



## Corporate Social Responsibility and COVID-19 Endeavours of NTPC-A comparison of Employees and Community Perspective

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**Abstract:** It is an established fact that Corporate Social Responsibility is positively correlated with economic development. With the announcement by the government that any amount donated by companies in support of the fight against COVID-19 will qualify as CSR, a majority of the companies either contributed to the PM CARES Fund or for various other purposes that contributed to protecting health and preventing hunger of the affected. Corporates look it as a plank to create for it the image of a true corporate citizen, the community and government sees it as an instrument for economic and social development. The success of any community development endeavour is dependent upon how the same is perceived by community. If the community thinks of it as the company speaks about it the CSR endeavour may be treated as successful. The present study has made an attempt to see CSR endeavours of NTPC, India's largest power utility are thought of us similar by community as the same are preached by its managers covering its COVID aspect of development.

**Keywords:** Corporate Social Responsibility (CSR), NTPC, Corona Virus Disease 2019 (COVID-19).

### I. INTRODUCTION:

Corporate social responsibility (CSR) has become the dominant portrayal of every business. Under section 135 of companies act 2013, CSR is self-governing model for a firm which made a firm accountable towards its customers, shareholder and society and applies to every company, holding, subsidiary and foreign company. Section 135 is one of the revolutionary provisions which clearly prescribe guidelines about CSR such as its various social initiatives, applicability criteria, expenditure, CSR policy, & projects and it's reporting in annual reports. On the basis of CSR provision, social spending and it's reporting have become compulsory for those companies who are fulfilling the applicability criteria implemented from 1 April 2014. This table showing contribution of CSR activities of NTPC in year 2020-2021.

### Key Highlights up to 23.05.2020

<b>Initiatives</b>	<b>Contribution to</b>	<b>Amount</b>
Contribution of Company	PM CARES	Rs 250 Cr
Salary Contribution by Employees	PM CARES	Rs 7.50 Cr
Financial & other Support for Medical Equipment, PPEs, Masks, Food packets etc (extended /committed)	Distt.Admin./Health & Other Authorities	Rs 12.30 Cr.
Preventive & Relief Activities, undertaken /committed	Initiatives by various Units	Rs 6.44 Cr.
Budget earmarked for Medical Equipment, PPEs, Masks etc	CC Budget	Rs 3 Cr
<b><u>OTHER INITIATIVES</u></b>		
Isolation Beds created	At 45 Project Hospitals/Health Units	192 nos
Hospitals established /supported by NTPC for utilization by local authorities	i)Badarpur (made ready) ii)200 bed Covid Care Center at Sundergarh (Odisha) iii)120 bed Covid Care Center in Bhadrak (Odisha).	3 nos

Table-1

### Some of the Recent Activities:-

- NTPC Khargone handed over a cheque of 14.69 lakhs to Collector Khargone towards running of community kitchen at Sanawad and Barwah. Further, 3500 face masks were also handed over to Collector Khargone in the presence of SP Khargone.
- NTPC Anta handed over liquid hand wash, masks and sanitizers to District Administration.
- 100 Nose Masks and 20 Hand Sanitizers were handed over to President, Sundargarh Press Club for distribution amongst its members by NTPC-Darlipali.
- 200 mask distributed to needy villagers & 100 mask distributed to Members of Kaniha Press Club. In addition 200 KG of Chuda or Poha & 100 Kg of Sugar distributed to needy villagers.

The responsibility a business has is to increase its profits, leading to the profit in due course in capitalist society. However, later when the businesses began to realize the importance of being socially responsible, the business motive was redefined as the weapon of wealth maximisation and sharing the corporate wealth among the beneficiaries like suppliers, community, environment, shareholders, society, employees and customers. This is the diversion of business more for social concerns. A business have to give more focus on its corporate social responsibility as well besides giving full consideration to the quality of work and operation management. Due to COVID government decided that any amount donated to PM Care Fund considered as corporate social responsibility of firm.

In India, Public sector companies played an important role in industrial and economic development and significant role in gross domestic product development. Role of these public sector companies especially maharatna, navratna and miniratna is well known in the economic development. They are having incredible financial results which support the Indian economy's health. This study is an effort to check that these public companies performed in terms of social responsibility also. The actual contribution of NTPC one of the public sector company during COVID pandemic for CSR activities and opinion of its employees and local public towards its performance. NTPC also took all steps required for COVID 19 safety like- cleanliness, social distancing, self-awareness, medical facility, sanitation, mock drills in hospitals, sanitization of various power plants, establish washbasin at various working places also. NTPC also used some social media handlers and internal communication dialogue SAMVAAD like - INTRANET etc. by use of which they try to aware their workers and their family. Service of 192 Isolation beds in hospitals were also provided by NTPC. This paper concluded about the actual and recorded performance by interacting with employees, workers and top management of NTPC and people living around the local area. These are some important steps taken by NTPC during this pandemic for its internal i.e. workers and various heads as well as external parties various stakeholders and general public. This pandemic tough various corporations the importance of social work also that can help in the future progress of the company in future. Instead of downfall in trade except the IT industries every corporation still perform a major role to cope up with this situation easily.

