

NTPC Limited and its Corporate Social Responsibility towards Education

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Abstract

NTPC Limited is an Indian public sector undertaking, engaged in generating electricity and other allied business activities. The Company commits itself to social growth. It takes up initiatives that have a positive impact on society. The present paper highlights the corporate social responsibility initiatives of NTPC Limited, towards education. It also draws attention to the amount spent on education activities by the Company under corporate social responsibility. Finally, the paper evaluates the usefulness of education activities for the beneficiaries. The researcher used a checklist, interview schedule, and other secondary sources such as the company's website, pamphlets, etc. to collect the data. The paper also identifies some areas where the Company should take up corporate social responsibility activities.

Keywords: Corporate social responsibility, education, National Thermal Power Corporation Limited, beneficiaries

Company Profile

The National Thermal Power Corporation Limited popularly known as 'NTPC Limited' is an Indian public sector undertaking, engaged in generating electricity and other allied business activities. Its other businesses include coal mining, oil and gas exploration, project management and supervision, and providing consultancy. The Company was established on 7th November 1975 under the Companies Act 1956. The headquarter of the Company is located in New Delhi, India. The core business of the Company is to generate and sale of electricity to state electricity boards and state-owned power distribution companies. It generates electricity from coal, gas, and liquid fuel. It undertakes consultancy and turnkey project contracts that involve engineering, construction management, project management, operation, and management of power plants. The Company was conferred Maharatna status by the Union Government of India in May 2010, with which it became one of the four companies awarded with this status (Wikipedia, May 17, 2020). The Forbes Company ranked NTPC Limited at 497 among the global 2000 companies in the year 2020 (Forbes, 2020).

Education CSR Activities of NTPC

NTPC, through its CSR activities, continuously striving to provide quality education to the children of neighbouring communities. In the Patna region, the Company provides funds to schools for infrastructure development, ancillary materials, sanitation, scholarship, and health camps. The details of education CSR activities of the Company are shown in the table:

Sl. No.	Area	Name of Work	Initiated on	Status of work
1.	Infrastructure Development	Boundary wall for Choudhary Ram Prasad Sharma Project Balika Vidhyalaya, Pandarak (Barh/R & R/2018-19/R&R/2019/55906)	13.09.19	Proposal under process
		Construction of Toilet and boundary wall and area development at Mamarkhabad Middle School	05.09.19	Proposal under process
		Construction of boundary wall and gate at High School, Mekra	01.08.2018	Completed
		Construction of boundary wall, gate & plain cement concrete work in Government Primary School, Dariyapur at Dheewar Panchayat.	05.09.2016	Completed
		Repairing and maintenance of additional classrooms at Government Middle School, Dheewar	25.04.2015	Completed
		Repairing and maintenance of additional classrooms at Government High School, Dheewar	25.04.2015	Completed
		Repairing and maintenance of classrooms at Government Middle School, Raily	25.04.2015	Completed
		Repairing and maintenance of classrooms at Primary School, Chak Nawada	25.04.2015	Completed
		Repairing and maintenance of additional classrooms at Government Middle School, Sahnaura	25.04.2015	Completed

Sl. No.	Area	Name of Work	Initiated on	Status of work
2.	Distribution of ancillary materials	Distribution of 12440 umbrellas to girl students.	15.05.2020	Proposal Under process
		Distribution of 5000 Bags and 5000 water bottles each to student	07.05.2020	Proposal under process
		Furniture in schools in Nawada, Dheewar, Raily & Sahnaura	---	Completed
		45 Beds and Sofa in Kasturba Gandhi Balika Residential School, Pandarak	---	Completed
		Distribution of study materials (books, notebooks, school bags etc.) in primary School, Dheewar Beneficiaries 870 approx.	---	Completed
3.	Sanitation	Proposal for procurement of electronic sanitary napkin vending and disposal machine to secondary/sr.secondary schools for girls in neighbouring village	16.10.19	To be distributed after COVID-19
		Construction of toilet & drinking water facility for Laxmi Narayan + 2 High School, Dheewar	13.02.19	Work in progress
4.	Scholarship	Distribution of scholarship for Class X, XII, ITI, Engineering, and Medical students (as per NTPC - Utkarsh Scholarship Scheme)- Beneficiaries 664 nos.	15.08.19	Completed
5.	Health	Organization of medical camp in Girls school of Pandarak- Beneficiaries 78	---	Completed

