

A STUDY ON CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES AND SCHEMES OF RAMAGUNDAM NTPC

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ABSTRACT

The paper discusses the understanding of corporate social responsibility activities and schemes of NTPC Ramagundam. It discusses about the activities which are conducted by the CSR, NTPC, Ramagundam. This paper attempts to explore Corporate Social Responsibility. The methodology of this study is based on Secondary data derived from CSR-CD of Ramagundam NTPC.

For the purpose of analysis, CSR initiatives for rural development were classified under eight areas: livelihood, health, education, vocational training, drinking water, sports and cultural meet, infrastructure, and support PCP, etc. The CSR actions, thus may have positive impact on the development of rural community.

KEYWORDS: A Study on Corporate Social Responsibility Activities of NTPC Ramagundam

INTRODUCTION

NTPC Limited is a Maharatna company engaged in different aspects of electricity generation to meet the electricity demand at the national level and contributing to energy security. The company has 28 power plants spread across several states and most of them are located in remote rural areas, where basic infrastructure is inadequate. NTPC's mission in the area of Corporate Social Responsibility (CSR) is "to be a responsible corporate entity with thrust on environmental protection, ash utilization, community development and energy conservation." NTPC, a Maharatna company is committed to brighten up the lives through its corporate social responsibility initiatives focusing on the improvement of the quality of life for people around its projects.

The doctrine of social responsibility means an entity, whether it is government, Private Corporation or Public Organization, having a responsibility towards the society in which they live and where they operate their businesses or carry out administration. The concept of Corporate Social Responsibility (CSR) includes the openness and transparency of the companies as well as taking into consideration the will and expectations of their stakeholders. CSR which is synonymous to corporate conscience, corporate citizenship, social performance or sustainable responsible business etc. is a form of corporate self regulation integrated into a business model. CSR policy functions as a built-in, self regulating mechanism whereby a business house monitors and ensures its active compliance with the law, ethical standards and international norms.

The Corporate social Responsibility was perhaps used for the first time in 1953 when Bowen raised the basic question "What responsibility to society can business people be reasonably be expected to assure." The term CSR came into common use in the late 1960s and early 1970s after many Multinational corporations (MNCs) formed the term stakeholder, meaning those on whom an organization's activities have an impact.

Meaning

Corporate social responsibility is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere

Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all to comply with legislation and sees organizations voluntarily taking further aspects of their operations. This obligation is seen to extend beyond the statutory rules steps to improve the quality of life for employees and their families in particular and society at large, in general.

LITERATURE REVIEW

The concept of CSR originated in the 1950's in the USA but it became prevalent in early 1970s. At that time US had lots of social problems like poverty, unemployment. Consequently a huge fall in the prices of Dollar was witnessed. CSR became a matter of utmost importance for diverse groups demanding change in the business. During the 1980s to 2000, corporations recognized and started accepting a responsibility towards society. Corporate social responsibility (CSR) focuses on the wealth creation for the optimal benefit of all stakeholders – including shareholders, employees, customers, environment and society. The term stakeholder means all those on whom an organization's performance and activities have some impact either directly or indirectly. This term was used to describe corporate owners beyond shareholders as a result of a book titled Strategic management: a stakeholder approach by R. Edward Freeman in the year 1984.

The EU green paper (2001) identifies two main dimensions of companies implementing CSR an internal dimension relating to practices internal to the company and an external dimension involving stakeholders.

A survey by TERI- Europe and ORG-MARG (2001) in several cities in India revealed that more than 60% of the people felt that the companies should be held responsible for bringing down the gap between rich and poor, reducing human rights abuses, solving social problems and increasing economic stabilities. Surveys like 'Corporate involvement in social development in India' by Partners In Change (PIC)', 'Altered Image: the 2001 State of Corporate Responsibility in India Poll' by Tata Energy Research Institute (TERI), 'Corporate Social Responsibility: Perceptions of Indian Business' by Centre for Social Market (CSM), and 'Corporate Social Responsibility Survey, 2002, India presented jointly by the British Council, UNDP, Confederation of Indian Industries and Price Water house Coopers have also highlighted the emerging Indian participations in the CSR process. The findings of these surveys reveal that philanthropy is the most significant driver of CSR, followed by image building, employee morale and ethics respectively.

