



A STUDY ON NTPC PROJECTS IN SONBHADRA DISTRICT IN RELATION TO COMMUNITY DEVELOPMENT

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Abstract -The process of social transformation today generates many serious problems and contradictions. The emerging pattern of country town nexus or relationship constitutes one such aspect. Any discussion on social stratification and change and focus on social process of empowerment and de-empowerment remains incomplete till one looks at the social reality of rural and urban, their linkages - whether it be the social tension between rural and urban or symbiotic relationship between rural and urban or else as rural – urban continuum or nexus.

The global market expanded positively and intended to promote a positive image. In today's era, planning and analyzing of an organization has become a vital part. A proper flow of information is important for a smooth functioning of a company. To create a balance in the overall management, one has to go with the litmus paper named 'Corporate Communication'. It's an integral part which enhances the confidence of employee and investor at the same time.

National Thermal Power Corporation (commonly known as NTPC) has always focused on sustainable growth which is reflected in its upgraded efficiency, advanced market reputation and a sound financial condition with a focus always on rural development. Since the beginning, this company has always fulfilled its societal responsibilities especially towards the environment and the people. The township concept has improved the environment, labour standards and human rights. Corporate Social Responsibilities is one of the many channels through which they have shown the changes since the initiation of rural urban linkages.

This research paper will basically look into the different roles played by corporate communication on two oldest NTPC Projects in Purvanchal area of Uttar Pradesh. The study will try to showcase the comparison between the two projects in respect of socio- economic development, work culture and bit of CSR.

Case study would be the research design. The researcher would analyse the situation of both the places since its inception. The case study analyses would be done on the basis of infrastructure, internal and external audience, CSR, economic advancement and PR policy.

Index Terms: NTPC, Townships, Community Development, Communication

1. INTRODUCTION

The concept of globalisation is considered a deep concept with multiple opinions concentrating on different concepts. There is no such accepted definition on globalisation. Many eminent scholars from different parts of the country have different opinions. Community has always been an important area of research for the globalisation purpose. Communication and globalisation has played an important role in the overall development of the community.

The concept of community development differs among individuals. It can involve the construction and rearrangement of the physical activities like sewer systems, household, roads and bridges. It can also focus on the overall development of the surrounding and people or involve in organizing people and groups for a social or political purpose to improve various aspects of living in both economic and societal strata.

Without the linkage between the rural and the urban one cannot achieve globalisation or community development in specific. The linkage between rural and urban can be seen at several levels of social existence. The interdependency, as well as, influence of the one over the other has sociocultural, political and economic dimensions. Thus, one can see the village, interacting with the cities at an economic level of sending raw materials, labour in the form of migrants, small arts and crafts etc. to the urban centres while the cities provide the market to the villager, sources of entertainment, employment, pilgrimage, better information and technology lie in the urban areas.

Uttar Pradesh is one of the biggest states with around 200 million population and has many challenges to improve the status of its people. If one look onto the status of Uttar Pradesh in the light of census of 2011, Uttar Pradesh is the most populous state with 199.8 million people which comprises 16.5% of the total population of the country (211 crore).

