

# Sustainability at Blue Dart

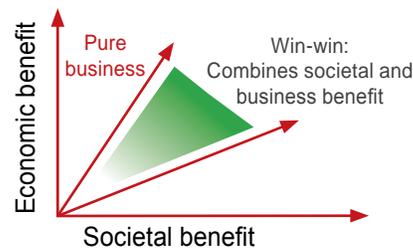
Sustainability (or Corporate Responsibility) is an integral part of DP DHL's Strategy 2015 which has been adopted by Blue Dart too. We take our responsibility to society, to the communities in which we operate, to our employees and to the environment seriously. We want to make a positive contribution to our world by using our knowledge and domestic / global presence in ways that benefit people and the environment.

As an Indian company with a global outlook, we endeavour to maintain a delicate balance between economic, environmental and social interests.

Under the motto "Living Responsibility", Blue Dart (along with DP DHL) focuses its corporate responsibility on protecting the environment (GoGreen), delivering help (GoHelp) and championing education (GoTeach). These are supported and complemented by regional

community initiatives, which demonstrate the voluntary commitment, special abilities and enthusiasm of over 7,792 employees from across Blue Dart Country.

Striking a balance between economic benefit and assuming responsibility for communities is the bedrock of successful CR commitment and a contributing factor to achieving Group targets



**LIVING RESPONSIBILITY**



Blue Dart's sustainability initiatives have been appreciated by its peers and have been the recipient of various awards some of which include: 'Best CSR

Practice' award (Overall) - Asia's Best CSR Practice Awards, 'Best in Corporate Social Responsibility Practice' - 5<sup>th</sup> INDY's Awards 2011.

# GOGREEN Carbon Neutral Service

On December 13, 2011, Blue Dart and DHL announced India's first end-to-end GOGREEN Carbon Neutral Service across domestic and international markets. This new service, a GoGreen initiative is an extension of DP DHL's global environment protection program launched in 2008 and will provide customers in India with an environmentally responsible shipping option.

Powered by Blue Dart and DHL in India, the GOGREEN Carbon Neutral Service will allow our customers to neutralize their carbon footprint by paying a marginal offset charge over and above their shipping rates. The offset charge will be calculated on shipment / weight. Carbon emissions from customer shipments will be offset by reinvesting in environmental protection projects. A certificate, will be issued by Blue Dart to the customer annually that will mention the total amount of CO2 offset per customer.

This new GOGREEN Carbon Neutral Service will allow customers to be our co-stakeholders in ensuring a cleaner, safer, environment and do their bit towards ensuring a carbon neutral shipment. Since the launch of the environment protection program in 2008, we have seen a lot of interest evinced by customers who already have sustainability on their agenda. Through this roll-out in India, we will enable customers to be responsible social citizens. The GOGREEN Carbon Neutral Service will not only enable our customers to contribute to a greener future but will also help fund the climate protection projects and build healthier and productive communities.

The GOGREEN Carbon Neutral Service will be available across all of Blue Dart-DHL's Express Service Offerings, including Domestic Priority, Dart Apex, Dart Surface Line and International products such as documents, parcels, Express Easy and Import Express. It will also be available on customized solutions such as Temperature Controlled Logistics.

Blue Dart and DHL Express India are top performers in DHL's annual global Carbon Footprint Assessment register. In 2010, Blue Dart posted an improvement of 6.5 per cent year-on-year driven by stronger volumes, despite CO2 increasing by 18.5 per cent in 2010 versus 2009. DHL Express India achieved 6.0 per cent improvement in carbon efficiency despite total CO2 increasing by 13.6 per cent as the economy boomed. Despite increases in fuel consumption, carbon efficiencies were achieved by switching to cleaner fuels such as compressed natural gas (CNG) and liquefied petroleum gas (LPG).





# Sustainability at Blue Dart

On September 16 & 17, 2011, Blue Dart & DHL celebrated the Global Volunteer Day 2011 (GVD). Over 8000 employees across India participated in various activities including blood donation, volunteering in old age/children's/destitute homes, organizing painting competitions for underprivileged children and sponsoring saplings as part of its global drive to give back to local communities and to inculcate a passion for volunteerism among employees. The sheer number of participants made this the largest ever GVD across the DP DHL world placing India in the second position (next only to Germany).

