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CSR as a strategy in Tata Power Delhi Distribution Limited

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Publication date 2016/11/9

Journal Emerald Emerging Markets Case Studies

Volume 6

Issue 4

Pages 1-23

Publisher Emerald Group Publishing Limited

Description Subject area

The subject area is corporate social responsibility (CSR).

Study level/applicability

The study is applicable to undergraduate- and graduate-level courses on CSR.

Case overview

The case discusses the issue of integrating CSR in TPDDL's (TPDDL – Tata Power Delhi Distribution Limited) business model. TPDDL was formed as the result of a joint venture between Delhi Vidyut Board and Tata Power. At the time of the joint venture, a large number of users of electricity in Jhuggi-Jhopdi (JJ) clusters were not paying for electricity usage. A huge number of residents were not even in the system where they could be billed. The ones who were in the system had strong political banking as they were huge vote banks and hence would not pay. Only 40 per cent of electricity that was going to JJ cluster was billed due to this TPDDL - incurring huge commercial losses. As residents had very low income, TPDDL ...

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