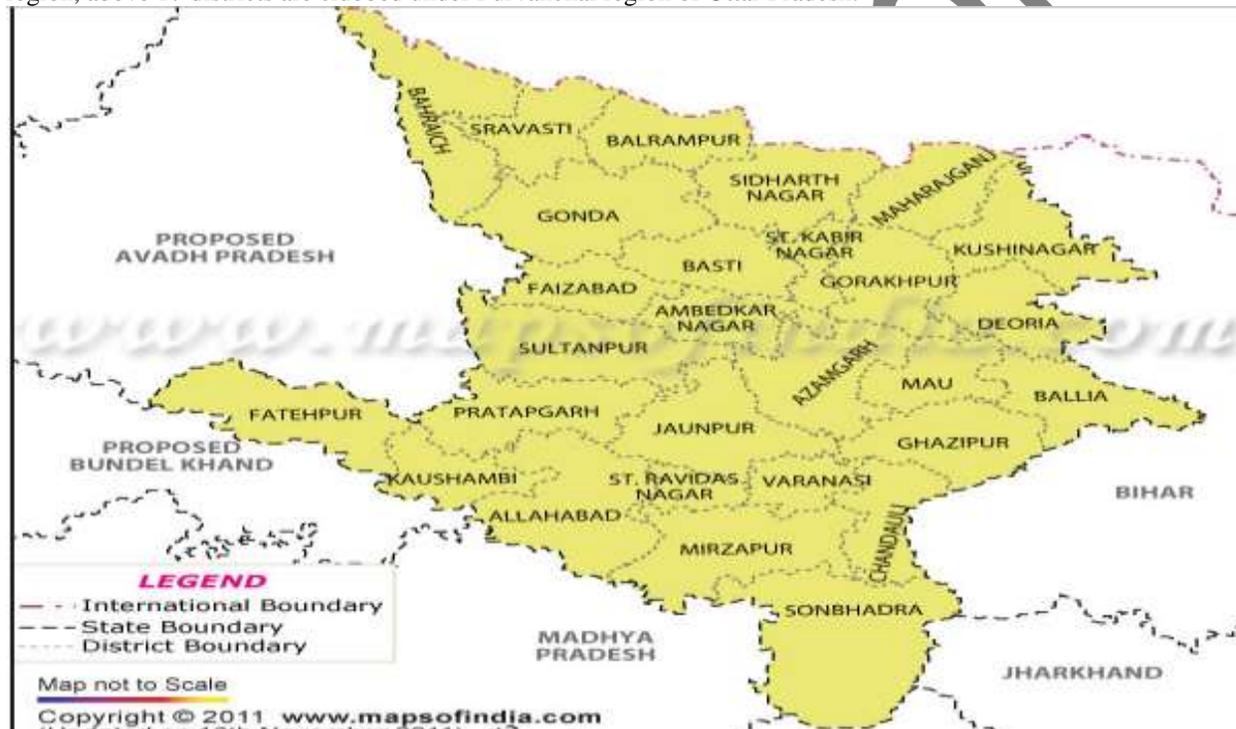
Table-1.1 Rural and Urban Composition of Population of Uttar Pradesh (as per census 2011)

Total Population	Urban Population	Rural Population
199,812,341	44,495,063	155,317,278

Harold Gould (1998) has examined the rural urban linkage in Eastern Uttar Pradesh from a different angle. He says that "peasant villages are out growths of a particular type of socio - economic development. This is the cause of their distinctiveness".

Purvanchal is the eastern part of Uttar Pradesh. Hindi and Bhojpuri are the main languages. This region is bounded by Nepal to the north, Bihar to the east, Madhya Pradesh to the south, Awadh region to the west.

Purvanchal consists with mainly five divisions which are Gorakhpur, Varanasi, Mirzapur, Basti and Azamgarh. There has been a political demand to create a separate state by carving out 17 districts in eastern part of present Uttar Pradesh which are: Varanasi, Ghazipur, Chandauli, Mirzapur, Sonbhadra, Azamgarh, Jaunpur, Mau, Deoria, Basti, Kushinagar, Maharajganj, Sant Ravidas Nagar (Bhadohi), Sant Kabir Nagar Gorakhpur, Siddharth Nagar and Ballia. Note: The area of Purvanchal as a separate state does not have any authentic approval by the government. The proposal for separate state of Purvanchal has been proposed in the parliament but no order has been passed from the government yet in this regard. Only on the basis of similarities of language, culture, custom and traditions of the region, above 17 districts are clubbed under Purvanchal region of Uttar Pradesh.

**Fig. 1.1 Map Of Purvanchal, Uttar Pradesh**

Source- <https://www.mapsofindia.com/maps/uttarpradesh/purvanchal.html> (Downloaded on 14.02.18)

Sonebhadra is one of the largest districts in Purvanchal region. Sonbhadra is the only district in India which borders four states namely Madhya Pradesh, Chhattishgarh, Jharkhand and Bihar. It has an area of 6788 km and comprises population of 1, 862,559. The Southern region of Sonebhadra is mainly an industrial zone and it has lots of minerals like bauxite, limestone, coal, gold etc. As this region has many power plants so it is generally referred as the Energy Capital of India. The concepts of townships are visible and because of the industrial development employment to some extent are generated here.

