

# Sustainability at Blue Dart

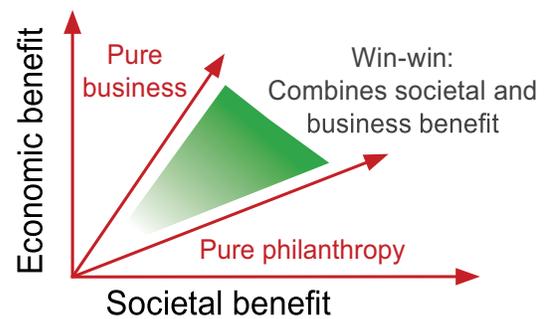
Sustainability (or Corporate Responsibility) is an integral part of DP DHL's Strategy 2015 which has been adopted by Blue Dart too. We take our responsibility to society, to the communities in which we operate, to our employees and to the environment seriously. We want to make a positive contribution 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 employees from across Blue Dart Country.

Blue Dart's sustainability initiatives have been appreciated by its peers and have been the recipient of various awards some of which include: 'Green Leadership Award'-Asia Responsible Entrepreneurship Awards 2012 South Asia, 'Sustainable Business Practice Award'-IPE CSR Corporate Governance Awards, 'Best in CSR' (Overall)- Responsible Business Awards 2012, 'CSR initiative of the Year'- Blue Edge: Empowering Lives - 6th ELSC Awards.

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

GoGreen



GoHelp



GoTeach



# Sustainability at Blue Dart

## Global Volunteer Day 2012 (GVD)

Over 7,664 volunteers from Blue Dart, DHL Express, DHL Supply Chain and DHL Global Forwarding, joined hands to make a difference during the Global Volunteer Day 2012 (GVD 2012), held between 6 and 16 September 2012, showcasing exemplary unity in spirit, vision and purpose. Global Volunteer Day 2012 allowed stakeholders such as employees, partners and customers to give back to society in wide ranging programs/interventions like saving lives through blood donation, making our planet greener through tree plantation initiatives, investing in future generations by teaching/motivating children from marginalized sections of society, cleaning schools etc. Volunteers also spent time and resources to bring happiness in the hearts of senior citizens and underprivileged children in many old age homes and orphanages.

## GVD 2012 Creates an Impact across India.

### GoGreen

4,146 X BU volunteers across India supported a staggering 12,276 trees with Grow-Trees.com (official partner of the United Nations Environment Program's Billion Tree Campaign and WWF's Cities for Forests Campaign). These saplings have been planted in the periphery of Kanha National Park, Madhya Pradesh. Apart from this, 222 X BU volunteers participated in tree plantation drives carried out in various parts of the country.

### GoHelp

1,709 X BU volunteers across 38 locations in India donated blood to save lives. 1,358 X BU Volunteers also donated newspapers to support children suffering from cancer at the Tata Memorial Hospital, besides mobilizing essential utilities, medicines and sponsoring meals at various children's / old age homes, sponsoring cataract operations for the poor and creating traffic awareness amongst citizens.

### GoTeach

229 X BU volunteers across the country invested time in the lives of over 1000 children through activities such as story reading sessions, quiz sessions, drawing competitions and talk on health and hygiene.

## Detailed volunteering and donation activities during GVD 2012:

### GoGreen

**Mumbai** - X BU Volunteers actively participated in activities like sapling preparation and un-germination with the Haryali Group (NGO). The volunteers helped to de-weed, prepare and arrange around 350 saplings of Indian Beech, Indian blackberry and mangoes, over 800 saplings of custard apple and rain trees and over 1,200 un-germinated seed bags besides cleaning up of the Konkan Education Society, a village school.

**Ahmedabad** - Volunteers distributed plant saplings to the walk-in customers at retail counters in Ahmedabad; also a plantation drive

was conducted at the Sabarmati Riverfront. Various activities were also implemented such as switching off of lights for one hour at all Blue Dart offices from 06 September to 16 September 2012, observing No Polythene Day, No Print Day, Car Pooling Day and No Tobacco Day.

