



TATA POWER-DDL

TATA POWER DELHI DISTRIBUTION LIMITED

A Tata Power and Delhi Government Joint Venture

“WePower” Gender Equality @ Tata Power- DDL

Ms. Manisha Wadhwa

Assistant General Manager, Tata Power DDL

with you *Non-Stop*

About the Organization: Tata Power-DDL

1st July
2002

Came into Existence, post unbundling of Erstwhile Delhi Vidyut Board

Joint
Venture

Tata Power and Delhi Government, with 51% share of Tata Power

Core
Business

Distributes Electricity in North & North West Parts of Delhi (100+ Offices)

Front-
runner

Implementation of Power Distribution Reforms (Geographical Information System (GIS), Advanced Distribution Management System (ADMS), Smart Meter, Field Force Automation and more)



4th Rank

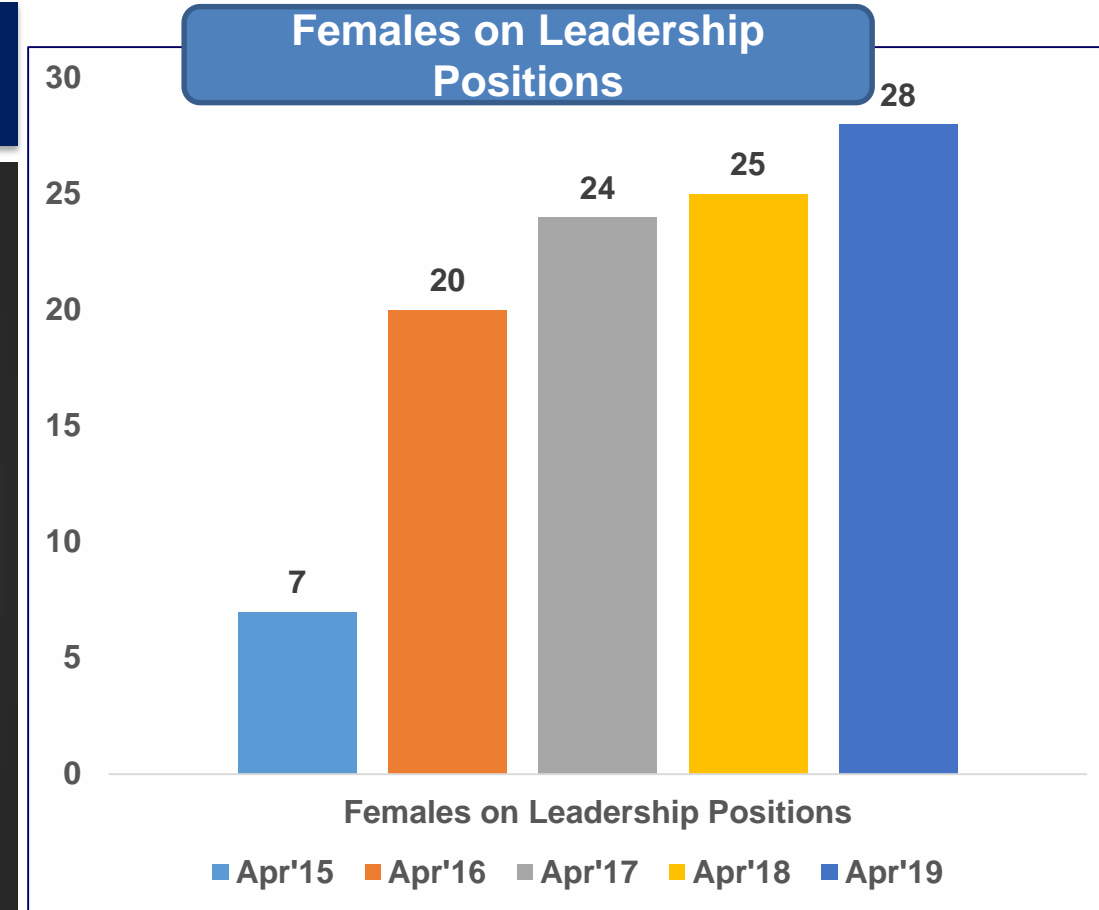
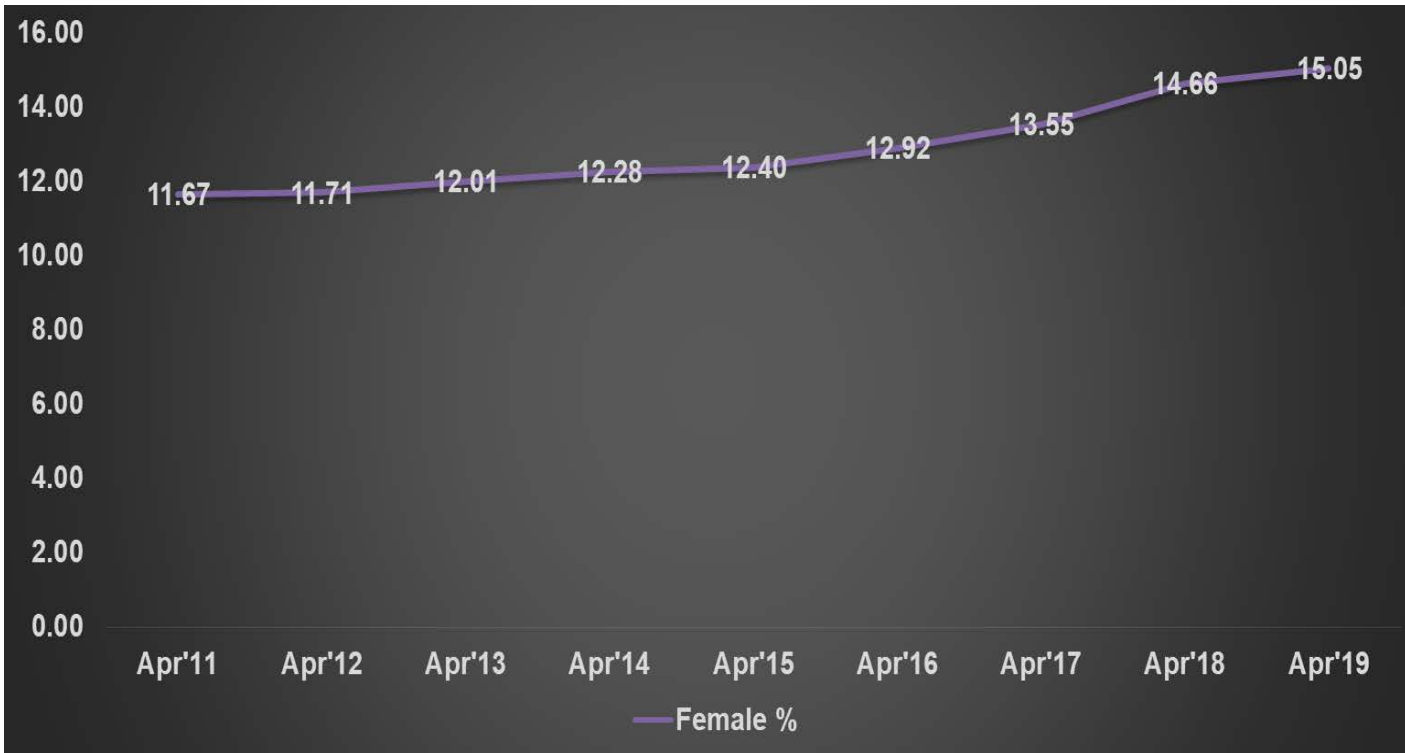
3400 Employees

**Serving a Populace of
7 million**

**A customer base of
1.64 million**

Gender Diversity @ Tata Power-DDL

Top 75: India's Best Workplaces for Women 2019 in Great Place to Work Survey



Planned Interventions

DELIGHTED WOMEN EMPLOYEES

Employee
Spouse
Recruitment
Scheme

Mentoring by
Chief
(Operations &
Safety) –
Quarterly
Meeting

Increased
presence in
leadership
position

Internal Target
of recruiting at
least 30%
Women
employees at
various levels

Institutes only
for women
have been
identified for
Campus
Recruitment.

