



UNIVERSITY MENTOR - DR. KAJAL SILANI



UNDERSTANDING THE PROCESS OF JAI JAWAN RAKSHA ACADEMY (JJRA) PROJECT.

CSR PROJECT - JAI JAWAN RAKSHA ACADEMY (JJRA) PROJECT.
SUBMITTED BY -
ISHIKA AGRAWAL
ROLL NO. - 0043
STREAM - MBA- DEVELOPMENT MANAGEMENT (DM-03),
1st YEAR, BATCH-2023-2025,
IIHMR UNIVERSITY, JAIPUR.



1. BRIEF HISTORY AND DESCRIPTION

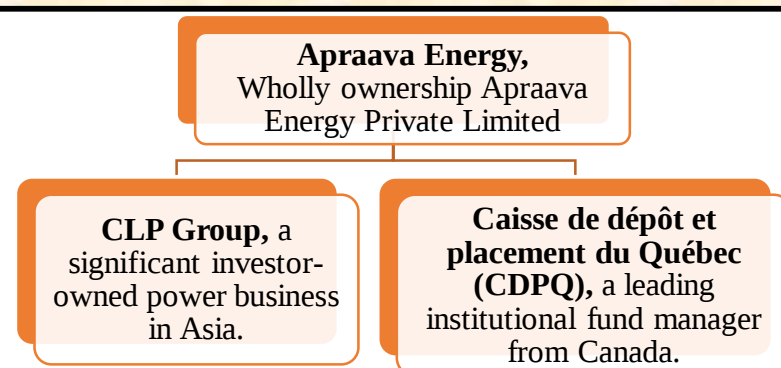
JPL(Jhajjar, Haryana) was founded in 2008. It has 1,320 MW supercritical coal-fired power plant operational since 2012-13, supplying power to Haryana (90%) and Tata power (10%). Jhajjar Power Station utilizes supercritical technology for high efficiency & lower carbon emissions & to minimize air pollution.

JPL supports social development through CSR initiatives like

2. ORGANIZATION VISION AND MISSION

- **VISION:** Trusted leader in India's clean energy future.
- **MISSION:** Reliable & affordable sustainable energy

3. ORGANIZATION STRUCTURE



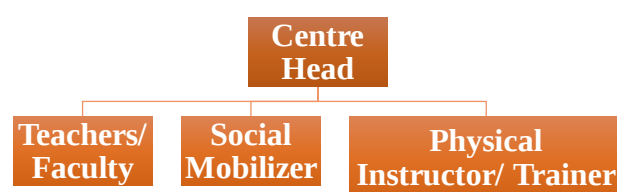
ABOUT THE PROJECT

JJRA, a beacon institute supported by JPL (Apraava Energy) and implemented by Deepalaya NGO, decision making authority to CBO. It offers courses to help local youth prepare for careers in the Armed and unarmed Forces.

JJRA is situated in Jhamri village, Jhajjar, Haryana. It is started in NOVEMBER 2021.

#Key Features & Objectives:

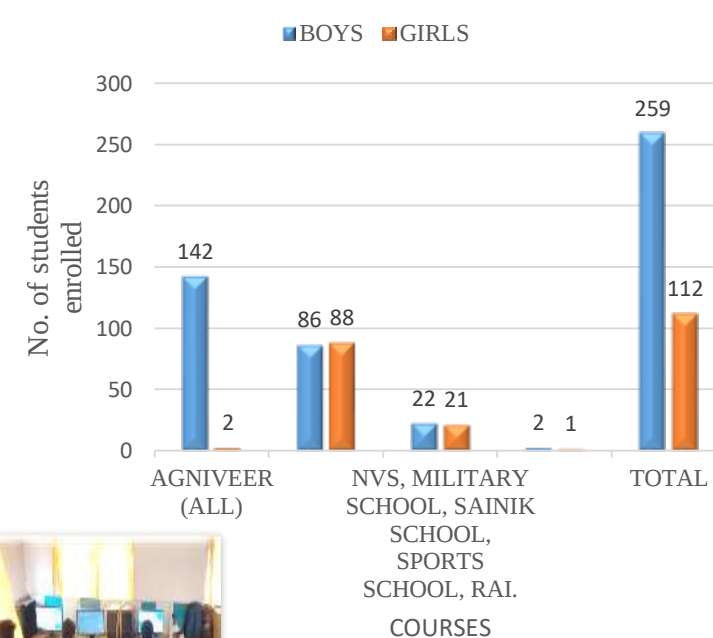
- Empower underprivileged and Better career opportunity for local youth.
- Channelizing their constructive energy.
- minimum fee/ Affordable fee
- discount- 40% based on socio – economic status like BPL Card Holders, Orphans.
- Strengthening CBO For future prospective and Making Sustainable JJRA
- **Vision:** Equip youth for "General Duty" careers.
- **Mission:** Empower underprivileged youth for self-reliance & armed forces careers (JJRA).



