

## POWERGRID CORPORATE SOCIAL RESPONSIBILITY: SWACHHTA ABHIYAAN

“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150<sup>th</sup> 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 fulfill 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.

*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.*

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. The main objective of the Abhiyaan was to inspire and motivate general public to keep their surroundings clean. 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 1<sup>st</sup> May to 15<sup>th</sup> 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.

### ***Major CSR Projects of POWERGRID***

- ✓ ***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***

The Swachhta Pakhwada culminated on 15<sup>th</sup> May’ 2016, i.e. the **World Family Day**, by holding “Health Camps & Swachhta Talks” at **95 locations** in the vicinity of POWERGRID establishments across the country. More than 26,000 villagers benefited by this program. Powergrid has gained top position among all the participants on Swachh Bharat Mission website of the Government of India: <https://swachhbharat.mygov.in/>

