

Corporate Social Responsibility Activities of NTPC - A Study

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Abstract- NTPC, a sustainable energy leader in India, is proactively managing the nation’s energy transition equitably and effectively. In response to climate change challenges, the company is diversifying its energy sources, focusing on a balanced mix of economical thermal power and cleaner renewable energy to meet increasing demand. With an aggressive approach to expanding renewable energy, including green hydrogen, NTPC aims for nearly 45-50% of its capacity to come from non-fossil fuels by 2030, with the medium term target of 60 GW of renewable capacity by 2032. This is also reflected in NTPC’s Energy Compact goals submitted to United Nations. This paper focused on CSR expenditure break-up, expenditure of CSR activities by NTPC and CSR activities implemented by the NTPC. This study is mainly based on the secondary data. The secondary data has been collected from the NTPC website, annual reports and various research papers published on CSR practices in NTPC. In terms of Corporate Social Responsibility (CSR), NTPC Company continued to be one of the largest corporate spenders in India. In FY 2022-23, we spent ₹ 315.32 crore on CSR activities, reaffirming our commitment to social welfare and community development.

Key Words: NTPC, Corporate Social Responsibility (CSR) and Sustainable Growth.

INTRODUCTION

NTPC is deeply committed to Corporate Social Responsibility (CSR) practices, guided by the Companies Act 2013 and DPE Guidelines. Our CSR programs encompass a wide range of activities to benefit the community. We prioritize collaboration with stakeholders such as Panchayat officials, District Administration, Civil Society, Community members, and Public representatives, engaging in a participative and consultative process to address community needs. Regular monitoring, evaluation, and third-party assessments ensure the effectiveness of our initiatives and their positive impact on communities. NTPC have established a local community grievance process to address concerns promptly and foster trust. Our CSR activities are aligned with government priorities, and in the Financial Year 2022-23, we focused on the “Health & Nutrition” theme, surpassing the prescribed minimum expenditure in this area. Through our comprehensive CSR approach, NTPC strives to make a lasting and positive impact on society, promoting inclusive growth, environmental sustainability, and improved well-being. In this connection, there is need to study the CSR Expenditure Break –up during the financial year 2022-23.

Table – 1: CSR Expenditure Break –up

S. No.	Spent on	Percentage
1	Rural Development	6%
2	PMCARES Fund	31%
3	Sports	1%
4	ART & Culture	1%
5	Environmental Sustainability	14%
6	Empowerment of Women and other Economically Backward Sections	2%
7	Education and Skill Development	10%
8	Eradicating Hunger and Poverty, Health Care and Sanitation	3%

Source: NTPC Annual Reports 2022-23.

The data in Table – 1 shows that 31 percent of CSR expenditure incurred on Prime Minister’s Citizen Assistance and Relief in Emergency Situations (PMCARES) Fund, 14 percent incurred on Environmental Sustainability, 10 percent on Education and Skill Development, 6 percent on Rural Development, 3 percent on Eradicating Hunger and Poverty, Health Care and Sanitation, 2 percent on Empowerment of Women and other Economically Backward Sections, only 1 percent on Sports and only 1 percent on ART & Culture. The analysis clearly indicates that the most of CSR amount of NTPC is spending on the Prime Minister’s Citizen Assistance and Relief in Emergency Situations (PMCARES) Fund, Environmental Sustainability and Education and Skill Development.

Expenditure on CSR activities by NTPC
 The NTPS effectively working from the financial year 2007-08 CSR covers a diverse range of issues such as basic infrastructure development, education, community health & sanitation, capacity building and gender empowerment. The projects are customized based on specific local requirements and guided by extensive Need Assessment Surveys and consultations through various participative forums like Village Development Advisory Committee, Rehabilitation and Periphery Development Advisory Committee etc. The active participation/engagement and ownership of these initiatives by the local communities is the key to the smooth and successful implementation of these schemes. In this regard, expenditure spent on Corporate Social Responsibility by NTPC from the financial year 2007-08 to 2022-23.

