

## CSR @ BRPL: *Sparsh*

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### Objective of the CSR Policy at BRPL

We want to live and work in perfect harmony with communities around us and actively contribute to the growth of the society with a special focus on energy conservation.

### Methodology:

BRPL has been regularly reaching out to its various stakeholders including its customers-creating, supporting and participating in events that promote energy conservation.

Additionally, BRPL undertakes several initiatives that contribute to the well being of the society.

Some of the recent initiatives include:

#### Energy Conservation

- ☐ BRPL 'Energy Program' for School Children
- ☐ Popularising LEDs
- ☐ Radio Campaign
- ☐ Nukkad Nataks
- ☐ Earth Hour
- ☐ My Cool Idea
- ☐ Synergy-Customer newsletter

#### Activities that contribute growth in the society

- ☐ Electrician Training Program
- ☐ Adult Literacy Mission for Women
- ☐ Actively supporting Swatch Bharat Abhiyaan
- ☐ Organising medical camps in West and South Delhi

#### Inculcating a spirit of "giving" among colleagues

- ☐ Blood Donation
- ☐ The Reclothe Campaign

#### Energy Conservation

##### BRPL 'Energy Program' for school children

BRPL is partnering schools for its recently launched "Energy Program", a novel initiative that seeks to promote essential messages (all vital for our well-being) across to Delhiites. Under the innovative initiative, these messages, including those related to energy conservation, electrical safety, and menace of power theft are disseminated among the students of partner schools. These students in-turn will help in spreading the messages among their families, friends and in

their neighbourhood. Already over 23,000 students across 28 schools in South and West Delhi have participated in this initiative.

In addition, BRPL has started undertaking “Counseling Sessions” in MCD and Govt/aided school in Nagafgarh, Jaffarpur, Mundka. During these sessions, students are being educated on the importance of electricity in our lives, importance of energy conservation and the menace of power theft.

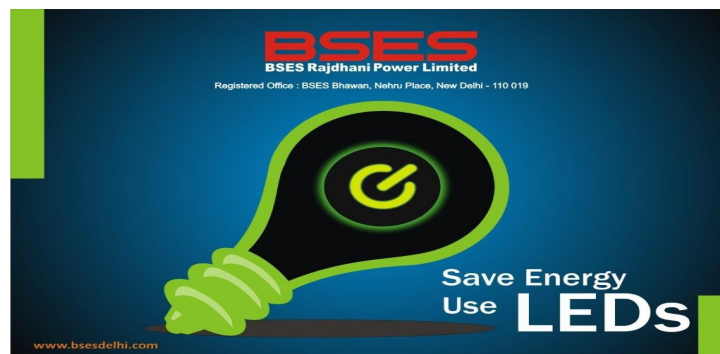




### Popularising LEDs

Delhiites can now experience 'smart lighting' at never before prices. BSES Rajdhani Power Limited (BRPL)'s new initiative towards energy conservation, gives Delhiites an opportunity to buy high-quality LED bulbs at extremely affordable prices.

Installation of LED streetlights - Under the Sansad Anand Gram Yojna, BRPL is revamping its distribution network in Village Bhatti in South Delhi. As part of the exercise, the company is also replacing the existing streetlights in the Village with LED streetlights.



## 'My Cool Idea'

Delhi's power demand is scaling new peaks every other week – touching 5925 MW during the summers of 2014, its highest ever. Simple everyday ideas will not only help conserve energy, but also help save consumers money in the process. Taking a queue, BSES has rolled-out "My Cool Idea", a campaign that engages its customers, - eliciting 'cool' ideas and suggestions to reduce power consumption and encourage energy conservation. These ideas are being uploaded on the BSES' website.



A joint venture with Govt. of NCT, Delhi

# 'Cool Ideas' from BSES



### Sun control films

insulate your home and office from solar radiation, reducing air-conditioning costs by 5-10%.



### White tiles or paint on your roof

can cut air-conditioning costs by 20%.



### Switch off appliances

Instead of leaving them on 'Stand-by' mode. Remember: When your appliances are in 'sleep' mode, your electronic electricity meter is wide awake.



### Line windows and walls with plants

reduce air-conditioning costs by 40%.



### The computer monitor

uses more than half of the energy consumed. Turn it off even if you have to leave the computer on. Remember: Screen savers do not save energy.



### Switch to LED lighting

It is eight times more energy efficient than incandescent bulbs and twice as energy efficient as CFL.

Got a 'Cool Idea'?  
Share with us and we'll share  
with over 1 crore Delhiites



Click the logo 'My cool idea' on [www.bsedelhi.com](http://www.bsedelhi.com) and share your thoughts with us.

**Save Energy, Save Money**



## Radio campaign

BRPL' consumer awareness campaign was aired on FM Radio. Specially created radio jingles on issues, including those dealing with energy conservation, safety, were aired on Radio Mirchi (98.3), BIG FM (92.7), Fever (104), RED (93.5) and Radio City (91.1). The second phase of the radio campaign is scheduled to be aired soon.



