

NTPC Bongaigaon launches CSR project to promote artisan livelihoods



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KOKRAJHAR, July 14, 2026 — NTPC Bongaigaon has signed a Memorandum of Agreement (MoA) with the Zankla Foundation, the CSR arm of Zankla Studio, to implement **Project SRIJAN**, a corporate social responsibility initiative aimed at promoting sustainable livelihoods and preserving indigenous cultural heritage through eco-friendly toy making and embroidery.

The agreement was signed in the presence of NTPC Bongaigaon Executive Director and Head of Project Arnab Maitra and senior officials of NTPC and the Zankla Foundation.

Under the project, 15 beneficiaries from two project-affected villages will receive structured training in eco-friendly toy making and embroidery, followed by continued mentoring to help them develop sustainable livelihood opportunities. The initiative also includes beneficiary identification, implementation planning, documentation and regular monitoring.

A unique feature of the project is the involvement of the Bardwi Shikla Ladies Club of NTPC Bongaigaon, which will provide ongoing support and guidance to women beneficiaries after their training.

Implemented by Assam-based creative enterprise Zankla Studio, the project seeks to combine traditional craftsmanship with contemporary design while promoting indigenous Bodo culture. NTPC has sanctioned financial support of up to ₹15 lakh, plus applicable GST, for the 12-month programme.

Speaking on the occasion, Arnab Maitra said the initiative aims to create long-term livelihood opportunities by combining skill development, creativity and market linkages. Zankla Foundation founder Kirat Brahma said the project would help nurture local talent while preserving the region's cultural heritage through sustainable craftsmanship.

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