

## **NPCIL CSR Communication Strategy**

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### **1.0 Preamble**

Corporate Social Responsibility and Sustainability is a company's commitment to its stakeholders to conduct business in an economically, socially and environmentally sustainable manner that is transparent and ethical. It is essentially a way of conducting business responsibly. 'Corporate responsibility' is integral to corporate social responsibility. Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own need.

A corporate enterprise is expected to conduct its business operations and activities in a socially responsible manner at all times. Even the routine business activities not funded from CSR and Sustainability budget, should aim at helping in contributing to socio-economic development and environmental protection.

Stakeholders include employees, investors, shareholders, customers, business partners, clients, civil society groups, Government and non-government organisations, local communities, environment and society at large.

As per DPE Guidelines on Corporate Social Responsibility (CSR) & Sustainability effective from 1<sup>st</sup> April 2013, a CSR Communication Strategy duly approved by the Board of Directors should be adopted by the CPSEs.

### **2.0 Objectives**

The objectives of the NPCIL's CSR communication strategy are:

- To move the role of stakeholders from 'informing' and 'responding' approach to 'involving' them in CSR and Sustainability initiatives of NPCIL.
- To expand the role of stakeholders in CSR communication processes to develop and instil in stakeholders the image and reputation of NPCIL of being a socially and environmentally responsible corporation so as to establish lasting harmonious relationship with them which ultimately facilitate in smooth persuasion of business goal of NPCIL.

### **3.0 CSR Communication Strategy of NPCIL:**

Keeping the above objectives in view, the following Strategy of CSR Communication with key internal and external stakeholders shall be followed in respect of CSR, Sustainability and Neighbourhood Development Programme (NDP) initiatives of NPCIL:

- a) Sensitization/ Increasing Awareness of internal and external stakeholders on CSR & Sustainability with the aim to encourage the aspect of CSR and Sustainability in every business function and instil it in value system of corporation.

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- b) Engagement of key stakeholders for obtaining their views and priorities in the process of planning, selection, implementation and reporting of CSR and Sustainability projects/activities.

### **3.1 Sensitisation / Increasing Awareness on CSR & Sustainability:**

One of the main challenges in CSR & Sustainability is the lack of awareness on the subject in both the internal as well as external stakeholders. An aware stakeholder can contribute by adopting sustainability practices in daily activities at personal level as well as contributing through active participation in organisation's working towards CSR & Sustainability. It is therefore imperative to sensitise the internal and external stakeholders to synergise their efforts with the organisation's efforts. In order to promote active / passive participation, the stakeholders shall be sensitised on :

- Concept of CSR & Sustainable Development,
- CSR & Sustainability Policy of NPCIL,
- Individual/society role in sustainable development ,
- NPCIL's CSR/NDP, Sustainability projects /activities and their socio-economic and environmental impacts.

### **3.2 Modes of Communication**

Depending on the key stakeholder's category, location & accessibility and communication limitations any or a combination of the following modes of communication shall be applied for the purpose of taking the views, feedback and expectations of stakeholders:

- a) Letters
- b) E-mails
- c) Telephone and face to face interview / discussion
- d) Door to Door interaction
- e) Surveys
- f) Print and electronic media
- g) Periodic circulation of Reports
- h) Organising Meetings, Training Programmes , Seminars, workshops, conferences
- i) Presentations and screening of videos on CSR at target locations
- j) Uploading the details on NPCIL web site with a feedback mechanism
- k) Uploading the details on NPCIL intranet for employees with a feedback mechanism
- l) Publication and circulation of monthly / quarterly news letter on CSR & Sustainability

### **4.0 Mechanism of Communication:**

#### **4.1 Communication regarding Sensitization/increasing Awareness on CSR & Sustainability**

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In order to sensitise different stakeholders, various programmes at various forums shall be organised to connect with them as under :