Infrastructure Development

Since 2015, NTPC Barh plant is continuously engaged in peripheral development through its education CSR activities. In 2015, the Company supported in repairing and maintenance of additional classrooms of Government Middle School Dheewar, Government High School Dheewar, Government Middle School Raily, Primary School Chak Nawada, and Government Middle School, Sahnaura. In 2016, it constructed the boundary wall; gate, and plain cement concrete work in Government Primary School, Dariyapur at Dheewar

Panchayat. In the year 2018, the Company helped in the construction of boundary wall and gate of High School, Mekra. In 2019, the Company started construction of toilet, boundary wall, and developed area of Mamarkhabad Middle School. The Company also initiated the construction of a boundary wall for Choudhary Ram Prasad Sharma Project Balika Vidhyalaya, Pandarak. These two projects are still under the process of completion.

Distribution of ancillary materials

The Company distributed books, notebooks, school bags, etc. in Primary School, Dheewar. Approximately 870 students were benefitted from this project. It distributed 45 beds and sofa in Kasturba Gandhi Balika Residential School, Pandarak, and items of furniture in schools in Nawada, Dheewar, Raily & Sahnaura. The Company started distributing 5000 bags, 5000 water bottles, and 12440 umbrellas to girl students in the year 2020. The project is still in progress.

Sanitation

In the year 2019, the Company planned to provide electronic sanitary napkin vending and disposal machines to secondary and senior secondary schools for girls in neighbouring villages. It also started construction of toilet & drinking water facility for Laxmi Narayan + 2 High School, Dheewar. Both the projects are still in progress.

Scholarship

In the year 2019, the Company provided scholarships to the students of Class X, XII, ITI, Engineering, and Medical under the NTPC Utkarsh Scholarship Scheme. 664 students were benefitted from this scholarship scheme.

Health

The Company organized a medical camp in Pandarak Girls School. 78 girl students were benefitted from this health camp.

The outcome of Education CSR Activities for Surrounding Community

It is the role of research to be critical to the success of a CSR initiative towards education. It results to drive programme development and proper execution. Building in reporting and measurement from the beginning stages of a CSR programme is critical to its long-term success. The researcher tried to analyze the social impact and results of CSR activities of the Company by interviewing the beneficiaries. Altogether 16 beneficiaries were interviewed from 6 organizations of the Patna region.

Details of the Respondents

S. No.	Name of the Organization	Interviewee	No. of Respondents
1.	Choudhary Ram Prasad Sharma Project Balika Vidhyalaya, Pandarak	Principal	1
		Teacher	1

2.	Mamarkhabad Middle School	Teacher	3
3.	Government Middle School, Dheewar	Teacher	3
4.	Laxmi Narayan + 2 High School, Dheewar	Teacher	3
5.	Primary School, Chak Nawada	Teacher	3
6.	Government Middle School, Sahnaura	Teacher	2
Total			16

The respondents were coded to analyze the interview schedule. The analysis was done according to the interview questions. Mindmaster Software was used to present the responses of the interviewees in word treemaps. Grouping of similar types of responses was done using the same colour stars. The dissimilar response was also kept in continuation and marked with a separate colour star. A summary and comments were presented after each word treemap.

Respondents' Coding

Principal = P and Teachers = T.

The numbers preceding each letter refer to the number ascribed to the respondents.

One Principal was ascribed P1. Fifteen teachers were numbered T1, T2, T3, and so on.

