



A Maharatna Company

MEGA
WATTS

FROM

OUR
HEARTS

A Joint Publication of Team CSR and Corporate Communications of NTPC
In association with Malayala Manorama Co Ltd

Content: Joe A Scaria
Photography: Joshy Manjummel, Akhil P and Sreejith K Soman
Printed at Pragati Offset Pvt Ltd, Hyderabad

(C) Rights Reserved

No part of this book may be reproduced, stored in a retrieval system or transmitted
in any form without prior permission of the publisher





A Maharatna Company



Adding smiles to the India growth story

NTPC operates at various capacities in more than 60 locations across India. The electricity we generate reaches every corner of the country and powers the aspirations of hundreds of millions of people. In addition to fueling India's growth story, we have another important responsibility – to bring smiles to the faces of people around us.

Even though the development of growth infrastructure can vary across the country based on resource availability and cost optimisation, we believe that development and quality of life of people have to be the same. It is precisely for this reason that NTPC has adopted education, safe drinking water, health and sanitation as focus areas for CSR.

For more than four decades we have not taken our eyes off the task of empowering communities around our operational geographies and protecting environment and culture, which are all essential ingredients to being a socially responsible company. As good neighbours, we have built strong partnerships in local areas through a slew of well-conceived community development programmes.

This coffee table book gives a glimpse of our activities and aims to inspire all of us in NTPC to work with added zest in our continuing efforts to empower all our stakeholders even as we aim to set new records in generating power.

Gurdeep Singh
Chairman & Managing Director



Generating power, transmitting goodwill

Harnessing power from coal, gas, water or the sun is one thing. Harnessing the power of people around for overall social development is another. Straddling both is yet another, and rarely achieved. Having done both is what sets NTPC apart: Providing power to India's industrial growth, thereby lubricating the country's multifaceted growth engines, and simultaneously ensuring that the livelihoods of people around project sites are not only protected but even improved. Well before the edict was laid down for corporates to engage in social responsibility, NTPC had been at it. So much so that the employees also got into the act, floating CSR activities with their own contributions. The official government directive to engage in CSR activities only added more vigour and vivacity to the company's social responsibility activities.

From its establishment in 1975, NTPC has consciously pursued a policy of taking care of its stakeholders even as it doggedly followed the vision of being the world's leading power company, energising India's growth along the way. The successful convergence of business growth and social responsibility has been a signature feature of NTPC, vividly evident in its commitment to ensure healthy and robust livelihoods for project-affected persons and proper rehabilitation and resettlement schemes for them. As early as 1980, a policy was formulated for this, and project-affected persons of first-generation projects were provided facilities according to this policy. Since then, the company's own learnings and best practices have led to addressing of social issues right at the exploratory stage of projects.

There is now a separate CSR and Sustainability Policy spanning a range of activities starting from the grassroots at the unit level right up to regional and national levels including imple-

mentation of specific programmes through the 'NTPC Foundation'. Significantly, the focus is on education, particularly primary education, as a prescription for comprehensive and long-term social development, earmarking as much as 15-20 per cent of the CSR budget for educational initiatives to individual units. That focus is paying back a rich dividend.

Other initiatives abound, from prosthetics making and organising health camps, solid waste management to sanitary napkin distribution, rooftop solar systems to water ATMs, piped village water supply to solar water pumps, capacity building to gender empowerment, and protecting turtles to preserving national heritages. The overall ethos is simple: Care about the impact on society, and reputation will follow. Long-term success, after all, springs from a concern for the gamut of stakeholders. In an era in which profit motive has become an all-encompassing objective for many, NTPC has trodden a more meaningful path – one that lays emphasis on deeper values, social engagement, environmental sustainability and lasting experiences.

These are the facets that build trust and loyalty and lead to real satisfaction in a company's karma, and earn the company the respect of its employees, the local community, and all other stakeholders. It is indeed gratifying to be generating more than 51,000 mega watts through the combined efforts of more than 22,000 competent and committed staff, and having dozens of projects/stations spread across the country. But equally satisfying is the feeling of contributing to the local society, environment and the nation for a win-win situation for all.

This book chronicles those tales of individuals and communities being truly empowered, making NTPC's very existence socially relevant and meaningful.



Dimrapal

Table of Contents

1.	<i>Education that makes a difference</i>	13
2.	<i>Healthy bodies, healthy minds</i>	21
3.	<i>Going clean and being evergreen</i>	27
4.	<i>Providing water, making waves</i>	35
5.	<i>Relying on nature for a better future</i>	41
6.	<i>Breathing infra into villages</i>	49
7.	<i>An inclination for preservation</i>	57
8.	<i>Displaying the will to skill</i>	63
9.	<i>Giving women the winning edge</i>	71
10.	<i>Focusing on ability, not disability</i>	79
11.	<i>Bringing new buoyancy to the North-East</i>	89
12.	<i>Giving weightage to national heritage</i>	95
13.	<i>When employees and corporate share the same ethos</i>	101
14.	<i>Taking stock, to do still better</i>	106



Cracking the educational glass ceiling

**'Super 30' and other initiatives show classrooms
are where dreams germinate and blossom**





1

1. *Art of acing the test: Students pick up speed multiplication techniques and more*

2. *Fast learners: Students appreciate the fact that teachers go into the fundamentals of every subject at Vindhyachal Super 30*



2

In a quiet corner of Madhya Pradesh, India's largest power plant, NTPC Vindhyachal churns out a massive 4,760 MW that fuels lives and dreams well beyond the borders of Madhya Pradesh. Vindhyachal is dotted with unplastered red-brick pucca houses, surrounded by fertile fields of rice, wheat, corn, pulses and vegetables. Agriculture clearly dominates, but unfortunately so do malnutrition, poor sanitation, and low standard of education. As one forays deeper into the rural areas, dwellings are just as they were decades ago: ochre clay walls, with semi-cylindrical roofs made by baking wet clay on a circular log. Belying the placid exterior, inside a few plain yellow buildings hidden by large trees and swaying branches in the huge NTPC township, winds of change are blowing. Every morning and evening, birdsongs outside blend with the sound of equations taught, speed multiplication techniques discussed, and doubts cleared.

Welcome to NTPC's 'Super 30' project, which trains youth to take on the most prestigious entrance examinations in the country. One of the aspirants for that dream is Shikha Mishra, all of 16 years and hailing from Deosar Village, 50 km away, who wants to be an IITian. Ordinarily, that would be an impossible dream for someone who lives nearly 600 km from the state capital, in a district not famed for its literacy rate. But it is for young, ambitious students like her that the 'Super-30' project is run. The institute specialises in coaching students to clear difficult entrance examinations for medical and engineering studies, taking in 30 students every year and training them to achieve their goals. Shikha is unequivocal about her love for the institute. "The teachers focus on the fundamentals of each subject, and explain with examples," she says. "So, there's no need to mug. Besides, they're always available, and one can call to clear doubts any time."

Across the narrow aisle is the set of seats the boys occupy. Bang in the middle of this bunch sits Nipendra Prajapati, 16. Like most students here, he comes from a Hindi-medium school, and is in his second year at NTPC's Super-30. "Studying here has been wonderful," he avers. "The biggest challenge came in the form of English. I want to study Computer Science at IIT Mumbai next year." His father is a farmer who has not studied beyond class 12, and he struggles to recall how far his homemaker mother has studied.

Shikha and Nipendra won their coveted seats at this top-class coaching centre following a tight selection process. After finishing their class 10 board exams, they wrote a special exam open to high-scoring students of Singrauli district. They then attended the first-ever interviews of their lives, held by a panel that included high-ranking officials like the assistant commissioner of police and the sub divisional magistrate. To guarantee that the students are free from worries of any kind, they are provided accommodation, food, stationery, books, and regular medical checkups. They are also enrolled for free in a nearby school, to ensure that no time is wasted. The students follow a packed schedule. Morning classes are held from 6.30 to 8, and evening classes from 4 to 8. In between, they also attend their regular school. Naturally, many students find time management challenging, but their 5 am -10 pm schedule prepares them for the rigorous schedule at the elite institutes they are aiming for.

Tanu Singh Chauhan, who hails from a remote village called Dhigwar, some 80 km away, is all praise for the regimen. "My father is a farmer, who struggles to support our family of six," she says. "Everything depends on the rain, and this uncertain life is not for me. I want to ensure a steady and decent income for my family. I will become a doctor and move to a city. At the same time, I will also help people in my village improve their health." She goes on to explain exactly how big a change it would be for her family. "My father has only studied till class 10, and my mother, till class 12. But, with my teachers' help, I'll secure my place at JIPMER in Puducherry."





4

Sukesh Mehta has a gravitas far more than his 30 years. Bespectacled and unassuming, he has the entire Physics class leaning forward to catch his every word. Having taught in urban areas before, his observation is that the children here need special care. “When they first come here, their fundamentals are extremely poor, and it often takes an entire year before they pick up speed,” he explains. “We carefully build up their confidence, and then their inner fire takes over. Besides, for most, it’s the first time they are away from home. That is why we try to be a friend, more than a teacher. We never, ever scold.”

Aditya Raj is a tall, cheerful 16-year old with a brilliant smile. His favourite part of the day is the daily ‘doubt class’. “During our first year here, two hours are dedicated every day to clearing our doubts,” he says, grinning. “This has been extremely beneficial personally.” Raj’s family lives in a village 80 km away, and a series

3. *The mentor: Sukesh Mehta, who teaches Physics, believes in the importance of building students’ confidence*

4. *Right ambience for learning: The IIIT Naya Raipur has competent teachers and features smart classrooms and residential facilities*

of real-life incidents motivated him to study round the clock. “I’ve seen at least three people die because they could not reach a good hospital in time,” he says. “And I’ve also seen one person die of snake bite.” The nearest hospitals providing all-round healthcare are in Varanasi and Allahabad. But, with 30 students moving out every year, and 15 having made it to top-class government engineering colleges, six to NITs and one securing a highly prized MBBS seat, the future looks bright. And it is not just for the students at Vindhyachal’s Super-30, but for the poor and marginalised people of Singrauli district, too.

In Chhattisgarh’s capital, too, investments are being done in strengthening the educational infrastructure. Following an MoU signed with the state in 2010, support is provided to the newly-formed Dr Shyama Prasad Mukherjee International Institute of Information Technology (IIIT), Naya Raipur. On 25 acres of land provided by the state, NTPC has built a state-of-the-art campus, complete with smart classrooms and good residential facilities. Phase I of Raipur IIIT was handed over to the state in 2015, and commitments have been made for the second phase, which will be ready by 2018.

“Ours is the only IIIT in India to come up in association with a PSU,” says Bijaya Kumar Panigrahi, registrar of the institute. “We are also the only such institute in the country to have started operations on our own campus from day one.” A helping hand is also lent to students through a scholarship scheme. For initial years at the Raipur IIIT, tuition fee is waived for all students for the first year. In the second year, 50 per cent of students get a full fee waiver based on



5. *An empowered lot: The Quality Circle concept helps the Jhanor Primary School identify and correct the problems faced by the children*

Big picture

- Merit scholarships and rewards to 4,000 students annually
- Study material and uniforms to 25,000 students annually
- Over 20 NTPC schools benefitting about 20,000 students from neighbouring communities
- Mobile science lab at three locations covering 62 schools benefitting 12,500 students
- Infrastructure support for 400 schools
- Bicycles provided to 8,500 girl students
- Polytechnic colleges at Kaladungi, IIT at Raipur, engineering colleges and medical college

merit, and the percentage comes down to 33 and 25 over the next two years, ensuring that the deserving get to study, irrespective of their financial background.

To the west of the country, thanks to the Jhanor-Gandhar unit, a quality consciousness is sweeping across schools. At the Government Primary School at Angareshwar near Jhanor in Bharuch district, the headmaster, Ghanshyam Gohil is all praise for the Quality Circle concept that has been introduced in his school. “It all started with identifying the problems faced by children. We did a data collection drive at school pertaining to the problems faced by students, and zeroed in on issues like stage fright, bad handwriting and food wastage, and then implemented processes to tackle each one of them”, says Gohil.

The training sessions by the Quality Circle Forum of India, arranged by NTPC, got the teachers to undertake the necessary interventions to address each of the student deficiencies. “In the beginning, our students were so nervous that they could not even hold a mike. Now that is a long-forgotten story as their confidence has improved by leaps and bounds”, says Gohil. His teaching colleague, Sangeeta Patel, is jubilant about the school team winning the Deming Prize for presentation at a competition in Lucknow, and proud of the team members. One of the students in the team, Shivani Rathore of Class 8 is clear about what she wants to do in life – “Be a doctor and help the poor. The poor don’t have money, so I will help them”.