The place is also benefitted by some crusher units which is operated in the name of industry and is popularly known for tomato cultivation. Still it lacks health service and a proper social development. It is basically a hilly region which lacks certain establishment and is one of the major hindrances in development.

NTPC is India's largest energy conglomerate with roots planted way back in 1975 to accelerate power development in India. From fossil fuels it has forayed into generating electricity via hydro, nuclear and renewable energy sources. NTPC became a Maharatna company in May 2010, one of the only four companies to be awarded this status.

There are several power plants situated in Sonebhadra and NTPC is one of the famous power plants among them which are trying their best to develop these remote areas especially near their working areas. NTPC has been a part



and parcel of the Singrauli region since 1977 when its first plant was set up here. Its passion in transforming the lives of the people in various regions hosting its projects is reflected in the success story of Singrauli. Its sustained work for the resettlement and rehabilitation of the affected people as also the community development programmes in the adjoining villages is considered a benchmark in the industry, emulated by others. Their projects and initiatives have resulted in imparting high growth to the local village economies, apart from improving the standard of living of the project affected persons and the villagers. Their CSR programmes focusing on resettlement and rehabilitation work are constantly being refined and fine-tuned based on detailed consultations with the affected people and various non-government organizations.

The Singrauli region falls in two districts i.e. Sidhi in Madhya Pradesh and Sonbhadra in Uttar Pradesh. NTPC Rihandnagar and NTPC Shaktinagar are nurtured by Rihand Reservoir and the Northern Coalfield Company Limited. Geographically, they are surrounded by hills and have a huge density of forest sparse in a radius of 50+ kilometres. Earlier these lands were useless as they were not agriculturally rich because of the topography and suffered frequent natural disaster like drought. People here were earlier involved in traditional occupation and drought was not allowing them to grow economically.

After the establishment of NTPC plant here, people got a new beginning in respect of social and economic development. But unfortunately, this company couldn't play a progressive role in the overall development of this district. Sonbhadra, being a huge area lacks proper management and employability. It would be possible when many companies would take the responsibility of developing the nearby area in a positive way.

During the preliminary review about development of this region it was found that not many organized efforts have been made regarding the kind of activities and communication approach the companies use for their strategy. Mostly, financial performance of the corporate houses has been discussed and debated in financial magazines. Therefore, it has interested the researcher to explore the communication tactics adopted by the players to make their development initiatives successful in the competitive environment in a particular area. The researcher also aims to find out if there is any relation between communication and development. The present study would solely focus on 2 oldest plants of NTPC in Sonbhadra district.

1.1 Communication for Development Goes Beyond Providing Information

Communication for Development (C4D) involves understanding people, their beliefs and values, the social and cultural norms that shape their lives. It involves engaging communities and listening to adults and children as they identify problems, propose solutions and act upon them. Communication for development is seen as a two-way process for sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives.

1.2 Aim

The aim of the research project is to showcase the NTPC role in rural transformation focusing on community development and township concept. The study aims to show the difference in the communication level of the two oldest projects of NTPC in Sonbhadra district, Eastern Uttar. It also recognizes the value of community development through various Corporate Social Responsibility (CSR) activities and communication. The research paper would also focus on the value of communication and its relation with development in different perspectives.

2. RESEARCH METHODOLOGY

2.1 Case Study

This study has case study as the design. Case Study as a research design entails the detailed analysis of a single case, and for the purpose of the present study multiple cases are considered (Details regarding selection of projects are mentioned in the Selection of Cases Section) in India. Their communication pattern for community development is focused more.

The two oldest NTPC plant in Sonbhadra district have been selected as the cases for the present study. The various components of NTPC have led the researcher to select it as cases. It is significant to know how the Maharatna Company which is the market leader is contributing in form of various initiatives for development and the kind of communication tools they adopt for their strategy making process for a better understanding.