### **4.1.1 Internal Stakeholders (Employees):**

- Nodal Officer shall organise at least 2 meetings/ video conferencing / audio conferencing of CSR Committee Personnel in a year. In one of the meetings, in addition to other items, information/feedback in respect of specifications, design, implementation aspects, Annual Maintenance Contract , difficulties faced in planning, design, implementation and evaluation phases of CSR projects etc will be shared among the participants from various sites/stations/projects.
- Nodal Officer shall organise training programme at HQ for at least 30 employees in a year wherein participation of management executives, Employees Union and Officer's Association is mandatory.
- Unit Head shall organise training programme at respective Stations/Sites for at least 30 employees in a year wherein participation of management executives, Supervisor's Association, Employees Union and Officer's Association is mandatory.
- Nodal Officer shall organise every year a meeting at HQ with representatives of Employees Union and Officer's Association with the help of Executive Director (HR).
- Unit Head shall organise every year a meeting at respective Stations/Sites for with representatives of Supervisor's Association, Employees Union and Officer's Association with the help of Head (HR) of respective Stations/Sites.
- In the various training programmes being organised by various agencies like NTC/STC, HR, HSE, CMM, F&A, KM group etc. at HQ and sites/stations/projects, one session shall exclusively be devoted to CSR & Sustainability sensitisation and awareness.
- The information available with regard to feedbacks received from communication/ awareness programme and preparation of data bank shall be uploaded to R&R directorate intranet web page after requisite review.

### **4.1.2 External Stakeholders**

- Unit Heads at respective stations/projects/sites shall organise at least one seminar/ lectures/workshop in a year devoted to CSR& Sustainability for target groups from the society i.e. key external stakeholders.

### **4.2 Communication regarding the planning, selection and implementation of CSR and Sustainability Projects / activities**

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Communication with the key stakeholders regarding the planning, selection and implementation of CSR and Sustainability Projects / activities shall be carried out in the following manner:

- a) Suggestions/inputs from stakeholders during various meetings/ seminars/ symposium / workshops etc attended by CMD , Directors, Nodal officer, Unit Heads, CSR Committee Chairman.
- b) Suggestions from Gram Sabhas, Panchayati Raj institutions, Government School Headmaster, etc at the village level
- c) Suggestions from public representatives , community leaders
- d) Suggestions from Local administration, District Collector, Zilla Parishad
- e) Letters , E-mails, Telephone interview, meetings and correspondence from key stakeholders
- f) Door to door/ face to face interaction with key stakeholders
- g) Surveys and impact of previous/ongoing projects/activities
- h) Feedback from the beneficiaries and key stakeholders in the vicinity of the station/site/project
- i) Suggestions from Nodal Officer based on various feed backs, Government policies, Department of Atomic Energy(DAE), Department of Public Enterprises (DPE ) and other ministries of Central government and State Government, NPCIL Board, Board Level Committee(BLC), Tier-II Committee, internal stakeholders etc
- j) Feedback received during various sensitization and awareness Training Programmes , Seminars, workshops, conferences ,meetings.

### **4.3 Communication in CSR & Sustainability Projects/activities Reporting and feed back**

A flow chart on CSR Communication Strategy is enclosed as Annexure-II. The following mode shall be adopted to communicate with the Stakeholders on CSR Projects/activities and CSR & Sustainability Reporting:

#### **i. Publications and circulation**

- a) Publication of a separate **Annual CSR & Sustainability Report** by ED(R&R).
- b) Publication of a chapter on CSR in the **Annual Report** by Company Secretary (CS).
- c) A brief of the relevant portion of **CSR & Sustainability Report** shall be published in the language easily read and understood by the concerned Stakeholders by Unit Head at respective stations/projects/sites.
- d) Publication of **Quarterly News Letter** on CSR & Sustainability initiatives by ED(R&R).