In Jhanor village, 38-year-old Sandip Kulkarni, headmaster of the local primary girls’ high school is focused on giving as many opportunities to students as he can. “What is it that separates urban and rural students? Their potential is the same, but the rural students lack opportunities”, says Kulkarni. Quality Circles are making waves in other schools too, like the Sri Ma Aravind Vidya Mandir, Jhanor and the Mohanbhai Prabhudas Patel Vidyalaya in Samlod village. These schools find that theatre workshops introduced as part of QCs and choreographed by NTPC are a big draw with the students. The Singrauli unit has adopted 100 girl students of the Kasturba Gandhi Awasiya Balika Vidyalaya, Robertsganj, and organises cultural activities and workshops through the nationwide voluntary movement, SPIC MACAY, in nearby schools.

These may seem like little drops, but for sure, step by step, NTPC is helping youngsters in rural India dream big and turn those into reality.



Farakka

Of power plants and springs of wellness

Losing health should not mean losing heart,
show health clinics



एनटीपीसी
एनटीपीसी
एनटीपीसी

Mission Health On Wheels

एनटीपीसी
NTPC

We go miles

Kahalgaon



1

1. *Road to recovery: Young and old alike are beneficiaries of NTPC's health initiatives*



2

2. *Health support for all: The Sankarpur mobile health clinic has a doctor, a physiotherapist, a pharmacist and a social worker*

At a busy mobile health clinic in Sankarpur village, in Bengal's Murshidabad district, dozens of senior citizens line up for the fortnightly visit of a medical team, which is one among a bouquet of services rolled out by the Farakka unit. In a social setting where elders are often given the short shrift, these elders are happy to have the attention of the medical team that arrives by ambulance, led by a doctor, and comprising a physiotherapist, pharmacist and a social worker. According to the doctor, many of the senior citizens have acid-peptic diseases, hypertension or osteo-arthritis, and his team is able to provide them consultation, medicine and physiotherapy, all for free. "Elderly persons are often not getting priority focus in society, and the attention they get here is a blessing," says he. Once every fortnight the villagers await the arrival of the mobile ambulance that brings the doctor and his team, and the medicines, the words of encouragement and consolation that come along with it.



3

Big picture

- 20 NTPC hospitals providing healthcare to neighbourhood communities
- About 400 medical camps benefiting more than 60,000 persons every year
- About 2,500 surgeries performed annually for neighbourhood communities
- DOT centres at 11 stations have examined over 41,000 people for TB
- Mobile Health Clinics at 7 locations, benefitting about 100,000 people
- Infra support and medical equipments to PHCs, CHCs and other hospitals

3. Boon of health: The Korba Health on Wheels mission serves 26 villages, helping around 700 patients each month

4. Helping the needy: The Sipat sanitary napkin manufacturing unit makes high-quality, low-cost napkins that are distributed in schools



4

The Health on Wheels mission at Korba, a three-year-old project, includes an Aarogya Rath, a mobile clinic that serves 26 villages each month. The mobile clinic offers the services of a doctor, a nurse, a pharmacist and a paramedic, and reaches out to around 700 patients monthly. Detailed records are maintained for each patient. For the patients in the countryside for whom a visit to the hospital in town is both expensive and time-consuming, the Aarogya Rath lives up to its slogan, 'We go miles for healthy smiles.'

On a bigger and more formal scale, health services are extended to neighbouring communities at all the NTPC units, like Farakka operating a hospital in Khejuriaghat in Malda district, which is open to the public.

Down south in Kerala, the Kayamkulam unit has a strong emphasis on hygiene and sanitation, and distributes sanitary napkins in schools besides giving talks to girl students in schools about menstrual hygiene. At Sipat, too, NTPC has launched a sanitary napkin manufacturing unit, which distributes low-cost, high quality napkins among schools in the district.

In Uttar Pradesh, the Singrauli unit also arranges mobile health camps in villages close to it taking the help of a hospital. In 2017, a mega eye camp attracted 695 patients, of whom 229 were detected with vision-related ailments. All of them underwent successful surgeries, opening their eyes to a new life.

In its role as the benefactor for such patients, these experiences are eye-openers for NTPC as well.



Karsada, Varanasi

When cleanliness and godliness hold hands

**Sanitation goes hand-in-hand with sanctity, in the
process ensuring a swachh revolution**



शक्तिमान
CITY COMPOST
ORGANIC MANURE

शक्तिमान
CITY COMPOST
ORGANIC MANURE

शक्तिमान
CITY COMPOST
ORGANIC MANURE

Karsada, Varanasi



1

1. *Wealth from waste: The Municipal Solid Waste plant at Karsada*

For thousands of years, the legendary city of Varanasi has seen mysticism, religion and philosophy co-exist like nowhere else on earth. Today, it draws a constant crowd of tourists, pilgrims, holy men and restless people simply seeking peace or the meaning of life. For all of them, the highlight is undoubtedly the evening *aarti* at the Dashashwamedh Ghat on the banks of ‘Ganga Maiya’. For more than an hour, priests chant prayers with large copper pots of incense, sway with dazzling multi-tiered oil lamps, and blow conch shells in a millennia-old, hypnotic display of choreographed magic.

Long after silence descends and the crowds have dispersed into stray groups sitting around chatting, contemplative sadhus left to themselves, and street girls gleefully throwing leftover rose petals into the water, one man with a business-like demeanour, clad in a neon vest, moves through the crowd with a speed that seems

Big picture

- *About 29,000 toilets across 16,000 schools in 83 districts across 17 states*
- *About 500 household/community toilets constructed in neighbourhood villages*
- *Mechanised cleaning project in 14 wards of Varanasi, Uttar Pradesh*
- *Revived municipal solid waste processing plant at Karasada, Varanasi*
- *Sanitary napkin vending machines in 20 schools in Alappuzha, Kerala*
- *Sanitary napkin making and free distribution to adolescent girl students in Bilaspur, Chhattisgarh*
- *Nukkad programmes for mass awareness*

out of place. Premshankar is a Safai Karamchari who is employed by one of the three private companies that work with the government-run Varanasi Nagar Nigam (VNN), and assigned the task of collecting garbage. He is the first link in a chain which ensures that 500-600 tonnes of garbage reach the company-supported Municipal Solid Waste (MSW) plant every day.

Wiry and enthusiastic, he is all praise for the changes brought about in the one year since India's largest power producer took over the plant. "Earlier, waste would be piled up for days on end, and we would face the wrath of people. Now, it is taken away regularly, and I can do my job with satisfaction," he says, as he fidgets with his garbage bin, eager to keep moving. His inspiration is the river, and keeping its banks clean is a passion.

As one travels the 22 km from Varanasi to the MSW plant at Karsada, garbage is conspicuous by its absence. These are the places described by UK Tiwary, a retired municipal commissioner (now a Swachh Bharat consultant at VNN), as the unofficial garbage dumps of the past. Any empty space outside the city would be stealthily encroached upon by the city's filth. "Many diseases have been significantly reduced, and citizens wholeheartedly cooperate in the door-to-door collection of garbage," he says.

About 5 km from the plant, in the village of Parmanandpur, 50-year-old Sagar Singh adjusts his white turban as he stresses how different things are from two years ago. "It was very difficult to live with the stench, which spread as much as 10 km away. Now there is no smell at all," he says. In fact, it is not obvious that one is close to a garbage treatment plant, until one reaches its doorstep. MSW Karsada was built in 2014 under a public-private partnership agreement that fell into dispute.

In April 2016, NTPC took over the management of the plant, and had it up and running by September 2016. Today, it is operated in association with waste management experts. The plant also provides employment to around 60 people from the surrounding areas. The segregated combustible material is taken by local industries for use as dry fuel and the remaining decomposed matter is top quality compost.

Amardeep Patel, a slight 30-year-old farmer with shiny oiled hair, has started using this compost in his farm. "While I'm yet to harvest grain, the quick growth and sturdy stalks guarantee a much better yield than I have ever got," he says. He also works as a contract labourer at the MSW plant, and is relieved that the stink of garbage no longer reaches his home some 3 km away. Soon, the flocks of mynas and crows that also sift through the garbage will have more reasons to call MSW Varanasi home: Hundreds of trees are being planted to trap odour, and they will be nurtured with water recycled by the ETP.

Meanwhile, in the heart of Varanasi, amid the hustle and bustle at VNN, Ajay Kumar Ram, the executive en-



2

2. *Breathe easy: 500-600 tonnes of garbage reach the Karsada Municipal Solid Waste plant every day*

gineer who handles MSW transport, points out that in Swachh Survekshan 2017, a government survey that covered 434 cities and towns in India, Varanasi was the cleanest in UP, ranked at 32. “Do consider that we were ranked 65 in 2016, and also note that we aim to be in the top three next time around.” Even as Varanasi’s garbage was being effectively processed, NTPC was among the early birds to heed prime minister Narendra Modi’s clarion call to build toilets in schools on a priority basis under the Swachh Vidyalaya Abhiyan which was driving the concept of ‘Clean India: Clean Schools.’ The core objective was to ensure that every school in India had a set of well-maintained water, sanitation and hygiene facilities that create a healthy school environment and develop appropriate health and hygiene behaviours.

The challenge was enormous, but NTPC rose to the occasion: About 400 teams with more than 900 mem-

bers at various locations worked together to realise construction of about 20,000 conventional toilets and about 6,000 prefabricated toilets, all of which were continuously supervised and monitored.

In addition to the monitoring at the apex level by offices like the PMO, the Cabinet Secretariat, MoHRD, and MoP, NTPC's top management held more than 100 reviews to ensure timely completion of work. The task presented diverse challenges. Owing to the vast geographical spread, some of the toilet locations were about 250 km away from NTPC stations, and in many locations the remoteness and terrain made access tough. In some places in Bihar, material transportation was undertaken on waterways, and adverse weather posed another challenge.

But the efforts were well worth it. These toilets are now making school life a far more pleasant experience for some 20 lakh children, and spreading the messages of cleanliness, personal hygiene and good sanitation. Better still, many girls who could not attend schools due to non-availability of toilets are now doing so, and there are even behavioural changes in families about hygiene and sanitation.

NTPC is also taking up Behavioral Change Communication (BCC) activities like Nukkad Nataks, puppet shows, walks and competitions in villages to spread the messages of cleanliness, good hygiene and proper sanitation among rural communities and influence people to use toilets and reduce open defecation. Surely, good hygiene and sanitation are fundamental to a healthy life. And no one can be walking through life with dirty feet and claim to have clean minds.



3. Vital infrastructure: Students appreciate the new toilets constructed on their school campus
4. Spreading awareness: Street plays are organised to disseminate the message of hygienic living and sanitation



शुद्ध पेय जल



एनटीपीसी
NTPC

शुद्ध पेय जल



सर्वजल
का पानी
शुद्ध ही नहीं
स्वादिष्ट
भी है।

शुद्ध पेय जल
सर्वजल
टी.डी.



ATMs that quench thirst

For water-starved villages, water ATMs turn thirst-quenchers



Simhadri



1

1. *For a drop to drink: Solar powered pumps and water tanks make life easier for villagers in Sipat*



2

2. *Hi-tech machines: The solar-powered water ATMs have low-maintenance costs and can be easily monitored from remote locations*

Access to clean and safe drinking water round the clock is taken for granted by the well-heeled. But travelling into India's rustic heartland, it is not uncommon to find thousands who struggle to get potable water. Seventeen-year-old Vasu from the outskirts of Ramagundam, for instance, had to trek miles to the common municipal water point every single day. Even then, the water he took home would cause his family of five to fall ill frequently. All that changed with the setting up of a unique water ATM at Annapurna Colony close to his home.

The water ATM, set up as part of the Ramagundam unit's CSR initiative, has been operational for four years now, and over 300 households in the Annapurna Colony village use this water ATM for meeting their drinking water needs. Vasu now enjoys the luxury of collecting two 20-litre cans of purified water every day to

quench his family's thirst, and admits with a smile how the "access to sweet-tasting water keeps my family healthy". The water ATM, which can store up to 2,000 litres of reverse osmosis (RO)-purified water, was set up after extensive surveys in surrounding villages highlighted the villagers' plight when it came to accessing safe drinking water. So far, 20 RO plants and water ATMs have been set up in the 20-odd villages surrounding the Ramagundam power project.

