

A Study of CSR Initiative of CybageAsha(Rural Upliftment) with Special Reference to ‘Toilets’ under the Project Category - ‘Sanitation’ in Various Villages of Pune District

Prof. Tanay Kurode

Assistant Professor, Indira School of Business Studies, Pune, Maharashtra

Abstract: The aim of the study is to assess the CSR projects of Cybage (Rural Upliftment Vertical) and to gauge the impact of the CSR initiatives under the aegis of CybageAsha, alongside their gap analysis. The Project category ‘Sanitation’ has two sub projects i.e., Drainage and Toilets. This paper focuses on work done with respect to Toilets in various villages in Pune District. Data was collected through the beneficiaries of Toilet Project by Survey method. It is found that the villagers are quite satisfied with Toilet Construction work under sanitation project of Cybage. Sanitation projects have helped them to save time and live a better lifestyle but there is a need to spread awareness among villagers about the importance of using toilets.

Keywords: Cybage, Impact and Gap Analysis, Sanitation, Toilets, CSR

Introduction

This report is based on the initiatives of CybageAsha that fall under its Rural Upliftment Vertical. Rural Development program is executed to improve the quality of rural life by developing required infrastructure for villages; making them self-reliant; highlighting the importance of general cleanliness and community health; and bringing about their socio-economic transformation through the participation of village residents.

The activities conducted under Rural Development, in beneficiary villages include:

- Conducting de-silting activities at local water bodies and helping residents implement rainwater harvesting in rain shadow areas
- Constructing toilets and underground drainage systems
- Constructing new water tanks and repairing the existing ones to enhance the supply of potable water
- Upgrading the infrastructure of rural schools and providing facilities such as benches, water purifiers, and computers

- Conducting health check-up camps
- Conducting cleanliness drives and helping villagers implement waste management
- Organizing health awareness sessions for women and senior citizens, and promoting development schemes pertaining to agriculture
- Construction of Internal Roads
- Conducting skill and income generation activities like-Jam, Pickle and Sauce making
- Conducting training regarding income generation and food processing skills
- Carrying out Tree Plantation drives across villages
- Constructing Toilets and Drainage Systems

The report presents an evaluation of initiatives of CybageAsha with respect to Constructing Toilets. The report presents the existing status quo, impact assessment and recommendations based on this impact assessment. The purpose of comprehensive evaluation is to assess the short and long-term impact of the projects on the beneficiaries and assessment of gaps (if any), for further improvement.

CybageAsha Overview

CybageAsha was founded in October 2005 to fulfil Cybage's moral responsibility towards the society. Through its Rural Upliftment, Community Development and Social Welfare verticals, CybageAsha meticulously conceptualizes, plans, and executes various drives in and around Pune, with exclusive involvement of dedicated CSR Team members and the support of Cybagians who volunteer for several noble causes. The Trust also collaborates with several NGOs and social service organizations to continually expand its beneficiary base.

Here are a broad range of activities conducted by CybageAsha under its Rural Upliftment verticals

1. The rural-urban divide has always been the stumbling block on our country's road to development. CybageAsha understands that rural development is thus of strategic importance for national growth. Hence, development of villages gets prime focus in CybageAsha's activities. The Rural Development program is executed to improve the quality of rural life by developing the infrastructure of villages; making them self-reliant; highlighting the importance of general cleanliness and community health; and bringing about their socio-economic transformation through the participation of their own residents.

2. To execute this program, CybageAsha identifies a village that needs support and chalks out a high-level development plan in consultation with the village panchayat. Socio-economic assessment surveys are conducted with the active participation of the villagers before the development plan is executed. CybageAsha has developed role-model villages such as Karnavadi and Yewali for other NGOs and village panchayats to emulate.