## Highlights of GVD:

### GoTeach

Painting competitions for over 2500 children in Mumbai, Delhi and Pune in association with Teach For India under the initiative titled "Redraw India". The activity saw participation from over 200 employees.

### GoHelp

Life Saving: Blood Donation Drives in association with THINK Foundation organized in over 40 locations across India with donation from 2000 volunteers. The blood collected was distributed to various medical institutions like the Red Cross Society, blood banks and Government hospitals across India. This drive was also an effort to aid Thalassemic patients and helped to create awareness amongst volunteers on the importance of regular blood donation. Apart from this, over 100 employees also volunteered at local Old Age, Children's and Destitute Homes and donated clothes, linen, electrical appliances, edibles and other basic necessities along with sponsoring cataract operations for senior citizens.

### GoGreen

A campaign titled "Sponsor a tree" was launched in association with Grow-Trees.com, official partner of the United Nations Environment Program's Billion Tree Campaign and WWF's Cities for Forests Campaign. Over 4500 employees from DHL and Blue Dart sponsored over 10,560 trees either in their name or to honour their family, friends and colleagues. The sponsored trees were to be planted in government and community lands.

The GVD provided the perfect platform for employees of Blue Dart, DHL Express, DHL Supply Chain and DHL Global Forwarding to connect with each other on non-business related activities. The camaraderie enjoyed by the participants and the awareness of the numbers of lives they have touched has formed a premise that will catapult the subsequent Sustainability activity of the group to greater heights. We are now eagerly looking forward to GVD 2012.

# Global Volunteer Day 2011 (GVD)



# Sustainability at Blue Dart

At Blue Dart and DHL, 'Living Responsibility' is the cornerstone that defines who we are and how we impact the communities we operate in. Our Sustainability pillars are firmly entrenched into the DNA of the organisational culture as well as our employees who never miss an opportunity to join hands for a good cause.

Within the GoTeach programme, our partnership with Teach For India (TFI) that kicked off in 2011 is a major initiative. Teach For India, part of Teach For All, a global network with 15 national partner organizations, aims to expand educational opportunity in different countries.

Teach For India is a nationwide movement of outstanding college graduates and young professionals who teach full time in low income schools for two years. The Fellowship enables them to become lifelong leaders advocating for educational equity.

Since the kick off in 2011, we have had a highly successful year enabling over 800 employees to volunteer in several activities that benefited more than 300 classrooms in the TFI schools in Mumbai, Pune and Delhi.

One of the large scale initiatives undertaken by our employees was the 'Stationery Donation Drive' conducted in May 2011 across the 4 BUs (Blue Dart, DHL Express, DHL Supply Chain and DHL Global Forwarding). The response was so overwhelming that not only did we run out of space to store all the 40 cartons of stationery but we also had employees volunteering to sort all the collected material. The stationery too was thoughtfully chosen to meet all the educational requirements of children which included pencils, erasers, sharpeners, colours, geometry sets, notebooks, pencil boxes and school bags to name a few. Apart from this, a whopping cash collection of ₹ 1,75,000/- helped in purchasing useful educational tools for the classrooms. This amount included a generous donation from Staples, our stationery suppliers, and Corporate Communication colleagues from Singapore. The segregated stationery bags were then handed over to the TFI Fellows, who in turn distributed them amongst the children, in their classes. This stationery was later used during the 'Redraw India' conducted by us during the Global Volunteer Day 2011.