The CSR teams at NTPC units conceptualise projects that can be undertaken, with a focus on meeting the needs of the neighbouring communities. At Ramagundam-Karim Nagar area, comprising 18 villages, CSR projects, especially related to providing safe drinking water to villages and for setting up RO plants and water ATMs have been taken up after detailed deliberations with village quality circles.

The pride of ownership that the village quality circle feels in running these water ATMs can be sensed easily. At the Annapurna Colony water ATM, the managing committee includes seven members of the village quality circle, in addition to a facilitator from NTPC and five retired NTPC employees. They pitch in with voluntary work required to keep the RO plant and water ATM running on self sustainable basis, charging a nominal Rs 5 per 20-litre can from the users.

Straight across the road from the Annapurna Colony water ATM is a government school, which gets five cans of free water every day from the water ATM. For the students, that acts like a bonus, supplementing the free mid-day meal provided by the state. The holistic approach to problem-solving is evident in the functioning of the water ATM, which generates around 50-60% waste water. This is not allowed to run off, and is instead channelised into a water pit to help recharge the water table, while some water is diverted to a drinking water trough for cattle.

Over 600 km away, in Sipat, water ATMs are being hailed by the villagers as veritable gadgets of healing. Santhosh Kumar Gupta, an insurance agent, collects 20 litres of RO-purified water from the water ATM every day. Gupta's uncle was diagnosed with kidney stones caused by the high percentage of impurities in the bore well water that the family used. Doctors prescribed medicine, but also cautioned that unless pure drinking water was consumed, the problem would persist.

Gupta was considering setting up an RO plant at his home when he heard the refreshing news of the water ATM being opened nearby. The RO plants at Sipat are solar powered and remote controlled, providing clean drinking water 24/7. Each water ATM services around 500 users, churning out 1,000 litres per day. Water is made available to users at Rs 4 for a 20-litre can, and the wastewater is moved to a well nearby to replenish the water table. Solar-powered RO water purifying plants have been set up in high schools in all neighbouring



Big picture

- *Piped water supply system/overhead tanks for about 140 villages benefitting about 200,000 population*
- *Installed about 80 RO plants/water ATMs benefitting about 100,000 people*
- *Installed over 1,800 hand pumps and tube wells*
- *Deepened/renovated more than 60 ponds*
- *Tanker water supply in many villages during summer*

villages of the Sipat project. These plants have the added technology to remove iron and fluoride content in the water.

In the Sundargarh district of Odisha, the Kanktura High School sits in an idyllic, tree-lined plot in a remote corner of Hemgir block. Students who live in a 10-km radius trek to school, braving the vagaries of nature. The area is also part of an elephant-crossing zone, which brings its own challenges. Considering the school's inability to pay huge electricity bills, a solar-powered water pump along with an RO plant has been set up at the school. The broad smiles flashed by the young girls and boys are the best proof that they are grateful for the water purifier.

Far north of Sipat, the Waidhan town in Vindhya Nagar in Madhya Pradesh, situated near the Vindhyachal unit, is a typically water-deficient town that reels under severe water shortage during the scorching summers that run from April to June. Some homes have bore wells but the water quality is poor and most people rely on water from hand pumps situated kilometres from their homes.

Now, an integrated water supply system is being set up in Vindhya Nagar, with 40,000 connections. Two water treatment plants are also being set up, with a combined clear water output of 55.5 million litres per day, and the project is expected to cater to the projected demand until 2043.

3. *Healthier lives: The incidence of water-borne diseases has reduced drastically among those who use water from the water ATMs*



Badakheta

Using the sun to make life more fun

How schools and entire hamlets use solar power
to burn bright, like Satkosia's tigers



Biprodia



1

1. *Sunny smile: Ananta now understands how the sun powers the lights at his home in the tribal hamlet of Badakheta*



2

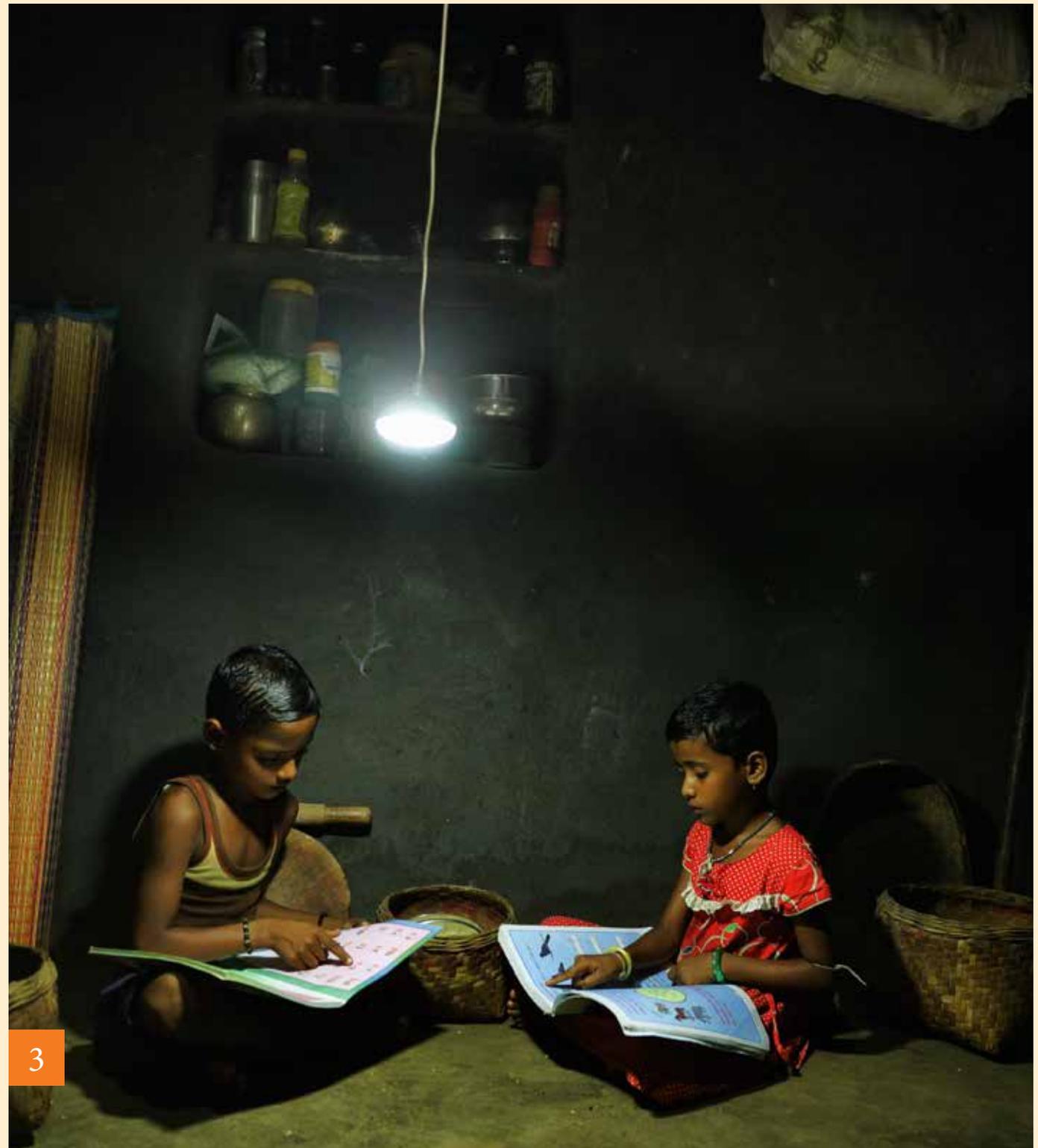
2. *Goodbye, darkness: Entire villages now enjoy the benefits of solar lighting*

Living in a forest may sound like an enchanting notion for the uninitiated. For seven-year-old Ananta, though, the walk through the forests of the Satkosia Tiger Reserve in Odisha's Angul district is part of everyday routine. Ananta and his friends walk by the cornfields surrounding their tribal hamlet that sits right in the midst of the tiger reserve. The little ones would chatter and play on their way to school, not pausing even when they saw a herd of wild elephants in the forests nearby. The kids had heard stories about them attacking the fields in their village of Badakheta, Odisha. The only thing that fascinated Ananta more than these elephants was the sun. His teacher had told him how he has been revolving around the sun since he was born. The fascination doubled when he was told that the light, under which he studied at home, was also powered by the sun. He would spend his evenings sitting with his mother, asking her how the sun was cooking the food despite being so far away and how there was light in the room even after sunset.

There are many more Anantas whose lives have changed in the tiny hamlet of Badakheta in the Satkosia Tiger Reserve. Badakheta and its neighbouring villages had all along been deprived of electricity, until one morning the sun smiled bright at them.

That was two years ago, when Talcher-Kaniha literally brought light into the lives of villagers in the Satkosia Tiger Reserve, and along with it, much happiness and a sense of security. Under its CSR initiative to take electricity to far-flung areas in a sustainable manner, NTPC has provided solar-powered domestic systems, which include lights, an improved cooking stove and a mobile charger at Talcher-Kaniha in Odisha and Barethi in MP. About 1,000 households have been provided Integrated Domestic Energy Systems (IDES) so far, besides replacing or repairing the ones that stop working or develop issues due to mishandling. The solar lights not only light up the homes in these tribal hamlets but also keep the elephants away – all it takes is one solar-powered LED lamp outside the hut for the villagers to sleep in peace.

The solar-powered stove is a blessing not only for the women who are spared the trouble of inhaling noxious fumes: Even the men are thankful that they do not have to destroy the forest to collect as much firewood as they used to earlier. Ananta dreams of studying well, and wants to create something that will keep the elephants happy in the forest, far away from his father's fields. His dreams don't stop there. He aspires to get as close to the sun as he can, to see the magic that takes place there, the magic that lights up his home and life.



3



A few miles from Ananta's village, deep in the Haatidhara forest, lies the small village of Biprodia, a village so remote it is just a clearing in the middle of a forest, with roads that often disappear in the heavy rains. Here, too, villagers proudly flaunt the power of solar energy and are glad to explain how it has changed their lives. If Ananta's story is one of empowerment and leading a safe life, the village of Biprodia has a story of innovation and togetherness. Biprodia has about 70 households and most of the villagers grow black gram and corn. All the homes use the IDES provided by Talcher, and every single home in the village also has a fan that runs on solar power. This innovation was thought up by Arkila Bishwal who, like many of the men in the village, moved to the city to supplement his farming income and became a driver. On long trips, he would often use a battery-powered fan in his truck. Being familiar with the functioning of the IDES in his village, Bishwal had a Eureka moment when he realised the same solar energy that lit up his home and solar stove could be used to run the fan as well. After the trip, he

3. *Even in the middle of the forest, children in the village of Biprodia can study at home, thanks to the solar lights*

