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Topic of Research : **Impact Assessment Study of Corporate Social Responsibility Initiatives of Public Sector Undertakings in Rural Areas of Jharkhand**

Findings

The study examines the impact of CSR initiatives undertaken by NTPC and ECL in 10 selected rural villages of Jharkhand. The findings reveal that awareness of CSR activities among respondents is relatively high, indicating effective dissemination at the community level. However, the actual socio-economic impact remains limited, as only a small proportion of households reported direct improvements in income generation or employment opportunities. This highlights a gap between CSR presence and tangible livelihood transformation.

CSR interventions in health, particularly through basic health check-ups and periodic health camps, have contributed to early identification of common health issues. Nevertheless, the effectiveness of these services is constrained by irregular availability of doctors, limited supply of medicines, and discontinuation of outreach facilities such as mobile medical units. In education, CSR support is mainly restricted to minor infrastructure improvements and provision of learning materials, which have not led to sustained educational advancement.

The study further finds low community participation in CSR planning and decision-making, leading to weak ownership and sustainability of interventions. Essential infrastructure needs such as water supply, electricity, and healthcare access remain largely unmet. Additionally, CSR benefits are unevenly distributed across villages and are largely short-term in nature. Overall, while CSR initiatives contribute positively, their full developmental potential remains under-utilised due to limited participation, inconsistent implementation, and lack of long-term strategic planning.