Q: Usefulness of the Activities

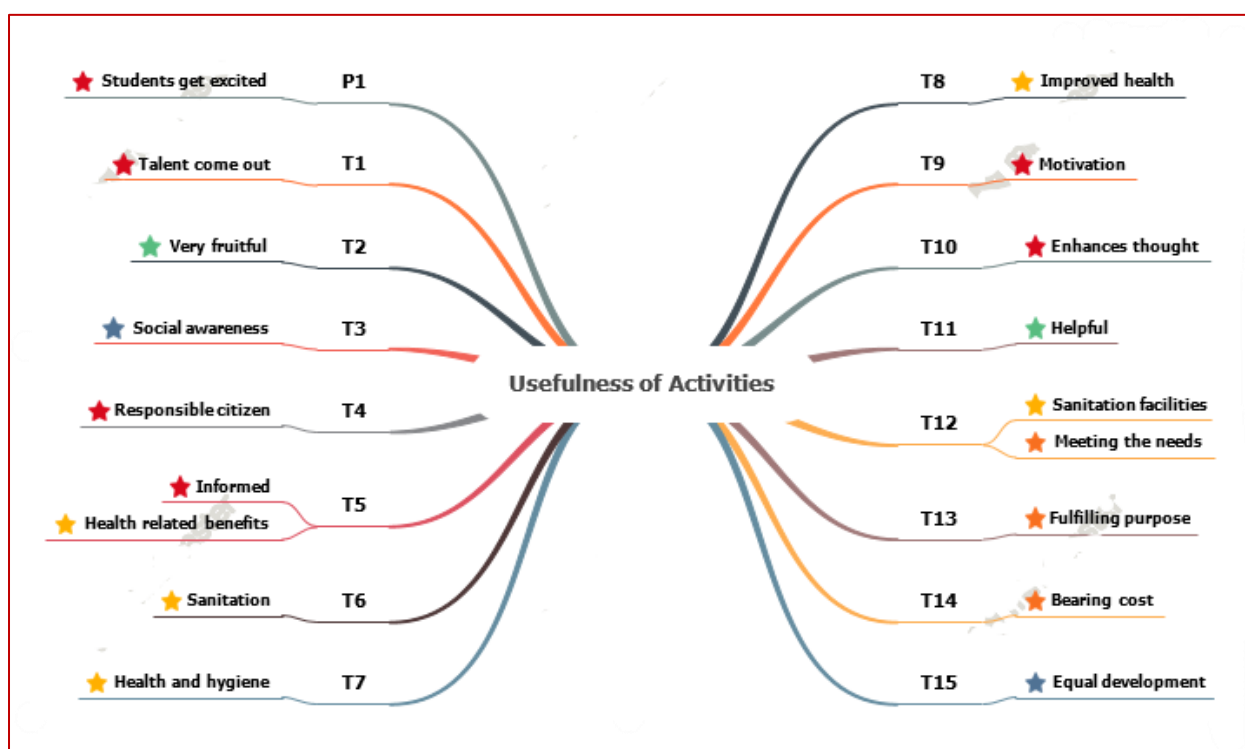


Figure 1.1: Word Treemap

The first question asked from the beneficiaries was about the usefulness of activities. The word treemap shows that 33.3% of responses were ★ about students' excitement, talent exhibition, motivation, and improved thought. They become informed and responsible citizens. ★ 27.7% of responses highlighted health-related benefits, sanitation facilities, and hygiene in the campus. 16.6% of responses were about meeting institutional needs, fulfilling purposes, and bearing the cost of activities. The percentage of responses is the same i.e. 11.1% where the respondents said that the ★ activities are ★ very fruitful, helpful, bring social awareness and equal development.

Comment: It can be said that education CSR activities are very useful for the beneficiaries. The activities are useful for the students as well as institutions and bring social awareness.