The researcher collected data by going through the information related to rural urban linkages, community development, CSR provided to the public on the company's website, annual reports, journals, in-house library, corporate magazines, newsletters as well as telephonic as well as personal interview of the employees of the selected area. The researcher also visited both the plants to observe and understand the impact about the actual status of community development and how the communication tools are being adopted in making the area improve. The analysis on various issues helped the researcher to come up with certain answers.

2.2 Issues Looked into While Doing the Case Study

- Views of internal public on both the projects
- Communication tools adopted
- Thoughts of the local people inheriting in the areas
- Development on social, economic and culture level
- Difference in communication level

2.2 Selection of Cases

For the purpose of study the various cases of NTPC -A Maharatna Company in India have been selected as they are the force drivers of the market. Both the plants have been selected on the basis of the available data on the official website of NTPC and also on the basis of the situated areas, origin and communication level . The details of the plants were retrieved on 15.11.2017 from <http://www.ntpc.co.in>.

It has picked up cases from NTPC Rihandnagar and NTPC Shakti Nagar to ascertain data for the objectives mentioned. It entails the detailed analysis of the communication level of the company by focusing certain areas for the differentiation.

At the beginning both the projects had the same goal and motives. NTPC Shakti Nagar was the first plant of NTPC so it was always taken as a model. With the change in recent scenario both the projects have different dimensions now which are changing simultaneously.

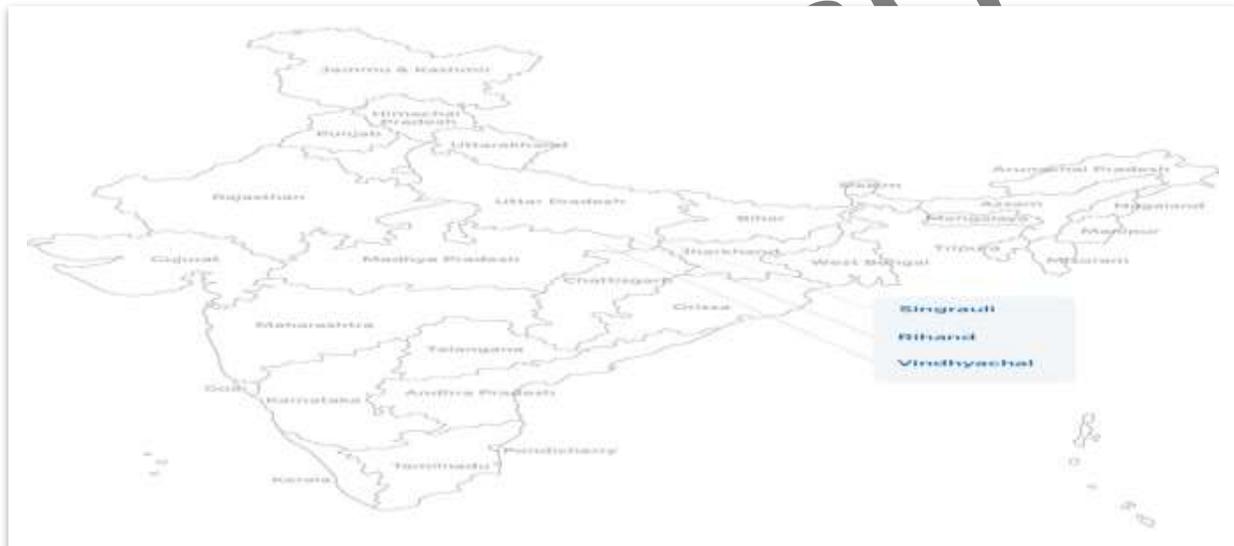


Fig. 2.1 Indian Map Focusing on NTPC Singrauli, Rihand and Vindhyachal

Source <http://www.ntpc.co.in/en/corporate-citizenship/ntpc-singrauli-region> (Downloaded on 23.01.2018)

The selected cases are:

1. Rihand Super Thermal Power project Rihand Super Thermal Power project is located near Renukut in Sonebhadra district in Uttar Pradesh. It is one of the coal based power plants of NTPC Limited and it is the third project of NTPC in the Singrauli region. It consist a capacity of 3000 MW divided in three stages.
 - 1000MW (2x500MW)
 - 2000MW(2X500MW) each in Stage 2 and Stage 3
2. NTPC Shaktinagar is a township of NTPC Limited, for Singrauli Thermal power plant. It is situated in the state of Uttar Pradesh in Sonebhadra district. Shaktinagar township is situated at a distance of 1 Km from Shaktinagar railway station, 25 Km from Singrauli station and 50 Km from Renukoot station.
3. The Singrauli region falls in two districts ie. one in Sidhi in Madhya Pradesh and another one in Sonebhadra. It is one of the oldest power plant of NTPC and it is considered as one of the model for development. It consist a capacity of 2000 MW divided in two stages.
 - Stage 1-5X200MW
 - Stage2- 2X500mw

2.3 Data Collection Method

To accomplish the above stated aim of the study secondary data was taken into consideration as well as bit of primary data.

2.3.1 Primary Data

Primary data was collected through semi structured in-depth interview conducted with the communication department of the selected plants via mail, telephonic as per the companies' convenience. The interview focused on the communication strategy adopted by the selected organization to make the community develop. Interviews with the employs and residents of those plants were also conducted to know their insights.

2.3.2 Secondary Data

Secondary data was collected as the aim of the study needed the archival study. The data was collected mainly from

- Annual reports of NTPC
- Sustainability Reports of NTPC
- Official website of NTPC
- Blogs on CSR of NTPC
- Short Films regarding the Company's initiatives

3. ROLE OF NTPC IN COMMUNITY DEVELOPMENT THROUGH CSR NITIATIVES

NTPC has always been a socially conscious enterprise and sensitive with the needs of the local people. Core to the company's philosophy, CSR has been an integral part of NTPC's business of power generation and lighting up the lives of millions of Indians. NTPC's spirit of caring and sharing is embedded in its mission statement. They firmly believe that communities located in the vicinity of their projects as well as those displaced by them are important partners/stakeholders in India's growth story. As good neighbours, they have built strong partnerships with them through a slew of well-conceived community development intervention programmes.

Based on their dedication to the cause since their inception, NTPC has a comprehensive Resettlement & Rehabilitation (R&R) policy covering community development activities. Their policy grows wings at the project sites the moment the project takes off. Thereafter extensive peripheral development activities are taken up along with the project development. There is a separate CSR-Community Development Policy which covers a vast gamut of activities starting from the grassroots at the unit level right up to the regional and national level including implementation of key programmes through 'NTPC Foundation'.

Their CSR initiatives and programmes are benefitting over a million of our countrymen in over 500 odd villages in the neighbourhood of their stations and plants by a vigorous structure, well documented policies and a streamlined process.

NTPC is also a member of Global Compact Network, India and confirms its involvement in various CSR activities in line with 10 Global Compact principles and shares its experiences with the world via "Communication on Progress", a public disclosure. The population gets affected so they provide special attention to protect their rights, minimize their loss and it helps to restore a secure means of livelihood. Their involvement focuses on various issues like basic infrastructure development, education, community, health, and sanitation and gender empowerment. They get consultation and participation from various village committees as well.

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.

3.1 NTPC Townships

NTPC townships are like "urban island in rural areas". There are township facilities near the corporate offices also (for those posted in HQs), but one will have to believe the fact that real NTPC lives in its plant. Because of pollution control norms prescribed by government, hardly one will find any plant and obviously the township also close to city. Distance might range from 40 to 240 km from a tier 3 city. With this type of so called "Remote Locations", one should not expect a city like atmosphere, though there is every effort done by management to keep township equipped with all the facilities and act as a linkage between rural urban areas.

