

Sustainability at Blue Dart

Blue Dart as a company has always understood its responsibility towards the environment and society. Sustainability has been an integral part of DP DHL's Strategy 2015 and is adopted by Blue Dart too. We believe in making a positive contribution to the world by using our knowledge and domestic / global presence in ways that benefit people and the planet.

As a 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 championing education (GoTeach), protecting the environment (GoGreen) and delivering help (GoHelp). These are supported and complemented by regional community initiatives, which demonstrate the voluntary commitment, special abilities and enthusiasm of our employees from across Blue Dart Country.



GoGreen



GoHelp

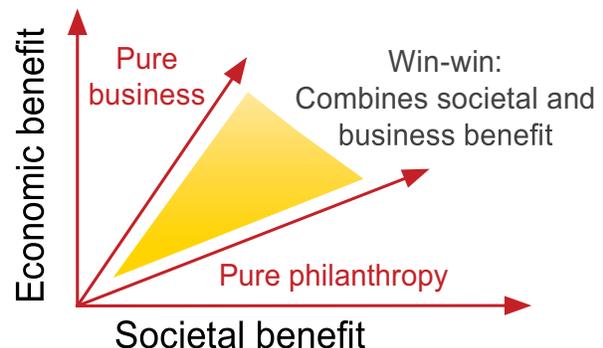


GoTeach



A comprehensive strategy for fulfilling our corporate responsibility – 'Living Responsibility'

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



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Global Volunteer Day (GVD)

Blue Dart in collaboration with DHL, conducts a massive volunteering exercise known as “Global Volunteer Day” across the globe every year. Over 8,394 X BU volunteers from India and 1,00,000 globally joined hands to make a difference during Global Volunteer Day 2013 (GVD), held between 5 and 15 September 2013, showcasing exemplary unity in spirit, vision and purpose. In 2013, GVD saw an added enthusiasm, active participation and highest ever response surpassing last year’s count.

Through Global Volunteer Day 2013, many internal as well as external stakeholders participated in a wide range of activities such as blood donation, planting saplings, teaching the new generation from marginalized sections of society, cleaning school premises, spending time with underprivileged children and providing necessary resources to many old age homes and orphanages.

GoGreen

3,145 X BU volunteers across India supported planting of a staggering 9,114 saplings 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 were planted in the periphery of Sundarbans National Park, West Bengal. Apart from this, 266 X BU volunteers participated in plantation drives across various parts of the country.

GoHelp

2,215 X BU volunteers across 18 cities in India donated blood to save lives. 2,541 X BU volunteers also donated essential utilities, medicines, undertook lake cleaning, sponsored meals at various children/old age homes and created traffic awareness amongst citizens.

GoTeach

227 X BU volunteers across the country invested time in the lives of over 2,000 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 2013:

GoGreen

All India – 9,114 saplings were planted on the periphery of Sundarbans National Park, West Bengal.

Chennai, Hyderabad & Bengaluru - Volunteers across Chennai, Hyderabad & Bengaluru planted 221 saplings in five schools, doing their bit towards a green environment.

Indore - Saplings plantation drive at the Public Works Department in Old Palasia, Indore.

Delhi - Planted 100 saplings of Ashoka, Arjuna and Benjamin at a Government authorized park in association with Delhi Forest Department.

Ahmedabad – Sapling plantation drive at the warehouse. Provided saplings to walk-in customers at retail counters in Ahmedabad and also conducted one hour lights off initiative at Blue Dart facilities in Ahmedabad.

Pune – Volunteers conducted a sapling plantation drive at Seva Matimand Vidyalaya.

Chikalthana - Sapling plantation drive was carried out at Chikalthana, Maharashtra.