#### **ii. The following shall be uploaded on NPCIL Intranet and NPCIL Web site :**

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- a) **CSR & Sustainability Report** by ED(R&R)
- b) **Annual Report** containing a chapter on CSR by CS.
- c) Short films/presentations/videos/letters on CSR project/activities including success stories with interview of beneficiaries by respective Unit Head
- d) Quarterly news letter on CSR & Sustainability by ED(R&R)
- e) Provision for feedback on CSR & Sustainability as per the form enclosed as Annexure-I.
- f) Contact details of Nodal officer, Unit Heads, with separate e mail id for CSR
- g) Formation of BLC & Tier-II committee
- h) CSR Policy, CSR Communication Strategy of NPCIL and associated guidelines etc.
- i) Projects/activities undertaken with budget allocation
- j) List of Empanelled NGOs

iii. **National CSR Hub** shall be utilized for information sharing.

iv. **Feedback**

Feedback shall be obtained from various stakeholders in various forums in respect of following for further improvements:

- a) Planning, selection and implementation of various CSR and Sustainability projects/activities
- b) Propagation of Awareness and Sensitization of concept of CSR & Sustainability and NPCIL CSR Policy
- c) Benefits derived and economic, social and environmental impact on community

A sample feedback form is enclosed as Annexure-I which may be used to obtain feedback from various stakeholders.

### **5.0 Budget provision**

All sites/stations/projects shall make necessary budget provisions for taking up CSR Communication activities. The same shall be submitted along with respective annual budget proposals for CSR projects/activities for approval.

### **6.0 Responsibility**

- Nodal Officer, CSR & Sustainability (Executive Director (R&R)) shall be responsible for overall implementation of this CSR Communication strategy.

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- Nodal Officer shall be responsible for preparation and finalization of the CSR & Sustainability Report to be published annually.
- All the intermediate communication pertaining to stakeholder engagement etc. at stations/projects/sites shall be the responsibility of respective Unit Head.
- Unit Head or his authorised representative of the respective stations/projects/sites shall be responsible for arranging the seminars/meetings/ workshops for sensitization of the employees and other stakeholders and publication of local news letter.
- All the Chairman of CSR Committees at respective stations/projects/sites shall be responsible for providing the inputs to the Nodal Officer in a time bound manner.
- All Unit Heads and Executive Directors shall give feed back to Nodal officer and Nodal Officer shall communicate to the Board Level Committee (BLC) / Board.
- Nodal Officer shall plan further course of action based on the direction of the BLC/ Board.
- All the Chairman of CSR Committees at respective stations/projects/sites and Unit Heads at new sites shall be responsible for making budget provisions.

### **7.0 Record Keeping**

- In all the meetings conducted in compliance of this CSR Communication Strategy, attendance shall be recorded with details such as name, designation if applicable, contact details, date of meeting, venue, signature etc. of the participants. Minutes of the meeting shall be prepared and submitted to Nodal Officer. A master copy shall be maintained at respective stations/sites/projects.
- All correspondence done with the stakeholders shall be maintained in the relevant files of the respective stations/sites/projects and R&R Directorate in a fast retrievable manner.

### **8.0 Management Information System:**

Status reports shall be submitted by the Nodal Officer to Chairman, Board Level CSR Committee for CSR & Sustainability /Board on implementation of the CSR communication strategy as and when required.

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**Annexure-I**

**SAMPLE FEED BACK FORM ON NPCIL CSR PROJECTS/ACTIVITIES**

<b>Level of Satisfaction</b>	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
1. Overall impression					
2. Usefulness					
3. Level of meeting your expectations					
4. Coverage of important issues and needs					
<b>Suggestions for improvement</b>					
How can the performance be improved?					
Other issues that you consider important to be addressed under CSR.					
Name *:			Address *:		
E mail**:			Phone/ Mobile no.**:		
Occupation:			Education qualification:		

**Notes:** \*Mandatory field

\*\*Any one field is mandatory

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**ANNEXURE-II**

