

POWER GRID CORPORATION OF INDIA LIMITED

- **Background**

Power Grid Corporation of India Limited (POWERGRID) is amongst the largest power transmission utilities in the world. At POWERGRID, CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (Triple-Bottom-Line- Approach), and while at the same time addressing the needs of the stakeholders for inclusive social-economic growth of the society. It undertakes various CSR activities in the areas prescribed under Schedule VII of the Companies Act. However, the focus areas are rural development, health, education, skill development & environment.



- **Location, Date**

Pan India, 2016

- **Areas**

Rural

- **Stage/Scale**

The Swachhta Pakhwada culminated on 15th May' 2016, i.e. the World Family Day, by holding "Health Camps and Swachhta Talks" at 95 locations in the vicinity of POWERGRID establishments across the country.

- **Objective of the assignment**

The main objective of the *Abhiyaan* was to inspire and motivate general public to keep their surroundings clean.

- **What was done**

- "A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150th birth anniversary in 2019," said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout the length and breadth of the country as a national movement. While leading the mass movement for cleanliness, the Prime Minister exhorted people to full fill Mahatma Gandhi's dream of a clean and hygienic India. Mahatma Gandhi said

"Sanitation is more important than independence". Cleanliness and sanitation were an integral part of the Gandhian way of living. His dream was Total Sanitation for all.

- Responding to the call of the Prime Minister of India, employees of POWERGRID, led by Chairman & Managing Director, Mr I. S. Jha, in Feb' 2016, pledged to devote 55,000 man-hours towards Swachh Bharat Abhiyaan. Powergrid employees & their family members reached out to the local communities by cleaning schools, hospitals, labour camps, roads, ponds & other public areas near establishments of Powergrid across the country. The message of importance and benefits of cleanliness was spread through Motivational Talks/Nukkad Nataks/Awareness Campaigns, etc.
- The employees also associated local leaders, local administration, teachers, students and general public in cleaning their areas. Special concerted efforts were made during "Swachhta Pakhwada" from 1st May to 15th May 2016 during which Debates, Painting Competitions, Swachhta Talks, Health talks, Plays were also held, in addition to the cleanliness drives, across the country. So far, more than 55,000 man hours have been contributed by the Powergrid employees under this *Abhiyaan* and towards making the dream of Gandhi Ji a reality.

• **Impact**

- More than 26,000 villagers benefited by this program
- Construction of Dharamshala at AIIMs
- Integrated Village development through watershed management near Kurnool & Vijayapura
- Construction of toilets in about 4250 schools
- Skill development of poor youth
- Donation of ambulances to Hospitals
- Distribution of solar lights and scholarships to poor students
- Drinking water to villagers
- Construction of community centers, roads, schools etc. in villages

• **Innovation**

Powergrid has gained top position among all the participants on Swachh Bharat Mission website of the Government of India: <https://swachhbharat.mygov.in>

• **Lessons learnt**

Serious efforts with whole hearted willingness of each person in the company are needed to attain any envisioned goal of social development.

• **Financials**

Total budget for 2017-18 is 153 Crores 33% of which has been allocated for Swachhta related project this amounts to a whopping 50.64 Crore of which 29.11 already sanctioned for on-going projects in the current year

• **Economic sustainability/Revenue Model**

The activities are part of their CSR funding.

- **Implementer Contact Persons**

- **Saudamini**

- Plot No.2, Sector 29, Near IFFCO Chowk, Gurgaon (Haryana) - 122001, INDIA

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- **Sources and References**

- Company Website

- https://csrbox.org/company/proj_img/1494826229toilets.PNG