

Corporate Social Responsibility at OPGC:

A Journey towards achieving Sustainable Development (2015-16)



OPGC
Power for Progress



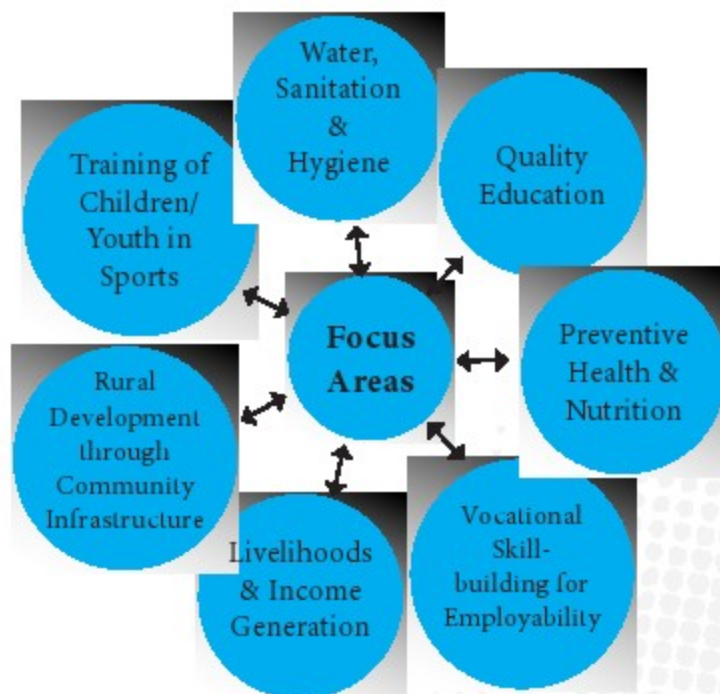
INTRODUCTION:

As a responsible Corporate Citizen, Odisha Power Generation Corporation Ltd. (OPGC) is continuously striving for development of periphery villages and contributing for developmental activities since its inception. The Company follows a participatory approach and involves relevant stakeholders in planning and execution of development projects in accordance with its inclusive CSR Policy that aims at driving the Company on a journey towards achieving sustainable development.

OPGC adheres to its CSR guidelines and norms set by adopting the principles laid down in the Companies Act 2013, the CSR Rules 2014 and its philosophy of achieving sustainability through comprehensive stakeholder engagement. Based on these broad guidelines, OPGC has adopted a holistic CSR Policy. Its CSR Policy sets the direction for OPGC towards planning, designing and executing Corporate Social Responsibility (CSR) programmes in its operational areas. OPGC's CSR interventions are constantly touching lives of about 30,000 people across six Gram Panchayats (GPs) near OPGC's plant site at Banharpali in Lakhanpur block of Jharsuguda district.

Highlights of recent changes in CSR Governance of OPGC

- OPGC has a well-defined CSR Policy which is displayed on its website (www.opgc.co.in)
- CSR strategy and approach to ensure that all its interventions are aligned with the activities specified in Schedule VII of the Companies Act, 2013
- A CSR Committee has been constituted by the OPGC Board of Directors (BoD) comprising of three members: 1) Managing Director; 2) Director (Finance); and 3) Non-executive Director
- All CSR projects are first approved by the CSR Committee and subsequently by the Board of Directors
- Identification of priority intervention areas keeping in view the needs of the local stakeholder communities
- Collaboration with specialised agencies with established track record for focused thematic interventions and lasting outcomes



The present interventions are aimed at bringing about a qualitative change in peoples' lives. The focus is on populations of all ages, sexes and groups. Each of the intervention areas is aligned with Sustainable Development Goals (SDGs) of the United Nations adopted worldwide in October 2015.

WATER, SANITATION & HYGIENE

The focus of the programme is to provide safe drinking water, accessive sanitation and promote better hygiene practices with an aim to ensure dignity to women, reducing episodes of illness, child mortality, lessening burden of diseases and enhancing quality of life. This intervention focuses on the entire population in the target Gram Panchayats (GPs) around ITPS. The plan is to eventually cover five GPs in three or four phases since this programme requires substantial allocation of resources.

Provision of Safe Drinking Water

- OPGC has been providing safe and potable drinking water to 17 periphery villages of four Gram Panchayats from its own Water Treatment Plant (WTP) at IB Thermal Power Stations (ITPS) since 2006. The project covers Banharpali, Telenpali, Kisanpada, Rengali, Sardhapali, Kantatikra, Bhaludole, Sargipali, Temporipada, Samlaitikra, Phalsamunda, Baragad, Dhubadera, Binka, Sapali, Old Adhapada and Balamunda benefitting above 1100 households daily throughout the year. Since 2012, 'ITPS Periphery Drinking Water Supply Management Committee' comprising of members of the constituent villages has been constituted for better supervision of pipeline system and smooth execution of in day-to-day maintenance needs.
- Besides, OPGC has been supplying potable drinking water to 30 other neighbouring villages since 2004 through tankers in the summer season period of (April to July) on the request of Jharsuguda District Administration and villagers to meet the drinking water needs of water-scarce villages.



