conservation, safety etc. Tata Power-DDL is sensitive to the aspect of Climate Change and is committed to introducing energy efficient and greener technologies. It is working very closely with EESL to promote Energy Efficient schemes.

Vision

Empower a billion lives through sustainable, affordable and innovative energy solutions

Mission

- ✓ Keeping the customer at the centre of all we do
- ✓ Operating assets and executing projects at benchmark level through technology & innovation
- ✓ Sustainable growth with a focus on profitability and market leadership
- ✓ Creating an empowered workforce driven by passion & purpose 'Leadership with Care' for all stakeholders

Values

SCALE - Safety, Care, Agility, Learning, Ethics

- ❖ **SAFETY** – Safety is a core value over which no business objective can have a higher priority
- ❖ **CARE** – Care for Stakeholders, our Environment, Customers and Shareholders – both existing and potential, our Community and our People (our employees and partners).
- ❖ **AGILITY** – Agility, Speed, Responsiveness and being Proactive, achieved through Collaboration and Empowering Employees
- ❖ **LEARNING** – Building future ready skill sets through learning and training. Maximize usage of e-learning platforms
- ❖ **ETHICS** – Achieve the most admired standards of ethics, through integrity and Mutual Trust.

Sustainability initiatives at Tata Power-DDL are aligned with the Vision & Mission of Tata Power-DDL, Tata Group and Tata Power-DDL's Climate Change Policy. The company is sensitive to the aspect of climate change and committed to introduce energy efficient and greener technologies along with identification of the mitigation & offset opportunities in a cost-effective manner.

As part of the Tata Group, Tata Power-DDL also carries forward the Group's ethos of giving back to society through its Corporate Social Responsibility division.

Tata Power-DDL believes in carrying forward the philosophy and legacy of the Tata Group by giving back to the society through its community development initiatives. It has its own aligned vision, mission and policy with a simple view of benefitting the society. The company's Corporate Social Responsibility (CSR) mother brand 'SAATHI' meaning a friend and companion has been created with this thought deriving inspiration from the brand promise "With you non-stop". Tata Power-DDL's Saathi will always be there to serve the community unconditionally, like a true friend and will work vigorously for the betterment of the society.

TPDDL's CSR vision corroborates being a responsible corporate and aims at imbibing social alignment as a key component of all its business processes and strategies. 'Reaching out to communities we operate in' is an integral part of our mission statement. TPDDL's inclusive approach to reach out to its stakeholders and maintain equilibrium brings more agility to the business. The community outreach programmes, working on the triple bottom line approach, aim to serve communities in a systematic and planned way. There are 220+ listed JJ cluster, resettlement and unauthorized colonies and villages that come under the company's area of operation

SOCIAL INNOVATION GROUP (SIG) INITIATIVES

For the Tata Group, improving the living conditions of the downtrodden, empowering the economically weaker and emancipating the socially underprivileged sections of society are the very foundation of its success. Under the umbrella of Saathi, all community activities have been classified into 4 pillars:



Unnati – Women and Youth Empowerment. The initiatives covered under this are: -

- ❖ Vocational Training - VT centres run various skill generation programs like electrician's skill set, stitching, tailoring, beautician practices, personality development mobile repairing, office assistant and retail chain assistant.
- ❖ Supporting Girl Child - Often girls from underserved communities, lack the opportunity and guidance required during their formative years, due to various

cultural and social barriers. In order to bridge this gap, a soft skills training program was specifically designed for adolescent girls. The training program includes sessions on soft skills like personality development, English speaking, self-defence and hygiene through monthly sessions by professional counsellors. Career Counselling and one-to-one sessions are also provided to class X-XII girls to help decide upon appropriate career options for themselves. Based on the self-evaluation, more than 70% have reported higher confidence level, 75% reported making an effort to converse in English, more than 58% students were aware of themselves and 40% made an effort to communicate.

