



THDC INDIA LIMITED

CSR Communication Strategy of THDCIL

CS Deptt.



टीएचडीसी इंडिया लिमिटेड

THDC INDIA LIMITED

(भारत सरकार एवं उत्तर प्रदेश सरकार का संयुक्त उपक्रम)
(A Joint venture of Govt. of India & Gov
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NO: THDC/RKSH/CSF-125/3156

Dated: 25.10.2013

OFFICE – ORDER NO: 02/2013

Sub: CSR Communication Strategy of THDCIL

DPE Guidelines on CSR & Sustainability effective from 1st April 2013 requires that a mechanism shall be put in place by CPSEs for regular dialogue and communication with stakeholders regarding the selection and implementation of CSR and sustainability activities.

The Board has approved CSR Communication Strategy of THDCIL in its 167th meeting held on 25.09.2013. A copy of the Strategy is enclosed.

The soft copy of the Strategy in PDF format is also available at THDCIL Website.

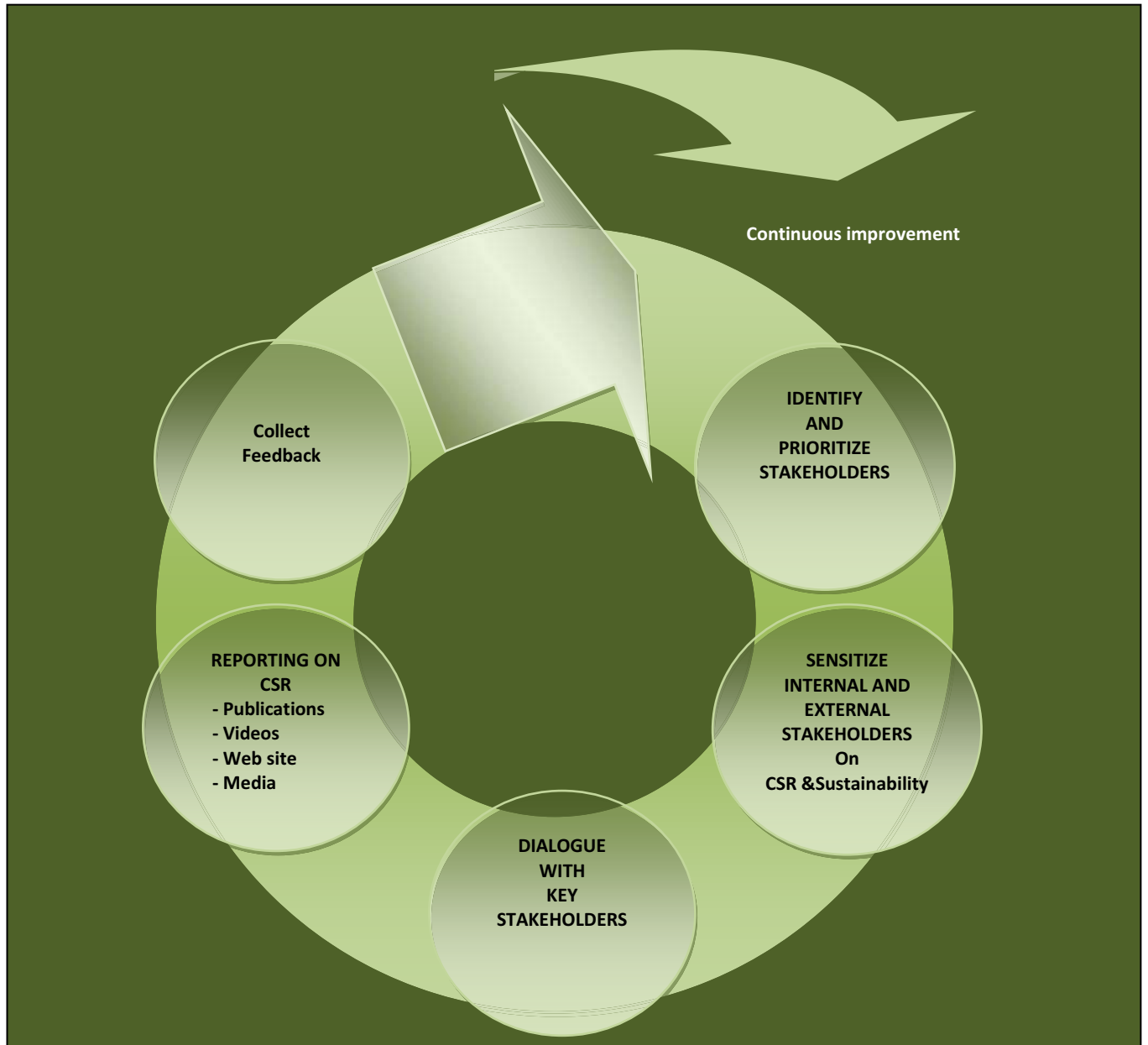
(S.Q. Ahmad)
Company Secretary

Distribution: CGMs / All GMs / All unit Head / All HODs – with the request to circulate to all concerned officers working under him.