GoTeach

Teach For India (TFI)

Mumbai, Pune, Delhi, Chennai & Hyderabad - 162 X BU volunteers across five cities conducted interactive and fun filled sessions at 10 Teach For India schools (Vinay High School, Gumptha Road Municipal School, SVN English School, Powai MCGM, Kilbil EMS, Babu Jagjeevan Ram, Babul Uloom School, Nigam Pratibha Vidhyalaya, Vidhyaniketan, Government Model School Aliya and GPS - New Bhoiguda) through drawing competitions, story reading sessions, implementing lesson plans, career counseling, sharing life experiences,

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talk on health and hygiene and lastly awareness on GoGreen, thereby creating a refreshing buzz with students.

Non-TFI Schools

Besides this, over 65 X BU volunteers participated in interactive and teaching sessions at non-TFI schools at various locations.

Gurgaon - Volunteers taught Science, Mathematics & Political Science to Grade 5, 6, 8 & 11 children at Senior Secondary School Dadri Toyi.

Ahmedabad – An interactive session was conducted at Prakash School for differently abled children.

Ahmedabad & Gwalior – Volunteers conducted drawing competitions, storytelling, quizzes and recreational activities at Jeevan Tirth Ambawadi Open School (Ahmedabad) and Tribal Girls School (Gwalior).

Pune - School children from Seva Matimand Vidhyalaya were educated on health and safety measures.

Walunj – Volunteers held a drawing competition for the children of loaders, casual staff, drivers, housekeeping staff & security guards at Walunj, Maharashtra.

GoHelp

Blood Donation Drive

Blood Donation Drives have always formed a vital part of GVD. 2,215 X BU volunteers across India donated blood to save lives. Organized in association with several blood banks such as Think Foundation, Lions Blood Bank, Madras Voluntary Blood Bureau, IMA, Sankalp India, Central Blood Bank, GTB Hospital, AIIMS, Rotary Blood, Hemophilia Society and medical institutions like the Red Cross Society, these drives played a vital role in creating awareness on the importance of regular blood donation amongst the volunteers. These drives also helped in the effort to aid Thalassemia patients.

2,541 X BU volunteers also donated and served mid-day meals to underprivileged children in association with Akshaya Patra & Seva Matimand Nivas Vidhyalaya besides mobilizing essential utilities, medicines and volunteering at various children/old age homes and lastly creating traffic awareness amongst citizens.

North

New Delhi: Volunteers visited Manav Vikas, a special school and donated clothes, utensils, food items, medicines and also spent time with abandoned senior citizens at The Earth Saviours Foundation “Ayurda” Old Age Home. They also visited mentally and physically challenged children at Cheshire Homes and distributed refreshments to all.

Volunteers organized a clothes donation drive for Uttarakhand victims. Donation boxes were kept at various centers and were distributed by Goonj (NGO) to the victims thereafter.

South

Bengaluru, Chennai, Cochin, Hyderabad and Pondicherry: Volunteers donated material such as groceries, stationery, floor mats, sports goods, towels, bathing kits and water purifiers to various orphanages such as Maher Sneha Bhavan, Shade and Gypsy.

Bengaluru and Coimbatore: Volunteers donated stationery to school children at Karunai Illam, S. Periyapalayam, Tirupur & Nesakarangal Orphanage, Salem. They also donated sewing machines, fans, CFL bulbs and CD players.

East

Kolkata: Volunteers visited Ashaniketan, an old-age home which houses about 12 women senior citizens. They recited poems and folk songs for all the ‘Didimas’ (grandmothers).

Volunteers visited SOS Children's Village, a home for underprivileged children which houses about 200 children. This home is different from the regular orphanages. It provides the children with a shelter and a mother.

Patna: At Missionaries of Charity Sisters (orphanage), volunteers donated clothes and edible items for the less fortunate.

West

Mumbai: Volunteers organized a material donation drive in association with Goonj. Volunteers donated story books, school uniforms, water bottles, toys, notebooks, stationery, shoes and umbrellas.

A session on Ergonomics was conducted for employees in association with Young Concepts India Incorporated. Volunteers donated food grains and stationery items to orphan children and to Good Samaritan Mission, an old age home.