- ❖ Women Literacy - Many women are attaining functional literacy through this initiative. Words, numerical and sentence formation are taught using a unique speech-based software. In addition, this program also empowers these women financially as many choose to become instructors after completing the course.
- ❖ Entrepreneurship - Under this program, they are provided training in various skill sets such as bangle making, chocolate making, soft toy making, jute work, handicrafts etc. enabling them to generate income for themselves and their families. These products sell like hotcakes in the local wholesale markets.
- ❖ ABHA Program – They are the women representatives who work as the brand ambassadors for the Unnati Program.

ABHA who are termed as the change agents, are the women representatives who are tasked with helping in the implementation of the Social Innovation Programs in the JJ Clusters. Many women, after experiencing the joys of literacy, wished to contribute further, which led to the development of the **ABHA programme**. They are the link between the community and reach out to the residents of the JJ Clusters to bring about the visibility to the community initiatives being run.

Ujjwal – Support to marginalized communities. At Tata Power-DDL, we believe in the principle of ‘equity’ and that positive discrimination is necessary to bridge the gap between privileged and unprivileged communities. Under our School Scholarship program, students from the SC/ST community are supported with reference books, school bags, and other stationery material. An annual and customized personality development, interpersonal skills, career counselling and competency testing of these students is held. The scholarship program attached to the government schools have successfully indicated that the dropout rate has declined among SC/ST students thus improving their academic performances. The initiatives covered under this are: -

- Affirmative action programme for students and Entrepreneurship development programs for youth with a focus on SC and ST communities.

Sanjeevani – Supporting healthy lives. At Tata Power-DDL, safety and health are given prime importance. In alignment with this vision, we started mobile dispensary vans for the residents of JJ clusters, resettlement colonies, unauthorized colonies and villages. The initiatives covered under this are: -

- ❖ Mobile Dispensary - Four mobile dispensaries have been allotted to visit the clusters on a routine basis in a year. Each van consists of a doctor, a pharmacist and a woman counsellor who provide counselling services, free consultation and medication to the residents of the clusters. Our change agents, ABHA, assist us in coordinating the visit of these vans.
- ❖ Drug Deaddiction - Tata Power-DDL organizes drug de-addiction camps for residents of JJ cluster & resettlement colonies. The victims at these camps are counseled about the ill effects of addiction and given free homeopathy medicines. Timely follow up are undertaken on a monthly basis. To assess the efficacy of the campaign, beneficiaries are personally interviewed along with their family members to verify their improvement vis-à-vis addictions.
- ❖ Safe Drinking water - Tata Power-DDL in collaboration with Tata Projects designed and developed Skid Mounted RO Purification Unit in the capacity of 500 Liter per

Hour (LPH). This plant helps remove high TDS, fluorides and other contaminations and provides safe drinking water to the community.

- ❖ And other healthy initiatives

The Club Enerji – Combating Climate change. To reduce the impact of climate change, Tata Power-DDL started a program to sensitize school children on energy conservation techniques. Students from classes VI-XII are made our young heroes to combat the ill-effects of climate change. A bilingual energy conservation booklet containing energy and resource conservation, climate change and electrical safety tips is distributed to every member student every year. A yearly event- Urja Mela is also organized to recognize children for their contribution towards innovation in energy conservation. The initiatives covered under this are: -

- ❖ Conservation
- ❖ Tree Plantation
- ❖ Other School Activities

The Goals and the tasks assigned in this Internship were:

- * Learn and understand the activities and functioning of the Social Impact Group (SIG) of Tata Power Delhi Distribution Limited.
- * Interact closely with the team members of SIG to understand about each of the 4 pillars.
- * Develop awareness and training materials on health and nutrition for the change agents ABHA and the Women Literacy Centers coordinators
- * The materials to be developed were to be in Hindi language, so that there is easy comprehension for these women.
- * The materials to be developed were – Menstrual Hygiene, Menopausal awareness, Sexual and Reproductive Health (includes family planning), Infant Young Child

Feeding Practices, Malnutrition, Balanced diet plan for both vegetarian and non-vegetarian households.

- * Take Training sessions of all the ABHA agents and WLC coordinators on the developed materials

Key Learnings from the Internship

- * Understanding about the structure and functioning of the SIG
- * Learned about the SIG Team
- * Learned about the internal projects under SIG