Copy for kind information to:

1. CMD
2. D(T) / D(P)/D(F)
3. CVO

CSR COMMUNICATION STRATEGY



THDC INDIA LIMITED

Corporate Planning Department
Ganga Bhawan, Pragatipuram pragati puram
RISHIKESH-249201

Rishikesh

June 2013

THDCIL CSR COMMUNICATION STRATEGY

1.0 PREAMBLE

Corporate social responsibility (CSR) is integral to long-term business success. Today's organizations must be increasingly mindful of the impact that their operations have on society at large, and this requires much more than isolated measures. In a climate of heightened social awareness and instant access to information, CSR must be a fundamental part of targeted practices, broad objectives and overall culture of the organisation.

Corporate Social Responsibility and Sustainability is THDCIL's commitment to stakeholders to conduct business in an economically, socially and environmentally sustainable manner that is transparent and ethical.

THDCIL commenced publishing its Sustainability Report 2008-09 and has been sharing the same with the stakeholders apart from displaying the same on the THDCIL's website in a transparent manner. Engagement of key stakeholders in selection of the CSR & Sustainability projects/activities is already in vogue.

The GRI (Global Reporting Initiative) Guidelines for Sustainability Reporting provide a framework which emphasizes engagement of stakeholders. Similarly, National Voluntary Guidelines for Social, Environment & Economical responsibilities of business issued by Ministry of Corporate Affairs, Govt. of India in July 2011 also envisage engagement of stakeholders.

DPE Guidelines on CSR & Sustainability effective from 1st April 2013 requires:

- *CPSE needs to put in place a mechanism for regular dialogue and consultation with key stakeholders, especially to ascertain their views and priorities regarding the selection and implementation of CSR and Sustainability activities. The ultimate discretion in the selection and implementation of CSR and Sustainability activities shall lie with the Board of Directors which shall be based on the organizational capability, resource capacity and core competence of the Company.*
- *Sustainability Reporting is the practice of disclosing to the stakeholders the economic, social and environmental initiatives taken by a company, as an indication of its commitment to sustainable development. Public disclosure and reporting of a company's performance in economic, social & environmental areas is no less important than the initiatives themselves.*

- *Disclosure of a company's performance, is a relatively recent phenomenon which is rapidly gaining acceptance and recognition as a good corporate practice that enhances the reputation, improves the financial performance and increases the competitive advantage of the company in the long run. The format for sustainability reporting may be taken as the internationally accepted reporting frameworks like the Global Reporting Initiative (GRI). Sustainability reporting and disclosure of all CSR and Sustainability activities undertaken by Company is mandatory.*
- *A CSR Communication Strategy duly approved by the Board of Directors should be adopted by the CPSEs.*

Considering the globally growing importance of CSR& Sustainability, there is need to document a CSR Communication Strategy in a way that strengthens the sustainability efforts through engagement of stakeholders in a systematic well defined manner.

2.0 IMPORTANCE OF STAKEHOLDER ENGAGEMENT / COMMUNICATION AND CHALLENGES

Stakeholders are entities or individuals that can reasonably be expected to be significantly affected by the organization's activities, products, and/or services; and whose actions can reasonably be expected to affect the ability of the organization to successfully implement its strategies and achieve its objectives.

Thus stakeholders include employees, investors, shareholders, customers, business partners, civil society groups, Government and non government organizations, vulnerable groups within local communities, environment and society at large.

Communication strengthens trust between the organization and its stakeholders. Communication is critical to keep all the stakeholders well informed, especially the employees so as to ensure that not only all the business processes are in tune with the globally accepted ethical systems and sustainable management practices, but also their engagement with the external stakeholders is based on these values.

Engaging stakeholders in a dialogue to know their expectations is an important aspect of Corporate Social Responsibility and Sustainability. Genuine stakeholder engagement enhances stakeholder receptiveness and the usefulness of CSR & Sustainability efforts including Sustainability Report. If executed properly, it is likely to result in on-going learning within the organization and by external parties.

The inclusion of stakeholder engagement in the CSR & Sustainability project/activities and Sustainability Reporting process is also important in following ways:

- It provides a different perspective that can give a better idea of organization's stronger and weaker points.
- It may help organization to identify problems before they occur.
- It can build a positive external impression of organization and show that organization cares about the opinions of the outside world.

THDCIL shall endeavour to engage the stakeholders and consider their reasonable expectations and interest as key reference point for decisions related to selection and implementation of CSR & Sustainability Projects/Activities as well as Sustainability Reporting.

There are **challenges** in communication/engagement with the stakeholder at organization level as well as society level.

At **Organizational Level, challenges** may be lack of understanding of the CSR & Sustainability concepts and Sustainability Reporting process, shortage of dedicated and skilled manpower, ensuring commitment from staff (at all levels), stakeholders with varying needs and expectations, choosing and engaging with key stakeholders, deciding on what projects/activities to be chosen and implementation in a transparent manner, selection of the most important issues (material aspects) to include in the Sustainability Reports that meets readers needs, setting practical and achievable sustainability goals, preparing appropriate systems and procedures, collecting and organizing necessary information and communicating negative results or issues.

At **Society level, challenges** may be lack of understanding of the CSR& Sustainability concepts, too much expectations from the organization to satisfy their wants and varying needs and expectations for CSR Projects/Activities, assessing quality of the organization's reporting process and CSR initiatives, using report information and CSR Communication for planning activities, creating an ongoing dialogue with the organization about expectations and helping organization face their sustainability challenges.