Drinking Water point in a village near Ash Pond



Since water is available near the houses, women are able to give a lot of time for other domestic responsibilities



Tanker water supply during summer season in one of the water-starved villages

Total No. of Beneficiaries: 6000

Aligned with SDGs:



Water Sanitation and Hygiene (WASH) Project

- WASH Project rolled-out in May 2015 in partnership with 'Gram Vikas'
- Entire Telenpali Gram Panchayat (IB Thermal Power Station's host Gram Panchayat) comprising of 9 villages and hamlets with approximately 660 households is being covered in the 1st Phase
- Project activities have started in these villages which include construction of a Toilet, a Bathroom and three water supply points in each household
- Focus on Participation of 100% families
- Benefits shared equally among all, irrespective of gender, caste, creed or economic status

- Hydrology Study conducted for providing sustainable water solutions
- Exposure visits were facilitated for villagers with 50:50 participation of men and women to similar successful intervention locations to give them ideas of the project's benefits
- A two-month Masonry Training has been imparted to 25 local youth, who in turn, will contribute to the construction work. The youth will receive appropriate remuneration
- 2 Leaders from each village have been identified and trained under Leadership Development Programme to steer the project in their village by mobilizing people
- Hygiene Trainings for women and campaigns focusing on school children are also regularly carried out
- Water & Sanitation Committees are formed in each village to look after day-to-day Operation and Maintenance of the infrastructure, manage common funds and ensure 100% Open Defecation Free (ODF) status after the completion of the project

SNAPSHOTS OF WASH PROGRAMME



Participants of Leadership Training Programme



Inclusive Development: A community meeting for WASH programme implementation



Awareness rally by women, children and youth in a village



Images of the Masonry Training Programme conducted for Local Youth as a part of WASH Programme



Building their own future: Beneficiary households are constructing toilets and bathrooms

Total No. of Beneficiaries : 5500

Aligned with SDGs:



QUALITY EDUCATION

At OPGC, quality and access to education for all children carries utmost importance. Construction of school building, additional class rooms and hostel building; renovation and repairing of schools; and electrification of class rooms have been undertaken under school infrastructure improvement.

Besides, provision of drinking water points, furniture, Teaching and Learning Material (TLM), library and science equipment, computers, teacher support, etc. have also been provided to several schools to improve efficiency of knowledge delivery mechanism and facilitate effective retention of learning. The programme focuses on school children and teachers.

Learning Enhancement Programme (LEP)

- Project for promotion of quality education has been rolled out in July 2015 in partnership with 'Pratham'
- Coverage of 28 Primary, Upper Primary and Ashram Schools in periphery villages of ITPS
- The project addresses needs of school children lagging in basic levels of reading, writing and arithmetic skills which they should have matching their age and grade
- Capacity Building of School Teachers in CAMaL (Combined Activities for Maximised Learning) methodology which propagates best teaching practices
- Baseline and mid-term assessment of students is carried out to measure the improvement among students using the same tools which are used for Annual Status of Education Report (ASER), the largest non-governmental household survey undertaken in India facilitated by 'Pratham'
- Teaching and Learning Material (TLM) have been provided to students and teachers for both Language and Mathematics
- Village-level interactive session and door-to-door mobilization are being conducted to track irregular children and discourage absenteeism



Testing of a student by her teachers



Students learning through group interactive method



Teachers' Training Programme



Student and Teacher participants at Mega Learning Fair

Total No. of Beneficiaries : 2200 children and 125 teachers

Aligned with SDGs:



LIVELIHOODS AND SKILLS DEVELOPMENT

OPGC believes that its development initiatives can bring the desired changes only when the community around is economically sustainable. OPGC aims at facilitating livelihoods opportunities and relevant capacity building, skills development and vocational training. The focus of this intervention are youth, women, farmers and fishermen.

- A sustainable livelihoods project in partnership with ALC India rolled out for implementation in 22 villages of 6 Gram Panchayats in September 2015
- Aims to promote 120 women's Self Help Groups (SHGs), 44 farmer and fishermen groups and train 300 youth in the periphery villages for farm and off farm-based micro-enterprises and skills-based capacity building
- The 5-year project aims at 100% increase in income for 1700 households (HHs) through various Income Generation Activities (IGA) such as diversified Crop production, horticulture, livestock and fisheries, poultry, mushroom farming, handicrafts, etc.
- Youth will be targeted for skills-based training, entrepreneurship and self-employment opportunities in rural areas
- Establishment of Producers' Companies for fostering big business
- 29 new SHGs, 6 Fishermen Groups and 2 Farmer Interest Groups formed at the end of March 2016
- Stitching, knitting and embroidery training is provided to adolescent girls and women at ITPS Skills Development and Vocational Training Centre
- OPGC is conducting an 'Advanced DTP Programme' in partnership with 'Sahaj' which is a 6-month job-oriented course to enhance the employability of 40 local youth by training them in Photoshop, CorelDraw and PageMaker
- Computer Training provided to School Teachers which they will use to impart the knowledge to school children
- Industrial Training Institute (ITI) at Hemgir offers training facility in Electrical Trade to 21 youths



