



# CORPORATE SOCIAL RESPONSIBILITY

We are building a sense of social responsibility among our employees. It enhances the spirit to perform better and enriches their perception which reflects in the corporate functioning. CSR Programmes are being conducted on a regular basis in areas like education, health, safety and skill development with special thrust on environment protection. It is high time community-focused initiatives need to be taken by the Corporate Sector for a progressive and healthy tomorrow.

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## Introduction

Corporate Social Responsibility (CSR) also called corporate responsibility, corporate citizenship, responsible business and corporate social opportunity is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment. This obligation extends beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking steps to improve the quality of life of employees, their families and local community and society at large.

With the understanding that businesses play a key role on job and wealth creation in society, CSR is generally understood to be the way a company achieves a balance of economic, environmental, and social imperatives, at the same time addressing shareholder and stakeholder expectations.

The way businesses engage shareholders, employees, customers, suppliers, governments, non-governmental organizations, international organizations, and other stakeholders is usually a key feature of the concept.

While business compliance with laws and regulations on social, environmental and economic objectives set the official level of CSR performance, CSR is often understood as involving the private sector commitments that extend beyond this foundation of compliance with laws.



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### CSR Initiatives of OPTCL

- **Health Care Initiatives:** OPTCL has a full-fledged Dispensary called “Power Hospital” which is situated at a prime location of the city. A Hospital Development Committee is looking after the development of the dispensary. Here health care facility is extended to employees free of cost and to outsiders at a very nominal user fee. The increasing number of patients shows the satisfactory service rendered by the doctors.

Keeping in view the demand of patients, the budgetary provision has been enhanced. Process has started to equip the dispensary with more sophisticated medical equipments.

- **Free Primary Education:** OPTCL has a primary school (providing education up to Class-VII) in it's premises where free education is provided. The school has all modern amenities. It has about 450 students and 12 teachers. The school has competent teachers employed by Govt. of Orissa. The infrastructural facilities of the school are provided by OPTCL. All administrative work of the school, plantation/gardening of it's surroundings, overheads costs like water and electricity are undertaken by OPTCL. Besides, OPTCL also sponsors celebrations in the school like Annual Day, Sports Day and others.



- **Power Community Centre:** OPTCL has a Community Centre in it's residential colony where all recreational activities are organized. This is also open for all who desire to organize any social function at a very reasonable rate.
- **Eco Friendly Plantation & Gardening:** OPTCL has great concern for ecological balance of its surrounding areas. It has taken up a massive plantation programme, covering more than 300 acres in 84 Grid S/Ss spread across the state. During last 5 years 2000 plants have been planted in the office premises, colony area and open space



of OPTCL. Besides, development and maintenance of gardens and lawns have been taken up in all sub-stations. Similar initiatives are also being taken for the Head Qrs. Office, State Load Dispatch Center and Power Training Centre, Chandaka.

- **Shakti Park:** Special initiative has been taken to develop “Shakti Park” which will be an unique one having walking track, fountains, children's play ground etc. for use of common public. This shows OPTCL's concern for environment.
- **Art, Culture and Sports:** For physical fitness of the employees and to develop their sports skills for participation in the National Games, necessity has been felt for development of a playground. The newly inaugurated Sports Complex is equipped with a badminton Court, Volley Ball Court and Cricket Practice Ground. The same is being used for different sports and tournaments.
- **Athlete Meet:** To create an atmosphere of friendliness and brotherhood among all power utilities of the state, every year, OPTCL organizes “Inter Power Athlete Meet” in which all power sector utilities of Orissa (OHPC, OPGC, CESU, NESCO, WESCO, SOUTHCO as well as OERC) participate. In addition, since last few years, OPTCL is organizing “Power Cup” cricket tournament with participation of all power utilities of Orissa for better harmony and cohesiveness in the Sector.
- **Important Celebrations:** As a gesture of social responsibility, OPTCL organizes various cultural functions at its Recreation Club, round the year (on the eve of Republic Day, Independence Day and OPTCL Annual Day). During Foundation Day Celebration on 1st April every year, competitions in drama, songs, dance and comedy are organized among seven zones of the state. The Annual Cultural Meet is celebrated for three days.

To create a competitive atmosphere among children, Essay / Art / Debate competitions are organized every year and prizes are also distributed.

- **Industry-Institute Interface:** To promote a healthy Industry-Institute interactive atmosphere and to provide an industrial exposure to students pursuing different professional courses, OPTCL allows Degree/Diploma Engineering students, MBA/MCA/BBA/Law students to do their Vocational Training / Summer Project Work / Dissertation Work, free of cost, under various field units / offices of OPTCL.

Power Training Centre at Chandaka, Bhubaneswar provides a platform to hundreds of Engineering students for developing their professional skills. Every year, hundreds of Degree/Diploma Engineering students of different Engineering Colleges and Polytechnics from Orissa and outside, have been receiving vocational training in theoretical and practical aspects of Transmission and Distribution Systems on nominal charges.

- **Skill Development Training Programme for Unemployed Youths:** As a gesture of its keen concern for the society, it plans to impart Skill Development Training to unemployed youth, by way of taking up new construction, repair of High Tension (HT) and Extra High Tension (EHT), Low Tension (LT) Lines.

A detailed proposal has been formulated for imparting the above Skill Development Training up to District / Sub-Division Level with a five year prospective plan indicating no. of youths to be covered, procedure of selection of trainees, duration of training, stipend to be given and other important aspects.

- **Annual Sports Meet:** Since last 5 years OPTCL has been organizing Annual Sports Meet in the Second Sunday of January. Employees across the State participate enthusiastically in large numbers. Besides, OPTCL being the member of All India Electricity Sports Control Board, participates in games like Bridge, Volley Ball, Table Tennis, Badminton and Cricket.