Goyder (2003) argues Industry in the 20th century can no longer be regarded as a private arrangement for enriching shareholders. It has become a joint enterprise in which workers, management, consumers, the locality, govt. and trade union officials all play a part. If the system which we know by the name private enterprise is to continue, some way must be found to embrace many interests whom we go to make up industry in a common purpose.

Centre for social markets (2003) conducted a study in which it was found that social responsibility is seen to be

an important business issue within the sample firms, irrespective of firm size, age, sector, location, primary purpose or legal status.

Conway, (2003) A study on iron ore mining industry in Goa shows that many large mining companies have their own initiatives towards environmental and social development. However, a structured CSR policy and planning is missing especially among the small and medium players in the industry.

Arora and Puranik (2004) reviewed contemporary CSR trends in India concluding that the corporate sector in India benefitted immensely from liberalization and privatization process, its transition from philanthropic mindsets to CSR has been lagging behind its impressive financial growth.

Chapple and Moon (2005) in a survey of CSR reporting in Asia found that nearly three quarters of large companies in India present themselves as having CSR policies and practices.

Dutta and Durgamohan (2009) found that education takes the first place followed by health and social cause.

The above findings of different scholars at different points of time entail that they have rightly observed and underscore the CSR practices and performance of companies in India. But little attention have been paid on this aspect that do the companies consider rural people as stakeholders? If yes, what CSR initiatives being taken for rural development? How the Corporate entities implement development programmes as a part of their business strategy? Finally, what is the impact of CSR programs on socio-economic development of rural population in India

Mc William & S. Seigal (2010) provided the importance of CSR as a strategy of enhancing reputation of companies. The study indicated that firms selling convincing goods which comes under the umbrella of CSR activities, leads to consumer loyalty and increased revenue. Further the study also indicated the importance of advertising for providing information to consumers about the social welfare activities of the firm. Beside this the study also included the importance of media and T.V etc. in order to aware the consumers about firm's activities and increasing as well damaging the reputation. In this way the study concluded about the reputation of firm through CSR.

Borogonovi, Veronica (2011), article in knowledge@ Wharton, stated that today, CSR has different meaning for different companies. Some termed CSR in the sense of social issues while other for environmental issues. But there are not any mandatory guidelines for CSR so that the problem of areas of CSR can be sort out. In addition to this, the researcher discussed about various views and plans of government and other authorized institution like union corporate minister like Mr. MurliDeora, Companies act 1956, Companies bill 2008 and 2009, Dhavaludani (CEO of non-governmental organization), FICCI etc. All these institution and persons presented their ideas and bills about CSR requirement. The paper also differentiates the term CSR from other one like Corporate Philanthropy, CSV (creating Share Value) etc. CSR has defined in such a way that how the businesses are conducting their activities in society marked at the place.

Brammer, Jackson & Matten (2012), study entitled as "Corporate Social Responsibility and institutional theory: new perspective on private governance" in Social economic review depicted that CSR is not only a voluntary action but beyond that. In this study, CSR had defined under institutional theory. The institutional theory stated that corporate social activities are not only voluntary activities but it is a part of interface between business and society. Regulation/ governance are necessary for enhancing the corporate performance of businesses through CSR. The theory also suggested that in what form companies should take its social responsibilities whether historical, political or legal form.

The Economic Times (11 Jan.2013), news highlighted about the company Dell's strategy of motivating its employees in initializing CSR. The news discussed that company's employees are the power that forced the company to do more for the society. Company with its employees has engaged in social responsibility activities in the areas of education, environment and employee's welfare. Beside Dell Company, the news also discussed about other companies like Maruti and Gogrej that these companies also provide induction training to its employees for preparing them for community services. Maruti Company run a program named e- parivartan for a group of employees to make them aware about community problem and their solution.

Research Gap

In the backdrop of above literature, it is evident that the CSR has been treated as the tool or approach for sustaining the businesses throughout the world. However, the different issues that govern its effectiveness have not been understood clearly at global or international level and definitely not in Indian context. Hence, it was clear that this study can be considered as a focused approach for bridging the gaps that exists in the field of CSR research in india and NTPC in particular

Objectives of the Study

- To determine successful implementation of CSR related schemes of the NTPC.
- To assess the participation of communities in CSR activities of the NTPC

RESEARCH METHODOLOGY

Secondary Data

Secondary source of data has been collected from the NTPC Ramagundam CSR -CD. The activities which are taken by the CSR NTPC Ramagundam from the year 2010-2016

Period of Study

The period of the study is from 2014-2016.