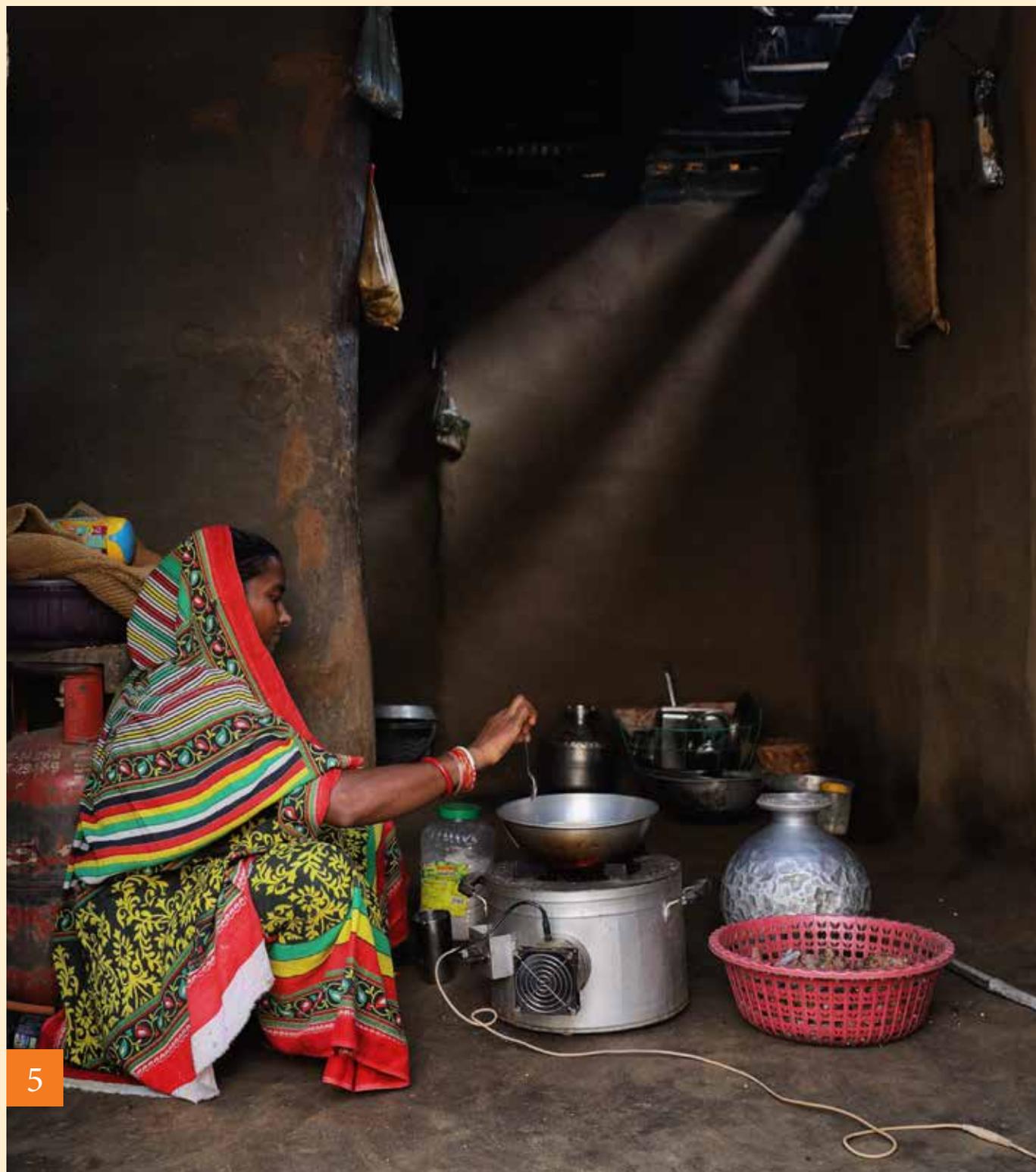
4. *Winds of change: Arkila Bishwal created a fan that could run on solar power and distributed one to every household in Biprodia*

4

brought home all the components required for setting up a fan, and had one up and running in no time. He then went on to source material required to make more fans and built one for each of the 70 homes in his village at a nominal cost. “Our lives have become a lot better with the IDES,” says Bishwal.

“The solar panel gets fully charged in 2-3 hours, even in cloudy weather and the monsoon. This means that we are rarely, if ever, without power in our village.” To hear Bishwal say that, standing in a clearing in the middle of a dense forest, sounds like a miracle indeed. The transformational change in the lives of Bishwal and his village fraternity is the best proof of how CSR initiatives have touched lives in deeper, meaningful ways. These efforts at giving back to the society in every possible way, through myriad schemes like women empowerment programmes, crop cultivation training or educational initiatives, have all kept one goal in mind: making people’s lives better.

Solar power initiatives have examples in other states as well. It was in 2015 that Solapur went about the ambitious task of providing electricity in far-flung areas by installing overhead solar panels. Until then, people from nearby areas used to live a tough life without power, and the village schools were particularly affected. The schools in the area were already finding it difficult to pay monthly rent, and therefore the option of providing conventional electricity was ruled out since that would only add to the schools’ running costs. The solution lay in solar powering the schools, and today with the introduction of solar power, these schools have a sustainable and free-of-cost option that helps them function smoothly.



5

Solapur has been able to illuminate all schools across three different villages, and it hopes to expand its reach in the future. Solar power has truly brought a burst of fresh energy to the functioning of these schools, and some of them are building on the possibilities of what solar power offers them – two schools now utilize electricity for their public address system and another school powers their projector which also doubles up as a teaching aid. For students at these schools, learning has now become synonymous with fun. Thanks to the solar-based initiative, now they can visually process information that once used to be in plain words and sounds. That's a sunny turn indeed, the students and their parents will agree.

Big picture

- Solar lanterns to 7,000 students, 4,000 solar street lights and 25 solar water pumps in 3 years
- Installed Integrated Domestic Energy System (IDES) benefitting about 1,000 households

5. *No more stress: The solar panels get charged in 2-3 hours, which means that the villagers are never without power for essential activities*
6. *Sunnier and better: Life in the tribal hamlets of Odisha has become easier after introduction of the solar-powered domestic systems*



6



Delightful murals of rural infra

**New roads, bridges, schools and a whole new model
village bring the joy back to those displaced by projects**





1. *Brick by brick: The school at Harnora was rebuilt into a spacious one by NTPC after it was destroyed by floods*

Of all the basic infrastructure one can think of, a bridge is perhaps the one that really elevates a society in multiple ways. It connects people living on two sides of a divide, eases commuting, opens one's eyes to different cultures and literally opens up a new world. In short, it bridges a multitude of gaps. These are the benefits for numerous people as their vehicles roll smoothly over the wide bridge that spans Garia Nalla, a rain-fed, seasonal river at Kalamegha near Dulanga, Odisha where Koldam has one of its coal mining projects. The bridge, commissioned in August 2016, connects Kalamegha to the nearby hamlets and to the approach road to the Darlipali project in Odisha's Sundergarh district.

For anyone who wonders why so much ado about a bridge, local residents of Kalamegha have a ready answer. During the rainy season, Kalamegha would be cut off from nearby villages because of the gushing river, and



even in the dry season people had to traverse a roundabout route of over 12 km to reach Kalamegha. During monsoons, the local school would often be closed for three months because it would be completely inaccessible to the young students.

The company has demonstrated its commitment to villagers in multiple centres, but the community development initiative at Dulanga and the upcoming one at Kalamegha go way beyond the cause of rehabilitation. Here, the people are helped through every stage of need, and empowered to make a new life for themselves in their homes that they own in the model villages specially established for them. Not content with that, Dulanga is also creating facilities and resources in nearby villages, too. This helps create an amenable attitude in the minds of these villagers towards the people who will soon be their neighbours. That strategy is aimed at nurturing a climate of camaraderie, where children can study together at the local schools, adults can shop at the same provision store and the entire community enjoy a feeling of oneness. Dulanga has a pet name for this methodology: Developing of the host community.

At the Kalamegha Primary School, located in one of the villages, headmistress Ambika Naik is all praise for Dulanga's efforts to upgrade infrastructure at the school. Dulanga has been supporting the school since 2014, creating an additional school building, setting up playground equipment and boundary walls, and providing furniture. Dulanga provides educational assistance each year for running costs, maintenance and tuition, besides making available a teacher-volunteer from the company staff team to ensure that academics run smoothly.

For Dulanga, the Kalamegha village is projected as a particularly eminent initiative, given its design as a model village. Investments are made in permanent infrastructure that can eventually be taken over and managed by the villagers themselves. Near the Kalamegha Primary School is a community centre built by Dulanga, complete with a mandap for prayers and small religious functions. There is also a water tank with a pumping system that is operated by solar power, and a community centre lit up by solar power. Similar community centres have been set up in all villages, and two caretakers are appointed in every village to ensure the smooth running of the centres.

The bore-wells are solar-powered and the water is stored in 5,000-litre overhead water tanks. Says Janaki Sahu of Kalamegha, who now gets water from one of these units for her family of four: "I used to get water from a hand pump which was quite far away. This is very close to my home and the work involved in getting the water is much less. I need around three buckets of water a day for cooking and drinking. The most important thing is that the water supply is reliable throughout the year."

2

Another feature is the provision of solar streetlights, which are guaranteed to last for a minimum of five years. Besides the physical infrastructure, skill development and training are being done to make young men and women employable, and to enable them to be self-supporting.

There is a focus on ensuring that villagers have a good life. At the Kanaktura High School, attended by 104 students, the children are enthusiastic about the solar-powered water pump and RO water purifiers. “Clean drinking water is a blessing,” they say. “We used to fall ill so often earlier but the RO purifier has turned our lives around.”

When the construction of the Koldam Hydro Power Project began in 2001, a government school in the village of Harnora, the only learning centre for nearly six villages, was drastically affected. Koldam worked incessantly to relocate the school, which was crammed into a 122 sq m building, and upgrade it to

2. *Happiness, unbound: NTPC provides infrastructure aid, in addition to uniforms and books at Kalamegha Primary School*

3. *The smile says it all: With good infrastructure in place, students can focus on studies*



3



the level of a senior secondary school spread over a sprawling 3,520 sq m. The school, now a three-storied building, boasts facilities that include a laboratory, a library and a playground.

This school is a veritable shrine for the hundreds of children from families near the Koldam unit, where they dare to dream, learn, grow, and explore. With the relocation and upgrading of the school, more children have been spared the drudgery of walking miles to seek basic education.

The school is affiliated to the Himachal Pradesh Board of Education, and scholarships are provided to meritorious students. Additionally, Koldam also gives out scholarships to the deserving students under its Ut-karsh merit scholarship scheme, and students get free mid-day meals under the state government's scheme. For numerous such students and their parents whose lives were once distraught with poverty and illiteracy, the rural infrastructure development programmes have laid a path towards a more hopeful future.

4. *Living better, together: The Community Centre, which uses solar-powered fans and lights, is used for all social events*

4

କଲମେଘା ପ୍ରାଥମିକ ବିଦ୍ୟାଳୟ
ସ୍ଥାପନା ୨୨.୧୯୭୨

SCHOOL STUDEN
TOLL FREE NO-
ବିଦ୍ୟାଳୟ ଓ ଗଣଶିକ୍ଷା ବି

ଦାକ୍ଷ
ଆମ ରାଜ୍ୟ
ଆମ ବିକାଶ
ମୁକ୍ତ ଗଳ୍ପ



Kalamegha



Saying Olé to Olive Ridley's

**'Nature first' is the theme as NTPC fosters
turtles and nurtures the sea bed**





1

1. *Ridley revolution: It is time for miles of smiles as young turtles like this one move seaward*

If sustainability is the foundation on which long-term corporate success hinges, environmental protection should be a cardinal virtue that every business house practices. That doctrine is tangibly evident in the operations of Simhadri, where the organisation takes as much pride in protecting sea turtles and marine reefs along the Andhra Pradesh coast as in generating 2,000 MW of power. As a responsible corporate citizen, the Simhadri unit is contributing to the efforts to conserve the Olive Ridley turtles along the Andhra Pradesh coast, covering nine districts from Nellore to Srikakulam. The project is being carried forward in collaboration with the Forest Department.

Three species of sea turtles are seen along Andhra Pradesh's lengthy coastline of 972 km, namely the Olive Ridley (*Lepidochelys olivacea*), the Green sea turtle (*Chelonia mydas*) and the Hawksbill sea turtle (*Eretmo-*

chelys imbricata). These turtles are listed in Schedule I category in the Wildlife Protection Act of 1972 (amended in 1991) and figure in the Red Data Book of International Union for Conservation of Nature (IUCN), underlining the steep challenges involved in their preservation efforts. Of the three, Green turtles and Hawksbill turtles are generally found foraging offshore, and only the endangered Olive Ridleys are found to nest on the coast. The Olive Ridley turtle numbers had been dwindling for a variety of reasons including poaching, preying by dogs, and by getting caught in trawlers that do not use turtle-excluders, until NTPC stepped in.

The conservation project includes inventory mapping of Olive Ridley breeding sites, identification of their nesting and breeding habitats along the shoreline and migratory routes, development of guidelines to safeguard and minimise turtle mortality, and development of collaborative action for conservation. While the turtles are being provided added protection on the coast, the Simhadri unit is also avidly involved in preserving what often misses the eye – the sea bed, where natural reefs should provide the ideal habitat for a multitude of marine life.

The Andhra Pradesh coast is not known for natural coral reefs, but the Simhadri unit and the Central Marine Fisheries Research Institute (CMFRI) have joined hands to deploy artificial reefs near the coast. These reefs simulate coral beds, and function as a comfortable habitat for fish and diverse marine organisms. The first deployment of artificial reefs in Andhra Pradesh was done off the Muthalampalem coast, and the early signs have been encouraging,



with fishermen reporting an increase in their catch. CMFRI scientists believe that once the reefs mature, the gains will be better visible.

The key objective is to enhance fish catch for the traditional fishermen, with the bonus of protecting biodiversity.

The logic behind artificial reefs is that fish get attracted to floating or fixed objects for shelter, food, or breeding. The man-made reefs are considered healthy for aquatic life, and they allow growth of organisms like planktons, algae and bacteria, which in turn attract small fish. Big fish then arrive in large groups in search of small fish.

