

## **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