Table – 2: Expenditure on CSR activities by NTPC

S. No.	Financial Year	Allocation (Rs. Cr)	Expenditure (Rs. Cr)
1	2022-23	310.00	315.32
2	2021-22	281.80	356.72
3	2020-21	278.58	418.87
4	2019-20	252.68	304.92
5	2018-19	237.01	285.46
6	2017-18	220.75	241.54
7	2016-17	227.85	277.81
8	2015-16	349.65	491.8
9	2014-15	283.48	205.18
10	2013-14	126.12	128.35
11	2012-13	56.37	79.42
12	2011-12	45.51	49.44
13	2010-11	72.34	72.21
14	2009-10	16.75	20.47
15	2008-09	17.94	13.43
16	2007-08	14.01	15.53

Source: NTPC Annual Reports 2022-23.

The data in Table -2 shows that the 14.01 crores are allocated in the financial year 2007-08 and this amount is increased to Rs. 310.00 crores in the financial year 2022-23. There are Rs. 15.53 crore amount spent on 15.53 in the financial year 2007-08 and this amount is increased to Rs. 315.32 crores in the financial year 2022-23. It is clearly indicates that the expenditure on CSR activities by NTPC is significantly increasing every years and they are effectively working on CSR activities in India.

CSR activities at NTPC

CSR has been synonymous with NTPC core business of power generation. Since inception NTPC has been very sensitive to the needs of the neighboring community and people whose livelihood has been

affected due to the establishment of a power plant. The Company’s spirit of caring and sharing is embedded in its mission statement. The Company has a comprehensive Resettlement & Rehabilitation (R&R) policy covering community development (CD) activities, which has been revised and updated from time to time. CD activities in green field area are initiated as soon as project is conceived and thereafter-extensive community / peripheral area development activities are taken up along with the project development.

NTPC CSR Policy formulated in July 2004 and revised in 2010, 2016, 2019 and 2022 covers a wide range of activities including provision for implementation of a few key Programmes taken through NTPC Foundation- a charitable Trust set up

by NTPC Company to mainly serve and empower the Physically Challenged and Under Privileged Sections of the Society & women.

CSR programs undertaken by company include activities specified in Schedule VII of the Companies Act 2013 & Rules made there under for the benefit of community at large. Focus areas of NTPC Company's CSR activities are Health, Sanitation, Safe Drinking Water and Education. However, company also takes up activities in the areas of Capacity Building of the NTPC, Women Empowerment, Social Infrastructure Development, livelihood creation through support for implementation of innovative agriculture & livestock development, support to Physically Challenged Person (PCPs), and for the activities contributing towards Environment Sustainability. NTPC Company CSR efforts are focused on the immediate vicinity of its stations where the Company's operations are situated, ensuring that the majority of CSR funds are spent on activities addressing the needs of the local community. However, considering inclusive growth & environment sustainability, some of the activities are also taken up in different parts of the country to supplement governmental efforts. During the year, about 450 villages and more than 400 schools have been benefitted by NTPC Company's various CSR initiatives at different locations. NTPC Company's CSR initiatives have touched the lives of around 16 lakhs people generally residing at remote locations in various parts of the country in one or the other way. Apart from the regular CSR activities undertaken around NTPC Company's operations, support has also been provided by NTPC Company for some of the major CSR initiatives undertaken all across the country:

Health, Water & Sanitation

A financial support of ₹ 250 Crore in FY 2020- 21, ₹ 80 Crore in FY 2021-22, and ₹ 80 Crore in FY 2022-23 to Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PMCARES) has been made for Covid-19 and other Services/ Activities. NTPC hospitals have provided quality primary, secondary, and referral care along with diagnostic services to more than 3,00,000 patients from the community every year. Health related infrastructure support is being extended to various PHCs, CHCs and District Hospitals located in the vicinity of NTPC Projects/Stations. NTPC supports the local

administration by regularly carrying out the works of fogging, spraying etc. in villages located in its vicinity and distributes mosquito nets for prevention of vector borne diseases. NTPC makes primary care accessible, affordable, and inclusive through health camps – both general and specialized (Eye, Respiratory Diseases/ Cancer detection etc.), outreach services through mobile health clinics and by augmenting and strengthening rural health infrastructure. About 3000 surgeries are performed every year in these camps. NTPC is committed to develop Chinmaya Mission Hospital, Bengaluru by providing a Neuro Operation theatre with necessary equipments.

