CORPORATE OBJECTIVES

To realise the vision and mission, eight key corporate objectives have been identified. These objectives would provide the link between the defined mission and the functional strategies:

- **Business portfolio growth**
  - To sustain NTPC’s position as the leading power generation company in the world.
  - To broaden the generation mix with significant proportion of clean energy sources.
  - To enable the generation fleet to operate at optimum efficiency while meeting the demand and stability in the grid.
  - To diversify into emerging businesses and markets across the power value chain including coal mining, power trading, ancillary services, E-mobility, storage and related adjacencies.
  - To establish a strong services brand in domestic and international markets.

- **Customer Focus**
  - To foster a collaborative style of working with customers, growing to be a preferred brand for supply of quality and reliable power.
  - To expand the customer portfolio through profitable diversification into downstream business inter alia E-mobility and direct supply.
  - To ensure rapid commercial decision making, using customer specific information, with adequate concern for the interest of the customer.
  - To adapt business models and organisation structures to capture value which is progressively shifting towards the customers.

- **Agile Corporation**
  - To ensure effectiveness in business decisions and responsiveness to changes in the business environment by:
    - Adopting a portfolio approach to new business development.
    - Continuous and co-ordinated assessment of the business environment to identify and respond to opportunities and threats
  - To create lean organization and business processes.
  - To develop a learning organization having knowledge-based competitive edge in current and future businesses.
  - To develop a culture of curiosity and innovation in learning and adopting new technologies, business models and operational philosophies in line with the evolving market and changing customer needs

- **Performance Leadership**
  - To continuously strive for innovation in reducing costs, enhancing operational flexibility and in addressing changing customer needs.
  - To continuously improve on project execution time and cost in order to sustain long term competitiveness.
  - To effectively leverage Information Technology to drive process efficiencies and enable system flexibility in line with the market needs.
  - To create capabilities to attain leadership in the new and emerging businesses.
  - To embed quality and safety in all systems and processes.

- **Support evolution of power markets to meet customer needs through products, platforms, services etc. to create a win-win opportunity across stakeholders.
  - To lead development efforts in the Indian power sector through stakeholder consultation.
  - To assist in capacity creation of key stakeholders.

- **Human Resource Development**
  - To enhance organizational performance by institutionalizing an objective and open performance management system.
  - To align individual and organizational needs and develop business leaders by implementing a career development system.
  - To build a lean organization with diverse skills and high ability to adapt to change.
  - To build and sustain a learning organization of competent world-class professionals.
  - To institutionalize core values and create culture of team-building, ownership, empowerment, equity, innovation and openness which would motivate employees and enable achievement of strategic objectives.

- **Financial Soundness**
  - To maintain and improve the financial soundness of NTPC by prudent management of the financial resources.
  - To continuously strive to reduce the cost of capital through prudent management of deployed funds, leveraging opportunities in domestic and international financial markets.
  - To promote innovative funding models to support entry into new businesses and sustain long term growth.
  - To develop appropriate commercial policies and processes which would ensure remunerative tariffs, balance capital work-in-progress and minimize receivables.

- **Sustainability and Corporate Social Responsibility**
  - To deliver business and environmental value through projects which are beneficial for business and larger ecosystem.
  - To ensure sustainable power development by ensuring minimal wastage across operations.
  - To actively contribute towards societal development.
  - To lead the sector in the areas of resettlement and rehabilitation and environment protection including effective ash-utilization, peripheral development and energy conservation practices.

- **Research and Development**
  - To undertake R&D initiatives in sync with the overall business portfolio.
  - To pioneer the adoption of reliable, efficient and cost-effective technologies by carrying out fundamental and applied research in alternate fuels and technologies.
  - To collaborate with leading institutes, technology players and service providers, particularly in the area of power plant construction, generation technology, operations, renewable energy sources, storage, e-mobility etc. that can contribute towards efficiency, reliability and environment friendliness.

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Corporate Objectives