Posting of
Women
Employees in
Zones, Sub
transmissions,
Protection &
Testing

External
Trainings &
Higher
Education
specially
designed for
women.

Best Practices at Tata Power DDL

ABHA MODEL: A SUSTAINABLE SOCIAL INNOVATION

- **Unique Women Empowerment Consumer Centric Initiative** - *To engage & train women from slums*
- Each *Abha* assigned with a dedicated set of 250 - 300 consumers
- Key tasks – Bill distribution, Recovery, New Connection, Complaints, Safety , Theft

Brigade of 841 slum women



Engagement in
Commercial
activities

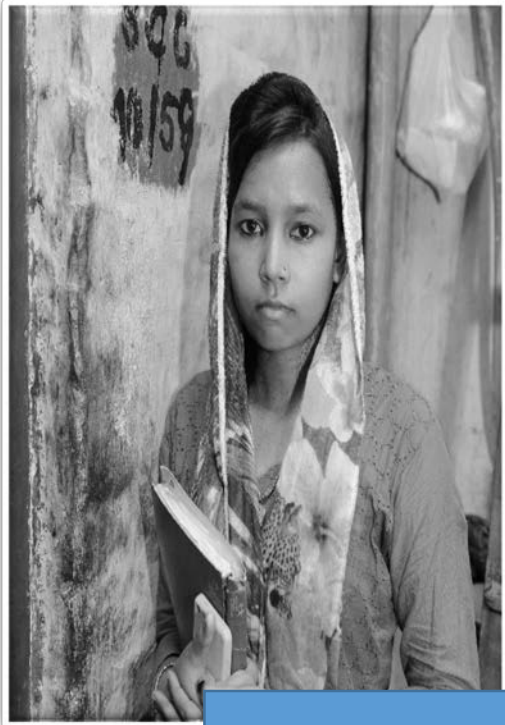
Each Abha
aligned with 250-
300 consumers

Leading Ladies –
25-30 Abha's
aligned

Improved
Parameters –
CDI/CE/BE

Social and Financial
Empowerment for
Slum Women

TRANSFORMATION : EMPOWERING WOMEN FROM SLUMS



Slum Woman



Emerging Leaders

Structured trainings
for development

Monthly Abha Training Sessions -
100% Abhas every quarter

Induction Training for new joinees -
Monthly

Conventional to Contemporary in
Cenpeid (Abha Leaders) -
Quarterly

Self Defense Training-**Yearly**

Women sitting at home
Earning: Rs 0



Appointed Abha spreading
awareness activities
Earning: Rs 1500 p.m.



Engagement in Bill Distribution
/Recovery
Earning: Rs 3000-8000 p.m.

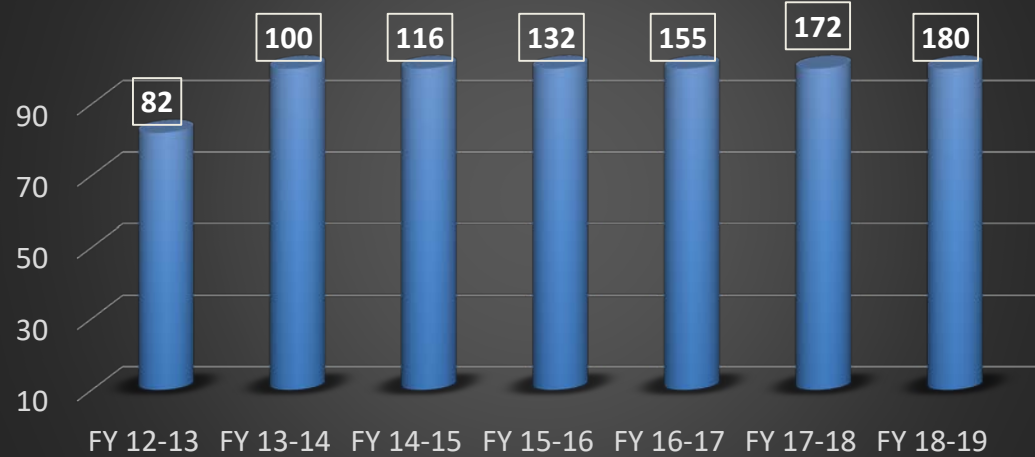


Abha became Leader
Earning:- Rs 10000 – 12000 p.m.