Q: Type of Support Receive

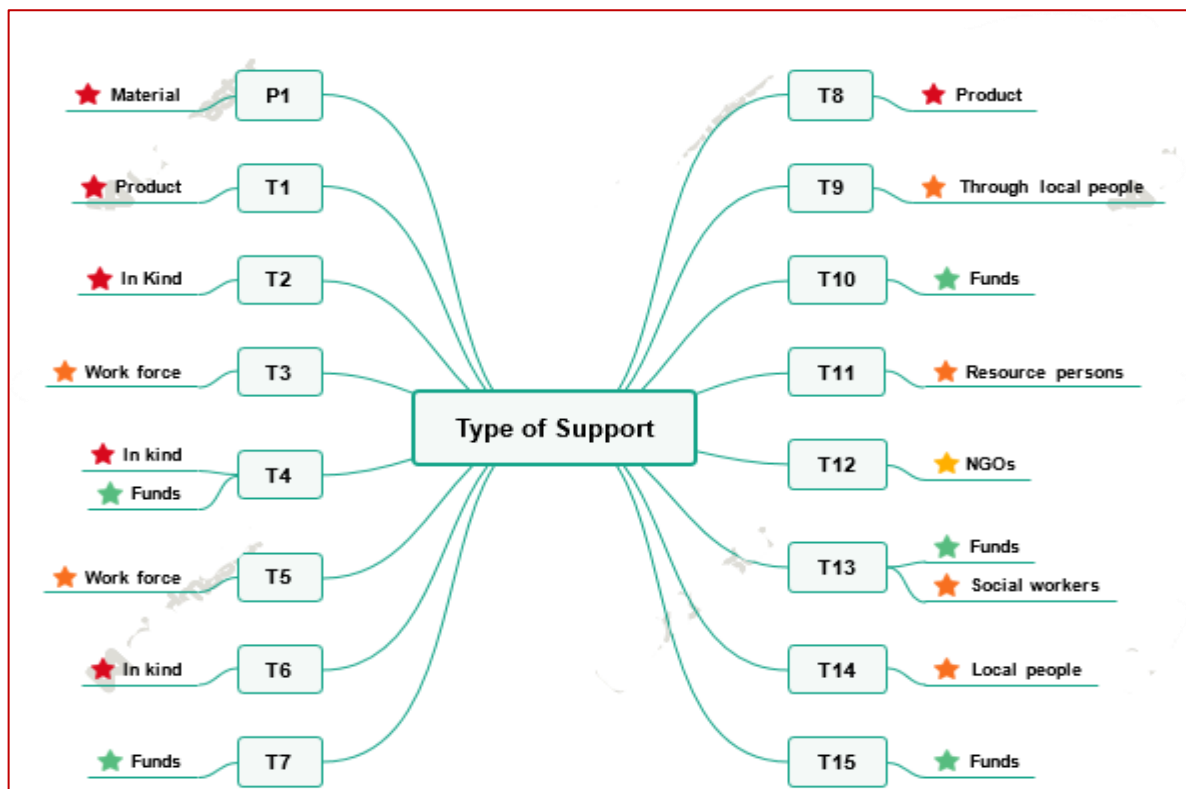


Figure: Word Tree Map

The word treemap depicts the type of support provided by the Company. ★ 33.3% of responses were about in-kind, product, and material help. ★ 38.8% of responses were about the workforce, resource persons, NGOs, social workers, and local people. ★ Rest 27.7% of responses highlighted funds as a type of support.

Comment: It can be said that the Company provides support in various forms to the beneficiaries. It may be in the form of the workforce, material help, and monetary help as well.