Artificial reefs boost the population of sardines and mackerel, which feed on planktons and some kinds of algae. This helps fishermen get their catch close to the shore, owing to the significant increase in fish biomass. And an additional benefit is that because trawlers will keep off the areas where there are artificial reefs, the biodiversity will be better preserved.

Artificial reefs have already been successfully deployed in Tamil Nadu and Kerala, and has yielded results in Australia, Europe, Southeast Asia, the Caribbean, Pacific Islands, North America, and Africa.

Besides protecting turtles, deploying artificial reefs and protecting nature, NTPC has also undertaken massive tree plantation and so far over 30 million trees have been planted.

The game plan is simple: Nature first



3

2. *Safe on the beach: Adult Olive Ridges can now feel safe about their eggs on the beach*
3. *Fruits of conservation: Turtle hatchlings take their first steps*



Murshidabad

Downloading the skiller apps!

Training potential jawans, kisans
and all else to be the best





1

1. *A better crop: Farmers now grow a variety of crops on their farms, aided by new agricultural techniques*

Just over a 100 km from Anand, India's milk capital famous for its Amul dairy and the milk revolution, seeds for a farm-sector stimulation are being sown in Jhanor in Gujarat's Bharuch district. Farmers who had for decades stuck to traditional farming methods have warmed up to NTPC's exhortation to improve their farming skills, pick up a few scientific tips and see how their lands can be transformed from desolate and barren wastelands into green pastures that bring them a bounty of crops and the financial gains that go with it. Joining hands with experts, Jhanor-Gandhar has honed the skills of the farmers and transformed the agricultural lands around the unit and the lives of the farmers.

Numerous patches of agricultural lands growing a variety of crops from cotton and sugarcane to roses and vegetables bear testimony to how farmers have given a thumbs-up to Jhanor's initiative in improving their

farm yields and thereby enhancing the quality of their lives. Forty-year-old Narendrabhai Thakurbhai Gohil is among those who have seen and believed how their lands can be put to more efficient use and enhance returns. He had traditionally stuck to a cotton crop, using agricultural practices handed down the generations. It was when Suresh Rathore, one of the beneficiaries of Jhanor's farmers' skill development initiative, told him of the benefits of the programme that Gohil got interested.

On his farm land fed by canal water from the Tapi river that flows through Surat, he now grows a bouquet of vegetables including ladies' fingers and a variety of gourds like pointed gourd and bottle gourd, and has also added rose cultivation on one patch of his land. The result? As against meagre earnings from cotton cultivation, he now pockets much more through a mix of crops.

"We had to break some long-embedded myths among the local farmers. Many believed in dictums like the more you sow the more you can grow, and the more you irrigate the better crop you get", says Maharshi Dave, an agricultural expert. "Once we could illuminate farmers on the advantages of drip irrigation, the need to grow cash crops and the importance of keeping an eye on prices and raising crops that meet the needs of the market, the farmers also began to appreciate the benefits."

Farmers like Gohil have quickly picked up the market dynamics and have adjusted their crop patterns to meet the niche demands of the market, depending on the seasons. Gohil has now taken up marigold cul-



2

Big picture

- Over 10,000 students placed from NTPC's 18 adopted ITIs and 8 new ITIs
- Other vocational training/skill upgradation programmes benefitted about 10,000 youth including about 6,000 women in 3 years
- Provided skills training to over 12,000 youths
- Partnering with Ministry of Skill Development & Entrepreneurship and NSDC. The project is in progress

2. *Equipped for the future: NTPC's Salakati ITI enables the youth to find jobs and start businesses*

tivation on half an acre, looking forward for gains during the Navaratri and Diwali seasons, while his rose cultivation gives him a continuous cash flow through the year for over a decade. The initiative on the farm front has been so encouraging that NTPC has extended the idea to other centres, too. Thus, a group of farmers from Rihand in Uttar Pradesh were brought all the way to Bharuch to give them a first-hand feel of how improved agricultural skill sets could improve their livelihoods.

That 1,500-km journey was worth the effort for most of them. The farmers from Rihand who had not even heard of drip irrigation now practise it on their farm lands where they grow bananas. Better still, in some places in Rihand – which has a hilly terrain compared to Bharuch – the farmers are collecting water or pumping it up to an elevated spot and then using gravity to do drip irrigation. The farmers are also aware of the government subsidies that are available for drip irrigation. Dave says it is important to make farmers understand that they need to progress one step at a time. “Some farmers in Rihand were so enthused by the concept of drip irrigation that they were keen to immediately invest up to Rs 50,000 into it. We advised them to go for a pilot project instead to get an understanding of the return on investment.

“Our idea was to make them do a pilot project and thus focus on risk mitigation in the first stage. They followed the advice, successfully rolled out pilot projects and are now ready to expand their banana cultivation”, says Dave. The farm initiatives in Jhanor and Rihand underline the fact that learning new skills are so crucial to doing well in any profession including agriculture. Whether it is drip irrigation, switching crops to suit market demand or understanding the changing price trends, picking up new techniques and skills can determine the difference between success and failure. The gourds and roses in Bharuch and the bananas in Rihand bear testimony to that doctrine.

In Murshidabad district of Bengal, where the 2100-MW unit towers over Farakka city, 21-year-old Tusar Mandal is in rapt attention, attending a training class in mobile phone repair. He and his two dozen-odd classmates are a few weeks into a three-month course that will arm them with the skills to take up mobile phone repairs all on their own. The centre also provides them with basic soft skills in order to help them get an edge in their future engagements. “I had passed Class 10 and done a diploma in mechanical work. That was when I ran into a friend who was doing extremely well in mobile repairs. I was sure that if he could excel in it and make a living, I too could achieve it”, says Mandal. Buoyed by the success of its training programmes, Farakka has firmed up plans to roll out an electrician training programme exclusively for house-wiring jobs.

At the floodlit grounds of the Netaji Indoor Stadium on Farakka's premises in Malda district, a dozen youthful players are kicking around soccer balls under the watchful eyes of Sukumar Saha, a former Sports Authority of India coach. The centre conducts training programmes for youth and school children, and one of



3. *Full of self esteem: The Vocational Training Centre helped Kalpana qualify as a civil constable*

4. *Glowing under the arclights: The football coaching camp at Farakka helps school and college boys from slipping into an unruly lifestyle*

the highlights has been a camp for 200-odd school and college boys from Jharkhand for nearly three weeks. The camp is one of the social interventions by NTPC to invest in underprivileged youth and children from the colliery areas, many of whom may have slipped into an unruly lifestyle. These boys now burn their energy on the grass carpet of the ground, building character, discipline and health, as well as the seeds of a potential career in sports, along the way.

Youth in Pakri Barwadih, Jharkhand are benefitting from the ITI workshop set up by NTPC's coal mining project. The centre offers a variety of courses including electrician, fitter, wiring, motor mechanic and basic computer skills.

Skills come in handy whether you choose to take up mobile phone repairing, play football, be on the farm, or in the uniformed forces. In an unassuming building in one of the by-lanes of Ramagundam in Telangana state, over 60 young men and women have gathered to greet their friends who are home on a break from the police constable training academy. Ram Babu, Kalpana and Vanaja are thrilled to be back with their friends at the Vocational Training Centre run by Ramagundam, which was their launch pad to getting jobs in the police force. As the new batch of trainees crowd around the three, lightly jostling them for news and clicking selfies, the trainer, Sudhesh says with pride in his eyes, "Our training programme transforms them from timid youngsters to confident individuals." The neatly-dressed, soft-spoken Ram Babu had his education in government institutions, and had always wanted to join government service. After failing in his first attempt in 2012, he learned about this centre from a friend. Reflecting on his success, Babu says, "The first thing I noticed was the inspiring environment here. The physical training and yoga classes too helped me a lot." The once-shy 26-year-old now does social work in his village during spare time. Kalpana, 26, was selected as a civil police constable after rigorous physical and written tests, and is optimistically awaiting results of the sub-inspector selection test. "We had financial difficulties and getting a government job would really help our family," she reminisces. The fruits of the training are now obvious to Kalpana. "Six months here, and I was a changed woman, so much more confident and self-assured," she says, her eyes sparkling.

Indeed, that is the transformation that NTPC visualised while setting out on skilling people. After all, *jawan* or *kisan* it is the skill set one carries that matters.



NTFC
“नवपथ”
कौशल विकास केन्द्र
(एन टी पी सी फरीदाबाद सी एन आर के अंतर्गत)
सरस्वती सदन

Faridabad

A winning mantra for women

**Training programmes as a prescription
to tackle gender discrimination**





1. *A stitch in time: Vocational training centres like this one at Pakri Barwadih are enabling women to be financially independent*

Tucked away in a leafy corner of the Faridabad unit, a few dozen women are all ears to their instructor, Jyoti Sharma as she explains to them the nuances of tailoring. While they then go about their individual practice tasks on their sewing machines, the room echoes the collective music of the machines' foot pedals dancing to the tune of their nimble feet that obey the passionate desire of each trainee to master the art of stitching. What they may not realize is that their activity will also be music to the ears of everyone who is interested in initiatives to tackle gender discrimination, and helping women to be financially independent. For the tailoring trainees at Navpath, Faridabad's vocational training centre, this is only their third day of a six-month course, but their keen faces and the eyes riveted on the needles and the fabrics reflect their steely resolve to pick up the skill. That determination to be independent and self-supporting is writ large on the face of 21-year-old Priya Bholyan, one of the trainees who has been married for two years. "I knew some



2

2. *Good reason for a big smile: Starly Joseph, who once worked as a lab technician, has added tailoring expertise to her skills portfolio*
3. *Route to financial independence: Priya Bholyan is convinced that earning for oneself is the right beginning for true personal independence*

stitching, but I had a lot of interest in it and wanted to learn more”, she says. “I just do not want to be dependent on anyone”, she says plainly, and reveals with a smile what she has in mind: “I am going to focus on ladies’ and kids’ wear, and plan to start something of my own. The idea of a boutique is already in my mind”.

The centre has a bouquet of courses and projects tailor-made for women, including stitching, tailoring, dress designing, beautician course and a computer course, all of which draw from the understanding that when women are independent, the entire family benefits. In 2016-17 alone, roughly 360 women benefited from the programmes at this center. That craving for independence, more than anything else, is what has brought Bholyan’s fellow trainee, Starly Joseph to the centre. Joseph had worked as a laboratory technician in India and Saudi Arabia before she took a break to take care of her two infant children. Now that one of them is in school and there is help at home to take care of the younger one, she has opted to pick up a new skill and signed up for training.

The trainees’ positive attitude neatly dovetails with the avowed objectives of the training centre to promote self-employment and inculcate a sense of entrepreneurship among women, as also to empower them in every aspect of life, whether it is running one’s own business or being an outstanding homemaker. And over the training session, the trainees are convinced that women have no reason to feel inferior to their male counterparts.

Many of the trainees who come to the centre are in for a pleasant surprise on the opening day. Getting to attend a six-month skill training programme for free is a carrot in itself, but many trainees come to know of another bonus only after they start their course – that all the materials required for the course including the needles, and the fabrics are free, and that the snacks are on the house! But the biggest surprise of all is reserved for the end: A sewing machine is presented to each trainee who successfully completes the course, with the aim of motivating them to pursue a career with the skills acquired.

While the tailoring trainees keep pedalling at their sewing machines, in the adjoining room a beautician course is in full swing, with the tutor Monu Sharma having the rapt attention of over two dozen trainees. One of them is Aarti Vasisht, who hasn’t had a life anywhere as glitzy as the plethora of make-up materials that are stocked around the room. All of 18 years, and already married, she had lost her parents in an accident when she was only six, and was brought up by an uncle. Vasisht has made it to the beautician training course thanks to her supportive in-laws who were in agreement with her philosophy that women should be independent and self-supporting.

“I may start by working in a beauty parlour, and if conditions are right I will start my own”, says Vasisht, her



3

face shimmering with the thoughts of alluring opportunities. Vasisht and her classmates in the beautician training course can draw inspiration from one of the centre's most celebrated alumnae, Jyothi Bhati who owns one of the town's more popular beauty clinics, Yana Beauty Centre, named after her daughter.

After a marital discord had left her to fend for herself and her daughter, the training was a God-sent for Bhati. "It was a friend who told me about the courses and I took the tailoring and beautician training programmes", she says. As it turned out, it was both life-changing and life-sustaining for the gritty young woman. The Yana Beauty Centre now has a stream of clients throughout the day for myriad beauty treatments and tips, keeping her cash registers ringing.

