

Responsibility fuels our strength

We believe that responsible business practices are essential for creating enduring value for our audiences, employees, shareholders, and the wider community. Sustainability is at the heart of our identity, guiding us towards a resilient and impactful future.

To enhance sustainability, we have implemented several strategic measures covering environmental, social, and governance aspects:

Implementation of energy-efficient technologies and practices to reduce carbon footprint.

Waste reduction and recycling programmes to minimise environmental impact.

Developing and showcasing content that educates and raises awareness about environmental and social issues.

Receiving feedback from viewers to understand their concerns and preferences.

Implementing policies that support work-life balance, employee well-being, diversity, and inclusion.

Providing opportunities for employee skill development and career growth.

Educating employees about environmental sustainability and encouraging green practices in the workplace to create a culture of environmental responsibility.

Ensuring diversity on the board, with a majority of Independent Directors, including a Woman Director.

Implementation of Risk Management Processes and Business Responsibility and Sustainability Reporting (BRSR).



Environment

Championing green operations

Sustainability is at the core of our operations, with a strong focus on energy-efficient technologies, waste reduction, and comprehensive recycling programmes. These initiatives reduce our carbon footprint while reinforcing our commitment to responsible environmental stewardship.



Key Initiatives

India Sustainability Mission - Steering Towards a Greener Future

An NDTV initiative co-powered by ACC, Ambuja Cement, and Gallant, committed to driving India's transition towards more greener and sustainability, in alignment with the nation's goal of achieving Net Zero emissions by 2070.



The Great Climate Change Challenge

An initiative by NDTV with transformation partner REC, aimed at raising awareness and fostering dialogue on climate change and sustainability.

USHA Clothes with a Conscience - Season 2

USHA and NDTV have joined forces to raise awareness and educate the public about the importance of sustainable fashion and environmental conservation with recycling and upcycling textile waste.



Social - People

Empowering our people, enriching our workplace

At NDTV, we are committed to the holistic well-being of our employees by fostering a workplace that prioritises work-life balance, diversity and inclusion, and continuous learning. Through structured engagement programmes and initiatives, we ensure that our people feel valued, empowered, and equipped to thrive both personally and professionally.



Key People-focussed Initiatives

Crèche Facility Launch:

We introduced an in-house crèche under #NDTVcares, offering a family-friendly workplace where children (up to 14 years) can drop in anytime – whether for daycare or just to see their parents at work.



Women's Day Celebrations:

As part of our commitment to gender inclusion, we celebrated International Women's Day 2024 with engaging panel discussions, mentorship programmes, and employee appreciation events.



Mental Health and Well-Being Programmes:

This year, we introduced dedicated wellness sessions, stress management workshops, and counselling support, ensuring holistic employee well-being.

#Iamthechange Initiative:

This engagement framework continues to build a strong sense of community through festive celebrations, cultural events, and employee recognition programmes.



Quarterly Focus Group Discussions (FGDs):

We expanded our employee feedback mechanism, conducting discussions that generated over 650 insights from more than 300 employees across Noida, Delhi, and Mumbai offices, leading to actionable improvements.

Learning Oriented Onboarding Programme (LOOP):

Our structured induction programme ensures that new hires seamlessly integrate into the organisation, gaining essential knowledge about our culture, policies, and processes.

POSH Awareness Workshops:

We reinforced our commitment to a safe and inclusive workplace through specialised training sessions on the Prevention of Sexual Harassment (POSH), led by certified expert Dr Israel F. Inbaraj.

PI Behaviour Assessment:

This specialised Train-the-Trainer programme, conducted by The Predictive Strategy Group (TPSG), continued to enhance leadership and interpersonal skills among employees.

Young Managers Programme (YMP):

The programme was further strengthened this year, helping young leaders enhance their team management, delegation, feedback delivery, and time management skills through interactive training sessions.



Chairman's Survey:

Your Voice Matters: Our annual employee engagement survey invited feedback, ensuring continuous improvement in policies and work culture.

Social - Community Welfare & Social Impact

Commitment to cause, action for change

Our commitment goes beyond business, we actively contribute to social progress and environmental sustainability through impactful initiatives. By uplifting communities, fostering inclusivity, and promoting responsible governance, we strive to build a resilient and ethical organisation.

Through targeted social campaigns and sustainability-driven efforts, we take meaningful action to create enduring value for our audiences, employees, shareholders, and society at large. Our dedication to positive change reflects our belief that responsible business practices are the foundation of a stronger, more sustainable future.

Key Initiatives and Impact

Social Empowerment and Justice

Jeene Ki Asha, Kushalta Ke Kadam & Justice for Every Child

Supporting vulnerable communities, advocating children's rights, and providing legal aid to those in need.

Education and Youth Development

Marks for Sports and Support My School

Enhancing learning environments by improving school infrastructure and promoting sports education.

Public Health and Safety

Banega Swasth India & Samarth by Hyundai

Driving awareness on healthcare access, hygiene, and road safety to build a healthier and safer society.



Flagship Programmes

NDTV-Dettol Banega Swasth India (Season 11)

Continuing its decade-long impact on public health and hygiene across India.

Annual Thought Leadership and Recognition Platforms

Indian of the Year Awards 2024

Honouring exceptional contributions across various fields.



NDTV Yuva Conclave 2024

A dynamic forum engaging young leaders, entrepreneurs, and changemakers.



NDTV-Usha International Kushalta Ke Kadam (Season 9)

Empowering skill development and livelihoods through training programmes.

Infrashakti Awards 2024

Recognising excellence in sustainable infrastructure development.



Nurturing Holistic Well-being

Nutrition Matters – Herbalife & NDTV

Exploring the science of balanced nutrition and its role in overall wellness.

Ekstep & NDTV Bachpan Manao

Advocating joyful, play-based learning for children aged 0-8, ensuring early childhood education is accessible to all.

