

Name : Radhika Saxena

Roll no. : 0061

Course : MBA DM 04

Faculty Mentor: Kajal Sitlani

Industry Mentor: Rajeev Rao

Jhajjar Power Limited

Jhajjar Power Limited (JPL), a subsidiary of CLP India, operates a 1,320 MW coal-based thermal power plant located in Village Khanpur, Jhajjar, Haryana. Established in 2012, it is one of the first major independent power projects in the state. The plant supplies electricity primarily to Haryana, contributing significantly to the region's power stability. JPL emphasizes sustainable operations, strict environmental compliance, and efficient energy production. It also actively undertakes Corporate Social Responsibility (CSR) initiatives in education, healthcare, and skill development, positively impacting nearby communities.

Vision and Mission

VISION : To empower and uplift underserved communities by ensuring access to quality healthcare and by building the capacities of rural youth for a better, secure future..

MISSION : To deliver essential healthcare services at the doorstep of rural populations through Mobile Health Units, and to equip youth with disciplined academic and physical training at Jai Jawan Raksha Academy, enabling them to pursue meaningful careers in defence and police services.

Objective of the Project

To assess the effectiveness and impact of the Mobile Health Unit (MHU) in delivering primary healthcare services to rural communities, and to evaluate the role of Jai Jawan Raksha Academy (JJRA) in preparing rural youth for defence and police services through academic and physical training. The project aims to identify strengths, challenges, and areas of improvement in both CSR initiatives implemented by Jhajjar Power Limited.

Difference between Theoretical learning & Practical exposure

Theoretical

- Structured learning through lectures, case studies, and academic content.
- Focus on concepts, frameworks, and policy understanding.
- Development of analytical and research skills in a classroom environment

Practical

- Real-world application through field visits, surveys, and interactions.
- Exposure to ground-level challenges and operational realities.
- Enhancement of communication, adaptability, and problem-solving skills.

Challenges

- Difficulty in collecting accurate data from rural beneficiaries.
- Language and communication barriers with local communities.

SWOT Analysis

Strength

- Free services reaching underserved rural areas
- Regular engagement with communities via health camps and training sessions.
- Positive community response and increasing awareness.

Weaknesses

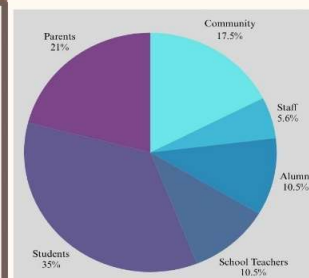
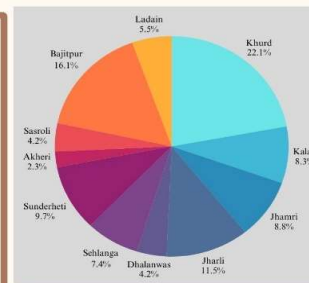
- Limited infrastructure and resources at ground level.
- Inconsistent follow-ups in MHU and low female participation in JJRA.
- Lack of awareness in some locations.

Opportunities

- Scope to expand outreach through tech integration and partnerships.
- Possibility to include new services – like specialist visits in MHU, and soft skills in JJRA.

Threats

- Dependence on external funding and NGO execution.
- Policy changes or CSR fund reallocation could affect sustainability



Organizational CSR Stucture

Deepalaya NGO

JPL

Helpage

JJRA

(Jai Jawan Raksha Academy)

MHU

(Mobile Health Unit)



Usefulness of SIP

- Helped in applying classroom knowledge to real-life situations.
- Improved communication, teamwork, and field engagement skills.
- Gained hands-on experience in project execution and data collection.
- Boosted confidence to work independently in organizational settings