Of course, nothing came easy. "I struggled a lot, and even thought of discontinuing the course midway. But when I saw motivated co-trainees, I hung on and completed the course. Initially I worked briefly and then got the confidence to start a beauty parlour of my own", says Bhati. Her journey to the current stature of running a beauty parlour that is abuzz with clients, is a source of inspiration for successive batches of trainees. "I started my beauty parlour with a single chair and a mirror", says Bhati, who now offers one-day beauty seminars for a handsome Rs 15,000. What is even more satisfying for Bhati is that she has not only established a thriving business, but has also managed to employ three women, one of whom was trained at the centre like herself.

Bhati is looking forward to even bigger things in future. "I am dreaming of becoming a well-known

make-up artiste for models”, she says with a conviction that no make-up can hide. For women who aspire to do better in life, Bhati has a concise principle: “Do not ever think of sitting idle at home. The drive must come from within, and it will take you places”.

The centre offers six month-long tailoring, beautician, computer and art & craft courses with an intake of 60 students in the four streams, for a total of 240 trainees in one batch, and 480 a year.

Training 480 women a year may seem like a drop in the ocean, but even as the women pick up embroidery, styling, tapestry, needlework, hemming, darning, shaping, cutting, fashioning, computer skills, make-up tips and the basics of a variety of arts and crafts, they are also making a profound change to their own lives, to those of their families and to the society around them.

Women in Pakri Barwadih, Jharkhand now benefit from the vocational training courses run by NTPC’s coal mining project. The centre attracts a number of women who are keen to hone vocational skills, particularly in tailoring.

Similar life-changing scripts are being played out using sewing machines and tailoring training in Odisha, supported by Talcher.

Prabhathi Naik, Nikita Naik, Rasmita Naik, Swarna Prava Pattanayak, Roji Pattanayak and Barsha Rani Pattanayak from the villages of Sendhgaon, Ballhar and Santhapada of Talcher block in Angul district of Odisha are a few whose lives have been transformed



through a stitching and tailoring course run by the Talcher unit. Many of them had quit studies after Class 12, and came from poverty-stricken families. By their own admission, the six months of stitching and tailoring classes under their trainer, Bharati Behera was a virtual “torch in the darkness” in their lives. After completing the course and being the proud owners of NTPC-gifted sewing machines, some of them have set up their own tailoring shops and are earning Rs 7,000-Rs 9,000 per month. Better still, instead of depending on their families, they are able to support their families. Some of them like Rasmita Naik and Swarna Prava are supporting the higher education of their brothers, besides making some savings for the future. Predictably, these women have become the delight of their families, and over 220 of them from nearby villages are now empowered enough to be engaged in stitching a variety of dresses.

In Bengal’s Murshidabad district, two dozen women are undergoing a beautician training programme. All of the women attending the three-month course have a near-similar vision: That the course will not only equip them with skills to make a living, but also enhance their confidence and overall personality. Says 31-year-old Uma Das, a double post graduate with an MA in history and in political science, and who finds time to attend the course despite being the mother of two young children: “There are two key reasons why I chose this course – because it will give me financial freedom, and this course will boost my confidence”.

A few kilometers from its unit, Farakka runs a popular tailoring training programme for women in Nishindra village, with the latest batch being house-full with 64 participants, and many of them are already planning to be on their own after picking up the requisite skills. Do they have the confidence to take such a plunge with no track record of being an entrepreneur before? Says Anushree Mandal, one of the trainees, distinctly oozing with confidence: “Why should I worry whether or not I will get customers for the clothes I make? It is my duty to stitch well enough to win them”. Their trainer, Sujit Halder has already done wonders to his former trainees at Pathra and Sibapahar in Jharkhand’s Sahibganj district. He formed them into groups, who now specialize in different varieties of dresses. They now rely on their expertise in making those selected items to be a big hit with customers.

Halder is planning to rework that magic in Nishindra village, and has already grouped his 64 trainees into groups of eight women each under the banner of Basundara Society, and is exhorting them to specialise in different types of dresses. Unity is strength, they know. With better skill sets, even more so.

4. *Playing the role model: Jyothi Bhati's success with her own beauty centre has turned an inspiration for many aspiring women entrepreneurs*



Health on Wheels
एनटीपीसी
NTPC
10 miles
healthy smiles

कोरबा
KORBA



Korba

Where despair
gives way to
dreams

**NTPC Foundation National Disability Rehabilitation Centre provides
differently abled a platform to find their feet and take off in life**



Korba



1



2

1. *A new spring in his step: NTPC Foundation has tied up with the National Institute for the Orthopaedically Handicapped (NIOH), Kolkata to help the disabled*
2. *Welcoming life: NFNDRC units at Tanda and Korba help the disabled meet life with renewed vigour*

Nestling amidst a multitude of leafy, quiet roads beside a grove of Arjuna trees on the Tanda campus in Uttar Pradesh is a small building. Inside the modest building is a conspicuous pair of metal bars that run chest high for a few meters. If those bars could speak, they would narrate how they have functioned as the ‘walking ramp’ and seen innumerable tears ever since it was set up. It is where people fitted with artificial limbs take their first tentative steps into the mainstream, lovingly watched by NTPC Foundation National Disability Rehabilitation Centre’s (NFNDRC) small but vigorously committed team of seven.

NFNDRC was started in June 2004 as the District Disability Rehabilitation Centre, less than a year after a district disability camp organised by Tanda saw more than 500 registrants. Prior to that, the nearest disability centre was in Lucknow, 200 km away. NTPC Foundation has tied up with the National Institute for the Or-



thopaedically Handicapped (NIOH), Kolkata, to offer the disabled people of Ambedkar Nagar district and its surrounding areas an equal opportunity. NIOH provides the technical expertise, while NTPC takes care of the infrastructural needs and logistics, and keeps the centre running. The target: the complete physical, mental and socio-economic integration of the differently-abled into the mainstream. Run in conjunction with an umbrella network of NGOs and government agencies, NFNDRC focuses on three kinds of disabilities: loco-motor disabilities (those who cannot walk normally), mental disability, and hearing handicaps.

It follows a three-step approach to rehabilitation, which starts with sensitisation camps, screening and identification of the disability, and composite rehabilitation. An important part of the task is first convincing the family members that their wards deserve to be rehabilitated, especially when it comes to women. Kanchan is an anxious, wide-eyed 18-year-old, who had her leg amputated below the knee around five years ago due to leprosy. She was studying in Class 5 then, after which she dropped out. For as long as she can remember, she wanted to be a tailor, a dream that disappeared with her leg. Until, she came to NFNDRC. “Today, I can do everything, like going shopping and meeting friends,” she says. Due to poverty and lack of medical facilities, most differently-abled live a life of neglect, and are usually considered a burden for their families.

Yashraj Kumar is a 6-year-old with bright brown eyes and a contagious smile, suffering from mild cerebral palsy. His weak legs made it impossible for him to even get out of bed. At NFNDRC, he was fitted with an orthotic device to support his legs. The staff expect him to walk on his own in a year. “He used to be introverted,” say his enthusiastic parents. Now he’s socially very active and happy, and his dreams are as simple as he is. “I just want to play marbles and roam around the house on my own” he says. “I will go to school too!” The NFNDRC facility has a prosthetics workshop where artificial limbs are made, an audiometry section where hearing disabilities are identified and addressed, a training room for cerebral palsy and ADHD patients, a physiotherapy room, and a socioeconomic training room where skills like candle-making, sewing, envelope-making and hair cutting are taught.

3. *Steps to rehabilitation: The process includes sensitisation camps, screening and identification of the disability, and composite rehabilitation*
4. *Scouts of health: NFNDRC runs camps in nearby villages to identify the disabled who need help*



4

At the prosthetics workshop, bespoke, modular, lightweight artificial limbs are made with plastic reagents and light aluminium alloys. Each prosthetic limb has three parts – the energy storing part like foot or palm, the socket that is attached to the disabled limb, and the pylon that connects the two. These typically take two days to make, before they are aligned, assembled, and fitted. Gait training takes a week or so, during which adjustments are made to the prosthetic as required. In about three weeks, the person is mobile again. At the workshop where their lives were rebuilt again sit Dayashankar and Sunil, from Sidharth Nagar and Pratapgarh respectively, some 100-odd km away. Thick friends and classmates who did everything together, they never anticipated that they would one day have their legs amputated below the knee at the same hospital following an accident.

After a month in despair, one of them went to NFNDRC, and said he would go in for an artificial leg only if the other got one, too. Days later, on an emotional day for the staff, the friends started walking again within a few minutes of each other. Says Sunil, “There’s nothing that we cannot do. We even ride bikes.” Adds Dayashankar, “And we’re going to continue studying together for as long as we can.” Their friendship, like their future, is as strong as ever. The service statistics of NFNDRC have added up to make a magnificent picture: It has received close to 35,000 patients till date, and given out 1,000 tricycles, 250 wheelchairs, 483 artificial limbs and splints, 650 crutches, and 650 hearing aids. Besides, it also provides training and free education, taking the help of teachers, students, anganwadi workers, and ASHA (Accredited Social Health Activist) staff to spread awareness about the benefits available here.

The social work activities by Tanda go beyond the NFNDRC, reaching into Ayodhya. Ghanshyam, a visually challenged youth from a farming family from nearby Darshan Nagar, recently stood for the panchayat elections in his village, campaigning door-to-door. He didn’t even come close to winning, but he is so sure of making a difference that he has written to the authorities for a paved road, and to upgrade his village’s primary school to a secondary one. Ghanshyam is one of 25 students at the Sri Ram Awadh Anndh Gyan Vidyalaya, which has been showing the way forward to blind youngsters, unofficially since 1998, before getting formal recognition in 2003. Fittingly for the temple town of Ayodhya, the school started out in a temple before it was built on a piece of donated land. Since 2006, Tanda has supported this Anndh Vidyalaya, adding infrastructure and taking care of all expenses.

The only school for the blind in a 200-km radius, it provides education, food and lodging, as well as schooling until Class 8. The school helps interested students write the class 10 and class 12 board exams at a nearby school. Braille books are available up to Class 12, besides Braille slates, Braille typewriter, and even a device where audio books can be saved.

Surveying his students with pride, caretaker Anil Singh, who with his family has dedicated their lives to the students' upbringing, explains the challenges. He recalls the instance of a student who is no longer at the school. "His parents came and took him away, saying education is of no use to the blind. That child is now begging at temples," he says, holding back tears. In the common class, run by teacher Shivshankar Tiwari, who is himself blind, heads move in unison to the slightest sound. Tiwari is a singer, philosopher, poet, and dholak player too, even giving music lessons in the evenings. He is driven by the desire for his wards to do well in life, even as his efforts leave him with no time for his own passion for poetry.

As the gaily-coloured e-rickshaw pulls up silently inside the tree-lined hospital campus at the NTPC Township in Korba, Chhattisgarh, Jagdish Chauhan steps out of the driver's seat with a smile that belies the fact that he is an amputee. A day before New Year's eve in 2015, he lost part of his right leg in a bike

5. *Helping hand to many: The rehabilitation centre at Korba provides prosthetic limbs free of cost to five people each month*
6. *Crippled no more: Hemkumar Sahu lost his leg in a bike accident in 2015 but the Korba centre has helped him return to a normal life*



5



6

accident. But he does not have the air of a hapless victim; rather, he is confidently moving about on his prosthetic leg and earning his livelihood, all thanks to the CSR activities of Korba. The rehabilitation centre run by the NTPC Foundation at Korba provides prosthetic limbs free of cost to five people a month, on average.

Like Chauhan, who lives 25 km away, the needy come to the centre from miles away. The centre conducts a four-day survey each month in villages within a 40-km radius to identify those who need help. Pickup by ambulance is arranged, as are food and accommodation for those who may need to stay overnight. All of these are provided free of cost to anyone who walks in through the centre's doors, seeking help. The e-rickshaw that Chauhan drives was gifted to him by the NTPC Ladies Welfare Association as part of its efforts to rehabilitate him into the mainstream with a proper livelihood. Stories of renewed hope abound at the centre, the walls of which have seen tears of misery turn joyous when people can move their limbs again.

Indu Chandra's shy smile is captivating. It comes as no surprise when one mistakes her for a bystander who has accompanied a patient. Everything about her, from her neatly-parted hair to her brown shoes, smacks of perfection. It is indeed a shocker when one realises that her left leg is a prosthetic one. The 25-year-old lost her limb in a freak accident in 2010 while on a family trip from Korba to Bilaspur when she fell off the train. Chandra is now a homemaker and quick on her feet. "I can do everything without a hitch," she says, proudly showing off her prosthetic leg. "It hurts a bit when I travel a lot but otherwise, this leg is just perfect."