Q: Challenges in Receiving Support

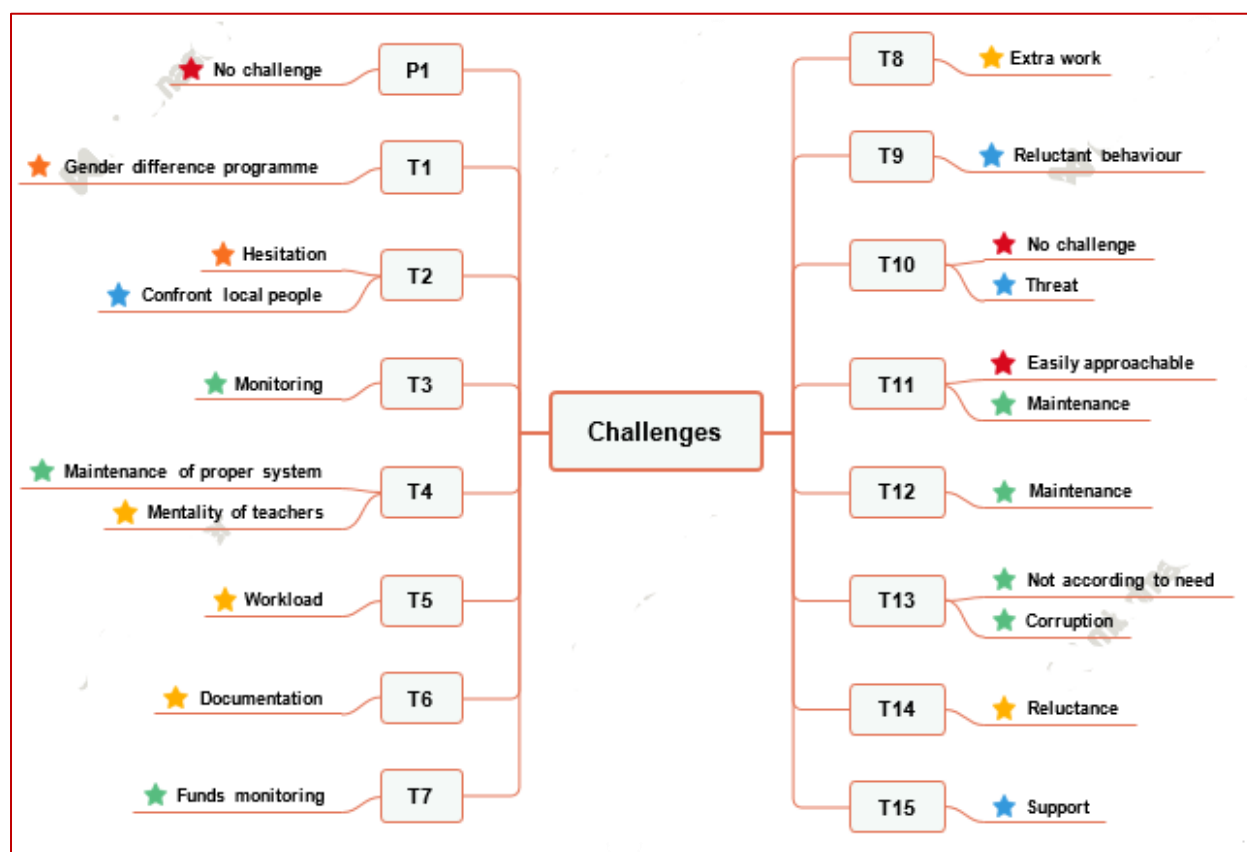


Figure: Word Tree Map

The beneficiaries shared some challenges which they face while receiving support from the company which is represented in the word treemap. ★19% of responses pointed out confrontation of local people, their reluctant behaviour, threat, and no support attitude. 14.3% of responses were about gender-specific programme and hesitation. ★23.8% of responses highlighted an increase in workload, the mentality of teachers, so much documentation, reluctant behavior of teachers, and extra work. ★ 33.3% of responses were about maintenance, monitoring, funds ★ management, corruption, and not according to requirement. ★14.3% of responses highlighted no challenge and were easily approachable.

Comment: The respondents highlighted challenges related to students, teachers, and management while receiving support from the Company.

