

Blue Dart - CSR Initiatives



Go – Help : Andhra Pradesh – Karnataka floods



Go – Teach : Blue Edge - Empowering Lives



Go – Teach : Blue Edge - Empowering Lives



Go – Green : Clean – Up Drive

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CORPORATE SOCIAL RESPONSIBILITY

An Investment for a Better Tomorrow

Blue Dart's commitment towards community causes has been unwavering since its inception in 1983 and has been an integral aspect of its business strategy.

Blue Dart as a socially responsible corporate has a dedicated, in-house Sustainability Team responsible for identifying and addressing various sustainability issues and supporting initiatives.

Blue Dart's perception of Corporate Social Responsibility (CSR) is embedded in the way it does its business which has a positive impact on society through economic, environment and social actions.

Blue Dart believes that with increasing connectivity and global integration, enterprises and society will have to be mutually accountable to ensure long term sustainability and hence it is no longer a discretionary or a regulatory cost but an investment towards prosperity.

As part of the DHL Group & in line with its CSR platform, Blue Dart's CSR strategy focuses on three critical aspects, which it believes, will impact maximum lives.

- Education (Go Teach)
- Environment (Go Green)
- Disaster Management Response (Go Help)

Education – Empowering Lives

Blue Dart in association with Oasis India (NGO) started an initiative called “Blue Edge – Empowering Lives”, which is aimed at enriching the lives of underprivileged young adults, who have not been able to complete their education. Through this initiative Blue Dart enables around 50 students every six months, by providing them training on:

- i) English speaking.
- ii) Computer Basics.
- iii) Life skills.
- iv) Customer Orientation.

More than 40% of the students who have graduated from this facility are placed in successful & reputed organisations in sunrise verticals like Telecom, Retail, FMCG etc. and have effectively kick-started their potentially flourishing careers. Blue Dart's initiative is aimed at developing skills sets in an individual which will meet the demands of a knowledge based economy and thereby enrich their lives.

The program meant to support, educate and train underprivileged youth has empowered and given optimism to more than 220 students over the past 2 years by making them self sufficient.

Students who have successfully completed their course are felicitated at a graduation ceremony held at the Blue Dart Headquarters. As a last mile initiative, the Senior management of Blue Dart is invited for the occasion, to share their life experiences with the students and advise them on making their lives more meaningful with their newly acquired skill sets. This is followed by a handover ceremony, in which all successful students are handed over their graduation certificates. The two best performers in each batch are acknowledged with a special certificate and trophy as a token of appreciation for their hard work and dedication.

Environment – Enriching Lives

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 impacts on plants, wildlife, and humans. The main cause of Global Warming is emission of CO2.

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Blue Dart has taken cognizance of this development and believes that all corporates need to take up such environmental issues with utmost seriousness to ensure a better and healthier tomorrow. We at Blue Dart have fervently taken up various steps in this regard, which can be summed up as our 'Go Green' initiative. It comprises:

- Sapling plantation
- Mangrove Clean-up
- Recycling Waste
- Energy Conservation

Eg. Power Saver: Lights Off Initiative, in which lights at various facilities of Blue Dart are switched off for 15 min every day. This is in addition to the 1 hour 'lights off' program for Earth Day and World Environment Day across all Blue Dart facilities and employee homes.

Blue Dart also volunteered to handle the entire logistics of an award winning painting exhibition organized by Bombay Art Society in collaboration with SLK Foundation (NGO). The proceeds of the exhibition went towards the welfare of the rag picker community and towards the environmental cause of recycling plastic waste. Blue Dart also supported the NGO in distributing pamphlets bearing the message of recycling plastic waste, thus creating awareness on the environmental hazards of plastic.

In the Company's opinion, such initiatives towards a healthy environment will act as a catalytic force for a better tomorrow.

Disaster Management - Enabling Lives

Blue Dart in association with Think Foundation (NGO) and Sarla Blood Bank regularly holds Blood Donation Drives at its facilities, to help young Thalassaemia patients, who need blood transfusion every 15 days to survive.

In October 2009, when floods at Andhra Pradesh and Karnataka adversely affected hundreds of lives, Blue Dart was quick to do what it is best at – Logistics Management.

The Company called for support from its Group Company - DHL. Teams from Blue Dart Express and Blue Dart Aviation, DHL Express and DHL Supply Chain worked out a detailed plan to reach the relief material to the affected areas of Karnataka and Andhra Pradesh.

The X-BU Team bought all the necessary materials like food, blankets and medicines from the individual contribution of employees. They were packed well and connected via rail. Volunteers from the X-BU Team were themselves part of the distribution process, handing over 34 packages weighing about 1000 kgs to the flood affected people.

Other Activities

- DHL and Blue Dart jointly organized a Volunteer Day 2009 on 5th September 2009, to promote the spirit of volunteerism amongst its employees in India. 2,000 DHL and Blue Dart volunteers in 8 major cities and 31 sites across India participated in 21 volunteering activities.
- 14 blood donation drives (Saving Lives) were held at Blue Dart and DHL facilities, which resulted in collection of approx 275,000 ml of blood in 800 bottles that impacted over 2, 400 lives. Nearly 8 tons of reusable materials were collected through a unique resource mobilization drive for donation to the underprivileged and needy. Other activities undertaken were clean up drives, mending toys for underprivileged children, sapling plantation and visiting charity homes for children and elderly citizens, in which our volunteers cleaned, entertained and donated useful items to the beneficiaries.
- Blue Dart also volunteered to facilitate free movement of shipments containing clothes, books, tooth brush, tooth paste and other hygiene products, from Mumbai to underprivileged students in Nagai village, Tamil Nadu.
- Blue Dart organized the 'Help a Child' initiative to mobilize resources from across the regions and give 'gifts' to deprived children during the festive season of Christmas, 2009. The gifts comprised 20 bags of donations – clothes, woolen clothes, toys, books, stationery, bags, shoes, lunch boxes, water bottles, soaps, shampoos, toothpaste, etc. This was distributed in 6 orphanages catering to around 400 children, between 3rd – 6th January 2010.

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Go – Help : 'Blue Dart - Help a child' Drive



Go – Help : 'Blue Dart - Help a child' Drive



Go – Help : Saving Lives (Blood Donation Drive)



Go – Green : Sapling Drive