

Sustainability Initiatives



“We make a living by what we get, but we make a life by what we give”

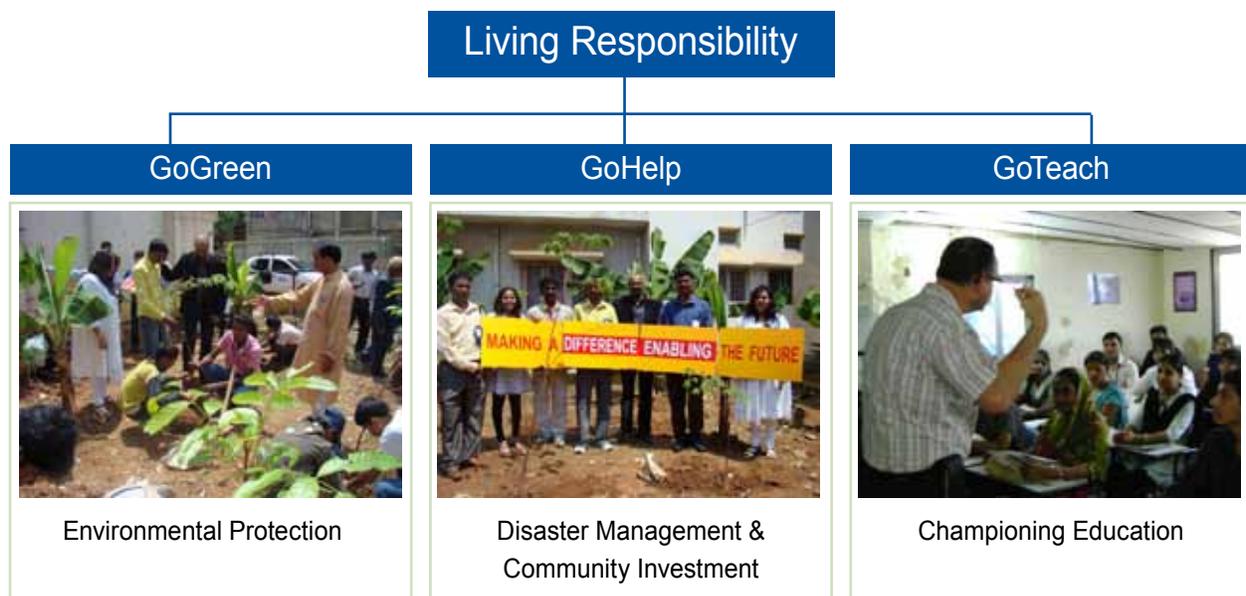
– *Winston Churchill*

Philanthropy has its roots in India. The kings of ancient India have been known for their generosity, patronage and benevolence that saw their empires and dynasties flourish for generations to come. Most of these initiatives, though, were driven by individual interests to give back to society which resulted in the act being inconsistent. However with industrialization opening newer avenues for India, there was an advent of corporate houses leading the way in philanthropy. From being an individual's vision and passion, it became a collective drive where a group of visionaries

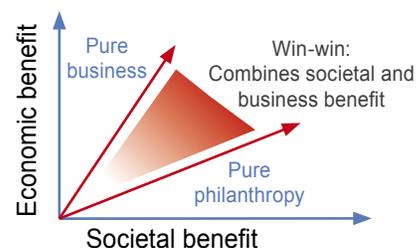
incorporated community outreach as one of the pillars of their organization. This gave birth to what we now know as ‘corporate social responsibility’.

Blue Dart too is one of the forerunners in Corporate Social Responsibility. Being a leader in the logistics space for the last 27 years, Blue Dart has reached all corners of India thereby touching many lives. At Blue Dart we believe that giving back to society is not just a ‘corporate social responsibility’. It is our duty as an organization towards our brethren and our environment from where we draw our resources. More than ‘responsibility’ it is ‘sustainability’ that is our cornerstone. True to the tradition of Blue Dart, we are committed in letter and spirit to ‘sustainability’ since our inception in 1983. In line with its ‘Living Responsibility’ platform, our in-house team identifies and addresses various sustainability initiatives that can help us make the world a better place for future generations.

Blue Dart’s Sustainability initiatives rest on the following pillars:



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



Go Teach (Education)

“Education is not filling a pail but the lighting of a fire.”

– William Butler Yeats

Education is the key to an individual’s development thereby leading to a progressive nation. Education is beyond being able to write your own name or read a book. The right kind of education has the power to transform an entire nation. It is an appalling fact that many in India are still illiterate considering that we are at the threshold of becoming an economic super power.