**Aurangabad** - Volunteers celebrated by planting trees at Walunj facility and the activity received tremendous response from volunteers as well as customers.

**Chennai** - Blue Cross of India with its 10,000 sq ft property ensures that all animals rescued have shelter and basic amenities, X BU volunteers planted 3000 saplings of CO<sub>4</sub> into the soil to help aid in the feeding of these animals. Volunteers also took part in the Satellite Station activity where they participated in a tree plantation drive.

### GoHelp

**Mumbai** - A large number of volunteers donated over 1000 kgs of newspapers and magazines to Dhanwantari Medical Trust (DMT). DMT has a project - 'Crafting Smile' that gives emotional and financial support to the treatment of poor pediatric cancer patients at the Tata Memorial Hospital. Apart from this, there was an exhibition-cum-sale of products (apparels and gift articles) made by patients suffering from Multiple Sclerosis (MS) to support the cause of Multiple Sclerosis Society of India (MSSI). Volunteers also donated clothes, utensils, toys and other utility items to an NGO, Goonj. These were donated to students and underprivileged people in rural areas in lieu of their studies or work to ensure it is received with dignity rather than as charity.

**Kolkata** - Volunteers visited an old age home Asha Niketan where they spent time with senior citizens, who have been discarded by their family members. This greatly reassured the inmates that there were people out there who cared.

**Hyderabad** - A team of volunteers visited the Ziah Mission Orphanage and spent some quality time with the children conducting games at their premises. Volunteers also donated portable/foldable cots and 2 almiras (cupboards) as requested by them. Apart from this, they also spread traffic awareness at five busy junctions in the city.

**Ahmedabad** - Volunteers conducted a monetary drive to support the Tapasvi Jitmal Rehtumal Charitable Trust (which works for the poor who are in need of cancer treatment) and Giriraj Sewa Kendra (that provides food for poor and old age people who are deprived by their

# Global Volunteer Day 2012 (GVD)



# Sustainability at Blue Dart

loved ones and do not have income for their living). They also sponsored breakfast, lunch, snacks and dinner at Prakash School (Residential & Training School for Mentally Retarded Children. Apart from this, volunteers donated food grains, old usable clothes, medicines, baby food and personal care products and funded cataract operations and free daily meal for the poor at various Charitable Trusts.

**Chennai** - Volunteers visited Manasa, a school for special children which supports 95 kids who have different categories of disability. Volunteers organized a special lunch for the children, apart from donating refrigerators, static cycles, books, physiotherapy toys and other useful stationeries.

**Tirupur** - Volunteers conducted a Donation Drive for The Tirupur School of Dumb and Deaf, an NGO that cares for 130 dumb and deaf children in the age group of 4-12 years. The team participated in the charity drive and donated the required groceries, bath items and sweets to the children.

**Panjim** - Volunteers distributed clothes, books and soaps to Matruchhaya Trust. All the children were also served meals and sweets. The team was speechless looking at their discipline and etiquettes which distinguished them from being underprivileged or orphans.

**Bengaluru** - Volunteers donated groceries, snacks and clothes to New Life Centre for Girls (an orphanage for girls) and also entertained children with games and music. Apart from this, they donated 20 canvas bags of old clothes on September 7 to Home of Hope (a home for the poor, weak and destitute), and an inverter, 100kgs of Rice, 3 big floor mats and an idli maker to Desire Society (a home for HIV infected kids).

**Hosur** - Volunteers donated 100 blankets, 400 Kgs of Rice, 3 big floor mats and 110 school bags to 2 Undu Urayadumpalli Schools (government schools with 110 residential students lacking basic requirements). Apart from this, on September 10, volunteers donated steel utensils to the Sri Ramakrishna Sevashrama (a home for poor and destitute boys).

**Coimbatore** - Volunteers donated groceries for a month, bath sets, 85 blankets, dressing items and medicines to Mother Teresa Missionary, an NGO which looks after poor down-trodden and sick people.