The facilities in an NTPC township depend on how much old the plant is. The older the plant is, the better the facilities are. To start with, an average township have better road than outside, 24 hour electricity and free water supply. They also have two clubs - one exclusively for executives and other for all. In the clubs there are indoor badminton courts (mostly wooden). They can also play other indoor games such as Table Tennis, billiards, chess, carom etc. with time to time coaching facilities for games. They also have library, restaurant and gym inside both the clubs. Most of the townships have a stadium for outdoor games. They also have swimming pools with swimming season running for around 6 months a year with separate trainer for ladies and gents. To cater to day to day needs they have shopping complexes comprising for departmental stores, electronics and clothing. Each township has one

auditorium and a marriage hall .They also have club cinemas in which new movies are shown on weekly basis. HR also provides bus facilities for employees from township to railway stations for each train and also once or twice a week to the nearest city. Rest of the facilities differs from township to township depending upon the location of the particular plant and the particular need of the people in that area. For ex- townships in Bihar and UP have a big pond for Chath puja.

3.1.1 Analysis of the Importance of Communication in Rihand and Shaktinagar

Both the projects are nurtured by Rihand Reservoir and the Northern Coalfield Company Limited. People here were earlier involved in traditional occupation and drought was having a negative effect in their life and didn't allow them to develop. After the establishment of NTPC plant here, people got a new beginning in respect of social and economic development.

Corporate Communication strategy helped in building image of this project in several ways. It has helped to change the livelihood of the people living in this area and now they are socially and economically more sound. The barren land got a living prospect and it turned into beautiful buildings and homes.

3.1.2 Role of Corporate Communication during the Commencement of the Projects

- Planning of the unit establishment
- Advertising through different media
- Public hearing
- Information regarding organization like merits, demerits was given to the district headquarters before public
- Pollution monitor benefit, direct employment process
- Introduction of CSR schemes
- Awareness to public
- Feedback from public
- Public agreed for the new schemes and opportunities
- Planning Commission Government of India approved it
- Sketch of Barren Land, water coal's sketch was provided to MP'S, MLA'S
- Survey on the local people
- Government approved for the projects

4. ROLE OF COMMUNICATION IN DEVELOPMENT OF RIHAND

- Socially
- Economically
- Literacy

Socially, many schools are running in township areas and its peripheries. Quarters are continuously being developed, infrastructure has been improved, refreshment clubs like Kalyan Kendra, Indradhanush, Vartika Mahila Mandal, Pathikrit, swimming pools, have been introduced. For children, Bal Bhawan is opened to showcase their talent. Every month they conduct several competitions for employees, outsiders and for their families. From sports facilities to food, every facility is being provided to them.

Economically, advertisements of NTPC have increased lots of job opportunities which have encouraged youth to be employed and contribute to the economic development of the organization.

Social ads and websites create a positive vision in the mind of the investors and stake holders. People have started seeing this place as a wonderful opportunity to begin their business which is contributing a lot to the organization's vision.



Fig.4.1 Corporate Citizenship of Rihand Region

Source <http://www.ntpc.co.in/en/corporate-citizenship/ntpc-singrauli-region> (Downloaded on 23.01.2018)

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Literacy: 5 schools in township and 3 schools outside the township have been opened which provides the best education. The names of the schools situated inside the township are St. Joseph's, D.A.V, Kendriya Vidhalaya, Little Kingdom 1&2. There are around four schools for the villagers namely Malviya Sishu Mandir, Gandhi Vidhya Niketan, Saraswati Sishu Mandir and Ambedkar Siksha Niketan which contributes in their overall development. NTPC do not sponsor the whole education instrad assist in infrastructure, financial support, furniture, books, sweater and bags. Apart from this, it has also given financial support to the ITI College undertaken by UP government and has provided them with the funds, eminent teachers and a reservation for the local students.

Employability rate has also increased. They provide job in their neighborhood villages like Mithini, Dodhar, Bijpur, Sirshoti, Kairi, Goha, Chargoa, Bewra, Sasartusa, Orgoi. For villagers stitching and bag making classes are conducted. After the completion of the training, they are given chance to sell their product in the township which helps them to earn. Experts are invited for the purpose of agricultural education. Farmers are informed and trained regarding the pesticides and modern farming techniques.

Initially, 128 people got job, and now more than 1000 people are working with NTPC Rihand in different sectors. Medical Camps, Awareness Workshop, Training in several forms like yoga, education, personality development are conducted for the overall development of the employees.