Goa: Volunteers visited El-Shaddai, a home for underprivileged children and donated toys, books, clothes and sponsored meals.

Pune: First Aid Training, TT injection camp, Blood Group checking camp and Pest Control awareness camp was organized. Volunteers also donated three months supply of groceries to Matoshree Orphanage in Pimple Gurav. They also carried out traffic awareness activity along with the Pune Traffic Control Police. Mid-Day meals were donated to children from Seva Matimand Nivas Vidhyalaya.

Ahmedabad: Volunteers interacted with orphan children, deprived senior citizens, differently abled, poor and blind people, sick & dying destitutes, leprosy patients & juveniles from Mother Teresa Children's Home, Blind People Association, Mahipat Ram Ashram, Giriraj Seva Kendra, Manav Seva and Lok Bhavna Trust, Manav Smruti, Home for Leprosy Patients, Sanjivani and Samarpan. Volunteers also funded cataract operations for 15 patients who could not afford to pay for surgery. Volunteers also donated sewing machines, towels, food grains, clothes, personal care products etc. along with donating cash to procure benches, sponsored books, rent for the place and winter wear at Jeevan Tirth Ambawadi Open School (Ahmedabad) and Tribal Girls School (Gwalior) respectively.



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3rd Blue Dart World CSR Day and Global CSR Excellence & Leadership Awards

Blue Dart being a socially responsible corporate organized the 3rd Blue Dart World CSR Day and Global CSR Excellence & Leadership Awards in India on 18 February 2014 at Mumbai. The awards recognized Corporate Social Responsibility (CSR) champions across various industries. The event was graced by the Chief Guest Dr. Bhaskar Chatterjee, Director General & CEO, Indian Institute of Corporate Affairs.

Blue Dart World CSR Day

The event was well attended by leading organisations like United Nations, Sanofi, KPMG, Hewlett Packard, CRY, Indian Institute of Corporate Affairs and many more comprising of panel discussions about **'CSR Good to Great - The Path Ahead'**, **'Assessing and developing potential for leadership'**, **'Measuring the success of CSR'**, **'The Vision of CSR'** and **'New Insights into the Correlation Between CSR and Brand Strength'**. The panel discussions were focused on the way forward over the CSR regulation in the Companies Bill and its impact on various organizations undertaking CSR activities. Some of the speakers and panel members included Dr. Wolfgang Engshuber, Advisory Council of Principle, UN Principles of Responsible Investments; Sandeep Juneja, Vice President – Commercial, DHL Express Pvt. Ltd.; Simone Mechiche, Director – CSR, Sanofi; Paul Ellingstad, Director of Human Progress Initiatives, HP Corporate Affairs, Hewlett Packard; Kim Feinberg, CEO & Founder, Tomorrow Trust; Kewal Handa, Ex-Managing Director, Pfizer; Puja Marwaha, Chief Executive Officer, CRY; Santhosh Jayaram, Technical Director, Advisory – Sustainability, KPMG; Gayatri Lobo, Chief Operating Officer, Teach For India; Joanne Yeoh, Immediate Past President – Region of Malaysia, National Representative – Elect of Malaysia and many more.

Blue Dart Global CSR Excellence & Leadership Awards

The **3rd Blue Dart World CSR Day** culminated in the **Blue Dart Global CSR Excellence & Leadership Awards** which recognized contributions made to the society and environment by various organizations in India and overseas. Yogesh Dhingra, Chief Financial Officer and Chief Operating Officer, Blue Dart Express Limited delivered the keynote address highlighting the CSR initiatives undertaken by the company and pledging to continue to work towards betterment of our communities and environment. The Chief Guest of the evening, Dr. Bhaskar Chatterjee, shared important information on the 2% spend on CSR and its rules.

The event acknowledged contribution 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 and CSR Leadership Award.