Q: Company's Motivation to Support the Organizations

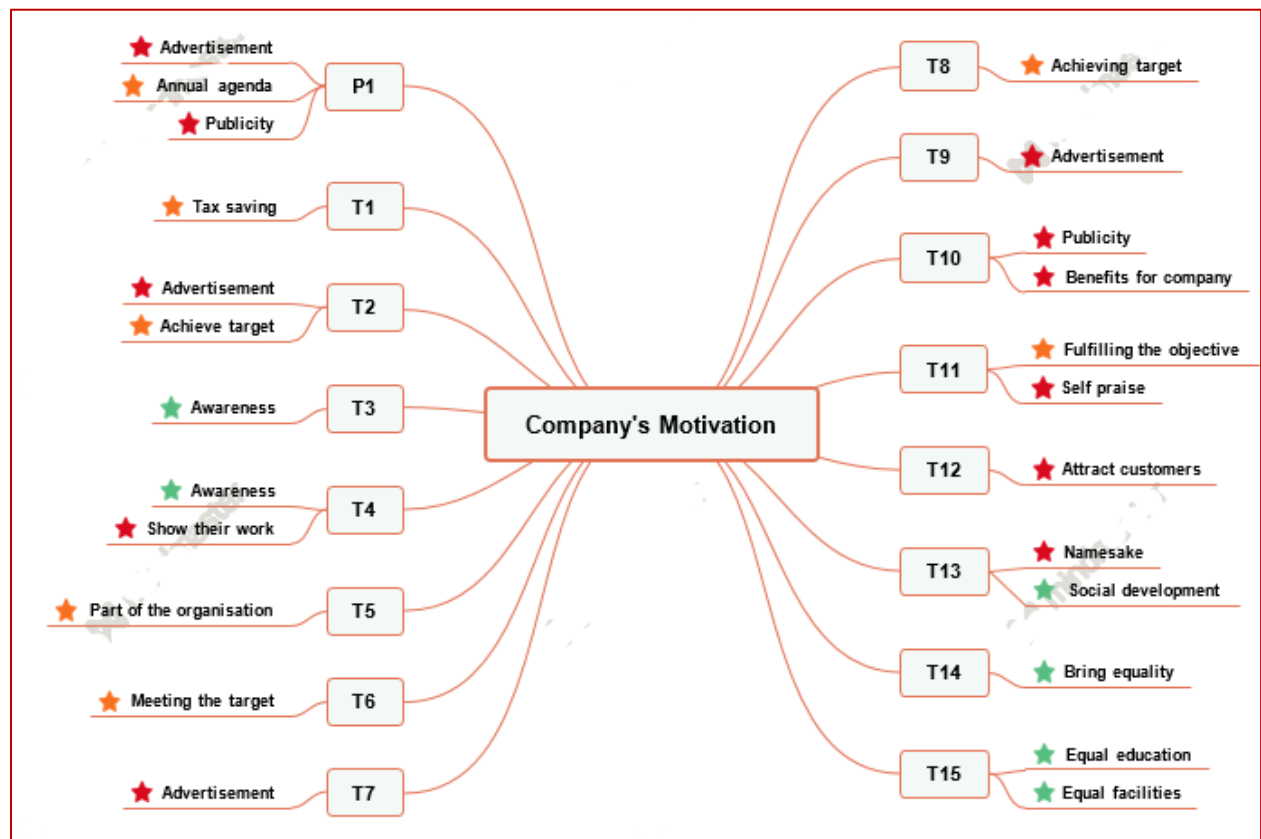


Figure: Word Tree Map

The word treemap shows that ★45.8% of responses were about advertisement, publicity, showing work of the company, namesake and to attract customers. ★29.2% of responses were about the company's target, fulfilling objectives, annual agenda, and tax saving. ★25% of responses pointed out social development, awareness, equality, equal education, and equal facilities.

Comment: Most of the beneficiaries believe that the company performs these activities for advertisement and publicity. Others felt that Company does these activities for meeting their target and social development also.

Expectations and Opportunities in CSR Activities to Enhance Local Level Education

Today, more than ever, it is crucial for organizations to set CSR goals, measure progress, and communicate outcomes. Customers, employees, and key stakeholders expect organizations to communicate their impact. Measurement allows an organization to tell a compelling story, invest wisely and ultimately make a difference. The researcher, through the next interview questions, tried to find out the expectations of the beneficiaries and opportunities for the Company to invest CSR funds in education. The beneficiaries were asked to highlight potential areas where the Company could provide support and some suggestions for the Company. These highlighted areas and suggestions are presented in the following word treemaps.