Snapshot of the key activities in 2010:

- Sixth & Seventh batches of students successfully completed Blue Edge Empowering Lives programme and were felicitated at a Graduation Day Ceremony held in Blue Dart Headquarters.
- 48% of the graduates have been placed in various organizations in verticals – Telecom, Retail, FMCG etc. with salaries ranging between INR 3000 to INR 11,000. Low drop-out rate of <10% against a high number of applicants to the programme.
- Blue Edge was nominated as a Lighthouse Project under Sustainability (Go Teach) from AP EEMEA. It is one of the three projects nominated from the Region.
- The Employee Volunteer Program (EVP) was a conscious effort by Blue Dart to encourage employee engagement in community initiatives.
- Employees Volunteers, from the four BUs – Blue Dart, DHL Express, DGF & DSC were nominated to participate in this week-long program, between 8th-12th March '10.
- 8th Batch of 'Blue Edge: Empowering Lives' started successfully in December 2010.
- 'Blue Edge: Empowering Lives' won the prestigious 6th BSE Social and Corporate Governance Awards 2010 and the 5th Indy's award for 'Best in Corporate Social Responsibility Practice' for its flagship GO-Teach CSR programme.



To help reduce this number, Blue Dart in association with Oasis India (NGO) started an initiative called 'Blue Edge – Empowering Lives', which is aimed at enriching the lives of young adults from difficult environments, who have not been able to complete their education. Through this initiative we empower around 50 students every six months by providing training in English Speaking, Computer Skills, Life Skills and Customer Orientation. Since inception, 313 students have successfully completed this programme and have been felicitated at Graduation Ceremonies held in Blue Dart headquarters in Mumbai.





Go Green (Environment)

“We do not inherit the earth from our ancestors; we borrow it from our children.”

One amongst 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 increased emission of CO₂.

Green activities in 2010:

- World Environment Day (WED) - On 5th June 2010, Blue Dart along with DHL pledged to REUSE and RECYCLE, in order to fight the global menace of climate change.
- Earth Day - Blue Dart supported the Earth Day on 22nd April 2010 by declaring No Smoking Day / Public Transportation Day / Go Vegetarian Day. Blue Darters could pledge to cut down on smoking, use public transport or be vegetarian for the day.
- Pedal Power: Bicycle initiative – This initiative is aimed at converting as many pickup/delivery representatives to use the bi-cycle instead of motorcycles/vehicles in order to reduce pollution.
- Road Safety initiative – Drivers were regularly trained

Realising the need to help conserve our natural resources, Blue Dart has taken up the following initiatives:

- Sapling plantation
- Mangrove Clean-up
- Recycling Waste
- Energy Conservation (Eg. Power Saver: Lights Off initiative)
- Route Optimization

on traffic rules, driving skills and road safety measures. Also conducted 'Road Safety Programmes' in various key cities across India.

- Route Optimization – Blue Dart continuously studied, monitored and optimized the vehicle routes to minimize consumption of fuel and optimize capacities.
- Regular PUC checks – Blue Dart ensures that all its vehicles go through periodic PUC checks to maintain minimum pollution levels. Regular vehicle maintenance is done for its entire fleet of vehicles to ensure optimum fuel efficiency.
- Power Saver – In a bid to conserve energy, all lights are switched off for 15 minutes at all Blue Dart facilities every working day.



Go Help (Disaster Management)

“We can do no great things, only small things with great love.”

– Mother Teresa

To help one another is the essence of humanity. Help can be extended in various forms - through monetary, material or voluntary support. In our lives we play many roles – children, siblings, parents, friends, professionals, students. Sometimes

we get so caught up in fulfilling our familial responsibilities that we are unable to reach out to those outside those who need our help and support. Blue Dart together with our partners DHL, strives to improve people's living conditions. Our core logistics expertise helps us achieve these goals.

Our contribution to society in 2010:

- LIFE SAVER: Blood Donation Drives - conducted regular Blood Donation Drives in association with Think Foundation (NGO), Sarla Blood Bank and other blood banks at our facilities to help young Thalassaemia patients.
- Donation Drives – organised a donation drive from 3rd – 6th January 2010. All regions at Blue Dart and DHL whole-heartedly contributed to the cause. We collected 20 bags of 'gifts' that included clothes, woollens, toys, books, stationery, bags, shoes, lunch boxes, water bottles, soaps, shampoos, toothpaste, etc. This was distributed in 6 orphanages sheltering around 400 children.