**Mangalore** - Volunteers visited Bala Yesu Graha (an orphanage with over 50 girl children aged between 7 to 14 years) and handed utilities like 100 kgs of Rice, 25 Blankets and 25 Towels for the children. Not only this, they also spent some quality time with the children.

## GoTeach

**Ahmedabad** - Volunteers donated study materials, organized drawing competition for children and funded non-formal education of underprivileged children.

**Aurangabad** - Volunteers conducted a Drawing Competition at Chikalthana facility for children. They were joined by our customers on the occasion to encourage children.

**Mumbai** - Volunteers had an interactive session with three Teach For India schools in Mumbai – Shivner Vidya Mandir, People's Education Society and Mahim Mori School. Students from grade 2-7 got the opportunity to learn and know more about various subjects through storytelling and other activities conducted by the volunteers. At the end of the session, the children were eager to know when the volunteers will visit them again. Talk on health, safety and security was organized for the students of Konkan Education Society.

**Chennai** - Volunteers visited St. Francis School (a Teach For India school) and spent time with students of grade 3 and 4. They played games, sang songs and interacted with children and shared some goodies as well.

**Delhi** - Volunteers visited two Teach For India schools in Delhi- Nigam Pratibha Primary School and Babul Uloom Public School. Volunteers addressed the students on the importance of keeping the school premises and the environment clean and also undertook Cleanliness Drive within the school premises. Fun activities such as making 3D Pop-up books, games like Guess My Word, mathematics quizzes, etc. were carried out. A donation drive was also conducted where school utilities such as ceiling fans, dustbins, computers, cupboards, clocks, white boards were purchased as requested by the schools.

**Bengaluru** - Volunteers donated stationery, touch screen computers at Shishu Mandir Education Centre.

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 solidarity 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.

# Corporate Responsibility Day and Global CSR Excellence & Leadership Awards



# Sustainability at Blue Dart

## 2<sup>nd</sup> Corporate Responsibility Day and Blue Dart Global CSR Excellence & Leadership Awards

Blue Dart & DHL as socially responsible corporates organized the 2<sup>nd</sup> Corporate Responsibility Day and Blue Dart Global CSR Excellence & Leadership Awards in India on 18 February 2013 at Mumbai. The awards recognized Corporate Social Responsibility (CSR) champions across various industries and were attended by over 300 delegates. The event was graced by the Chief Guest, Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs.

## Corporate Responsibility Day

The Corporate Responsibility Day comprised of two panel discussions – ‘Mandatory 2% spend on CSR: Will it be just compliance or a trajectory for meaningful CSR?’ and ‘Changing businesses from inside out’. Both the intellectually stimulating panel discussions focussed on awareness of corporate responsibility within the private sector and were well attended by leaders in both the government as well as the corporate sector. Chaired by Ketan Kulkarni, VP & Head – Marketing, Corporate Communications and Sustainability, Blue Dart Express Ltd., the panels included: Yogesh Dhingra, COO & FD, Blue Dart Express Ltd., Gayatri Nair Lobo, Senior Director, Strategy and Development, Teach For India, Akhtar Badshah, Senior Director, Citizenship and Public Affairs and Head of Corporate Philanthropy, Microsoft Corporation, Suhas Tuljapurkar, Managing Partner, Legasis Service Pvt. Ltd., Emily Harrison, Executive Vice President, Innovaid, Vikas Puthran, Vice President - Alliances and Operations, Give India, Betsy Vincent, Vice President, General Carbon Advisory Services, Animesh Kumar, Group Head, HR & Corporate Services & Co CEO, IDFC Foundation, Emily Harrison, Executive Director, Innovaid, Dr. Alok Bhardwaj, Executive Vice President, Canon India, Prof. Dr. Christoph Stueckelberger, Executive Director and Founder, Globethics.net and Dr. Maximilian Martin, Impact Economy, SA.