Q: Potential Areas where the Company can Support

The word treemap depicts that ★44.4% of responses highlighted infrastructure, sanitation infrastructure, basic facilities, drinking water facilities, and health-hygiene-related activities. The percentage of responses is the same i.e. 27.7% which reflect ★activities for teachers, parents, mothers, activities in collaboration with NGOs, activities creating awareness, and ★ other activities such as plantation, more resources, distribution of stationery items, CCTV camera and activities according to the need of the school.

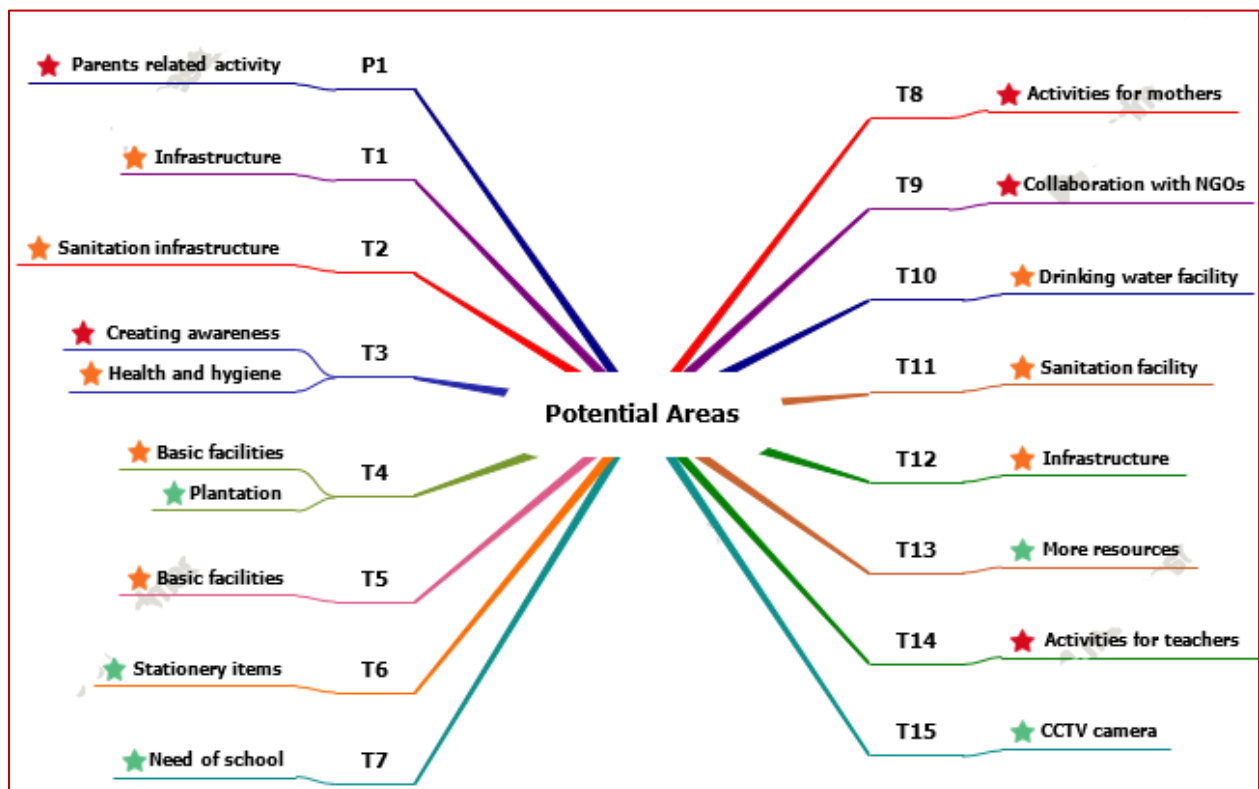


Figure: Word Tree Map

Comment: Potential areas highlighted by the respondents are activities for teachers, parents, and mothers, infrastructure development, sanitation infrastructure, and other activities according to the need of the school.