CSR NTPC Ramagundam Total Budget

Company has introduced CSR policy in the year 2004 which has been revised as CSR &Sustainability policy in 2014-16 for the benefit of neighbouring societies. The total budget pent on activities like water, health, education,roads, vocational training etc at NTPC Ramagundam is as follows.

Table 1

Sl. No	Year	Amount (In Lakhs)
1	2004-05	31.16
2	2005-06	18.61
3	2006-07	54.14
4	2007-08	44.12
5	2008-09	37.23
6	2009-10	101.49
7	2010-11	179.99
8	2011-12	319.74
9	2012-13	694.31

10	2013-14	460.21
11	2014-15	971.45
12	2015-16	1845.57

The total budget spent on CSR activities as been increasing year to year, as it has been on 2014-15 971.45 lakhs, and in the year 2015-16 as 1845.57 lakhs.

CSR Activities of NTPC Ramagundam

Table 2: The CSR Social Activities of NTPC Ramagundam for the Year 2014-15

Sl. No	Description of Activity	No. of Schools/Villages	No. of Beneficiaries
I	EDUCATION		
1	Distribution of notebooks	44	4333
2	uniforms, school bags	26	1243
3	Career guidance (training for police constable, EAMCET)	7	190
4	Furniture to schools	33	470
5	Solar lanterns	24	521
6	Merit scholarships SSC/Inter	18 schools/3 jr colleges	97
7	Girls toilets, repairs of schools	7 schools	4785
8	Celling fans (Anganwadi)	839	8390
9	Construction of compound walls at kukkalagudur, elkalapalli	2	250
10	Constuction of girls toilets and stage at ZPHS, GDK	1	300
	TOTAL BENEFICIARIES OF EDUCATION		20579
II	HEALTH		
1	Public health camps	7	3990
2	pulse polio	5	1011
3	Govt area hospital, GDK	1	28200
4	DOT Center	6	1392
5	Cleaning of drains	3	2000
6	Development of drain system	1	337
7	Construction of individual toilets	1	30
	TOTAL BENEFICIARIES OF HEALTH		36960
III	INFRASTRUCTURE		
1	Solar unit at karimnagar	1	3500
2	Street light fittings (2000 No. s)	27	20000
3	Construction of bus shelters at rayadandi, anthergaon, murmur, kannala, kamanpur	5	13464
4	Renovation and maintenance of community centers	7	12337
5	Shape building at laxmipuram	1	3287
6	CC Road to PK Ramaiah colony	1	2710
7	CC Road to Vambay colony in new poratapalli 1.5KM	1	1000
8	CC Road at Akbarnagar at kundnapalli 1.5 km	1	1000
9	Bathing at godavarikhani	1	3650
10	Drains/road to indiramma colony	1	2000
	TOTAL BENEFICIARIES OF INFRASTRUCTURE		62948
IV	DRINKING WATER		
1	RO Plant at pk ramaiah colony, murmur, yellampalli, narshaply	4	600
2	Bore wells at elkalapalli, laxipuram, kazipalli, portpalli, pk clny	5	1250
	TOTAL BENEFICIARIES OF DRINKING WATER		1850
V	VOCATIONAL TRAINING		
1	Construction of vocation center at medipalli	1	200
2	Vocational training for women ,sewing machines, tailoring fabric painting & rolling and training for women entrepreneur	10	414
3	Basic computer training for youth at kundnapalli, annapurna	3	60

	colony, elkalapalli		
	TOTAL BENEFICIARIES OF VOCATIONAL TRAINING		674
VI	SPORTS & CULTURAL		
1	Rural sports 16 schools near by ramagundam	16	333
2	Rural cultural meet	14	150
3	Promotion of art & culture through spic macay	10	2315
	TOTAL BENEFICIARIES OF SPORTS & CULTURE		2798
VII	LIVESTOCK		
1	Live stock camps, insurance	10	675
2	Agricultural appliances training	15	240
	TOTAL BENEFICIARIES OF LIVESTOCK		915
VIII	MISC .CSR ACTIVITIES		
1	Distribution of try cycles	10	39
2	PCP inclusive education	1	6
3	Re-settlement of poor families	1	39
4	village oc activities	8	80
5	Plantation at peddapally	1	3500
	TOTAL BENEFICIARIES OF CSR ACTIVITIES		3664
	TOTAL BENEFICIARIES OF CSR 2014-15		130388