While it is important to focus on the children and their educational welfare, it is also imperative to continuously motivate the Fellows and equip them with knowledge that will help them in their class. Continuing the endeavour to enrich the lives of both children and TFI Fellows, we organized a Leadership Development Programme (LDP)

from September 12-15, 2011 in association with the Tata Institute of Social Sciences (TISS), one of India's premier educational institutes and pioneers in the field of training and leadership development. The four-day program conducted in the precincts of TISS included segments on self-exploration and leadership skill development. The TFI Fellows learnt more about human behaviour and how to become a transformational leader in sync with ethics. They were also exposed to various management theories on team building and motivation, and interactive sessions had the Fellows questioning or reflecting on the way things can be improved at personal and organizational levels. During the Change Management session, Fellows got to know themselves better and focus on those parts of their personalities which will help them to be more adaptive. At the end of the programme, a valedictory session was held where Prof. S. Parshuraman, Director of TISS, awarded certificates to the Fellows for completing the programme successfully. Not only did the TFI Fellows gain an opportunity to be part of TISS, they also received open access to the TISS library thanks to Prof. Parshuraman who also expressed his interest to conduct more of such collaborations with TFI.

The last day of the LDP, September 15, 2011 culminated in a networking dinner for the TFI Fellows, TISS faculty as well as Blue Dart and DHL representatives. The dinner provided a good platform for our management to engage the Fellows in conversation on topics including fellowship challenges, post-fellowship career options and how corporations can do more to help TFI. This was followed by the Fellows who shared their experiences on being part of the LDP in terms of how the curriculum was designed to hone their leadership skills and help them communicate with their students more effectively. They also thanked the faculty for sharing their rich experience and knowledge with the Fellows apart from giving them an opportunity to 'relive' college life.

Apart from this, the group also donated laptops and desktops and organised InspirEd, a conference for educational leaders.

All in all 2011 saw us embark on the journey of fighting educational inequity in India and making education accessible to children.



# Sustainability at Blue Dart

Blue Dart & DHL as socially responsible corporates inaugurated the first Corporate Responsibility Day and Global CSR Awards in India on 18 February 2012 at Mumbai. The awards recognized Corporate Social Responsibility (CSR) champions across various industries and were part of the first World CSR Day. The event was graced by the Chief Guest, Honorable Union Minister of Corporate Affairs, Dr. M. Veerappa Moily along with Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs.

## Corporate Responsibility (CR) Day

The 1<sup>st</sup> Corporate Responsibility Day in India was marked by two panel discussions - CSR: The Way Forward and Public-Private Partnership for a Greener Planet. Designed to foster discussion and awareness of corporate responsibility within the private sector, the panel discussions were well attended by about 120 participants from the corporate and NGO communities and resulted in a great exchange of ideas and insights in the CSR sphere.

Chaired by Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs, the panel included Malcolm Monteiro, SVP & Area Director - South Asia, DHL Express and other esteemed corporate leaders like Elaine Cohen, Chief Executive Officer, Beyond Business Ltd., Louise van Rhyn, CEO & Founder, Symphonia for South Africa, Dr. Soroor Qarooni, Board Member, Bahrain Woman Association for Human Development and Director, Anti Child Abuse & Neglect Program "Be Free", Rajani Ramakrishnan, Senior Vice President, Group Internal Communications, Group Communications and Corporate Sustainability, HSBC Ltd., Michael Heng, President and CEO, Energycorp Global Pte Ltd, Sudhir K. Sinha, Country Head - CSR and R&R, Arcelor Mittal India Limited, Deepak Jolly, VP-Public Affairs & Communication, Coca-Cola India, Anirban Roy, Managing Director, SEED, Mohini Daljeet Singh, Chief Executive, Max India Foundation and Nilmini Jayasinghe, Project Lead, Joint Apparel Association Forum Sri Lanka (Garments Without Guilt).

## Global CSR Awards

The Corporate Responsibility Day culminated with the Blue Dart Global CSR Awards in the evening which recognized contribution to society and environment from various public, private and social organizations from India and about 12 countries (such as Dubai, Singapore, South Africa and Sri Lanka). Well known companies from diverse industries such as FMCG, Automobile, Telecom, Energy and Banking to name a few gathered awards and certificates across categories such as Best Corporate Social Responsibility Practices, Support and Improvement in Quality of Education, Diversity and Human Resource, Concern for Health, Poverty Alleviation, Accounting for Climate Change, Carbon Footprint Accounting, Community Development, Regulation of Corporate Social and Environmental Behaviour, Social Entrepreneurship.

