

NTPC Bongaigaon Highlights Growing Reach of Girl Empowerment Mission



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KOKRAJHAR, July 29, 2026 — NTPC Bongaigaon on Wednesday highlighted the growth of its flagship Corporate Social Responsibility (CSR) initiative, the Girl Empowerment Mission (GEM), during an interaction with representatives of the print, electronic and digital media.

Addressing the gathering, Arnab Maitra, Executive Director and Head of Project, NTPC Bongaigaon, described the programme as one of the company's key CSR initiatives aimed at equipping girls from rural and underprivileged communities with confidence, leadership skills and educational opportunities.

According to Maitra, the Girl Empowerment Mission, launched across three NTPC projects in 2018 with 392 participants, has expanded into a nationwide residential programme benefiting more than 16,000 girls. He said the initiative is aligned with the Centre's *Beti Bachao, Beti Padhao* campaign.

At NTPC Bongaigaon, the programme began in 2022 and has so far reached 210 girls through four editions. This year's edition has increased participation from 40 to 50 girls.

The month-long residential programme includes academic support, spoken English, mathematics, digital literacy, health and hygiene awareness, yoga, self-defence, sports, creative arts, personality development, leadership training, environmental awareness and educational exposure visits. Participants also interact with professionals from different fields.

Maitra said the programme seeks to build confidence and encourage girls to pursue higher aspirations. He added that 10 per cent of the participants are offered free education at the NTPC township school based on an independent evaluation, providing continued educational support beyond the programme.

The media interaction also showcased activities conducted under the 2026 edition, including health and menstrual hygiene awareness sessions, sports and fitness activities, art and craft workshops, cultural training, mural painting, educational and industrial visits, confidence-building exercises and interactions with eminent personalities.

Maitra acknowledged the contributions of employees, volunteers, teachers, medical professionals, partner organisations, parents, local communities, educational institutions and the district administration in implementing the programme.

Responding to questions from journalists, he said NTPC Bongaigaon would continue expanding the Girl Empowerment Mission to enable more girls from rural communities to benefit from the initiative.

He was accompanied by Amit Kumar Asthana, Head of Human Resources, and heads of various departments, who shared details of the programme's implementation and future plans.

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