The advisory council included Alan Ernest Aicken, Vice President and Chief Sustainability Officer, Huawei Technologies Co. Ltd.; Anuradha Bhavnani, Regional Director, Shell Foundation; Andrew Bryson, Regional Director of Sustainability – Asia Pacific, Saatchi & Saatchi; Dr. Charu Jain, Global Sustainability Manager, DyStar Group; Martin Neureiter, CEO, CSR Company International, Austria to name a few.



Sustainability at Blue Dart

Blue Edge: Empowering Lives

The lack of opportunity for children to develop in a nourishing environment is rooted in poverty and its cultural manifestations. Desperate families need their children to produce immediate income and the subsequent denial of education creates a cycle that traps families in poverty. Proper schooling is prohibitively expensive or inaccessible to much of the developing world due to a lack of government support.

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. It focuses on helping these students to complete their education through a vocational programme held for a duration of six months, bettering their chances of finding employment and guiding them to lead a more accomplished life. The program provides training in English Speaking, Computer Skills, Life Skills and Customer Orientation.

Facts on

Blue Edge: Empowering Lives program:

- Project run in Mumbai and Chennai
- Over 715 young lives already transformed
- A six month course on English Speaking, Computer Skills, Life Skills and Customer Orientation.
- Employee Participation
- The project received the 'Sustainable Education Strategy' – Blue Edge: Empowering Lives – Responsible Business Awards 2012

Since 2008, over 715 students have successfully completed this programme. Students are felicitated at a Graduation Ceremony held at Blue Dart. Senior management team members of both Blue Dart and DHL are invited for the occasion, to share their life experiences with the students and advise them on leading a meaningful life. They are also encouraged to share their experiences about the course.

Students who have graduated from this programme have been placed in successful and reputed organizations in Telecom, Retail, and FMCG sectors etc. This ensures that the underprivileged section of 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.

This year the Blue Edge: Empowering Lives' programme saw the completion of the 12th and 13th batches in Mumbai and 4th and 5th batches in Chennai. The 14th and 6th batches in Mumbai and Chennai respectively are currently underway. Many of the graduates have taken admission in various colleges to complete further studies.

Testimonials from Students:

"In January, I joined Blue Edge course. I made many friends through this course. I am now placed in a leading AC Company as a saleswoman. This course enabled me to converse in English with my customers confidently. After getting this job, I got a new life and confidence and believe that I can come up in life and achieve my goals. I thank Blue Dart for this opportunity."

- Sasikala, a Blue Edge student.

"This course is very helpful and informative. It helped me to build my confidence in spoken English and totally changed my life through Life skill sessions. I also learned how to use a Computer. I'm very grateful to Blue Dart and my Blue Edge teachers."

- Shaheda, a Blue Edge student.

"Before coming to Blue Edge I lacked knowledge on spoken English, computer and life skills. I am very thankful to Blue Edge for choosing me for this course, now I can speak in English, use the computer and also my life has changed through the Life Skills sessions. I am grateful to all my teachers for changing my life and my thinking towards it."

- Bushra, a Blue Edge student.



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Teach for India (TFI)

India has by far the largest population of illiterate adults at 287 million, amounting to 37 per cent of the global total, a United Nations report said highlighting the huge disparities existing in education levels of the country's rich and poor. In India today, 4% of our children never start school. 58% don't complete primary schools. And 90% don't complete school.* Around 30% of children remain illiterate even after attending five-six years of school.

Within the GoTeach programme, our partnership with Teach For India (TFI) began in 2011 and now is a major initiative. 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. We have had a highly successful year enabling Blue Darters to volunteer in several activities that benefited more than 300 classrooms in the TFI schools in Mumbai, Pune and Delhi. Blue Dart and DHL have also partnered with TFI across Mumbai, Pune and Delhi to help educate children from underprivileged families. Activities include Stationery Drive, Leadership Development Programme (for TFI Fellows in association with TISS), TFI Volunteering Week and TFI End of the Year Volunteering.