The NTPC Ramagundam has conducted the CSR activities for the year 2014-15, corporate social responsibility has playing a vital role in an every organization. Like csr NTPC has conducted many social activities to develop those areas. The csr has spent on education to school childrens distribution of note books, uniforms, and career guidance , health, infrastructure , skill development programs and women empowerments etc. By csr activities many of the villages near by the NTPC Rmagundam are benefited.

Interpretation

Education: The activities of education in 2014-15 under taken by Corporate Social Responsibility (CSR) NTPC is distributing the note books to 44 schools of govt 4333 students are benefited, distributing the uniforms and school bags to 26 schools 1243 are got benefit. Career guidance programs like training for police constable, EAMCET, to 7 villages 190 students got benefit. Furniture to 33 schools 470 students benefited, solar lanterns to 24 schools 521 are benefited, merit scholarships to 18 schools and 3 Jr. colleges 97 students got the merit scholarships. Repairs of 7 schools 4785 are benefited, distributed the ceiling fans to 839 anganwadi's 8390 are benefited, construction of compound walls at kukkalagudur and elkalapalli 250 students are benefited, construction of girls toilets and stage at ZPHS, GDK 300 students are benefited. The total number of beneficiaries are 20579 students.

Health: Support to pulse polio, Blood camps, Sai sevasamithi hospitals, with hospital equipments to Govt. Area Hospital at Godavarikhani 1011 people are benefited. Through NTPC foundation DOT centre treatment for TB patients in near by villages 1392 people got the treatment of it. And it also conducted the cleaning drains and nalaas of 3 villages 2000 people benefit. Development of drain system and construction of individual toilets in kundapally and malyalapally 367 are benefit through drain system. Total beneficiaries of this year was 36960 people are got benefit through health activities.

Infrastructure: Corporate Social Responsibility (CSR) NTPC activities of the year 2014-15 one solar plant at Karimnagar 3500 are benefited. 2000 nos. Street lights fittings issued to 27 villages near by Grampanchyats, Ramagundam Municipal Locations. Corporate Social Responsibility has constructed the Bus shelters at 5 villages Rayadandi, Anthergaon, Murmur, Kannala, Kamanpur 13464 people of these villages are benefited. Renovation of Govt Urdu medium school at Akbar nagar, school cum welfare building at Laxmipuram 3287 people are benefited. CC Roads at PK Ramaiah

colony and Wambay colony of the 2 villages 2000 people are benefited. Corporate Social Responsibility has constructed a bathing ghat at Godavarikhani 3650 people are benefit to it. Culvert at Bugga Road, Kundanpally, Drain cum road to Indiramma colony 2000 are benefited. Total beneficiaries of the year was 62948 are totally benefited.

Drinking water: The activities conducted by Corporate Social Responsibility NTPC of the year 2014-15 RO units provided in Ramagundammandal. During the year RO units at Murmur, Ellampally, Narashalpally 600 people are benefited. 1250 people Drinking water is provided to near by villages through RO Plants, Piped water, borewells. Total beneficiaries are 1850.

Vocational training: Corporate Social Responsibility NTPC Ramagundan 2014-15 activities are construction of vocational center at Medipalli X Road near Sai SevaSamithi 200 people were benefited. Multi skilling in tailoring, Saree rolling, Fabric painting and women was provided along with tailoring machines 414 women's were benefited. Sewing machines were provided to the trained women as part of income generation scheme. And also CSR has conducted basic computer training courses at Kundanpally, Elkalapally, Annapurna colony 60 are got benefit of this course. Total beneficiaries are 674 women's got trained in CSR activities

Rural sports: Rural sports meet was organised for children of Ramagundam Mandal Govt schools on 28th January 2014. Around 400 school children from 18 Govt schools participated in volley ball, Kabaddi and Athletic events. In Rural sports meet in Athletics, Kabaddi, Volley ball was organised to 16 Govt high schools on 21st January 2015, 333 students were participated and benefited. Corporate Social Responsibility (CSR) NTPC Ramagundam has also provided the sports equipments at Govt UPS at Elkalapally. Sports kits were issued to 34 Govt schools and Anganwadi's 150 students are benefited. As part of promotion of Indian classical music and culture among youth awareness programmes were organised through SPICMACAY in 10 Govt High School from 15-19th December 2015, in this activity 2315 students are benefited. Total beneficiaries 2798 students of near by villages of Ramagundam are benefit through rural sports and cultural meet.