Q: Suggestion for the Company

It can be seen from the word treemap that ★40% of responses suggested the Company performs activities with sincerity, continuous monitoring, feedback, observation, and maintenance should be done and the programmes should be regularly organized. ★35% of responses suggested that the activities should be conducted by specialized persons, according to the need of the students and company should work directly with their workers. ★25% of responses suggested the company organize activities at large scale, with a positive attitude, for parents also, follow up and activities should not be commercialized.

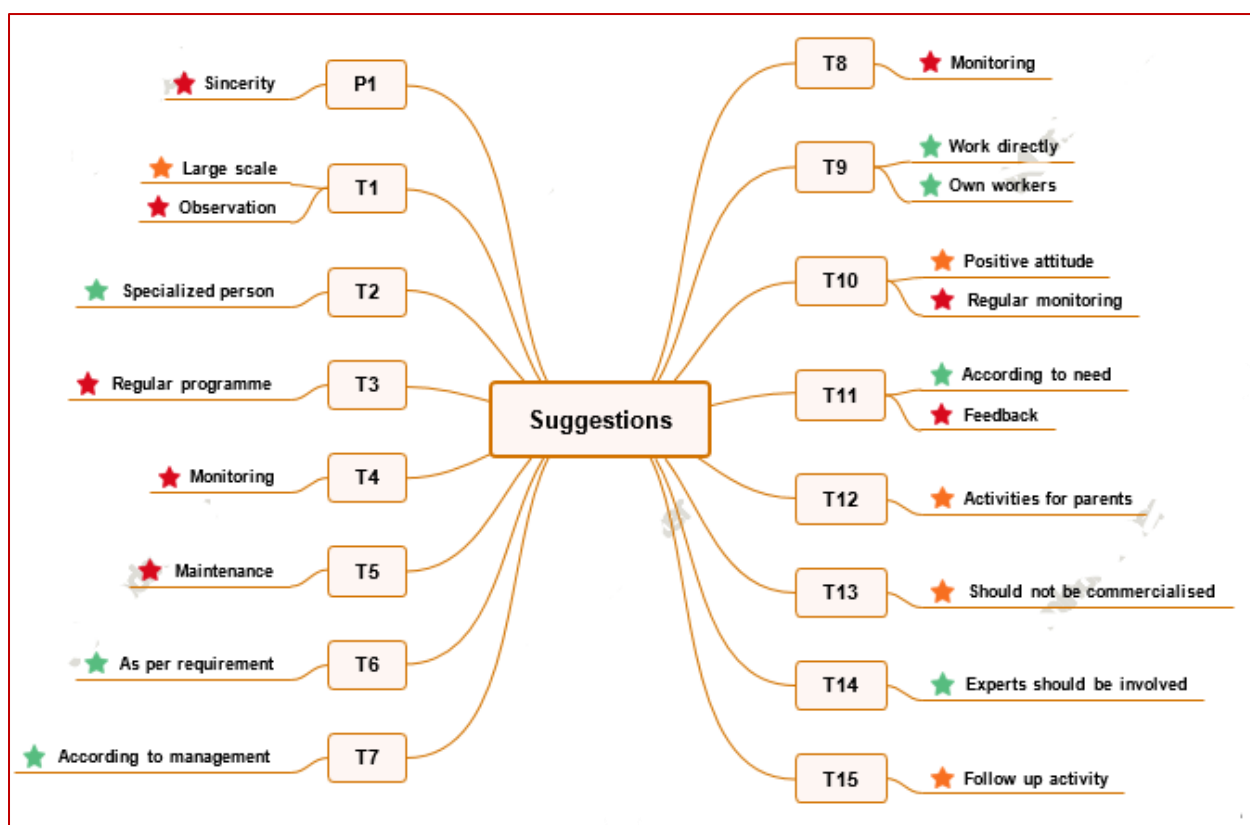


Figure: Word Tree Map

Comment: The beneficiaries suggested many ways through which the Company can improve the education CSR activities like proper and regular monitoring, activities should be as per the need, large scale and variety of activities should be conducted without having a middle person. The Company should perform the activities with full responsibility and sincerity. Activities should not be commercialized.

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