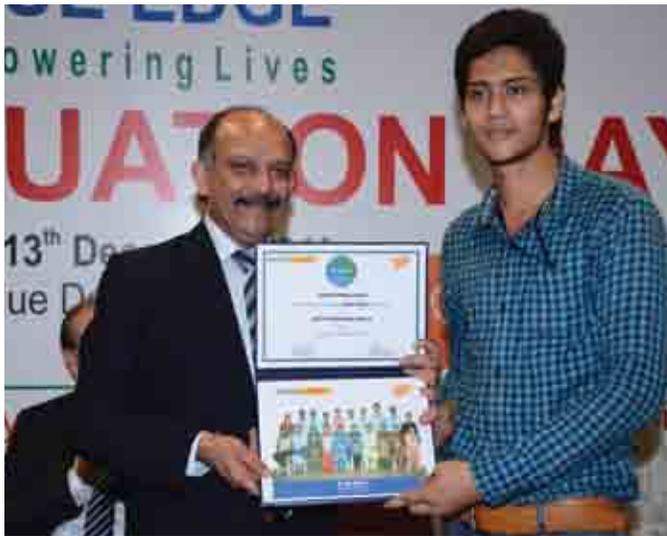
The event honoured companies from India and overseas for their path breaking work in the area of Sustainability. Well known companies from diverse industries such as FMCG, Automobile, Telecom, Energy and Banking gathered awards and certificates across categories such as Best Corporate Social Responsibility Practices, Support and Improvement in Quality of Education, Social Entrepreneurship, Best Use of CSR Practices in Manufacturing, Best Use of CSR Practices in Banking and Finance, Women Empowerment, Concern for Health, Most Innovative CSR Disclosure Policy etc.

The Blue Dart Global CSR Excellence & Leadership Award jury included Dr. Bhaskar Chatterjee (Director General & CEO, Indian Institute of Corporate Affairs), Dr. Huzaifa Khorakiwala (Executive Director, Wockhardt Ltd.), Mohini Daljeet Singh (Chief Executive, Max India Foundation), Vijay Kalantri (Chairman & Managing Director, Dighi Port Ltd.), Herman Mulder (Chairman, Global Reporting Initiative) and Harsha Mukherjee (Founder & MD, Editor, Ekjaa and IndiaCSR) to name a few.

## Global CSR Excellence & Leadership Awards

The Corporate Responsibility Day culminated with the Blue Dart Global CSR Excellence & Leadership Awards in the evening which recognized contribution to society and environment from various public, private and social organizations from India and overseas. Malcolm Monteiro, Senior Vice President and Area Director, South Asia, DHLE delivered a keynote message highlighting the strong and leading work being done by DP DHL, DHLE India and Blue Dart while Anil Khanna, Managing Director, Blue Dart Express Ltd. expressed his happiness at being able to provide a common platform to national and global sustainability champions and thanked everyone for enriching the day. The Chief Guest of the evening, Dr. Bhaskar Chatterjee, enlightened the audiences about the mandatory 2% spend on CSR and what it entailed once it came into effect.

# Blue Edge: Empowering Lives



# Sustainability at Blue Dart

The key to India's success is its youth with more than 51% of its population below the age of 25\*. However, majority of the youth are uneducated or undereducated or unemployable aspiring for a better life but lacking the skills that are required to get there. By 2030, Indians of working age (between 15 to 59 years) will constitute 65% of the population and the world's largest labour market\*\*. However lack of equal education opportunities and employable skills could also result in a large pool of dissatisfied, disillusioned and unemployed youth which could be detrimental to India's emergence as a superpower.

Blue Dart believes in supporting initiatives for equal educational opportunities for children and youth. Blue Dart runs an initiative called 'Blue Edge: Empowering Lives' in Mumbai and Chennai. Together, the aim is to enrich and empower the lives of young adults thereby improving their opportunities for a better tomorrow.