The study evolve around the performance of NTPC during COVID and its corporate social responsibility. Being the largest power utility in India, NTPC has focused on India's growth. Adhering to its vision, NTPC's activities focused on healthy, hunger & malnutrition skill development, education, eradication of poverty, women empowerment, income generation targeting farmers, Swachh Bharat, etc. They aim at providing a healthy living with proper sanitation and safe drinking water. Guided by the mission, "Develop and provide reliable power, related products and services at competitive prices, integrating multiple energy with innovative and eco-friendly technologies and contribute to the society," they aim at enhancing India's growth. Their commitment to growth and development achieve through their development projects & approach towards lifting its operations. NTPC'S all CSR project has been customized as per the local needs: need assessment surveys act as a guide while village development advisory committee, rehabilitation and periphery development advisory committee, public representative etc. help in understanding what the community needs.

## II. REVIEW OF LITERATURE:

**Mehmudet al. (2021)** examined the business response to covid 19 pandemic to provide support to its shareholder, employees, workers, customer, community and society through CSR activities. The analytical exercise was carried out by contemporary phenomenon by multi-items data sources such as letter to shareholders, press release, newsletters which included the top 25 (the sample) corporation of the 100

best corporate citizens-2019 (the population) and respective websites on internet. The study has concluded that during the COVID-19 pandemic companies focus on building relations between customer, corporation and community. It will have significant implication on duty towards society and future on CSR as to handle disaster like COVID-19 pandemic.

**Dubey (2017)** studied the CSR activities performed by NTPC and corporate social responsibility of top 10 companies. The analytical exercise was carried out by taken into account past two years data. The paper revealed that NTPC is performing best in every filed of CSR and reserved place in top 10 list in both years.

**Singh (2017)** examined the corporate social responsibility of National Thermal power corporation (NTPC). The study used data collected through NTPC website and annual report of the company. The study concluded that NTPC is best performing all its CSR activities and having effective CSR mechanism process.

**Harris (2020)** examined the Covid-19 pandemic provide opportunity to business to contribute more in CSR and towards social & environmental challenges. The study used research on the various questions- what could be the long-term impact on CSR, what are the opportunities and challenges for CSR in the long run post-coronavirus and will an outcome of this pandemic be an increased incorporation of social and societal issues into our driving philosophies. The study concluded that the pandemic provides great opportunities for firms to actively involved in CSR activities during the crisis, and potentially offers a new era of CSR development in the long run.

**Talliet al. (2018)** emphasized to analyze the NTPC (National Thermal Power Corporation) and its CSR activities. The analytical exercise was carried out by a board-level committee with an independent director right from 2004 and transparent assessment and evaluation are taken up through credible external agencies for gauging impact of these initiatives. It was found that NTPC has been making huge efforts to integrate CSR activities in its business operations.

**Mattenbet al. (2021)** conducted the study with four key areas where CSR research has been challenged by COVID-19 – stakeholders, societal risk, supply chain responsibility, and the political economy of CSR – and propose how future CSR research should be re-aligned to tackle them. The paper revealed that CSR is associated with going beyond the instrumental version rather than boxed into some conceptualized segment of CSR.

**Jeyachitraet al. (2020)** examined the various leading companies CSR activities in this pandemic period and various practices of CSR of Indian industries. The analytical exercise was carried out by various online secondary information sources and descriptive report has been done in order to demonstrate the various CSR activities followed by companies in India. It was found that corporation had taken various CSR activities and it help them to create good image and goodwill in the mind of their existing as well as new customer.

**Hazarika (2012)** highlighted that key elements of CSR that affect the complexity of creating various perspectives for target audience with special reference to the approach of Oil India Limited (OIL) and Indian Oil Corporation Limited (IOCL) – two of the premier national oil & gas sector companies - to CSR. The study concluded that CSR has become an often used corporate jargon, which is still in the process of evolution in terms of different perspective from different target audience.