Livestock: Corporate Social Responsibility (CSR) activities of the NTPC of the year 2015 are supported subsidised insurance schemes to livestock; farmers in 10 villages 675 are benefited. Awareness programme on dairy farm were organised to farmers 240 are benefited. Total beneficiaries are 915 farmers got benefit through live stock programs

PCP Activities: In 2014 the activities of Corporate Social Responsibility (CSR) distributing the wheel chairs and Tri-cycles to near by villages of NTPC Ramagundam. It also provided the inclusive education to Physically Challenged People (PCP) in 3 villages 6 students were benefited. NTPC has provided the paper cup machine to Manochaitanya, Godavarikhani 100 people were benefited. NTPC CSR Provided financial assistance of Rs.3 lakhs to the Manovikas Trust, Karimnagar on the occasion of Republic Day towards purchase of a Mini Van, 80 people were benefited. Total beneficiaries are 235. The Corporate Social Responsibility (CSR) activities of the year 2015 distribution of Try cycles 22 and Wheel chairs 17 for 10 villages 39 people are benefited. Providing the inclusive education for Physically Challenged People (PCP) of Kundanpalli village 6 are benefited. Total beneficiaries are 45 members of the Ramagundam.

Other CSR Activities: In 2014-15 NTPC CSR supports to village quality circle members E-voice (NGO) visited Mulkanur co-operative society, Rural Self employment training institute, Karimnagar 80 are benefited. Making the Re-settlement of poor families near by villages of Ramagundam 39 people were benefited. Plantation at peddapally 3500 are benefited. Total beneficiaries are 3619 people of NTPC near by villages.

Table 3: Total Beneficiaries List of CSR Activities for the Year 2014-15

Sl. No	Activities	Total Beneficiaries
1	Education	2059
2	Health	36960
3	Infrastructure	62948
4	Drinking water	1850
5	Vocational training	674
6	Sports&culture	2798
7	Livestock	915
8	Misc.csr activities	3664
Total		130388

Table 4: The CSR Social Activities of NTPC Ramagundam for the Year 2015-16

Sl. No.	Description of Activity	Schools / Villages Covered	Total Beneficiary (S)
I	EDUCATION		
1	Distribution of Note Books/ Stationary to Govt. School children	50	6631
2	Furniture (Duel Desk Benches) to Govt. schools / colleges	13	150
3	Merit Scholarships to SSC / Inter students	20	108
4	Support to Inclusive Education	2	10
5	Support to Library Activities to Govt. Schools / Govt. Libraries in Ramagundam Mandal	25	15150
6	Renovation of school - ZPHS U/M - Godhavarikhani	1	146
7	Construction of compound walls in schools at PS New Poratpalli, Degree college, Manthani	2	267
8	Construction of Amphe theater at Govt. Degree College, Godhavarikhani Additional class rooms at Jr. College, Ramagundam and Business Management School at Satavahana University, Godhavarikhani	3	850
9	Water filters in Govt. Primary Schools of Ramagundam Mandal	50	4143
	TOTAL BENEFICIARIES OF EDUCATION		27455
II	Health & Sanitation		
1	Medical Camps including Medicines etc.,	4	7937
2	Support to Govt. Area Hospital at Godhavarikhani	30	35000
3	Awarness creation for Mother & Child Health and Adolescence Health	1	200
4	DOT for TB Patients	20	811
5	Support to Individual Toilets	1	25
6	Open drains in urban area (3.0 Kms.)	2	6000
7	Cleaning of Natural Nalla from Plant to New Poratpalli	3	2000
8	Renovation of Malyalapalli pond	1	2500
	TOTAL BENEFICIARIES OF HEALTH		54473
III	Infrastructure		
1	Construction of Community centers at Lingapur, Ranapur, Badripalli	3	9000
2	CC roads at Ranapur, Julapalli, Elkalapalli, Badripalli, Kannala (4.0 Kms)	5	15000
3	BT Roads at PK Ramaiah colony in (3.0 Kms.)	1	2160
4	CC road from Peddampet to Rayadandi (2.5 Kms.)	1	5000
5	BT Road FCI X road to Gouthaminagar (3.0 Kms	6	18300
6	BT Cum CC road from Medipalli X road to Annapurna colony (1.5 Kms.)	5	15000
7	Bridge at New Poratpalli	4	10000
8	Repair of Kundanpalli GP	1	3000
	TOTAL BENEFICIARIES OF INFRASTRUCTURE		77460
IV	Drinking Water		