The Blue Dart Global CSR Award jury included Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs; Prof. Indira Parikh, President, Foundation for Liberal And Management Education, India's Iconic HR Leader; Dr. T.V. Rao, Chairman - T.V. Rao Learning Systems Pvt. Ltd; Mr. Harish Mehta, Chairman & MD - Onward Technologies Ltd.; Emeritus Chairman - World HRD Congress & Founder Member - NASSCOM; Mr. Phil Knight, Global Chairman - Employer Branding awards; Prof. Tom Hilton, Global Chairman - Asia Pacific HRM congress; Dr. Prasad Medury, Partner, Amrop India Consultants Ltd.; Mr. Sanjay Muthal, Managing Director, NuGrid Consulting Pvt. Ltd. and Ms. Nina E. Woodard, President & Chief "N" Sights Officer, Nina E. Woodard & Associates, a division of NDPendence, Inc.

The Corporate Responsibility Day and Global CSR Awards were a befitting tribute to the great work being done by all the corporate towards our communities and environment.

# C R Day and Global CSR Awards



# Sustainability at Blue Dart

India, an emerging superpower is currently in the throes of an educational crisis with 30% of its citizens being illiterate. India spends only 3.3% of its GDP on education, compared to an average 5.8% in developed countries. Education is not deemed of as the highest priority among the poor as compared to other basic necessities like food, clothing, shelter, drinking water and sanitation. Of the 1.21 billion population of India, about 41.6% citizens are below the poverty line. Lack of education forms one of the biggest contributors to poverty. This imbalance results in a vicious circle – poverty cannot be eradicated unless people get educated and education cannot be afforded due to poverty.

As Eleanor Roosevelt said, “all of life is a constant education”. Blue Dart has always believed that education is the stepping stone to success and has encouraged learning amongst its employees to help them rise through the ranks. Taking this a step ahead and in order to empower the communities around us, Blue Dart in line with DP DHL’s ‘Living Responsibility’ programme started the Blue Edge: Empowering Lives initiative under its GoTeach sustainability pillar.

## Blue Edge: Empowering Lives

In 2008, Blue Dart in association with Oasis India (NGO) started an initiative called ‘Blue Edge: Empowering Lives’ in Mumbai, which is aimed at enriching the lives of young adults from difficult environments, who have not been able to complete their education. This life-transforming programme has helped in impacting young adults from the underprivileged sections of society. The programme aims to reach out to minimum of 50 students per batch. We also ensure that every batch has a healthy mix of girls and boys even though we are aware that most of the girls will not be allowed to work and instead be married off. However; as Mahatma Gandhi said, “If you educate a woman, you educate a family.” We too strongly believe that women are catalysts of change and if we empower them with knowledge and basic skills, they will work towards transforming their families.

The success of the Blue Edge: Empowering Lives programme ensured that it was nominated as a Lighthouse Project under GoTeach from AP EEMEA. The programme also received funding of 50000 euros from DHL as a token of appreciation for the good work conducted in the field of education and also to further this programme to another city in India. This fund was used to set up the Blue Edge School in Chennai (which has 0.8 million slum people i.e. nearly 18% of the population staying in slum areas). The Chennai operations began in April 2011 with 54 students and celebrated its first Graduation Day in October 2011.

The Blue Edge: Empowering Lives programme has completed 9 batches in Mumbai and 1 batch in Chennai impacting 471 young adults till date.

The programme ensures that the underprivileged section of the society is not deprived of education as a building block to their ability to earn and support their future and families and contribute positively to the community. It is a matter of great pride that more than 40% of the students who have graduated from this programme have been placed in successful and reputed organizations in sectors like Telecom, Retail, FMCG etc.

The programme has also received several accolades some of which include: ‘Community Development – Blue Edge: Empowering Lives’ - CSR Awards 2011 - Subir Raha Centre for Corporate Governance, ‘Outstanding contribution to the cause of education’ for effective Corporate Social Responsibility efforts through Blue Edge: Empowering Lives Program - Global HR Excellence Awards 2010-2011.