## Blue Edge: Empowering Lives

This initiative is aimed at enriching the lives of young adults from difficult environments, who have not been able to complete their education. Through this initiative, Blue Dart empowers around 50 students every six months by providing training in English Speaking, Computer Skills, Life Skills and Customer Orientation. Since inception, over 600 students have successfully completed this programme and have been felicitated at Graduation Ceremonies held in Blue Dart offices in Mumbai and Chennai. So far, more than 40% of the students who have graduated from this programme have been placed in successful and reputed organizations in sunrise verticals like Telecom, Retail, FMCG, Aviation etc. and have effectively kick-started their potentially stable careers and lives.

On June 12, 2012, Dr. Frank Appel - CEO, Deutsche Post DHL visited the Blue Edge: Empowering Lives school in Mumbai where he met with the alumnus, students and teachers. Dr. Appel addressed the class and emphasized on the importance of education. Citing examples from his own life, Dr. Appel motivated the students to study and follow their dreams in order to become successful in life. Post his address, two alumnus (one working with a well known Domestic Airline and the other working with a well known IT Company), best performers from the current batch and faculty members shared their experiences of being associated with the Blue Edge programme. Overall the visit was very fruitful and huge learning experience for the students.

This year, the 'Blue Edge: Empowering Lives' programme, saw the completion of the 10<sup>th</sup> and 11<sup>th</sup> batches in Mumbai and 2<sup>nd</sup> and 3<sup>rd</sup> batches in Chennai. The 12<sup>th</sup> and 4<sup>th</sup> batches in Mumbai and Chennai respectively are currently underway. Many of the graduates have taken admission in various colleges to complete further studies.

Blue Edge: Empowering Lives was nominated for the final round of the DPDHL CEO Awards 2013. It was one of the 7 initiatives that made it to the final round out of over 90 applications received worldwide. The programme has also been recognised in the industry and has received several accolades some of which include - 'Support and Improvement in Quality of Education Award' - Blue Dart-DHLE (IPE CSR Corporate

Governance Awards), 'CSR initiative of the Year' (6<sup>th</sup> ELSC Awards), 'Sustainable Education Strategy' (Responsible Business Awards 2012), 'Support and Improvement of Education' (6<sup>th</sup> INDY'S Awards 2012) and 'Outstanding Contribution to the Cause of Education' (Global HR Excellence Awards 2011- 2012).

## Testimonials from Students:

“I was unable to speak in English and didn't know Computers. At Blue Edge, I learnt all this and more. Today, I know I can support my family and be a blessing to them”  
- Yasmeen Khan, a Blue Edge student.

“Earlier I was very nervous to speak in English, now I am confident to speak in front of anybody. The teachers at Blue Edge also taught us how to solve life's problems”  
- Afreen Khan, a Blue Edge student.

“I belong to a poor family and an economically weak background. However, after coming to Blue Edge, I realised that learning English will help me get a good job. I will do my best to not disappoint my teachers”  
- Rajan Gupta, a Blue Edge student.

“There are many teaching courses available, however none are free. Thanks to the Blue Edge course, I got to learn English, Computers and Life Skills”  
- Hashmi Alam, a Blue Edge student.

\* 2001 Census

\*\*Rajiv Gandhi National Institute of Youth Development

# Teach For India



# Sustainability at Blue Dart

## Teach For India

Every child deserves education. It is an alarming fact that in India today, 4% of the children (approx. 8 million) do not start school, 57% (approx. 74 million) don't complete primary schools, 90% (approx. 172 million) don't complete school and less than 10% of Indian children go on to college\*.

For many children, the chance at a good education remains an unattainable dream. With our GoTeach programme, Blue Dart and DHL share the Teach For India (TFI) vision that one day all children will attain an excellent education. To fulfil the same, Blue Dart and DHL have joined hands with TFI to support equal opportunity in education.

This partnership received further impetus with the visit of DP DHL CEO, Dr. Frank Appel on June 11 and 12, 2012. Dr. Appel visited the Teach for India school in Mumbai, where he sat through a classroom session and proffered meaningful advice to the lively children.