## Nukkad Natak

BRPL has engaged a professional troupe of trained actors from economically weaker sections of our society. They stage Nukkad Natak in high power theft localities in BRPL' licensed area and educating people about the menace of power theft and energy conservation. Already 200 street plays have been staged and more will be staged shortly.





**Earth Hour**

BSES in solidarity with World Wide Fund (WWF) promotes the “Earth Hour”. Each year, the company sends out over 5 lakh SMSes, as well as other communication to its customers on occasion of the Earth Hour, urging them to observe the earth hour and do their bit for the planet. The Earth Hour in March 2014 saw BRPL consumers reducing the power demand by 106 MW during the appointed hour.

**60+**  
EARTH HOUR

**MAKE THE SWITCH**  
TO RENEWABLE ENERGY  
**SWITCH OFF**  
THIS EARTH HOUR  
MARCH 29 2014, 8.30pm - 9.30pm



RETHINK, RENEW, RELIVE  
[www.earthhour.in](http://www.earthhour.in)



## Synergy – Customer newsletter

BRPL' customer newsletter - Synergy (going to over 20 lakh customers with the electricity bills), regularly carries information on energy conservation

# SYNERGY

**BSES**  
BSES Rajdhani Power Limited

a joint venture with GONCTD

March – 2014

## BRPL wishes all its customers a Colourful Holi

### Delhi 'power' facts

- Since 2002, Power demand has increased by nearly 100% - from 2879 MW to 5653 MW.
- Delhi discoms virtually buy their entire power from central and state government owned entities through long term PPA's, at rates determined by the Central and State regulators.
- Since 2002, discoms cost of buying power (generation and transmission cost) has increased by around 300%, a cost on which discoms have no control. Retail tariff, in the corresponding period, has risen by around 70%.
- This virtually non cost reflective retail tariff has led to a huge build up of future receivables (regulatory assets) to the tune of over Rs 19,500 crore, impacting the sustainability of operations of the Delhi discoms.
- Discoms in Delhi buy power from government owned gencons in states like West Bengal, MP, Jharkhand, Uttarakhand, UP, Himanchal Pradesh, Delhi, Chhattisgarh, Rajasthan, Jammu & Kashmir etc.

### BRPL launches 'Energy Program' for school children

BRPL is partnering schools for its recently launched "Energy Program", a novel initiative that seeks to promote essential messages (all vital for our well-being) among Delhiites. Under the innovative initiative, messages, including those related to energy conservation, electrical safety, and menace of power theft are disseminated among the students of partner schools. These students in-turn will help in spreading the messages among their families, friends and in their neighbourhood.

Under the initiative, BRPL has already reached-out to around 15,000 students across 17 schools in South and West Delhi. More schools will be covered in the weeks and months ahead.

### At your service – 24 x 7

BRPL is committed to provide it's over 18 lakh consumers' reliable power supply. Though BRPL is fully geared-up to meet the power demand in its licensed area, at times though, our efforts are constrained due to factors, many of which are beyond our control. However, we remain alert and seek your support, while we attend to your calls. In case you have any electricity supply related issues, you can reach us in multiple ways:

Call 24 x 7	399 99 707
SMS	Type BSESRP < SPACE > NC < SPACE > Your 9 digit CA # and SMS to 5-61-61-07
IVRS	Call 399 99 707 from your registered contact no. and press 1 for 'no supply' and choose option 2 for IVRS based services. Your request will be automatically registered. If you are not calling from a registered no, please punch the CA/CRN no for registering the request.

### Buy LEDs at attractive prices

Continuing with its endeavor to promote energy conservation, BRPL has tied-up with Energynomics to facilitate LEDs at discounted prices for Delhiites. Under the offer, Delhiites can buy LEDs (5 W and 6 W) at all the 19 customer centers of BRPL in South and West Delhi.

Benefits:

- ✓ LEDs sold under the special offer will be backed by an unmatched three-year replacement warranty
- ✓ Unlike CFLs, LEDs contain zero mercury and arsenic
- ✓ LED lighting is eight times more energy efficient than an incandescent bulb and twice as energy efficient as a CFL
- ✓ Significantly longer life span than both CFL's and Incandescent Bulbs - the average life span of a premium LED bulb is upto 50,000 hours verses 8,000- 10,000 hours for a CFL and around 1,200 hours for an incandescent bulb

### 60+ TO RENEWABLE ENERGY SWITCH OFF

THIS EARTH HOUR  
MARCH 29 2014, 8:30pm - 9:30pm

### Register for SMS Alerts and Bill on Email

Help us to serve you better! Please register your mobile number and email id for handy SMS alerts on billing, payment details and 'Bill on Email'. Alternatively, call our 24x7 helpline number 399-99-707, or write to us at [brpl.customer@relianceada.com](mailto:brpl.customer@relianceada.com).