4.1 Information Tools Used to Disseminate Information

4.1.1 Yearly Press Releases to Media

The yearly press releases provide information about the Rihand project. It focuses on different achievements and the working of the plant and its recent status.

4.1.2 Upgrading the Media With the Recent Development

They have monthly press conference to update external public and competitors about their achievements or any crisis they faced during that month. The press conference consists of eminent board members from the company who share detailed information about the plant.

4.1.3 Monthly Magazine

This tool helps in sharing all kinds of update about the projects events, mission and also showcase the talent of the employees. News articles about the various activities in the area are also mentioned.

4.1.4 Maintenance of Notice Board With the Recent Information

The notice board helps in keeping the internal public aware about the various endeavors in the power plant focusing more on recent development and any mishap. The cutting of newspaper and concerned news are pinned on the board.

4.1.5 Internet (rihand.com) and Intranet

The intranet for the employees keep them updated about the official news of NTPC. They also update their son's or daughter's profile for marriage. They also apply online for health and transportation facilities within the campus. The internet makes the local people aware about the recent happenings, tender and job opportunities.

4.1.6 Pratibimb (Television Production Create Awareness Among People and Up Date them About Project)

It's an audio/visual form of communication for internal public. The children are allowed to read local news about Rihand on this channel. There are other programmes as well that talk about the production in the power plant, achievements of the students and the employees and also showcasing talent of employees and their family members. Question round in Pratibimb: To increase the awareness level of people more, they have started question-answer round, so that everyone takes interest and participate in this game show. The questions are generally from house journals.

- The social page of Rihand is continuously updated with their recent events, happenings which are procured by everyone across the world.
- Electronic Boards: These boards near shopping center make people conscious about their growth and prosperity.

4.2 Role of Communication in Village Level

- Gram Panchayat Meeting, and a Village Development Advisory Committee (VDAC) holds twice a year for the development in the village level
- Members do an assessment survey between villagers, take feedback and decide for further proclamation.

4.3 Opinion

4.3.1 Infrastructure

Mr. Ramanuj, a resident of NTPC Rihand Nagar has spent his initial days in NTPC Shaktingar. He feels that the infrastructure of Rihand is well planned in comparison to NTPC Shaktinagar. The later one was the first initiative of NTPC's quarter segmentation which served as an example for rest of the projects and helped others to overcome their short comings. In case of connectivity, he feels that Shaktinagar is superior because it is connected with the other projects situated nearby ie. NTPC Vindhyanagar and Anpara. In case of connectivity with the outer world, Shaktinagar is much better because it has two railway stations nearby which helps in commuting more easily compared to Rihand Nagar.

4.3.2 Medium of Connectivity

Another employee, Mr. J Chakraborty expressed his opinion about the common decline that both the area is facing is the dissemination of information through local channels due to the advent of satellite TV communication. Earlier, the news bulletin was meant for the employees and their family members and it was telecasted in every household. Now, it is only telecasted on TV installed in the office premises of both the projects.

4.3.3 Telecom Communications

Ms. Savitri, who got transferred from Rihand Nagar to Shaktinagar, has more positive opinion on Shaktinagar's telecom communication in respect of varieties and speed.

5. NTPC SHAKTINAGAR

The township of NTPC is surrounded by coal mines and thermal power plants. Nearby Vindhyachal thermal power plant with 4260 MW, Rihand power plant with 2000 MW, Anpara power plant with 1630 MW, Obra power plant with 1322 MW, Hydro electric power station on Rihand Dam, and Jayant coal mines of Northern Coal Fields Limited are situated. The place has sufficient vegetation, and pollution is minimal. The township provides facilities like Officers club, Stadium, Indoor badminton court, Gym, Open Air Theater, Shopping complex, Chilka lake, Helipad, and Schools.