3.0 OBJECTIVES OF THDCIL CSR COMMUNICATION STRATEGY

The objectives of the CSR communication strategy are :

- to move from 'informing' and 'responding' approach to 'involving' stakeholders in CSR communication about CSR initiatives, which will be an ongoing iterative sense-giving and sense-making process.

- to expand the role of stakeholders in CSR communication processes to improve efforts to build legitimacy, a positive reputation and lasting stakeholder relationships.

4.0 THDCIL CSR COMMUNICATION STRATEGY

Keeping the above objectives in view, the CSR Communication Strategy has been framed in following broad categories:

- i) Sensitization/ Increasing Awareness on CSR & Sustainability and encourage the CSR & Sustainability in value chain
- ii) Engaging the key stakeholders
 - a) to ascertain their views and priorities regarding the selection and implementation of CSR and Sustainability Projects/Activities.
 - b) in identification of the **Aspects** (material topics; as briefed in **Para 4.3.4**) to be considered for measurement, management and reporting in Sustainability Reports and obtaining their feed back for further improvement.

Further, depending on the key stakeholders category, location, accessibility and communication limitations any or a combination of the following modes of communication shall be applied:

- Letter
- E-mail
- Telephone interview
- Face to face meeting
- Surveys
- Print and electronic media
- Periodic circulation of Reports
- Uploading the Reports on THDCIL web site with a feed back mechanism
- Creation of videos and display at target locations with feed back mechanism
- Organizing Meetings & Conferences.
- Publication and circulation of Monthly bulletin on CSR & Sustainable activities of THDCIL.

4.1 Sensitization/increasing Awareness on CSR & Sustainability

One of the key challenges in CSR & Sustainability is the lack of awareness on the subject. There can be significant contribution by the individuals towards sustainability. It can be in the form of adopting sustainability practices in daily activities at personal level as well as contribution through active participation in organization's working towards CSR & Sustainability.

It is therefore imperative to sensitize the internal and external stakeholders to synergies their effort with the organization's CSR & Sustainability efforts. With the approach "**do it with us**" the stakeholders shall be sensitized on:

- Concept of Sustainable Development
- CSR & Sustainability Policy of THDCIL
- Individual/society role in sustainable development
- THDCIL's business goals for the year and related activities and their link to the economy, environment and society

The views of all the participants in sensitization programmes shall be taken on impacts on the economy, environment and society as well as mitigation measures for any negative impacts and suggestions on CSR & sustainability Projects/Activities.

Such efforts and transparent working will help in mutual cooperation in CSR & Sustainability efforts and in image building of the organization and ultimately facilitate smooth persuasion of the business goals.

i) INTERNAL STAKEHOLDERS

In order to sensitize internal stakeholders (employees irrespective of the level), the Nodal Officer (Head of the Corporate Social & Environment Group) shall organize various level meetings to connect with the stakeholders as under :

PART I (in the 1st month of the Financial Year)

- a) HODs at Corporate Office/HOPs Level meeting:** a meeting with the HODs/HOPs on CSR and Sustainability Policy, CSR communication strategy, CSR & Sustainability Plan (Long Term/Medium Term/Short Term) and to collect views for improvement. HOPs will brief their HODs in the Project.
- b) Departmental Meeting:** HODs at Corporate Office and Projects will hold meetings within the departments as at a) above. The views of all the participants shall be taken for improvement. Project level HODs will brief their feed backs to HOPs.
- c) Feed Back to Management:** HOPs/ corporate HODs will give feed back to Management on the sensitization programmes done by them at departmental

level. Nodal Officer will plan further course of action based on the direction of the Top Management after the feed back session.

PART II

- a) **HRD Intervention:** In the training programmes being arranged by the HRD Dept. one session will be devoted to CSR& Sustainability sensitization. (CMD/Director(s) may also be present in such programmes in the beginning or at the end) **(beginning with the 1st month of the Financial Year, to be done periodically throughout the year)**
- b) **Project/Unit level participation:** One day session devoted to CSR& Sustainability at Corp. Office Rishikesh, Tehri, Koteshwar, Pipalkoti and other locations for select Executives, Supervisors and workmen shall be organised. **(in the 1st Quarter of the Financial Year)**
- c) **Labour Union engagement:** One day session devoted to CSR& Sustainability at Corp. Office Rishikesh shall be organized for representatives of Unions. **(in the 1st Quarter of the Financial Year)**

Feed back / suggestions for improvement in CSR & Sustainability efforts, economic, environmental and social issues considered of importance to be collected at the end of the each session.

ii) EXTERNAL STAKEHOLDERS

One day session devoted to CSR& Sustainability at Corp. Office Rishikesh, Tehri, Koteshwar, Pipalkoti and other locations for target groups from the society. **(Periodically throughout the Financial Year)**

World Environment Day Celebration: Every year on **5th June**, for increasing awareness on the need to take positive environmental action, THDCIL shall organize events for local community, schools with involvement of local leaders and print media. This shall be done at suitable locations near the plants under operation, projects under construction and Corporate Office. The event may include eco theme painting/debate competition, eco theme film show. The winners shall be given suitable awards and its coverage shall be arranged in the local /regional dailies.