Activities with TFI:

Teach for India Week - Teach For India Week (27th - 31st January 2014) provides an opportunity for Blue Dart leaders to take on the role of teachers and intermingle with students at Teach For India. During this week, these leaders in Delhi, Mumbai, Hyderabad, Chennai and Pune stepped inside the Teach For India classrooms to get a glimpse of the lives of these students and experience the harsh reality of the education crisis. For sixty minutes they interacted directly with the students under the guidance of a Teach For India Fellow thus sharing their insights and knowledge. During their respective sessions, these leaders experienced the challenges of an under-resourced classroom. They also saw the optimism, ambition and resourcefulness of the Teach for India Fellows working relentlessly to overcome these challenges.

Teach for India Students visit to Blue Dart office - On the eve of Republic Day, 41 students aged between 10 to 12 years from Shivner Vidya Mandir supported by Teach For India, Mumbai were given a once-in-a-lifetime opportunity to visit the Blue Dart headquarters. The students were taken on a tour around the organization to interact with the SMT and employees from various functions. The aim of the initiative was to familiarize them with corporate culture and give them a view of a workplace environment, an opportunity which is rarely bestowed on them.

The students were given a warm welcome and were handed out the Indian tricolor. They were introduced to employees on each floor by various volunteers. Floor champions were also appointed to assist and engage with the students.

Blue Dart's Customer Service team wonderfully put together a special program for the children since the event coincided with Republic Day. The program was followed by a drawing competition on the theme of **"The India of My Dreams"**. Certificates were handed to each participant with the top ten best drawings receiving a certificate and also a prize.

The prizes were handed out by Chief Guest Yogesh Dhingra, Chief Finance Officer & Chief Operating Officer. The panel of judges for the drawing competition included Arun Nangpal, Senior Vice President – Customer Service; Balfour Manuel, Senior Vice President – West 1 and Ketan Kulkarni, VP & Head – Marketing, Corporate Communications and Sustainability.

Solar home lighting with Urja Foundation

Modern energy services are crucial to human well-being and to a country's economic development. But in parts of India, many households still lack electrical power, despite the nation's intention more than six decades ago to bring electricity to all its citizens. India is not entirely electrified yet, the grid does not go everywhere, and it is a vast country with many remote places that remain difficult to access or supply electricity to.

With the noble intention to serve our country men, who are deprived of electricity, Dr. Harivansh Rai Bachchan Memorial Trust launched the rural electrification initiative which was announced on Amitabh Bachchan's birthday on October 11, 2013.

The objective is to provide feasible and sustainable renewable energy solutions for inclusive growth. Millions of citizens have no access to electricity and since our country is blessed with abundant sunlight, we aim to provide electricity to our countrymen through this project.

The rural initiative commenced by providing solar powered lights to around 3000 homes all across India. The initiative is also supported by the United Nations Information Centre for India and Bhutan (UNIC).

Anil Khanna, Managing Director, Blue Dart Express Limited was felicitated by Amitabh Bachchan at an event held on November 19, 2013 for partnering towards a noble cause of electrifying rural India. Blue Dart is proud to partner this program.

*Source: www.teachforindia.org



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One of the biggest concerns facing today's world is global warming. A warmer earth may lead to changes in rainfall patterns, a rise in sea level, and a wide range of impact on plants, wildlife and humans. The main cause of global warming is emission of CO₂.

Blue Dart under the Living Responsibility pillar of GoGreen conducted various activities to encourage its employees to contribute towards the noble cause of saving the environment.

Power Saver: Lights Off

Blue Dart practices Lights Off for an hour between 1pm – 2pm on the last Saturday of every month across all its offices in India. Employees too are encouraged to switch off the lights at their residence between 8.30pm to 9.30pm on the same day. This initiative is championed by Anil Khanna, Managing Director, who sends out a mail encouraging all the employees to conserve energy.