Education Activity

NTPC as a part of its Policy on Improving Learning Outcomes & Quality of Education for children studying in Government Schools of its project-affected villages has established Smart Classes and has taken many initiatives in various Government schools located in the vicinity of its Plants and Stations.

- NTPC Sipat has so far sponsored education to more than 300 Baiga Tribal students for getting admission into engineering and medical colleges through Commissioner, Tribal Welfare, Chhattisgarh.
- NTPC Company Korba (aspirational district) is supporting the holistic education to 30 Special Backward Tribe Pahadi Korwa students every year from class VI to XII.
- NTPC is supporting the construction of facilities for tribal school in Chapki, Distt. Sonbhadra (UP).
- Supporting education in rural areas by augmenting and strengthening school infrastructure including additional classrooms, hostels, toilets, boundary walls, gates, science labs, libraries, kitchen sheds, providing assets like furniture, computers, water coolers, filters etc. NTPC also ensures the right to education of children from the underprivileged sections of society by providing them with scholarships, study material, & uniforms etc.

Skill Development and Income Generation

NTPC Company has adopted 18 nos. ITIs and set up 8 new ITIs at various locations. NTPC is supporting "Skill India Mission" of GoI through MoU with

NSDC for various employment linked skill development programs for 30,000 rural youth including 8,000 youth of J&K.

- NTPC is supporting the construction of auditorium at Rajkot, Gujrat for developing educational & Vocational training infrastructure.
- NTPC has provided various capacity building training programmes, exposure visits and provided hand holding through experts to the farmers of villages in its vicinity on various techniques of crop/animal productivity such as use of drip irrigation to produce more crop per drop, in improving milk yield through improving breed through artificial insemination, cultivation of nutrient rich and rapidly growing fodder crops etc.
- NTPC makes youth entrepreneurial, enterprising, and employable by providing them with training in Electrical Repairing, Mobile Repairing, Motor Rewinding, Welding, Car Driving including obtaining LMV driving license, Computer Training, etc.

Disaster Relief

- Financial support to Uttarakhand State Disaster Management Authority (USDMA) for undertaking reconstruction and restoration of Govt. Schools and Govt. Health Centers in various districts of Uttarakhand.
- NTPC Company is supporting the Redevelopment of Kedarnath town, Uttarakhand and its surrounding areas devastated during natural calamity of 2013.
- NTPC Company is supporting for setting up of disaster management control room at Bilaspur, Chhattisgarh. Women Empowerment
- Providing skill & livelihood generation training to around 1,250 No. of women through NTPC Foundation in collaboration with Apparel Made ups & Home Furnishing Sector Council.
- NTPC Company is supporting cultivation of mushrooms and creating sustainable livelihoods for rural women through Oyster mushroom cultivation in Loni & Bhandegaon Villages.
- NTPC Company has supported Udyan Care at Jaipur, Rajasthan for the higher education and rehabilitation of orphan and abandoned girls.
- NTPC Company has conducted various training on embroidery, dress designing, cutting, stitching, tailoring (including providing sewing machines), beautician, food preservation & processing, nursing etc. to women from various villages located in its vicinity.
- Promotion of Sports
- NTPC Company provides support to Archery sport in India with an objective of scouting for talent in remote parts of India and nurture them through coaching camps to enhance India's presence in the sports internationally. In Asia Cup 2022 at Sharjah Indian Archers bagged 10 medals (05 Gold, 03 Silver & 02 Bronze). Through this partnership, NTPC aims to provide platform to Indian youth to showcase their talent and elevate India's reputation in the field of Archery. From November 2018 to March 2023, the Indian archers have won 130 medals comprising of 53 Gold, 44 Silver and 33 Bronze medals in various international Archery tournaments. i.e., Asian Archery Championships, Asia Cup World Ranking Tournaments, Para Archery World Ranking Tournaments, World Cup Stage I, II, III, IV, World Archery Para Championships, Tokyo Paralympics Games etc.
- The best performance by Indian Archers in Olympics and paralympic Games IN Tokyo 2020. In the Paralympic Games won Bronze medal. The Indian Archers shot there way to second rank by bagging 4 medals (2 Gold, 1 Silver, 1 Bronze) in the recently held Antalya 2023, Archery World Cup Stage 1 from 18th to 23rd April 2023.