4.2 Communication with the key stakeholders for CSR & Sustainability Projects / activities

Stakeholder engagement is a continuous process, but is of crucial importance at the stage of planning and selection of CSR and Sustainability projects.

Central / State Government and/or District / local administration shall be consulted to obtain their views on area specific needs or the priorities of the intended

beneficiaries of the CSR projects planned for the areas under the jurisdiction of these authorities.

For assessing the social, economic and environmental needs in rural areas Gram Sabhas and Panchayati Raj institutions at the village level shall be consulted in planning for CSR and Sustainable projects.

In a year at least 11 meetings related to CSR& Sustainability Projects/Activities shall be held with the key stakeholders including representatives of the aforesaid institutions at the Corporate Office / Sustained livelihood and community development Centre, Rishikesh or a suitable location. In these meetings, presentations on the project/activity undertaken shall be given and expectations and feedback of the stakeholders shall be obtained for further improvement and their expectations on the new Project /Activities to be undertaken by THDCIL under CSR& Sustainability schemes.

4.3 Communication in Sustainability Reporting Process

In the CSR Communication strategy, Sustainability Report is the most vital link as this Report is put in the public domain and reflects the organization's management approach and strategy in the context of Sustainability, measurement and management of material economic, environmental and social aspects. The audience of the Sustainability Report is quite wide and the reporting process is quite complicated particularly in view of the challenges explained in para 2.0 above.

The process of preparation of CSR Report/Sustainability Report requires involvement of internal and external stakeholders. Therefore, communication has to be creative and ongoing to bring out a meaningful impressive Sustainability Report which meets the expectations of the Stakeholders and provides data to enable comparison with the CSR initiatives of the other organizations. It also helps in benchmarking the sustainability targets. There are various guidelines on sustainability reporting and to make the Report globally appreciable, GRI Guidelines shall be followed. Communication in the Sustainability Reporting is explained below and timelines are enclosed as a flowchart in **Appendix-1**.

4.3.1 Communication in Prioritization of the key Stakeholders

THDCIL has a list of stakeholders which is covered in the Citizens Charter displayed on web site. Further in the Sustainability Reports the key stakeholders are covered. Since THDCIL is expanding its activities and geographical boundaries there is need for periodical identification and prioritization of the key stakeholders depending upon the organization's goals and impacts of day to day activities in pursuing those goals. Prioritization is also necessary as it is not possible to engage all the stakeholders. Further, different stakeholders will be able to react to the organization and its activities at different speeds and will also be affected by

organization in different ways. They can be directly or indirectly affected by the organization.

A target group of internal stakeholders shall be provided a list of stakeholders to give their assessment feedback in YES/NO form on the impact of stakeholder group on the organization, impact of Organization on the stakeholder group on environmental, economical and social aspects and possible future influence shall also be assessed through the feed back form (**Prescribed Proforma Form SA-1 (Appendix-2)**). Based on the 'assessment feed back' from the internal stakeholders, initial list of prioritized stakeholders shall be prepared.

4.3.2 Communication for initial assessment of the sustainability Aspects to measure, manage and report

In order to internally assess the economical, environmental and social Aspects to be measured, managed and reported in the Sustainability Report, an exhaustive list of the probable positive and negative impacts of THDCIL's activities shall be made. VIP references/questions raised in the Parliament and issues reported in the newspapers related to the CSR & Sustainability Aspects shall be considered while framing the initial list of Aspects. Few select internal stakeholders shall be asked to give their views on the Aspects they feel important to report in the Sustainability Report.

4.3.3 Internal Kick off meeting

An internal kick off meeting shall be held wherein the consensus shall be reached on:

- possible positive and negative economic, environmental and social impacts of day to day activities in pursuing the Business goals of the organization.
- initial list of Aspects to be measured, managed/monitored and reported in the Sustainability Report
- time line for finalization of Sustainability Report
- persons involved
- persons responsible
- budget
- list of key stakeholders to connect with

4.3.4 Communication with the key stakeholders in Sustainability Reporting Process

This two way communication would be aimed at identification of the Environmental, Economical and Social Aspects (material topics) to be considered for measurement, management and reporting in Sustainability Reports.

THDCIL CSR COMMUNICATION STRATEGY

Based on the GRI Guidelines, National Voluntary Guidelines and United Nations Global Compact Principles broad aspects under economic, environmental and social categories are given below in **Table-1**. GRI is in the process of developing sector supplements applicable to specific sector and when published for Power Sector, additional Aspects can be provided. Further, key stakeholders may be given freedom to ask to add any Aspect not covered but they want THDCIL to consider that in sustainability reporting process.