A livelihood activity by women



Trainees at Hemgir ITI



*Farming (agriculture and horticulture):
The Backbone of sustainable livelihoods*



*Skills Counselling Meet for Local
Youth*



*Advanced DTP Programme
Inaugurated by Managing Director,
OPGC*

Total No. of Beneficiaries : 1500

Aligned with SDGs:

1 NO POVERTY



2 ZERO HUNGER



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



RURAL DEVELOPMENT THROUGH COMMUNITY INFRASTRUCTURE DEVELOPMENT

Rural areas often do not have critical physical assets that have a profound effect on overall quality of life. These assets are required in day-to-day lives which multiply the benefits that accrue to rural folk collectively and improve their productivity. Therefore, addressing these critical infrastructure needs fosters development of rural areas. The focus is on developing these infrastructure projects for the entire population living in the stakeholder villages.

- All projects are aimed at improving quality of life of villagers
- Projects are identified after consultation with villagers/stakeholders
- Projects taken up in villages are approved by the CSR Committee
- Due procedures are followed and works are executed by reputed contractors under supervision of in-house engineers



Sellers' Platform at Local Haat / Market



High Mast Light in a Village



Construction of a school building nearing completion



Bathing Steps at a Periphery Village Pond



15 km long LED Street lighting covering 4 Gram Panchayats



Creation of a new water source - a village pond

Total No. of Beneficiaries : 30,000

Aligned with SDGs:

1 NO POVERTY



4 QUALITY EDUCATION



5 GENDER EQUALITY



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



SPORTS TRAINING TO RURAL YOUTH AND STUDENTS

Activities related to sports are essential components of human resource development. They help promote good health and overall personality. Sports also provides beneficial recreation, improves productivity and fosters social and cultural harmony in the communities. The aim of this intervention is to encourage local youth and school children in developing comradeship, spirit of friendly competition and social inclusion.

- Promoting talent in the field of sports is also one of the core objectives of OPGC's CSR Policy. In the past, OPGC has provided sports materials, uniform to local youth clubs/schools and has organised local sports tournaments
- Football and Volleyball Coaching Camps were organized with support from Football Association of Odisha (FAO) and Odisha Volleyball Association (OVA). 75 players were trained under expert coaches during the year 2015-16
- The players were selected from high school teams and local youth clubs
- The aim was to prepare players to participate in district, state and national level sporting competitions
- A cricket coaching camp was organised benefitting local youth



Youth Cricketers at Training Camp



Girl Footballers from a Local School at the Training Camp



Youth Footballers at the Training Camp

Total No. of Beneficiaries : 115 youth and school children
Aligned with SDGs:

3 GOOD HEALTH



16 PEACE AND JUSTICE



Youth Volleyball Players at the Training Camp

PREVENTIVE HEALTH AND NUTRITION

Preventive healthcare helps maintain good health throughout lifetime. It provides many direct benefits to the individual: not having to deal with uncomfortable symptoms, feeling more energetic and being able to fully enjoy one's daily life. It helps tremendously in avoiding financial loss or bankruptcy, more so in the lives of poor people. Creation of awareness in nutrition prevents malnutrition which contributes to better health in the entire population. Malnutrition is linked to nearly half childhood deaths. Children who are malnourished are smaller, more likely to get very sick from ordinary infections and their brain development suffer. Hence, focusing on awareness of nutrition helps prevent illnesses and improves productivity throughout adulthood.

- OPGC has a well-equipped 18-bedded secondary hospital at ITPS, Banharpali, inclusive of separate male, female and infectious wards
- It offers various primary and secondary health facilities with focus on preventive health to people from periphery villages
- Over the years, more than 80% of its Out Patient Department (OPD) patients have been from nearby communities
- Preventive Health Camps are organised regularly in the target communities focusing on all age groups
- Awareness programmes on nutrition and hygiene are conducted among school children and members of women's of self-help groups
- Creating awareness on HIV/AIDS prevention among relevant stakeholders in its neighbourhood has also been kicked-off during the year



Elderly patients with OPGC Doctor at a Preventive Health Camp



OPD Consultation in Progress at ITPS Hospital



Malnutrition Prevention Programme



Awareness for prevention of HIV/AIDS through Theatre

Total No. of Beneficiaries : 50,000

Aligned with SDGs:







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