Send in your feedback to Corporate Communications, BSES Rajdhani Power Limited, BSES Bhawan, Nehru Place, New Delhi 110019

For more information visit our website [www.bseedelhi.com](http://www.bseedelhi.com) or call +91 11 300-99-999

To advertise in Synergy, please call Twohmp at 9650804539 or email : [direct@twohmp.in](mailto:direct@twohmp.in)

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## Activities that contribute growth in the society

### **Electrician Training Program**

As part of its CSR initiative, BSES Rajdhani Power Limited (BRPL) regularly undertakes training programs to train and educate neighbourhood electricians, especially those nominated by RWAs. Titled, "Essentials of Internal Wiring & Meters", BSES has so far trained nearly 1000 electricians.

BRPL' in-house experts and industry experts conduct these trainings, which include exhaustive inputs for enhancing both skills and knowledge of the electricians for the safety of all electrical goods and that of consumers. Besides conventional issues relating to Internal house wiring, Electrical safety, Prevention of short circuits and electrical fires and Importance of installing Earth Leakage Circuit Breakers (ELCB's), they were also educated on Energy conserving appliances, LES, Helping Consumers in reducing electricity bills, Roof top solar installations, Net metering, TOD and Consumer portal, among others.

In addition, the training session also serve as a refresher course for those trained earlier to share their field-level real-life experiences with those attending the program for the first time. So far, nearly 1,000 electricians have been trained.







### **Adult Literacy Mission for women**

To empower women from lower income groups and to given them functional literacy, BSES has partnered with 2 NGOs to run women functional literacy classes in 20 clusters in its area. By March 31, 2015, 100 more centers will be opened in South and West Delhi.

Primary objective behind the program

- To make these underprivileged girls/women self reliant and to give them confidence to face challenges in life
- To make them literate, so that they are able read and write and can fill formats, which are used in day to day life - like bank withdrawal slips, reading bus numbers, reading signage's, reading Newspapers etc.
- Making them aware of their rights, duties and responsibilities.
- To promote general awareness and an ability to think critically and fostering decision-making skills in the beneficiaries.





## Organising Medical Camps

As part of its outreach program, BRPL has been organising medical camps in remote areas under its jurisdiction. In recent months, three medical camps have been organised, offering free medical consultations in areas as far as Village Mitraon, Village Bharthal (Dwarka, Sector-26), Mundka and Sarita Vihar.

- BRPL organized a “Free eye camp” at Village Madanpur Khadar in the Sarita Vihar Division on 23 December 2014, in association with ICARE Eye Hospital, Noida. Nearly 200 residents benefited from the eye camps. Free Spectacles and medicines were given to needy patients.
- In Village Mitraon, Jaffarpur division, a medical camp was organised in association with Rockland Hospital. Over 150 consumers, mainly the elderly and women availed the medical facilities. Besides these, the consumers were also sensitised on the ill affects of power theft. They were also educated on need and benefits of energy conservation.
- Like the medical camp in Village Mitraon, the medical camp at the Mundka Village too generated keen interest among the villagers. Organised in association with MGS Hospital, over 120 turned to get their Blood Pressure, Random Blood Sugar, ECG, BMD checked. They were and given consultation by a Cardiologist, Orthopedician & a Diabetician.
- At village Bharthal (Dwarka, Sector-26), a free Heart, Bone & Joint & General Health check up camp was organised in association with Rockland Hospital. Around 130 consumers benefitted from the camp.







BSES supports Swachh Bharat Abhiyan (October 2)

Demonstrating BSES' commitment to the Swachh Bharat Abhiyan, hundreds of its employees - across its various offices spread across its licensed area of around 950 sq. kms - took the "cleanliness" pledge. They vowed to keep their surroundings and the city clean. They also wielded the broom and cleaned the areas around their offices.

BSES discoms have also appealed to their consumers to participate in the Swachh Bharat Abhiyan. Over 15 lakh smses have been sent to consumers, urging them to participate in the Swachh Bharat Abhiyan.

BSES is also educating the school children on the importance of 'cleanliness' as part of its ongoing school program









## **Blood Donation**

Safe blood saves millions of lives each year. BRPL, in association with the Indian Red Cross Society (IRCS), has been organizing blood donation camps, twice a year, for the last several years. Employees have been coming forward with great enthusiasm to donate blood. In the recent blood donation drive conducted in Jan 2014- Jan 15, 334 donors donated blood.



## **The Reclothe Campaign**

BRPL has been running a clothes and utilities collection campaign "Reclothe". The objectives of this clothes collection campaign - 'Reclothe' is helping and touching the lives of the poorest of our stakeholders and contribute in our own small ways in their progress.

Ensuring that the collected clothes, books and other materials can be shared with the intended recipients, BRPL has partnered with Goonj Foundation - a reputed NGO working for the under-privileged – to whom the items are being donated.

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