Table-1

CATEGORY	BROAD ASPECTS
Economic	<ul style="list-style-type: none"> • Economic Performance (Direct economic value generated and distributed, including revenues, employees compensation, defined benefit plan obligations etc) • Indirect Economic impact (additional consequences of direct impact of financial transactions) • Market Presence (Wages, spending on local suppliers and employment to locals)
Environmental	<ul style="list-style-type: none"> • Materials (Total weight/volume of material used and ability to use recycled material) • Energy (Direct energy- fossil fuel/gas consumption and indirect energy- electricity consumption, energy conservation and energy efficiency) • Water (Withdrawal from source , impact on the source and recycled water use) • Biodiversity (Measures for protection of biodiversity) • Emissions, Effluents and Waste (Direct and indirect Green House Gas Emission, emission of Ozone depleting substances, oil and fuel spills, discharge of water by quality and destination and other wastes) • Products and Services (Initiatives to mitigate environmental impacts and extent of impact) • Transport (So_x, NO_x and other significant air emissions) • Overall (Expenditure on Environment protection measures) • Compliance (Cases of violation of law)
Social	<p>LABOR PRACTICES AND DECENT WORK</p> <ul style="list-style-type: none"> • Employment (Details of total workforce, new hires by employment type, gender and region, benefits provided) • Labour/Management Relations (Collective bargaining agreements applicability) • Occupational Health and Safety (Representations of workforce in health and safety committee and programs, accident reporting , education , training, prevention and risk control programmes on Health and safety to assist workforce , their families and community members) • Training and Education (training, skill management and lifelong learning to support continued employability, performance and career development reviews) • Diversity and equal opportunity (Composition of governance bodies) • Equal Remuneration for Women and Men

THDCIL CSR COMMUNICATION STRATEGY

HUMAN RIGHTS

- **Investment and Procurement Practices** (Clauses incorporating human rights concerns or agreements /suppliers screened and employees trained)
- **Non –discrimination**
- **Freedom of Association and Collective Bargaining** (Operations or suppliers identified with risk to violation of freedom of association and collective bargaining and action taken)
- **Child Labour** (Operations or suppliers identified with risk for incidents of child labour and measures taken)
- **Forced and Compulsory Labour** (Operations or suppliers identified with risk for incidents of Forced and Compulsory Labour and measures taken)
- **Security Practices**(Security personnel trained in organisation’s policies and procedures concerning aspects of Human Rights)
- **Indigenous Rights**(incidents of violations of indigenous rights)
- **Assessment** (Human rights review and /or impact assessment)
- **Remidiation** (Greviances related to human rights filed,addressed and resolved)

SOCIETY

- **Local Communities** (Impact assessment on local community and development programme)
- **Corruption** (Business units analyzed for corruption, employees trained on organisation’s anti corruption policies and procedures and action taken in response to incidents of corruption)
- **Public Policy** (Participation in public policy development and lobbying, financial and in kind contribution to political parties,politicians and related institutions)
- **Anti -Competitive Behavior** (Legal actions and their out come)
- **Compliance** (Monetary value of legal actions for anti – competitive behaviour, anti trust and monopoly practices)

PRODUCT RESPONSIBILITY

- **Customer Health and Safety** (Life cycle stages assessment for health and safety)
- **Product and Service Labeling**(compliance of labeling requirements for product and services and practices related to customer satisfaction)
- **Marketing Communications** (adherence to law ,incidents on non compliance)
- **Customer Privacy**(breach of customer privacy and loss of customer data)
- **Compliance**(Monetary value of significant fines for non compliance with the law and regulations concerning provision and use of product and services)

GRI Guidelines on Sustainability Reporting provide **Performance Indicator(s)** against each **Aspect** to report on. For example

Table-2

TERM	EXAMPLE
CATEGORY	Environmental(others are Social and Economical)
ASPECT	Energy
INDICATOR	Direct energy consumption by primary energy source
	Energy saved due to conservation and energy efficiency improvements
	Etc.

Some Aspects (and so the Indicators) may be irrelevant to some stakeholder group but **all the Aspects shall be communicated to the stakeholders to choose and prioritize five/six Aspects on which they would like THDCIL to report.** The purpose to ask them to give their priority on the Aspects is to make them think what is important and express their focused concerns.

For communication/dialogue with the key stakeholders any or a combination of the following modes shall be adopted:

- a) **Letter:** Key stakeholder group shall be given a letter (In a language which is well understood) along with entire list of Aspects in **Table 1** above, explaining the importance THDCIL give to Sustainable Development, requesting them to choose and prioritize five/six Aspects on which they would like THDCIL to report.

- b) **Face to face meeting:** In a language which is well understood by the stakeholder group, as at a) above, a notice for ‘meeting with the Stakeholder group’ shall be issued at least 20 days prior to the meeting. Representatives of the Key stakeholder groups shall be invited to Corporate Office/ Sustained livelihood and community development Centre at Rishikesh where a one day workshop shall be held. In the workshop, they would be explained day to day activities of THDCIL and their economical, environmental and social impacts on the stakeholders as well as stakeholders’ impacts on THDCIL. Both positive and negative impacts shall be explained. The stakeholders shall be encouraged to discuss the sustainability issues they feel important. This meeting can be clubbed with the key stakeholders meeting mentioned at **para 4.2.**

In case any stakeholder is not able to participate in the meeting he may send his concerns in writing to the Nodal Officer or his authorized representative.

- c) **Survey:** A well designed user friendly survey with relevant, easily understandable questionnaire may be circulated for feedback from the key stakeholders which reflects their priorities on the Aspects to be considered by THDCIL for report.