### Some of the activities included:

**Leaders Week** – Held in January 2012 & 2013, the Leaders Week offers opportunities for senior management teams to spend time with students in TFI classrooms and to share their experiences and insights. The team from Blue Dart volunteered their time in the TFI classrooms in Mumbai, Pune and New Delhi where they encouraged the students to pursue their dreams. Through this programme, Blue Dart representatives became teachers, mentors and learners. This initiative was also a moving and enriching experience for the volunteers, who were very appreciative of TFI's efforts in making a difference to the lives of their students.

**Leadership Development Programme** – Continuing the endeavour to enrich the lives of children and TFI Fellows, Blue Dart and DHL organized a Leadership Development Programme (LDP) 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. Held from September 18-21, 2012, the four-day program was designed to equip the Fellows with valuable skills and tools to enhance their teaching methods. The course covered topics such as ethics and leadership, change management, negotiation skills, leading with emotional intelligence and becoming a transformational leader. The training modules and methodology used were based on the basic principles that participants learn best when actively involved in the learning process rather than by passively listening or observing and they learn from one another as well as from the facilitators. In keeping with this, the sessions included Individual exercises and questionnaires, Group work and discussion, Brainstorming, Case studies, Role plays and Games to enhance the program and make it more interactive. At the end of the program, a valedictory session was held where certificates were awarded to the Fellows for completing the program successfully.

\* [www.teachforindia.org](http://www.teachforindia.org).

**First Choice Workshop** - To share The First Choice Way with TFI Fellows, the team organized a two-day First Choice workshop for TFI Fellows from March 15-16, 2013. This session was not only engaging but an excellent platform for the Fellows to ask questions relating to school, education and of course children. Examples with regard to children and the education system were cited for stronger connect. It provided deeper insights and strategies which were useful for the Fellows to be implemented in their classrooms. It was indeed very engaging and interactive and kept the Fellows enthralled during the two days.

**The End of Year Showcase** - is a presentation put up by the students in the form of a museum, play, musical, or book that connects everything the students have learnt in a year and captures their growth in the four indicators of transformation - Academic Achievement, Pathways to Opportunity, Interests and Aspirations, Values and Mindsets.

Blue Darters volunteered at the Juhu Gandhigram Municipal School, Mumbai and assisted the TFI Fellows with respect to the End of Year Showcases. The 'Mumbai Dreams End of Year Showcase' was a talent showcase presented by 100 students of this school. The show featured dance, drama, spoken word and art by various students and was held on March 30, 2013 at Mayors Hall, Mumbai. Employees assisted TFI Fellows in managing the children as well as designing and setting the backdrop for the stage.

# Some Other Initiatives



# Sustainability at Blue Dart

## GoGreen

GoGreen forms a key element of the Group's responsibility towards the environment.

Blue Dart and DHL organise various activities to encourage their employees to keep the green momentum going in their personal as well as professional lives.

### Some GoGreen activities include:

**Power Saver: Lights Off** - Since January 2012, all the Blue Dart offices across India switch off lights for an hour from 1pm to 2pm on the last Saturday of every month. Employees too are encouraged to switch off lights at their residence from 8.30pm to 9.30pm on the same days. This initiative is also supported by Anil Khanna, Managing Director, Blue Dart who sends out a personal mail encouraging employees to be aware of energy conservation and the role they can play in saving our planet. Over and above this, in a bid to conserve energy, all Blue Dart facilities switch off lights every day for 15 minutes.

**Earth Hour** - Blue Dart observed Earth Hour in 2012 and 2013, to create awareness amongst employees about their responsibility towards the planet by switching off the lights at all its centers from 1pm to 2pm and encouraging employees to do the same at their homes from 8.30pm to 9.30pm. Over 660 Blue Darters pledged to support Earth Hour by creating awareness amongst their near and dear ones to switch off lights respectively. Buzz was created amongst our employees to make them aware of their responsibility towards the planet, direct mailers were sent internally requesting them to pledge their support on the DPDHL site.