Others (Rural Infrastructure Development, Protection of National Heritage etc.)

- Installation of LED based Solar Street Lights & Solar High Mast lights in Gorakhpur, Ambedkar Nagar, Sant Kabir Nagar located in Uttar Pradesh, in Satna located in Madhya Pradesh, in Arrah located Bihar, and in locations adjoining to NTPC Stations & Projects.
- NTPC Companys support is committed for construction and redevelopment of Shri Badrinath Dham town as a spiritual smart hill town.
- NTPC Company's support is committed for development of Ramna Maidan and Collectorate Chhath Ghat of Ara- a place of historical

importance from the First war of Independence /Sepoy Mutiny of 1857. NTPC supports the development of basic infrastructure such as roads, bridges, culverts, bus shelters, community centers, schools, health centers, electrical infrastructure etc. enabling the local community to fulfill their basic needs and to enhance the quality of their lives.

NTPC Foundation

- With an objective to serve and empower the physically challenged and economically weaker sections of the society including women, NTPC
- Foundation has been set up by NTPC to take up projects & programs addressing domains of socio-economic concerns. Major activities of the foundation include:
- Girl Empowerment Mission (a) – A four-week residential workshop for girl children in the age group of 10 to 12 years. The workshop aims at empowerment/upliftment of girl children through various interventions to make girls self-reliant and confident in all walks of life and become a catalyst in transforming their lives, the lives of their family and bring positive changes in the community they live and the nation at large. A summer residential workshop for 4 weeks is organized for girl children in the age group of 10-12 years selected from various Govt. Schools of villages in the vicinity of NTPC Projects/Stations including NTPC Joint Ventures & Subsidiaries. The entire cost of the program including their boarding & lodging in a safe & secure environment for these girl children is borne by NTPC. Further, free education of around 255 girl students admitted to different NTPC Township Schools. In the year 2023, the said programme is being conducted at 41 Projects / stations/ JV & Subsidiaries of NTPC where about 2700 girls are participating.
- 'NTPC Utkarsh Scholarship' A flagship program of NTPC Foundation in education which provides scholarships to encourage and motivate the students who are pursuing secondary, high school, ITIs, Diploma/Degree in Engineering & also medical science studies.
- Promotion of Archery sport in collaboration with Ministry of youth Affairs and Sports (NSDF),

Sports Authority of India (SAI) and Archery Association of India (AAI)

- Empowerment of women by providing Apparel Made ups & Home furnishing Skill Training & livelihood generation programme through AMHSSC with assistance from NSDC at various locations.

CONCLUSION

CSR programs undertaken by company include activities specified in Schedule VII of the Companies Act 2013 & Rules made there under for the benefit of community at large. Focus areas of NTPC CSR activities are Health, Sanitation, Safe Drinking Water and Education. However, company also takes up activities in the areas of Capacity Building of the youth, Women Empowerment, Social Infrastructure Development, livelihood creation through support for implementation of innovative agriculture & livestock development, support to Physically Challenged Person (PCPs), and for the activities contributing towards Environment Sustainability. NTPC CSR efforts are focused on the immediate vicinity of its stations where the Company's operations are situated, ensuring that the majority of CSR funds are spent on activities addressing the needs of the local community.

NTPC adopted a multi-pronged approach to promote quality education in the villages. The measures taken by the company comprises of giving thrust to building educational facilities in the villages. The company is committed to good corporate citizenship and makes constant efforts to build long lasting relationships with member of the society in general and the communities around its plants. Most people in rural areas live in unhygienic conditions and suffer from general ailments and diseases due to lack of awareness and necessary medical help. NTPC has been organizing medical camps to mitigate this problem. NTPC as part of skill development programs to a large number of youths in the society are constrained by inadequate skills leading to irregular employment or unemployment while there is an increasing demand for skilled and talented manpower from the industries.

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