- d) **Telephonic interview:** Some stakeholder group may be telephonically interviewed to know their priority on Aspects to be reported.

4.3.5 Internal stakeholder communication in finalization of the content of the Sustainability Report

On receipt of the feed back from the key stakeholders on their expectations , final decision shall be taken on the scope (Aspects/material issues) , **goals**¹ and **boundary**² of the Sustainability Report in a meeting to be Chaired by CMD or Head of the Board level CSR &Sustainability Committee. Earlier communications with the key stakeholders shall also be considered to finalize the content.

4.4 Communication - CSR Projects/activities and Sustainability Report and Feedback channel

A flow chart on CSR Communication Strategy is enclosed as Appendix-3.

i) Publications and circulation

- a) As per the prevailing practice, annual **Sustainability Report**, a chapter on CSR in the **Annual Report** shall be published. Gradually, the timing of the launch of Sustainability Report shall be synchronized with the launch of the Annual Report. The Sustainability Report as well as Annual Report shall be forwarded to the identified key stakeholders by post for their feed back for improvement in subsequent Sustainability Reports.
- b) A **brief of the relevant portion of Sustainability Report** shall be published in the language easily read and understood by the concerned Stakeholders. The printed material shall be circulated to them to enable them to give a feedback on the issues on which they had expressed interest or any new issue they would like THDCIL to cover in subsequent reports.

A sample feedback form is enclosed as **Appendix-4.**

***1Goals** or targets for the chosen Aspect/Indicator should be SMART(Specific, Measurable, Attainable, Realistic and Time bound).In some cases it may not be expressed in exact, measurable quantities as the Goals can also be to improve procedures or policies, implement new measurement systems, engage specialists or experts of facilitate improvements. The measurement of Goals can be quantitatively or qualitatively.*

***2Boundary** means the entities { over which the organization exercises control or significant influence both in and through its relationship (e.g. value chain, customers)} covered in the Sustainability Report*

- c) One issue of in-house magazine '**GANGAVATARANAM**', '**PAHAL**' and '**HYDROTECH**' shall include an article on CSR & Sustainability and CSR success stories.

ii) THDCIL Web site

- a) As per the prevailing practice **Sustainability Report, Annual Report** containing a chapter on CSR will be uploaded on THDCIL's website.
- b) Sustainability Report shall be e-mailed to GRI
- c) A short film on CSR project/activities done in a year including success stories with interview of people benefited shall be made and uploaded on THDCIL's website.
- d) CSR success stories shall be displayed on web site
- e) CSR & Sustainability Projects/Activities chosen, awarded and status of the same shall be regularly displayed on the web site.
- f) A link shall be provided in the web site allowing access to the stakeholders to give their feedback/comments on the CSR projects/activities and Sustainability Report .

- iii) National CSR Hub** shall be utilized for creating data bank and information sharing.

iv) India International Trade Fair/ local fairs/Exhibitions

- a) Short films on CSR project/activities done including success stories with interview of people benefited shall be made and shall be shown.
- b) Posters/banners on CSR Projects/activities shall be displayed
- c) The products developed by the 'self help groups' under CSR schemes shall be displayed for sale.

- v) Print and Electronic media** shall be effectively utilized for CSR & Sustainability news items /success stories.

5.0 RESPONSIBILITY

Nodal Officer CSR & Sustainability (Head of the Corporate Social & Environment) shall be responsible for overall implementation of this CSR Communication strategy.

Head of the Corporate Planning Department shall be responsible for preparation and finalization of the Sustainability Report to be published annually. All the intermediate communication pertaining to stakeholder engagement etc. shall be the responsibility of the Nodal Officer.

Head of the HRD shall be responsible for arranging the workshops for sensitization of the employees .

All the HODs /HOPs shall be responsible for providing the inputs to the Nodal Officer and Head of the Corporate Planning in a time bound manner.

6.0 RECORD KEEPING

In all the meetings conducted in compliance of this CSR Strategy, attendance ,preferably in a Register shall be recorded with name ,address, position and signature of the participants. Minutes of the meeting shall be prepared and circulated to the participants and a master copy maintained in the Department.

All correspondence done with the stakeholders shall be maintained in the relevant files of the department in a fast retrievable manner.

All correspondence done with respect to Sustainable Reporting process shall be maintained separately so that the inputs used in the Sustainability Report are verifiable in case required by third party engaged for certification of the Sustainability Report.

7.0 Management Information System

Periodic status reports shall be submitted by the Nodal Officer to CMD , Directors and Chairman of the Board Level CSR & Sustainability Committee on the implementation of the communication strategy in the prescribed Proforma **MIS Appendix-5**.



Appendix-1

SUSTAINABILITY REPORTING PROCESS TIME LINES																											
	Quarter of the year				Q1				Q2				Q3				Q4										
	Month	A	M	J	A	M	J	A	S	O	N	D	J	F	M	A	M	J	A	S	O	N	D	J	F	M	
Prepare																											
Kick off meeting																											
Connect with Stakeholders																											
Define																											
Monitor																											
Write Report																											
Report Approval																											
Printing																											
Launch Report/Upload on web site																											
Collect feedback on Report																											
Prepare for next cycle																											
NOTE: 1. Sustainability Report 2012-13 shall be as per the existing system with timelines for publishing Sustainability Report as per MoU 2013-14.																											
2.Sustainability Report 2013-14 shall be as per the existing system with timelines for publishing Sustainability Report as per MoU 2014-15 . It may include commitments considered in the kick off meeting /engagement of stakeholders in 2013-14.																											
3. The above timelines shall be applicable to Sustainability Report 2014-15 and subsequent Reports so as to match the launch of the Reports with the Annual Report.																											
* Assuming that the Financial figures shall be available by end Aug. However early report finalization can be achieved if the Accounts finalized earlier.																											