## Testimonials from Students:

- “I had lot of problems at home due to which I was unable to complete my studies. However, the Blue Edge programme has been a good foundation for me to build on. I now look forward to completing my college and take up a job to support my family” said C. Samundeeswari, a Blue Edge student.
- “Since my father left us, the responsibility of the entire family was entrusted to me. I had completed my HSC and was looking for a job. I had planned to work and study at the same time and luckily I came to know about Blue Edge: Empowering Lives. It was a great opportunity to learn spoken English and computer as free courses. I attended job interviews and now I have joined a Company as a SIM Verification Executive. I would like to thank Blue Dart and Oasis who helped shape my future” said Logesh S., a Blue Edge student.

# Blue Edge: Empowering Lives



# Sustainability at Blue Dart

Under the motto "Living Responsibility", Blue Dart (along with DP DHL) focuses its corporate responsibility on protecting the environment (GoGreen), delivering help (GoHelp) and championing education (GoTeach). These are supported and complemented by regional community initiatives, which demonstrate the voluntary commitment, special abilities and enthusiasm of over 7,792 employees from across Blue Dart Country.

Some Other Initiatives are as under:

## GoGreen

Blue Dart and DHL constantly endeavor to create awareness amongst their employees to protect environment by using the available natural resources judiciously. In keeping with this, we celebrated the Earth Hour (in March), Earth Day (in April) and World Environment Day 2011 (in June).

Blue Dart ranked 2nd amongst all DHL Express countries as Blue Darters pledged to support the Earth Hour by educating their near and dear ones to switch off lights when not required.

Earth Day was observed through various articles in the Daily News on environment, the perils of misusing our natural resources and ways to conserve the same.

The World Environment Day 2011 (WED) was celebrated for an entire week with initiatives like 'No Printing', 'Carpooling / using Public Transport', 'Registering Pledge on the DP DHL site' and 'Wear Green'. Apart from this, we ran a contest inviting employees to 'share environmental friendly suggestions'. The contest received a huge response and it was very heartening to see the various activities that Blue Darters were following in their day-to-day lives like carrying cloth bags to market, printing only when required, travelling by public transport and planting trees in their buildings to name a few. A jury comprising 3 of our senior management went through all the suggestions and awarded 6 best ones.

Apart from celebrating these global days, in 2011, Blue Dart also introduced the Pedal Power: Bi-cycle initiative at Chennai, Bangalore, Ahmedabad, Mumbai, Delhi and Kolkata. With around 237 bicycles on field, this initiative aimed to help reduce CO2 emissions.

Blue Dart has always practised energy conservation at its workplace with the Power Saver: Lights Off initiative where all offices across Blue Dart Country switch off lights for

15minutes daily. Since June 2011, post the success of WED 2011, our Managing Director, Mr. Anil Khanna announced that additionally all the Blue Dart offices across India should switch off lights for an hour from 1-2pm on the last Saturday of every month. Blue Darters too were encouraged to switch off lights at their residence from 8.30-9.30pm on the same days.

All in all, these initiatives allowed Blue Darters to be eco-warriors by 'making a difference, enabling the future'.

## GoHelp

### Saving Lives - Blood Donation Drives

To commemorate the National Safety Week, Blue Dart & DHL jointly organized the Life Saver: Blood Donation Drives at Mumbai and Kolkata in March 2011. Organised in association with THINK Foundation, the drive saw over 100 employees donate blood in a bid to help children suffering from Thalassaemia.

### Fund Raising Activity

Blue Dart supported various NGOs to help raise funds through sale of their handmade products. One of them was Dhonk (that worked towards rehabilitation of the tiger poacher community in Ranthambore) and the other was Srujna (that empowered underprivileged women and girls rescued from trafficking). Both these activities received a warm response from Blue Dart and DHL employees which helped boost the morale of the beneficiaries and made them believe that they too could make a difference to their communities. Our employees were also happy to support such initiatives as it gave them an opportunity to reach out to different communities and enrich their lives.

# Some Other Initiatives