5.1 Role of Communication in Development



Fig. 5.1 Corporate Citizenship of Singrauli Region

Source- <http://www.ntpc.co.in/en/corporate-citizenship/ntpc-singrauli-region> (downloaded on 23.01.2018)

There are number number of villages like Chilkad, Rajaparaswar, Kota, Khadiya Telgawa surrounding Shaktinagar. NTPC Singrauli provides RO water supply through their water plant. They also organize camp on knitting, stitching lessons for women and motor binding camp for the men. They also distribute stationary bags and furniture to the students of both the schools named GIC and Ambedkar School. They have started a new concept of providing scholarship to children who get more than 80 percent in their exam. It encourages students to be an active participant of the literacy world. There are quality circle group in the villages comprising of few responsible young people who observe the problems in villages and try to come out with some apt solutions. They hold meeting twice a month and discuss various issues of the area. They have provided an integrated water supply to the villages.

5.1 Information Tools Used to Disseminate Information

- News magazine named *Shakti Sandra*
- WhatsApp group of each department
- Pamphlets, Leaflets and Banners on special occasion and information
- Electronic board near plant with less number of visitors

5.2 Opinion

5.2.1 Transportation

Dr. Prakash says that due to the connectivity with the other projects, the area has more benefit of receiving services regarding schools and overall development. Varanasi is the nearest city for both the projects but Shaktinagar has more advantage in respect of connectivity due to the availability of the station and numerous number of bus facilities.

5.2.2 Helipad

The presence of helipad has made Shaktinagar an important destination compared to Rihandnagar as the eminent personalities arrive and connect with the employees and their families more easily.

5.2.3 Education Facilities

Ms Juhi, a student of St. Joseph's Shaktinagar says that the communication in the education field is much more improvised in Shaktinagar than Rihand. The first one has some multiple coaching options like Fit Jee, Shaktinagar, Alen and SSG but Rihand lack these facilities and qualified teachers for higher education. The number of students qualifying for engineering and medical exams is more than Rihand students as per her observation.

5.2.4 Health Facilities

In respect of health facility, there is difference among the areas. In respect of villagers and employees, it has played a major role in setting up of hospital like *Dhanwantri* in Rihand Nagar and *Sanjeevani* in Shaktinagar. In both the hospitals there is apt medical facility for the employees as well as for the villagers. The villagers or PAP (Project Affected Persons) get free consultation and eighty percent facility in hospitals without any charge.

5.3 General Findings

- Rural Transformation: NTPC's guidance has empowered people to create a better society and inspired communities to transform a rural place into a global village.
- Goodwill creation- The initiatives for the local community improves the reputation; create positive image, goodwill, and loyalty.
- Strategy- NTPC has used local language as their main tool of communication. Pictorial representation and Nukkad Natak played an important role in creating awareness about various societal taboos.
- Trust- Trust building between units and local community is a key to success of any development at local level.
- Transparency: NTPC discloses their programs, audit concerns, impact assessment and utilization of funds. Trust building gets a thumbs up which is a key to strong CSR.

6. CHALLENGES ENCOUNTERED

The company is facing various concerns and challenges in the implementation of various activities because of historical and sociological reasons.

- Ignorance on CSR activities – General public lacks interest and awareness in participating and contributing to the CSR activities of a company, due to lack of knowledge. This gets aggravated due to gap in communication between the CSR team and the public at grass root levels.
- To build-up local capacities, there is a serious shortfall of well-trained and efficient non-governmental organizations which can effectively contribute on-going societal activities of a company.
- Poor Perception: At the beginning, NTPC played an active role in carrying various community development programs. But due to the recent Unchahar Mishap, NTPC is focusing more on developing financial condition than the communities. Due to this, the company is unable to decide whether they need to participate in community development and continue in the long run or not.

CONCLUSION

In the present age, boundaries to the organizations are turning global and businesses are not only a profit-making proposition but social act of mankind. NTPC, being a well-established company delivers a business and environmental value through number of projects which are beneficial for the employees and the locals. It has actively participated in the overall societal development.

To maintain the balance in the resettlement and rehabilitation, it has given enormous employability opportunities, social, health and economic development. Being a Maharatna Company, it has utilized the tools of communication in an effective way.



The best indicators of community development are seen through protection of the environment and its preservation, uplifting health, providing education, alleviating poverty and creating a plan of action to deal with the natural disasters. It should be a responsibility of every company to take responsibility of a small community and turn it into a global village.

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