For Hemkumar Sahu, a bike accident in 2015 cost him a leg as well as his livelihood. A coal truck hit him when he was returning home from work. "The Korba Disability Rehabilitation Centre took care of my treatment," says Sahu, who is awaiting the verdict of his accident case from the Motor Accident Claims Tribunal. One consolation is that he does not have to worry about his children. His three sons have completed their graduation and are employed. Sahu, who lives in the rustic Indira Nagar Colony in Korba, initially went as far as Hyderabad and Mumbai to get a prosthetic limb. It was in 2016 that he started coming to NTPC's rehabilitation centre. "The activities at this centre are nothing short of wonderful," says Sahu. "No matter what issues we face with our prosthetic limbs, we can go to the centre and get it repaired for free." An orthopaedic surgeon heads the small but efficient team at the centre, consisting of a prosthetic and orthotic engineer, technician and a physiotherapist, and the centre exclusively sources ISO-certified raw material for the limbs.

In Vindhychal, in neighbouring Madhya Pradesh, the white building with colourful pictures and cheerful, motivational words make Asha Kiran seem like just another school. But, surprisingly, silence reigns supreme, even during breaks. Hearing impaired children are being taught here since 2002. Principal Poonam Srivastav, 42, appears to be suffering from a serious case of dandruff until she explains, "Chalk is everything here. We need to write everything on the board; that's how we make ourselves heard!" During class, both teachers and



students write on the blackboard with practised ease.

Srivastav bubbles over with pride as she shows off the beautiful artwork made by the children. She stresses that the children are extra talented in arts, and even dancing, though they cannot hear music. She absolutely bursts with pride when standing beside an award won by her wards. “My children have won prizes in chess, volleyball, running and more, at the district hearing-impaired athletics competitions,” she says. Asha Kiran provides stationery, books, uniforms, and even cycles to those who come from afar, and the education comes free. What is more, the track record is outstanding when it comes to results: 20 students have cleared their Class 10 exams and a dozen are writing it this year. Among the alumni are graduates, teachers and entrepreneurs.

Ruby Shah is a 12-year-old in Class 8, who almost does a double-take when her teacher asks her if she will stay home after she finishes school. In animated sign language, she says she will study further and get a job. All the students are very expressive as they try to get their point of view across. They wave hands, shake heads vehemently, and even slap foreheads as they express their hopes and ambitions. All of them love school, and studying further at a popular school for the hearing impaired in Indore is an ambition for most.

Some want to become teachers, while a few want to work with computers. Thanks to Asha Kiran, all of them believe that their future is as bright as everybody else's. All of which make NTPC's initiatives a beacon of light for the differently abled.

7

7. *Young minds at work: Hearing impaired children are taught at Asha Kiran, NTPC's initiative in Vindhyachal*

8. *New-found confidence: Students of Asha Kiran have more self esteem now, thanks to the unique training being provided*



8



Bongaigaon

North-East's new buoyancy

A once-sleepy agricultural town has awoken to a new future



Bongaigaon



1



2

1. *Everyone's cuppa: The Bongaigaon-Kokrajhar project has given a makeover for the entire region, which has traditionally been an agri economy*
2. *Proud of Muga silk: Women at the silk production centre are aware of the patterns that appeal to customers*

As the river Ai meandered through Assam's Kokrajhar district for decades, the residents on its fertile banks were largely content with the agricultural produce that the land delivered, including rice, tea and assorted other crops. A refinery changed the landscape all of a sudden, and was followed by the Bongaigaon-Kokrajhar 750 MW thermal power project, whose first phase was commissioned in 2016. That provided the game-changer for the entire region. A mere one year since then brought a surfeit of change to the local community, nudging them to embrace a new future that promises education, jobs, financial stability and myriad other possibilities.

From upgrading local roads and constructing new bridges to supporting technical training of youth and promoting sericulture, Bongaigaon-Kokrajhar has virtually reconfigured the locality's once-staid development

paradigm. Youth of all hues appear to have welcomed the new opportunities. Says 25-year-old Sanjeev Kumar Ray, a fitter trainee at the Industrial Training Institute: “I had always dreamed of taking a career other than agriculture, and the ITI course here has come as a blessing”. His colleague at the ITI, Dwishlung Brahma, 23, shares the same feeling: “Electrical work was always close to my heart and this ITI has brought it within arm’s reach for me, where I have to pay only Rs 50 per month”. Ray and Brahma are among 200 trainees undergoing courses in fitter, electrician and welder professions at the Salakati ITI in Kokrajhar district.

Not very far from the ITI, some 50-odd women farmers are all ears as M. Shankar, joint director of the Central Silk Board, is delivering a lecture on the nuances of sericulture, at a centre supported by Bongaigaon-Kokrajhar. The women – mostly Bodos, and a few from the Garo tribe who have long settled in Kokrajhar – are all sericulture farmers, but they have taken pains to attend the five-day workshop on sericulture because they are keen to outdo themselves in their sericulture activity.

The audience sharpens its combined focus when Shankar touches upon the subject of Muga silk, the exquisite silk that sericulture players in Assam take pride in. Of the four popular silk varieties – Muga, Eri, Tasar and Mulberry – Muga stands out for its quality and fetches the best price. Says Sombara Basumatary, one of the sericulture farmers attending the workshop: “My family has been into sericulture for generations, and therefore I have deep-rooted knowledge about the sector. But by attending this





3. *Path to prosperity: The newly laid Salakati-Basugaon road is a blessing for mother, son and everyone*

4. *Goal-setting project: This football ground is a magnet for local youth wanting to hone soccer skills*

workshop, I have come to learn many new things, particularly in the area of disease control.” In an adjoining room Laxmi Brahma, Raheswari Boro and Prafulla Kalita are busy in reeling and weaving activities that involve meticulously getting the silk threads out of the silkworms, reeling them and then weaving them into ethereal patterns that catch the fancy of customers not only in faraway Guwahati, but in cities around the world where Muga silk has its staunch admirers.

“It’s widely called the golden silk variety, and rightly so”, says Shankar and the women sericulture farmers nod in agreement. Adjoining the training centre, is a farm that grows som and soalu trees whose leaves are fodder for the silkworms that provide the Muga silk thread, which complements the company’s overall support to the proud Assamese heritage of Muga silk production. Significantly, with the commissioning of the first two phases of the Bongaigaon-Kokrajhar project, the ripples of development have reached a wide spectrum of the local community, including youth and even small children.

Says Ajahar Ali, 19, who runs an electric auto-rickshaw service: “The roads used to be really bad, and used to remain broken for most of the year. The development of the Salakati-Basugaon road is a great help for drivers like me”. Besides the 8-km Salakati-Basugaon road, Bongaigaon-Kokrajhar has also developed the 13-km Basugaon-Kashikotra road, built a community centre, constructed compound walls for a number of schools in the locality, and supported the development of a football ground where local boys make themselves busy in the evenings.

While knocking around a soccer ball in the ground, Garga Boro, 20, says he is privileged to have a ground in his neighbourhood to hone his football skills. His younger playing mate, S. Borgoyary, a Class 9 student of the Salakati High School agrees even more strongly: “I practice at school and I get additional time to practice here. I am in the school football team”. As he sends a strong header towards his practice partner, the ball floats high in the air in a trajectory that also seems to reflect the climbing fortunes of Bongaigaon-Kokrajhar.



Lalitgiri

Shedding light on our heritage

**Well-maintained remnants, relics and ruins are tributes to a
glorious past and inspiration for future generations**



Mandu



1. *New paths: At Lalitgiri, NTPC has helped set up the paved walkway reaching up to the stupa, the parking lot and restroom facilities for the visitors*

If a nation's cultural heritage shapes and reflects its values, beliefs and aspirations, preserving it reflects the nation's commitment to those virtues. It is also a promise to itself to continue to be a melting pot of generations keeping those virtues alive. In India this becomes even more vital, considering the patchwork quilt of pluralism that its many cultures represent. India's vibrant handloom sector, the nation's largest unorganised economic activity after agriculture, is a perfect example of a tradition that needs to be sustained.

Amid a long stretch of plains and an elegant cluster of stupas, forts, palaces and temples sits Madhya Pradesh's Chanderi, a hub of handmade silk saris with ethnic motifs. Despite its century-old weaving tradition, in the recent past, the cluster had undergone a silent decline, as it largely remained untouched by current trends in design and product development. NTPC, which has a substantial presence in Madhya Pradesh through its

largest operating station at Vindhyachal, joined hands with the Department of Industrial Policy and Promotion, GoI and the Madhya Pradesh government to enhance the competitiveness of the industry by providing quality infrastructure through public-private partnership under the Industrial Infrastructure Upgradation Scheme (IIUS), of the Government of India.

Under this scheme, a Handloom Park for weavers has been set up in 4.19 hectares through the Chanderi Development Society for Handloom Weavers (CD-SHW). The project includes developing a common facility centre, comprising a weaver work station for 240 weavers with space for raw material, pre-loom and post-loom facilities, testing lab, and a promotion and display centre or trade facilitation centre.

The Handloom Park is self-contained and the weavers will also be provided training in current trends in design, product development and marketing, thus going a long way in promoting livelihood for economically weaker sections in addition to preserving and promoting the traditional handicrafts in the country.

At the other end of the cultural spectrum lies the delicate task of reading our history from remnants, relics and ruins and conserving our artefacts and monuments. In Odisha's Lalitgiri lies one such historic Buddhist site which, along with Ratnagiri and Udayagiri, forms what is known as the 'Diamond Triangle'.

The ASI team estimates that the Lalitgiri site was occupied from around 1 BC to 13 AD. The site is re-



2. *History beckons: Vikramshila was one of the important centres of Buddhist learning in India, alongside Nalanda*

3. *More than streetlights: The powerful high-mast lights at Shree Jagannath Temple, Puri, have been funded by the NTPC*

nowned for its marvelously crafted stone structures, including many renditions of the Buddha. The site was ill-equipped to deal with the large number of visitors and ASI was lacking funds to develop the same. This was where NTPC stepped in, for setting up the required facilities, like the long paved walkway reaching up to the stupa, the parking lot and restroom facilities for the visitors.

The same concern is shown by the company in lending a hand to protecting the historic monuments at Vikramshila in Bihar and Mandu in Madhya Pradesh.

At Mandu, the conservation work has ensured that the architectural skills that flourished under the Mandu kings are preserved well, including the tomb of King Hoshang Shah who shifted his capital from Dhar to Mandu. The conservation work at Vikramshila involved resetting of the bricks in lime mortar as per original construction. For the benefit of visitors, a drinking water kiosk has been set up, and differently-abled visitors now have ramp access.

Not too far lies the bustling temple town of Puri, home to the famed Shree Jagannath Temple. The temple often grabs headlines for its annual Rath Yatra or chariot festival, in which its deities are pulled on heavily decked, huge temple cars.

As darkness falls, this busy area would have lost some of its energetic vibe, if not for the powerful high-mast lights installed by NTPC. For the numerous visitors to the Puri Temple, these lights are a blessing after dusk. More importantly, the effort to put up these lights is also helping an entire nation focus the arc lights on its own glorious past.



3



Being the complete employee

**How service orientation at corporate level rubs off on staff
and positively influences the public**



Badarpur



1

1. *Making dreams come true: Trainees pick up the nuances of dress making in Badarpur*

Corporate social responsibility has become standard business practice for corporates of the 21st century, but not all organisations have their employees going up front and putting their own money, time and other resources to social causes with the same spirit shown at the corporate level. That is what E-VOICE fraternities do across the country – getting colleagues to pool their own time and resources to accomplish community development initiatives for local communities that complement what the company does on a larger canvas at the corporate level.

E-VOICE is the abbreviation for Employees' Voluntary Organisation for Initiatives on Community Empowerment. That is a long name, but the gist of it is captured by the simple four-letter word, love. At the Badarpur unit, E-VOICE oversees a range of vocational training courses spread within the unit's premises and across



2. *Happy to be here: Hemalatha makes her emotions clear about being at the training centre*

3. *It's all about collaboration: Kajal Singh and Priti Singh take turns learning the nuances of make-up*

the neighbourhood. Part of the Badarpur unit premises is abuzz with vocational training classes where qualified instructors give training in tailoring and dress designing. Another class provides literacy classes for boys and girls who cannot be regular at school.