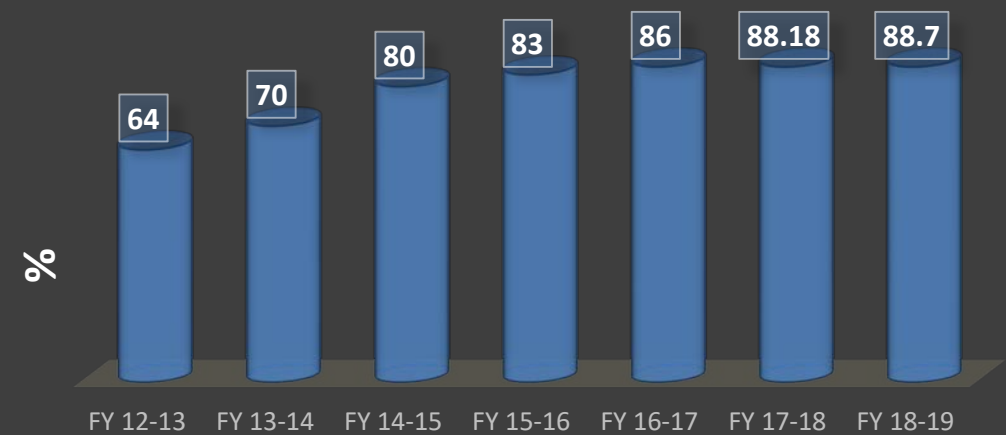
Impact Results @ Tata Power-DDL

Customer Satisfaction increased from 32%(FY 12) to 84% (FY19)

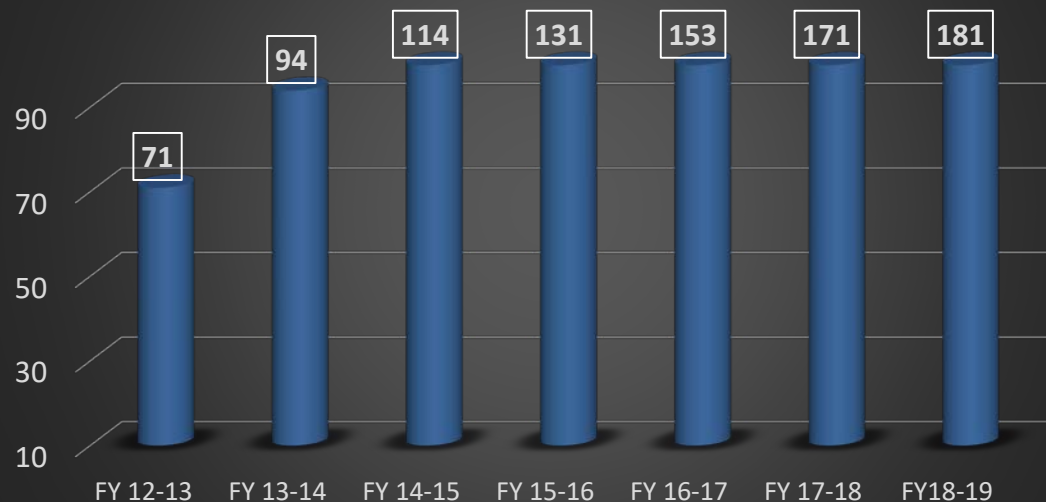
Demand Billed (Amt. in Crores)



