

## Tata Teleservices' Project Drishti wins at The Businessworld FICCI CSR Awards 2011-12

Tata Teleservices' Project Drishti has won the 'Special Jury Commendation' Award at The Businessworld FICCI CSR Awards 2011-12 held at New Delhi on the 7th of December 2012. The award was given under the category of Innovative Approach towards CSR. Mr. Sachin Pilot, Hon'ble Minister for Corporate Affairs, Government of India was present at the occasion with Mr. R.V. Kanoria, President FICCI and Mrs. Rajashree Birla, Chairperson FICCI CSR and Community Development Committee.



Project Drishti was designed to create a working model of 'Education Leading To Employability' – a key element of TTL's CSR Strategy, for people not in the mainstream (the visually challenged, in this case). The Project set up a vocation training centre which also functions as a fully functional call centre.

The recognition was conferred by a jury consisting of eminent personalities, who evaluated a short list created by Grant Thornton and Birla Institute of Management Technology. The process entailed interviewing the representatives of the shortlisted companies under the category followed by discussions and interactions. It is a matter of pride for us and a nod to the Project that the Jury declared TTL as the winner, unanimously.