Earth Hour

This year too Blue Dart observed Earth Hour and continued its practice of switching off lights for one hour across all its offices between 1.00pm to 2.00 pm. 654 Blue Darters pledged to switch off lights during Earth Hour at their homes, more than double the count of last year's 290 and the highest ever number of pledges taken by Blue Darters for Earth Hour. The buzz was created amongst all the employees through mailers sent directly from the office of Anil Khanna, Managing Director encouraging the employees to come forward and take part in the noble cause and pledge their support on the DP DHL site by following six simple steps.

Earth Day

On the occasion of Earth Day, on April 22, 2013, Blue Dart celebrated by putting up a stall in alliance with Mumbai Goes Green, an online portal. The stall was inaugurated by Russel de San Lazaro, Vice President, West 1. Many employees participated by purchasing these products. Mumbai Goes Green came into existence with the vision to educate citizens on following an eco friendly lifestyle and to motivate citizens to embrace green culture. It is a one stop shop for all eco friendly products and services that make less use of the earth's resources. Electronic Direct Mailers (EDMs) were circulated internally to promote Earth Day and create awareness by giving information about the degrading environment situation and what are the measures that can be taken in order to overcome these issues.

World Environment Day

Under the GoGreen - Living Responsibility pillar, Blue Dart celebrated World Environment Day (WED) 2013 from May 31st till June 5th 2013. EDMs were sent on a daily basis encouraging Blue Darters to Carpool, Say No to Printing / Plastic, Save Water / Electricity and register their GoGreen activities on the DP DHL site. To mark the World Environment Day on June 5, 2013, Blue Dart conducted stall activities across 7 cities i.e. Mumbai, Ahmedabad, Delhi, Kolkata, Bengaluru,

Hyderabad and Chennai. NGOs and social enterprises such as World Wildlife Fund, SEWA Trade Felicitation Centre, Mumbai Goes Green, Shilpin, Ecoart, Isha Foundation and Scopeplus were invited to set up stalls and sell eco-friendly and hand-made products. Employees from all the branches showed their complete support in making this initiative a success. The momentum was also built through articles in Daily News (Blue Dart's internal newsletter) about environmental concerns and tips to reduce-recycle-reuse.

FOC activities:

In November 2013, the Phailin cyclone in Orissa affected thousands of lives, causing damage to belongings, property and crops. Blue Dart in association with Balasore Social Service Society provided Free of Cost (FOC) delivery of relief material to the affected areas in Orissa. Blue Dart also provided a FOC consignment for delivering invites on the occasion of Joy of Giving Week in association with Dignity Foundation.

Donation Drive:

The devastation caused by the cloud burst and floods in Uttarakhand affected a large number of people. Many people lost their lives. Property worth millions was damaged and numerous houses were washed away in the floods. It was a nightmare for them. Keeping this compassion within, Blue Darters joined hands and donated cash to the PM's Relief Fund to lend a hand to the victims. In order to create awareness EDMs were rolled out and were also printed in the Daily News to generate more contribution. The response was overwhelming with Blue Darters contributing ₹ 4,54,276. The donation drive was carried out for 20 days, starting from June 25 till July 15, 2013.

Blue Dart along with DHL, conducted a material donation drive in association with 'Goonj' in Delhi, Bengaluru, Kolkata, Hyderabad, Chennai and Mumbai. Materials such as utensils, clothes, woolens, blankets, tarpaulins etc. were donated.

Blue Dart also undertook Feed-A-Child initiative along with Akshaya Patra where employees volunteered by contributing a small part of their salary towards the Mid-Day meal scheme.

Supporting a Cause:

The city of Mumbai, Pune, Bengaluru and Chennai went pink with Pinkathon. Many women Blue Darters along with their family, friends and not to forget spouses of our male colleagues joined other women across these cities to participate in the Pinkathon Women's 10Km, 5Km & 3Km run. The initiative aimed to raise awareness for women's health and breast cancer, educate women about its prevention and treatment, partnered with the Women's Cancer Initiative and Tata Memorial Hospital.