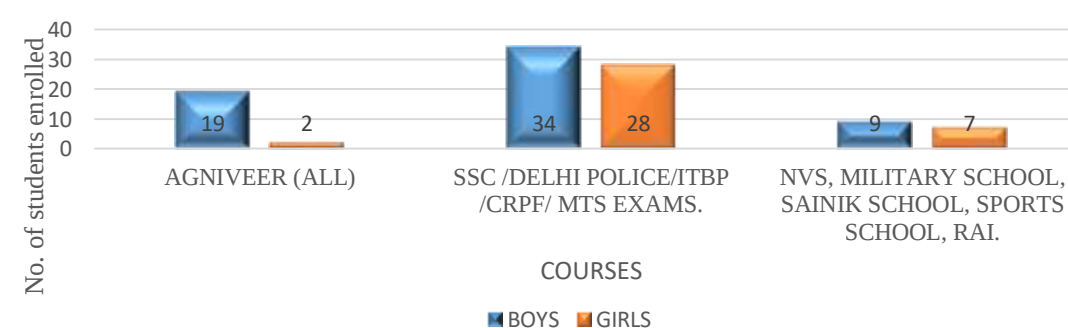
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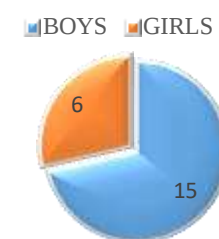
TOTAL STUDENTS ENROLLED TILL MAY 2024



TOTAL STUDENTS ENROLLED IN MAY 2024



STUDENTS ENROLLRD IN MAY 2024 (SSC)



4. DIFFERENCE BETWEEN PRACTICAL EXPOSURE AT SIP ORGANISATION AND THEORETICAL UNDERSTANDING FROM IIHMR UNIVERSITY

Theoretical Understanding (IIHMR University)

- **Focus:** Concepts & knowledge in HRM, OB, Marketing, PM, CSR, etc. (classroom)
- **Learning Environment:** Classroom setting
- **Process:** Study key HR functions (marketing, recruitment, training, etc.)

Practical Exposure (SIP at JJRA Academy):

- **Focus:** Apply HR knowledge (mobilization, performance & project management, etc.)
- **Learning Environment:** Real-world organization
- **Process:** Observe whole process in action at JJRA

5. SWOT ANALYSIS

Strengths: Personalized guidance and personal attention, comprehensive (overall) training, mock tests and Doubt Clearing session, supportive environment, real test simulations.

Weaknesses: Limited online presence (Application Form, Social Media), incomplete documentation, Diff. between eligibility criteria and actual exams & unstructured interview, resource gap (Computer instructors, lack of menstrual cycle guidance, Delayed fee collection, No PTM).

SWOT

Opportunities: Improve online presence (Application Form, Social Media), standardize Documentation, and expand resources, (Computer instructors, lack of menstrual cycle guidance, fee collection, Organized PTM).

Threats: Cultural barriers, competition, sustainability of Project.

6. CHALLENGES FACED DURING INTERNSHIP

- In Mobilization, Difficulties with door-to-door mobilization during the summer season like student unavailability, some student shows no interest due to frequent mobilization efforts.
- Limited communication can occur when someone only speaks Haryanvi language.
- Summer season

7. LEARNINGS FROM INTERNSHIP

- **JJRA Operations:** Observed **admission process** (eligibility, applications, fees (discount), **training** (teachers, mock tests), employment and **student support** (career guidance, follow-up). Identified gaps in application info, missing computer instructors,

and lack of alumni engagement.

- **Documentation:** Reviewed JJRA's record-keeping, noting organization but challenges with missing COVID certificates and mock test records.
- **Meetings:** Participated in staff meetings, Deepalaya meetings, and JPL meetings.
- **Organizational Behaviour:** Learned about **HR practices** (hiring, selection, training) and **problem-solving** approaches.
- **Marketing & Sustainability:** Understood **community mobilization** efforts and the importance of CBO collaboration for project sustainability.

8. USEFULNESS OF INTERNSHIP

- **Learned about CSR:** Saw how JJRA works, from student selection to job placement, giving you valuable knowledge for a social impact career.
- **Education sector exposure:** Understood challenges and opportunities in education, especially for underprivileged students needing access and skills.
- **Practical skills development:** Improved observation, documentation, communication, and problem-solving through meetings, process recording, and identifying system gaps.
- **Project management insights:** Observed JJRA's operations, gaining insights into resource allocation, planning, and execution for future projects.

9. SUGGESTIONS

- **Documentation:** Identified gaps like missing information and unclear eligibility criteria. Suggested online applications, standardized forms, and improved record-keeping.
- **Communication:** Recommended group counseling, regular PTMs, and a student feedback system.
- **Operations:** Suggested flexible admissions, streamlined fee collection, alternative transportation, computer instructors, and regular sports events.
- **Training:** Highlighted the need for menstrual hygiene education, solved exam papers, and resources for students lacking home computers.
- **Marketing & Mobilization:** Identified low girl enrollment due to cultural barriers. Proposed revising strategies, enhancing brochures, and increasing online presence.