**Earth Day** - Blue Dart celebrated Earth Day on April 22, 2012 and 2013 with the themes - 'Mobilize the Earth' and 'The Face of Climate Change' respectively. Blue Darters were encouraged to mobilize the planet through activities like One Hour Lights Off, Using Bicycle / Walking, Promoting Solar Energy, Saving Water, Recycling / Reusing / Reducing, Planting Saplings and Saving Paper to name a few. In 2013, over 1911 Blue Darters also participated in an Earth Day Quiz organized by DHL which provided them with information on the perils of global warming. The event was also marked with a stall activity by Mumbai Goes Green selling eco-friendly products.

**World Environment Day** – Blue Dart celebrated World Environment Day (WED) on June 5, 2012 where all the 4 Business Units (Blue Dart, DHL Express, DHL Global Forwarding and DHL Supply chain) got together and celebrated WED 2012 with week-long activities that included One Hour Lights Off, No Printing Day, No Vehicle Wash Day, Carpool To Work Day, Exhibition-cum-sale of eco-friendly products by Idobro (across 7 cities), 'My WED Idea' that encouraged employees to suggest eco-friendly tips and 'WED Quiz' that saw participation by over 500 Blue Darters. 29 lucky winners were handpicked by the Managing Director and received prizes.

**GOGREEN Carbon Neutral Service** - Launched the services to customers in June 2012 and achieved 36% reduction in emissions / Kg for 2012 with base of 2008 in Scope 1 & 2. Successfully completed

verification of CO<sub>2</sub> emissions data capture and allocation process to shipments under ISO 14064 by SGS in 2011. Top 3 carbon efficiency initiatives included Aircraft Route Optimization, Improving Capacity Utilization of Network Vehicles and Efficient Route Designs.

## GoHelp

### Fund Raising Activity

On November 1 and December 17, 2012, Blue Dart and DHL spread festive joy and cheer in the lives of underprivileged women from marginalized backgrounds through the Diwali NGO Mela and Xmas stall activities. The participating NGOs (Share & Samridhi and Touching Lives) set up stalls to sell diyas, apparels, fashion jewelry, paper / cloth bags, greeting cards, etc. and received a great response from employees.

Blue Dart also marked International Women's Day on March 8, 2013 by inviting Savitri Mahila Mandal, an NGO, to set up a stall where they could showcase their talent, and sell women's apparel.

### Donation Drive

In keeping with the Living Responsibility theme, under GoHelp, Blue Dart and DHL employees participated in the 'You Donate DHL Delivers' drive in Mumbai between 3<sup>rd</sup> and 17<sup>th</sup> December, 2012 in partnership with the NGO 'Goonj'. Collection bags were placed across eight XBU locations and employees were encouraged to donate generously. Donations included reusable items ranging from books, stationery, bags, clothes, toys, utensils, shoes, newspapers, food items and medicines. The collection benefited thousands in our country for whom basic clothing, food and shelter are a distant dream, in order to break the cycle of disadvantage. The drive received an overwhelming response from employees with over 30 bags of donations.

### Other Activities

On July 28, 2012 and August 1, 2012, about 50 Blue Darters at HQC and over 35 Management Trainees attended a workshop on Cardio Pulmonary Resuscitation (CPR). The workshop was conducted by Dr. Manjeet Singh from Fortis Hospital, Mumbai who taught Blue Darters the technique of conducting CPR on others to save their lives. Dr. Singh demonstrated different ways of handling a casualty in case he/she is a victim of cardiac arrest. Dr. Singh also reiterated the social message to employees about respecting women, supporting parents and to strike a work-life balance.

Blue Dart provided Rural Development Trust (an NGO) with logistics support to move 2 water coolers from Mumbai to Anantapur (Andhra Pradesh). These water coolers were installed in Inclusive High Education School (Anantapur) and Inclusive School for Hearing Impaired Children (Bukkaraysamudram) and benefitted over 500 students.

Blue Dart also provided logistics support to Dignity Foundation (an NGO for senior citizens) on occasion of World Elders Day by helping them ship wrist bands, letters and invitation cards to 5 cities in India.