1	Support to Drinking water system at Lingapur	1	1000
2	Motarised Bore wells 15 Nos. And Hand Pump Bore wells 17 Nos.	4 / 21	8000
3	RO plant at Julapalli	1	1000
4	RO plant at Vemnur and Potyala	2	1000
	TOTAL BENEFICIARIES OF DRINKING WATER		11000
V	Vocational Training		
1	Vocation Training for women / youth and support for income generation activities	12	325
2	carrier guidance for youth	10	274
3	Issue of Tailoring machines and computer training	13	110
4	Computer Training for students / youth	9	40
	TOTAL BENEFICIARIES OF VOCATIONAL TRAINING		749
VI	Sports		
1	Promotion of Sports and Games	18	400
	TOTAL BENEFICIARIES OF SPORTS		400
VII	Culture		
1	Promotion of Art & Culture including SPIC MACAY	10	3336
2	Support to Godhavari Pushkaralu etc.,	7	41200
	TOTAL BENEFICIARIES OF CULTURE		44536
VIII	Animal Health		
1	Animal Health & Agricultural Appliances, Camps Trg. etc.,	10	547
	TOTAL BENEFICIARIES OF ANIMAL HEALTH		
IX	Activities for PCP's		
1	Support to Manovikas students at Karimnagar	1/1	100
2	Construction of Addl. Rooms at Manochaitanaya, Godhavarikhani	1/1	100
	TOTAL BENEFICIARIES OF ACTIVITIES FOR PCP'S		200
X	Other CSR Activities		
1	Support to E-voice, village QC, old age homes etc.,	8	88
2	Support to Anganwadies of Ramagundam	6	552
3	Old age center (Anandanilayam - Solar unit)	1	20
	TOTAL BENEFICIARIES OF OTHER CSR ACTIVITIES		660
	CSR 2015-16 TOTAL		217480

The NTPC Ramagundam has conducted the CSR activities for the year 2015-16 corporate social responsibility has playing a vital role in an every organization. Like csr NTPC has conducted many social activities to develop those areas. The csr has spent on education to school childrens distribution of note books, uniforms, and career guidance , health, infrastructure , skill development programs and women empowerments etc. By csr activities many of the villages near by the NTPC Rmagundam are benefited.

Interpretation

The activities of Corporate Social Responsibility (CSR) NTPC 2015-16 are distribution of note books to 50 schools 6631 students got benefit, ssc merit scholarships to 15 schools and 5 Jr. college's 108 students are benefit through it. Construction of compound wall gate of the 2 schools 267 students got benefit. Distributed the furniture to 10 govt schools and 3 govt colleges 150 students are benefited. Support to inclusive education to 2 schools 10 are benefit of it. Supported to 25 govt libraries 15150 students are benefited. Renovation of ZPHS School 146 students got benefit. Csr has been constructed aamphetheatre in 3 villages at godavarikhani 850 are benefited, csr has distributed the water filters to govt primary schools in ramagundam 4143 are got benefited. The total beneficiaries are 27455 students in csractivities of ntpc.

Corporate Social Responsibility (CSR) NTPC Supports to area hospitals at godavarikhani in 2015-16 of 30 villages 3500 are benefited. DOT Center in 20 villages 811 people havecheckup their health. Open drains i urban areas and

awareness of mother and child health programs in 3 villages 6200 are benefited. Renovation of malyapalli pond 2500 are benefited of the pond. The total beneficiaries are 54473.