**Koli and Mehta (2020)** discussed the various definitions of CSR focusing on scope of corporate social responsibility by studying the CSR of last few years. The study used various qualitative analysis of CSR practices opted by companies operating in India. The paper revealed that CSR is now presented as a comprehensive business strategy.

**Vethirajanet al. (2020)** conducted a study the effect of CSR practices opted by companies and its impact on business. The study has analyzed that Top companies CSR activities in pandemic and these activities helped the companies to build positive image in the mind of its customers.

### **Objectives:**

The study seeks to attain following objectives:

- To see how the employees of NTPC rate its Corporate Social Responsibility activities endeavours during COVID situation.
- To see how the community at large view NTPC's endeavours aimed at its development in pandemic situation.
- To find out if employees and community of NTPC keep similar opinion about its Corporate Social Responsibility endeavours.

### **Hypothesis:**

Keeping in mind objective of study following hypothesis has been tested:

Ho = There is no significant difference in the opinion of employees and community of NTPC concerning effectiveness of corporate social responsibility programmes.

### III. RESEARCH METHODOLOGY:

To see how the managers and employees view CSR endeavours of NTPC and whether their views commensurate with each other, a self-structured and pre-tested questionnaire has been administered on employees and community members. Questionnaire includes ten statements derived after administering factor analysis on initial thought statements. The sample includes 50 employees of NTPC working at the level of manager and above. Similarly 100 community members chosen on basis of judgement of the researchers have constituted community sample.

The data so collected have been analysed using t-test to see whether community members keep a same opinion about community development endeavours as company's managers keep. Doing so effectiveness of CSR activities has also been judged.

### IV. FINDINGS AND DISCUSSIONS:

This section comprises the results of data analysis in detail. The main objective of the study was to measure the gap between the perceptions of employees and community members towards the Corporate Social Responsibility activities of the NTPC. Gap has been analysed using independent sample t-test where community members and employees have been considered as the independent groups and p-value corresponding to the t-value shows the significant or insignificant difference in the perceptions of both the groups.

**Table 2: Results of Gap Analysis**

Statements	Employees		Community		T-value	P-value
	Mean	S.D.	Mean	S.D.		
NTPC is genuinely representing their stake in economy	5.80	0.880	6.40	0.756	10.905	.000
NTPC is leveraging scale to benefit society during COVID crises.	6.48	0.504	4.53	0.744	16.684	.000
Implementing Written Community Development Initiatives in Letter and Spirits.	6.68	0.512	4.12	0.987	17.188	.000
Dedicated Staff for Community Development	6.40	0.606	4.55	0.625	17.433	.000
Community Development tends to keep community in happy frame of mind.	6.42	0.498	4.76	0.726	14.527	.000
Organisation is fostering employment in the organisation	6.30	0.580	4.41	0.865	13.940	.000
NTPC increases life expectancy rate of community.	5.94	0.585	4.35	0.828	11.800	.000
Community would like organisation continuing in area.	6.70	0.505	4.17	0.766	24.154	.000
Organisation join hands with government to improve life of people.	6.30	0.788	4.35	0.743	14.540	.000
Organisation is a true corporate citizen.	6.48	0.838	4.12	0.782	16.609	.000

**Table-2**

- Following prominent conclusions can be drawn from the survey results as depicted in table 2 There is a significant difference in between employees and community perception concerning how these two stakeholders implement written initiatives in letters and spirits of NTPC during COVID situation. Whereas, employees with a mean score of 6 plus (out of maximum 7) on all chosen parameter have been found pretty convinced that community development are attaining their motto, community at large has been found more restrained with means score of 5 minus in giving extremely high rating to the organization.
- In spite of lower ratings than what employees have given to NTPC on effectiveness of community development, community has expressed fair bit of satisfaction concerning community development genuinely representing their stake in economy even in condition of NTPC scenario, enhancing employability and making people self-reliant and empowered.

### V. CONCLUSION:

Overall, it can be concluded from the gap analysis that there is a significant gap between employees and

community members' perception towards all the ten statements related to the community development programs of NTPC. It indicates that the employees who are the part of the company working for the company have a positive opinion about all the CSR activities conducted by the NTPC, while the community members who can actually reap the benefits of the CD programs of NTPC have not much positive opinion towards the same. It shows that there is a huge scope of improvement of the CD programs to make community members feel more satisfied towards the benefits of CD programs of the NTPC.

#### VI. LIMITATIONS AND FUTURE SCOPE:

Current study is limited to one company only i.e. NTPC, while it can be extended to other companies also who are involved in community development Programs. Further, the sample size of the study was limited to 50 employees only, and 100 community members which is very small in comparison to the employees working in the organization and community members who are living in the region.

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