Appendix-2

“STAKEHOLDERS ASSESSMENT”

FORM SA-1

TO ANSWER IN YES OR NO

STAKEHOLDERS	DOES THIS STAKEHOLDER STRONGLY INFLUENCE/AFFECT THDCIL'S			IS THIS STAKEHOLDER STRONGLY INFLUENCED/AFFECTED BY THDCIL'S			WILL THIS GROUP STRONGLY INFLUENCE OR BE STRONGLY INFLUENCED IN FUTURE
	ECONOMICAL PERFORMANCE	SOCIAL PERFORMANCE	ENVIRONMENTAL PERFORMANCE	ECONOMICAL PERFORMANCE	SOCIAL PERFORMANCE	ENVIRONMENTAL PERFORMANCE	
	[organization's contribution to sustainability of a larger economic system.]	[Social system within which organization operates surrounding labor practices, human rights, society, and product responsibility]	[impact on living and non living natural system including ecosystem, land, air and water]	[organization's contribution to the sustainability of a larger economic system.]	[Social system within which organization operates surrounding labor practices, human rights, society, and product responsibility]	[impact on living and non living natural system including ecosystem, land, air and water]	
INTERNAL STAKEHOLDERS							
1. EMPLOYEES							
2. TRADE UNIONS/ ASSOCIATIONS							
3. EMPLOYEES' FAMILIES							

EXTERNAL STAKEHOLDERS

	ECONOMICAL PERFORMANCE	SOCIAL PERFORMANCE	ENVIRONMENTAL PERFORMANCE	ECONOMICAL PERFORMANCE	SOCIAL PERFORMANCE	ENVIR. PERFORMANCE	FUTURE
1.SHAREHOLDERS (Govt. of India, Govt. of UP)							
2.Ministry of Power							
3.Dept. of Public Enterprises							
4.CEA and other Govt. Instts.							
5.CWC							
6.UPID							
7.Govt. of Delhi							
8.GoUK and other local bodies, Administration etc.							
9.LOCAL LEADERS							
10.CUSTOMERS (Beneficiaries)							
11.Regulator, CERC							
12.NRLDC							
13.NRPC							
14.Power Grid Corp. of India							
15.Financial Institutions/Banks							
16.CONTRACTORS/ Consultants/ Suppliers/Vendors							
17.Contractors staff and labour							
18.Local Contractors/suppliers (those in the vicinity of Project/corporate Office)							

	ECONOMICAL PERFORMANCE	SOCIAL PERFORMANCE	ENVIRONMENTAL PERFORMANCE	ECONOMICAL PERFORMANCE	SOCIAL PERFORMANCE	ENVIRONMENTAL PERFORMANCE	ECONOMICAL PERFORMANCE	SOCIAL PERFORMANCE	ENVIRONMENTAL PERFORMANCE	FUTURE
19.Security Personnel										
20.Project Affected Families(Rehabilitated families of Tehri Hydro Power Complex)										
21.Project Affected Families(Partially affected Families of Tehri Hydro Power Complex)										
22.People in the vicinity of Tehri Reservoir/Cut off areas										
23.PAFs of VPHEP										
24.Local community (People in the vicinity of the Project)										
25.Local community(People in the vicinity of Corporate Office)										
26.NGOs/Civil Societies										
27.MEDIA										
28.Academic Institutions										
29.People living down stream of Tehri and Koteswar Project										
30.Sant Samaj										
31.People in the command Area										