The activities of Corporate Social Responsibility (CSR) NTPC Constructing the Drains & Roads to indiramma colony 9000 are benefited. Construction of community centre at lingapur and ranapur 15000 are benefited of it. CC Roads to Ranapur, Julapalli, Kannala, Elkalapalli 2160 people of the village are benefited. CC Road from peddamapet to rayadandi 5000 are benefited. BT Road from Fci X road to gouthamnagar 18300 are benefited. Constructed a Bridge at new portpalli 10000 are benefited of the bridge. Total beneficiaries of the year as 77460 people of all the villages are benefited.

Corporate Social Responsibility (CSR) NTPC 2015-16 has supports to drinking water system at lingapur 1000 are benefited. Motarisedborewells& hand pumps to villages 8000 people are benefited. RO Plant at Julapali and Vemnur, potyala 2000 people are benefited. Total beneficiaries 11000 are benefited through Reverse Osmosis

The activities of 2015-16 of Corporate Social Responsibility (CSR) NTPC is conducting the vocational training for women and youth near by villages of Ramagundam in these 325 people are benefited. It also provided the carrier guidance classes for youth of their higher education 274 students were benefited. CSR is also provided during the training the trainees were provided with tailoring kits. Most of the women are now employed engaged in stitching of school uniforms, and fabrication of sarees etc. In these 110 womens were benefited. A part from tailoring in NTPC under its CSR schemes also trained the women and youth in the skill development programs. It also given a computer training for students in these 40 students were benefited. Total beneficiaries are 749 women's and youth were benefited with the vocational training.

The activities of Corporate Social Responsibility (CSR) OF the year 2015-16 has promotion of sports and games in Govt high school around 18 villages, 400 students got benefit of it. And to promote the rich cultural heritage of india among the youth, a rural cultural meet was organised through SPICMACAY in the Govt high schools at Jyothinagar, ANTHERGAON, Malyalapalli, Godavarikhani Elkalapally, 3336 students are benefited. CSR has also supported to Godavari pushkaralu 41200 people are benefited. Total beneficiaries 44936 are titaly benefited in this year.

In 2016 10 live stock camps were organised in association with state animal husbandry department, and training for animal health and agriculture appliance. In these total beneficiaries are 547 farmers. All the farmers near by villages of Ramagundam are benefited with the live stock programs conducted by theCorporate Social Responsibility(CSR) NTPC Ramagundam.

The activities of 2015-16 which are organised by the Corporate Social Responsibility (CSR) NTPC are supporting to manovikas students at Karimnagar 100 students are benefited. CSR has constructed the additional rooms at manochaitanya 100 people are benefited. The divine lifes association is supporting the Physically challenged students for running residential hostel and supporting the Physically Challenged People (PCP). The total beneficiaries are 200 people of the activity organised by the Corporate Social Responsibility (CSR

The activities of CSR NTPC Ramagundam of the year 2015-16 are support to e-voice and old age homes in 8 villages 88 people got benefit of it. Corporate Social Responsibility (CSR) has supported to the Anganwadies of Ramagundam 552 were benefited. Support to old age centeranadanilayam 20 people were benefited. Total beneficiaries are 660 are got benefit with this activity

Table 5: Total Beneficiaries List of CSR Activities for the Year 2015-16

Sl. No	Activities	Total Beneficiaries
1	Education	27455
2	Health	54473
3	Infrastructure	77460
4	Drinking water	11000
5	Vocational training	749
6	Sports	400
7	Culture	44536
8	Animal health	547
9	Activities for PCP'S	200
10	Other CSR activities	600
	Total	217480

The total beneficiaries of CSR of the year 2015-16. The activities which have been conducted by csr is at increasing level.

CONCLUSIONS

In this study the CSR is deeply ingrained in NTPC's culture and it promotes sustainable growth of the community. It recognising the critical issues of the villages. NTPC Ramagundam is supplementing government's efforts to build roads etc.

Education is an effective tool for bringing social change through community development. NTPC Ramagundam 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 members 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. And the NTPC Ramagundam as part of skill development programs to a large number of youth in the society are constrained by inadequate skills leading to irregular employment/unemployment while there is an increasing demand for skilled and talented manpower from the industries. And many more programs of women empowerment like providing training was imparted to women from economic weaker sections for skill improvement leading to income generation. It mainly promotes sustainable growth of the community.

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