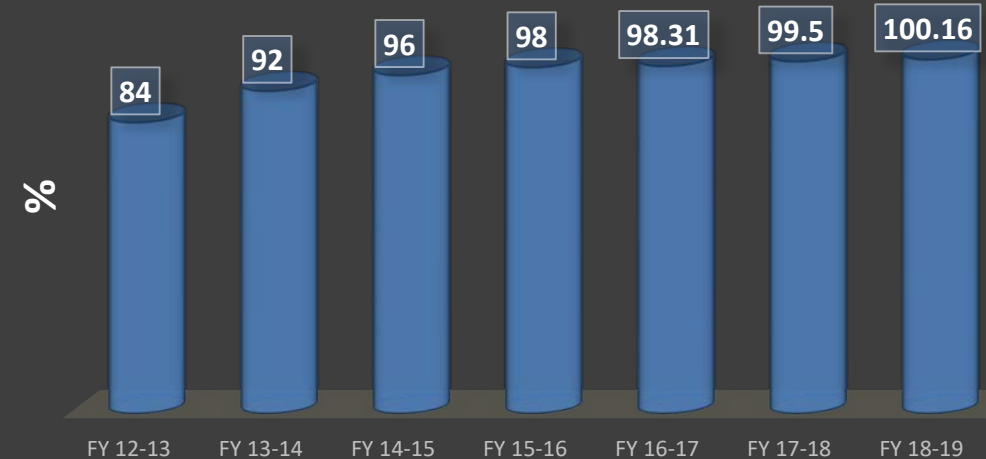
Billing Efficiency %



Revenue Collected (Amt. in Crores)



Collection Efficiency (%)



All Women Customer Care Centres (CCC)



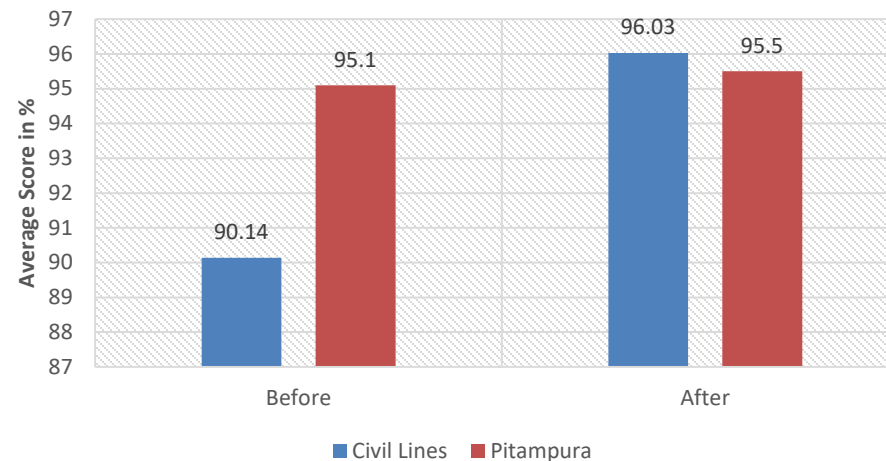
2 District Offices (out of 12) converted to 100% All women CCC.

Functional Positions
Customer Service Manager
Customer Service Executive
Customer Care Supervisors
Cashiers



High Results

Overall Performance Score of CCCs



Increased Customer Delight



INTERVENTIONS FOR RETENTION

Maternity Leave

26 Weeks of Maternity Leave

Extendable up to 12 weeks of Extraordinary Leave

16 Women employees benefitted this year

Child Adoption Leave

Provision of Child adoption Leave of 18 weeks

Flexible Working

For Female employees who join after Maternity, for the initial 6 months

Plan out their daily work timings after discussion with the Manager

7 Women employees opted for Flexi timing

Break In Service

For a period of upto 2 years, post completion of Maternity/ Child Adoption leave, with a view to curb attrition caused due to child birth

2 employees opted for Flexi timing

Guidelines have been laid down to Protect the Performance Ratings of the deserving employees

Tie up with Crèches and Day Care

50% contribution by Company

Re-Orientation Programs designed for employees returning from Maternity Leave

Employee Assistance Program to provide free counselling services

Thank You