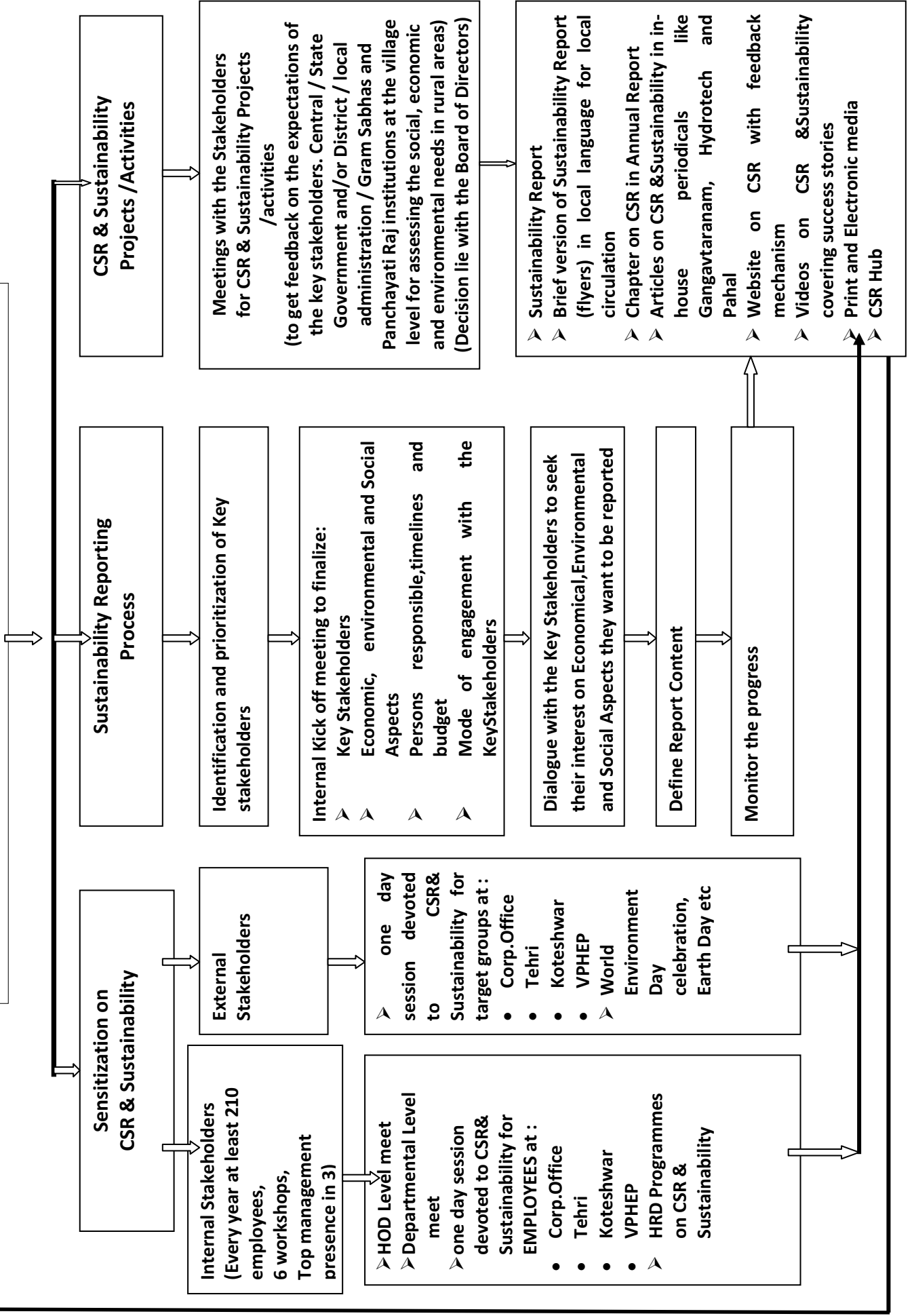
Signature:

Date:

Employee Name :

Designation:

CSR & Sustainability Communication Strategy (Inclusiveness of Stakeholders)



APPENDIX-4

SAMPLE FEEDBACK FORM ON “Sustainability Report 201_ - ___”

LEVEL OF SATISFACTION	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
1. Overall impression of the Report					
2. Usefulness of the information					
3. Level of meeting your expectations with the provided Information					
4. Coverage of important issues in the Report					
5. Method used to communicate the Report					
SUGGESTIONS FOR IMPROVEMENT					
1. How can the presentation of data and performance be improved?					
2. How to improve the report next time?					
3. Other issues that you consider important to be reported					
SIGNATURE: NAME:					
DESIGNATION/STAKEHOLDER CATEGORY:					

Appendix-5
MIS

COMMUNICATION CATEGORY	ANNUAL TARGETS (2013-14)	TARGET ACHIEVED DURING THE MONTH/QUARTER	CUMMULATIVE ACHIEVEMENT	REMARKS
STAKEHOLDER SENSITIZATION ON CSR & SUSTAINABILITY (INTERNAL)				
work shop/seminars for employees for changing their mind set/ orientation	6Nos.*			
Presence of the top management/ executives in such meetings/ seminars/course.	3 Nos.*			
Total no. of employees covered thro' such initiation indicating level/ grade.	210 Nos.*			
STAKEHOLDER SENSITIZATION ON CSR & SUSTAINABILITY (EXTERNAL)				
work shop/seminars for local community for CSR & Sustainability awareness at business locations	1 each			
World Environment Day celebration in Corporate Office, near Operating plants and projects under construction	On 5 th June			
STAKEHOLDER PRIORITIZATION and KICK OFF MEETING (Internal)				
Circulation of Form SA-1 ,collection of feed back and initial list of Key (prioritized stakeholders)				
Kick off meeting to finalize the key stakeholders, economic, environmental and social Aspects to measure, manage and report ,persons involved and responsible ,timelines and budget				
DIALOGUE WITH THE KEY STAKEHOLDERS ON CSR & SUSTAINABILITY PROJECTS/ACTIVITIES and SUSTAINABILITY REPORTING				
The no of meeting /consultations held with the key stakeholders	11Nos			
level of executives' involvement in the implementation of the communication strategy	>E4			
Establishment of feedback channels from key stake holders regarding the performance of the company in Social, Economical and Environmental Sustainability	Aug'13			
*Target in MOU 2013-14				
Note: Targets may change year wise as per MOU or to improve the process.				