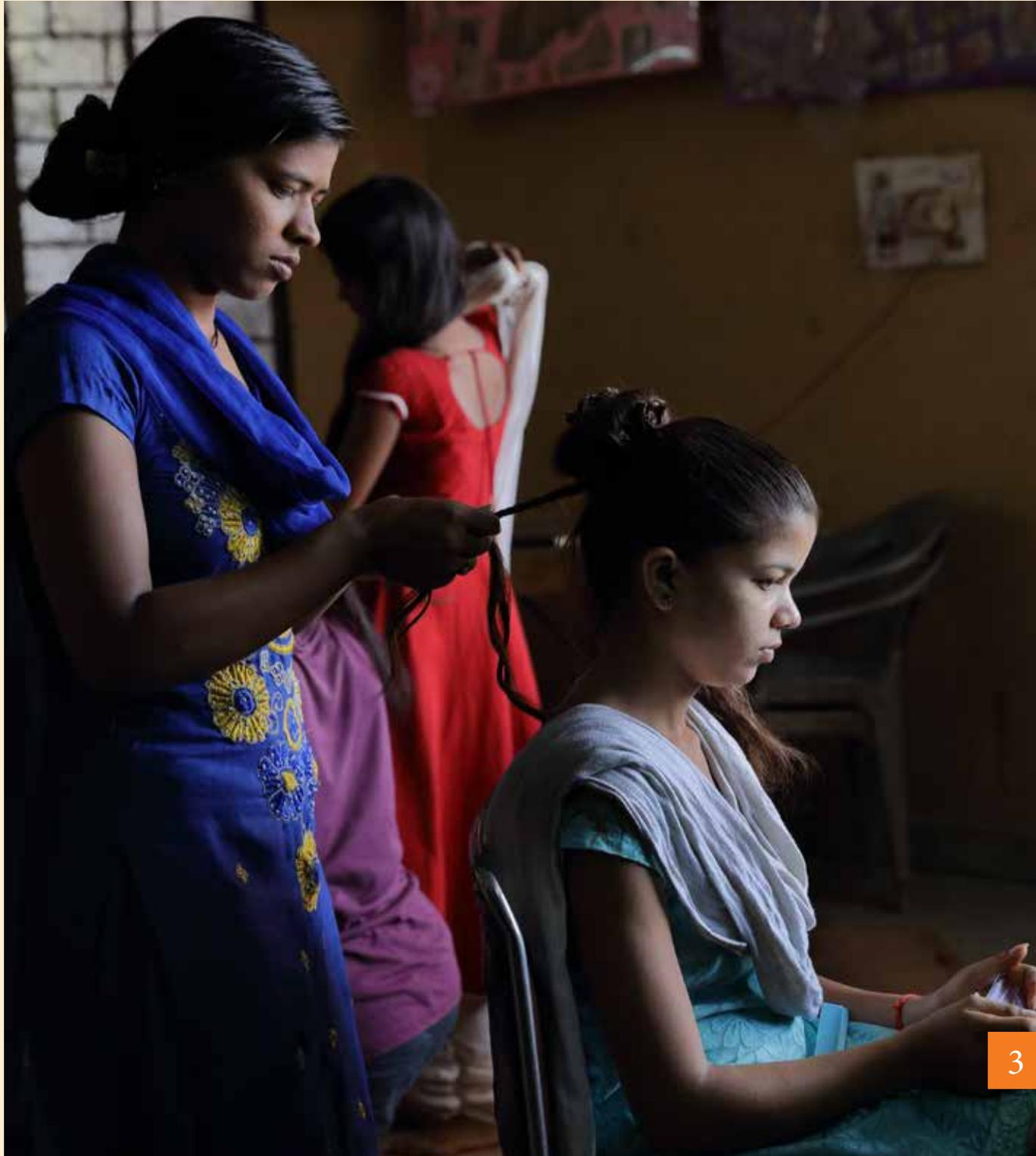
The trainees at the E-VOICE centres are upbeat about their prospects. Says Ranju Maurya, who is into her final year of graduation, and is already making ladies' suits for Rs 250 per piece. "After the course, I'll head straightaway into business", says she, oozing confidence about her dress-designing skills. Many of Maurya's colleagues have the same spirit, like the enterprising Gazala Khan who has already managed to sell four ladies' suits even as she is learning the ropes at the E-VOICE training centre at Badarpur.

The trainees work under the watchful eyes of experienced instructors like Vimala Das and Rekha Sharma who impart skills in basic fabric cutting and dress designing respectively. At the CISF township nearby, Samprati E-VOICE runs a craft-making and dress-making course, while the Molarband village nearby sports a primary health centre overseen by E-VOICE that caters to the basic health needs of the local villagers. In the adjoining Mitapur village, E-VOICE organizes beautician & healthcare and dress making courses, which are made use of by 25 trainees each, in two batches.

Far to the south of the country, at Kayamkulam where backwaters in the vicinity provide an idyllic backdrop to the NTPC unit, the Samunnathi E-VOICE members are involved in a range of community development initiatives ranging from organizing ayurvedic medical camps and eye camps, to running skill development courses including motor driving classes for men and women, and tailoring classes for women. Samunnathi now covers such areas as giving talks to girl students in schools about menstrual hygiene, and getting expert psychologists to discuss with students the gamut of issues related to exam psychosis.

Of all the activities that Samunnathi indulges in, some of the seemingly minor ones are the ones that in fact stand out for the positive emotions created. For instance, Samunnathi members have cleaned up a median on the highway near the Kayamkulam unit, and planted flowering plants along the median. What was once a weed-infested and unpleasant sight in the middle of the highway has been turned into pure delight for travelers and pedestrians on both sides, with multi-hued flowers brightening up the median and the minds of the local residents. "It may appear to be a small thing, but it does make a difference", say members of Samunnathi.

E-VOICE activities abound in different parts of the country. At Rihand, 'Chetna' provides art and craft training to produce items out of bamboo as well as training in other livelihood activities like masala-making, the 'Navodaya Mission' works in the area of primary education in villages, focusing on improving the quality of education and gives coaching to poor students, the 'Malviya Mission' reaches out to poor students in villages



in the area of primary education, and the 'Prayaas Ek Nayi Shuruwat' focuses on improving quality of education besides imparting training in apparel making, crochet and painting.

At Farakka, 'Disha' involves itself in art and culture activities for residents in nearby villages, while 'San- ket' involves in promoting sports and games among the villagers. At Mauda, 'Upay' works in the primary education sector in local villages and gives training in different crafts, and in running a mobile library in order to help people identify their own livelihoods, and at Kahalgaon, the 'Chetna Swayam Sevi Sanstha' focuses on improving quality of education among village students besides emphasizing on protection of the environment.

E-VOICE is active across many other stations, too, that includes 'Malviya Mission' at Unchahar, 'Samar- pan' at Singrauli, 'CRECHE' at Ramagundam, and 'Shraddha' at Talcher Thermal. What matters is that the hundreds of crores of rupees that the company invests in corporate social responsibility activities not only improves the lives and livelihoods of numerous people around the country, but it has also helped de- velop among its employees themselves an urge to be responsible individuals in their own right and serve the society in whatever way they can. That, after all, ought to be the sum, substance and purpose of at- tempting to be a responsible corporate citizen.

On record

It isn't the size of projects but the fullness of heart that matters

NTPC the corporate citizen is as ubiquitous as its units are. From Faridabad to Farakka, Kayamkulam to Kawas and from Ramagundam to Rihand, there is an NTPC initiative in promoting the cause of the immediate society around each of its units. Here is a brief index of some of the notable activities at multiple centres across the country. These initiatives are as versatile as they are worthy in their utility to the community around.

Across the country, NTPC's CSR activities encompass more than 450 villages positively affecting the lives of more than 15 lakh beneficiaries.

- **Anta, Rajasthan:** Toilets constructed under Swachh Bharat; Awareness campaigns through puppet shows; Open defecation-free village; Mukhyamantri Jal Swawlamban Abhiyan project
- **Auraiya, UP:** Community festival; Programme for preservation of local culture
- **Badarpur, Delhi:** Preventive health check-up for local community; Training for beautician course, tailoring, fashion design and for handicrafts from jute; English-speaking and personality development programme
- **Dadri, UP:** Promotion of rural education; Solar street lighting; Reverse osmosis plant
- **Darlipali, Odisha:** Mobile science laboratory; Mobile health clinic; Solar street lighting; Initiative for preservation of tradition and culture; Toilets for individual households; Deepening of ponds
- **Dulanga - Coal mining, Odisha:** Drinking water facility with solar pump; Modern village at Kalamegha; Solar street lighting in villages
- **Farakka, Bengal:** Training for readymade garment making; Primary health check-up camps for elderly; Study materials and uniforms for primary school children
- **Faridabad, Haryana:** Skill development for women in beautician course and tailoring; Computer classes; Arts and crafts training
- **Jhanor - Gandhar, Gujarat:** Village health camps; Livelihood support for farmers through innovative agricultural practices; Quality circle movement in local schools
- **Kawas, Gujarat:** Toilets for marginalized sections in Mora village; Skill devel-

opment for women

- **Kayamkulam, Kerala:** Sanitary napkin vending machines and incinerators; Mobile medical units in coastal villages; Skills training for women; Support to local women's polytechnic; Ayurvedic medical camps and eye camp; Motor driving classes and tailoring classes for ladies
- **Koldam, HP:** School building; Sholi solar light project; Drinking water project in villages; Setu bridge construction; Free power to project affected families
- **Korba, Chhattisgarh:** Mobile health clinic – Mission Health on Wheels; Disability rehabilitation centre; Support to Pahadi Korwa tribal students for higher education; Support to youth for football training
- **Kudgi, Karnataka:** Road construction; Additional classrooms for village schools; 24x7 ambulance service; Sponsoring village students to government ITI
- **Lara, Chhattisgarh:** Setting up IIIT at Raipur; Skill development
- **Mauda, Maharashtra:** Training through government ITIs by creating special batches; Support to self-help group; Infrastructure development
- **Meja, UP:** Conservation plan for Black Buck (Antelope cervicapra); Vocational training to youth
- **North Karanpura, Jharkhand:** Mobile health clinic; Drinking water facility using solar pump; Solar street lights and high-mast lamp; Mega medical camp; Sponsorship of village students for ITI and B. Ed education; Furniture for government schools; Solar lantern distribution; Tricycles to Divyangjans
- **Pakri Barwadih - Coal mining, Jharkhand:** Skill development; Rural infrastructure; Education; Mobile health clinic
- **Ramagundam, Telengana:** Recruitment training for police/armed forces; 'Health is Wealth' programme to support local community through Government Area Hospital; Drinking water facilities/RO plants for villagers; Solar street lights and rooftop solar panels

- **Rihand, UP:** Women empowerment and capacity building programmes; Support to local farmers in innovative agriculture practices; Education, livelihood, vocational training
- **Simhadri, AP:** Skill development for rural youth; Artificial reef; Turtle preservation; Solar rooftop system
- **Singrauli, UP:** Reverse osmosis plants; Adult education; Mobile health camps; Public toilets; Integrated piped water supply scheme; Solar street lights; Renovation of primary health centre; Skills training
- **Sipat, Chhattisgarh:** Community-based drinking water solutions and RO plant; Water ATM; Centralised solar plant; Support to Baiga tribal community; Support for 500 youth annually under Mukhyamantri Kaushal Vikash Yojana; Utilisation of organic waste
- **Solapur, Maharashtra:** Rooftop solar system in schools; Vocational training; Solar high-mast lamp; Water ATM; Piped water supply
- **Talcher Thermal, Odisha:** Masala making; Vocational training, livelihood
- **Tanda, UP:** Work related to rehabilitation of PWDs; Support to Andha Vidyalaya Ayodhya; Health care; Support to village primary education
- **Tapovan, Uttarakhand:** Support to Chamoli Women's Polytechnic; Skill development
- **Unchahar, UP:** Solar pump-driven drinking water in villages; Vocational training
- **Vindhyachal, MP:** Asha Kiran School for differently-abled children; 'Super 30' free coaching for underprivileged students appearing for engineering and medical entrance examinations; Community toilet; Anganwadi Kendra; Mobile health clinic; Overhead water tank at Navjivan Vihar; RO plant; Construction of roads



A Maharatna Company

**NTPC Limited
NTPC Bhawan,
SCOPE Complex, Institutional Area, Lodhi Road,
New Delhi - 110003
www.ntpc.co.in**