Literature Review

ISO (International Organization for Standardization), an organization responsible for defining the international standards governing trade in companies, addressed the definition of CSR in a document published by the ISO 26000 standard on Corporate Social Responsibility. In these guidelines, ISO defines CSR as *“the responsibility of an organization for the impacts of its decisions and activities on society and the environment, resulting in ethical behavior and transparency which contributes to sustainable development, including the health and well-being of society; takes into account the expectations of stakeholders; complies with current laws and is consistent with international standards of behavior; and is integrated throughout the organization and implemented in its relations.”*

(PWC, 2013) As some observers have pointed out, the practice of CSR in India still remains within the philanthropic space, but has moved from institutional building (educational, research and cultural) to community development through various projects. Also, with global influences and with communities becoming more active and demanding, there appears to be a discernible trend, that while CSR remains largely restricted to community development, it is getting more strategic in nature (that is, getting linked with business) than philanthropic, and a large number of companies are reporting the activities they are undertaking in this space in their official websites, annual reports, sustainability reports and even publishing CSR reports.

In a study, CSR activities of the selected ten companies are categorized in four major areas as Health, Education, Community development and Environment (Silpa. G., Prof. D.V. Ramana, Dr. T. Narayana Reddy, 2017). It is found that all the companies giving importance to implement many activities in the area of environment and the least preference is given to the areas concerning community development. It is suggested that companies can implement more activities in the area of community development where they can help in improving the locality in which they operate.

SDGs cover a broad range of social and economic development issues including poverty, hunger, health, education, climate change, gender equality, water, sanitation, energy, environment and social justice (KPMG, 2018). Similarly, backward districts in India are identified on the basis of health, education and economic issues which are holding back the development of the country. Both have inter-linked thematic areas that need attention and action. Bihar (38),

Uttar Pradesh (35), Karnataka (30), Himachal Pradesh (23), Odisha (20) and Chhattisgarh (15) account for more than 60 per cent of the backward district concentration across India. However, it is critical to note that these states account for only 15 per cent of CSR projects and 15 per cent of total expenditure towards CSR during current year. Maharashtra, Haryana, Gujarat, Karnataka and Andhra Pradesh account for more than 70 per cent of the CSR expenditure during current year. However, they have over 15 per cent backward district concentration. The North East states have the least focus with less than 2 per cent CSR expenditure during current year against 25 per cent concentration of backward districts.

Many of the leading corporations across the world had realized the importance of being associated with socially relevant causes as a means of protecting the goodwill and reputation, defending attacks and increasing business competitiveness (Nidhi and Simran, 2017). It stems from the desire to do well and get self-satisfaction in return as well as societal obligation of business. The Indian corporate sectors are planning to introduce CSR in the small and medium enterprises (SME) sector to increase its reach in remote areas. Also, some companies have already started using the CSR as a strategy, which aims at mutual development of company and the community simultaneously.

Research Methodology

The paper studies the impact of CSR Project - Toilet Construction undertaken by Cybage in villages of Pune District. So, the research is descriptive and exploratory in nature. This report has been prepared for the management and the CSR team at Cybage. This paper analyses few key aspects with respect to any CSR work like satisfaction levels, betterment of health and lifestyle, cost saving of the beneficiaries. As part of the evaluation process, meetings were held with the management to get clarity on the expectations from the report. The management highlighted two specific areas that the evaluation needed to focus on. They are:

1. Impact evaluation of CSR projects undertaken under Rural Upliftment Vertical of CybageAsha, by contacting the stakeholders (especially the beneficiaries) and carrying out a community survey.
2. Gap analysis, by contacting the stakeholders (especially the beneficiaries) and carrying out a community survey.

Objectives of the study are:

1. To find whether the Villagers/Stakeholders are happy with the infrastructure quality developed by Cybage.
2. To find out whether villagers are taking care of maintenance post-handover of the project

3. To study how the project changed the lives of the Villagers/Stakeholders.
4. To study whether there is any change in mind set of villagers after CybageAsha's presence in the village.
5. To study if villagers are motivated to uplift the quality of life in their own village, as an outcome of Cybage intervention.

Organizations involved

Indira School of Business Studies (ISBS) has carried out the Assessment. ISBS has carried out the project study by interacting with CSR team at Cybage. The beneficiaries of the project i.e., the villagers who have derived benefit from these projects, were also asked to share their views and opinions. Stakeholders were a part of the survey. This report is intended for the CSR team as well as the management of Cybage.

Research Design

Emperical Research, based on observed and measured phenomena to derive knowledge from actual experience rather than from theory or belief.

Sample Design

Details of Work done for Toilet Project by Cybage Asha:

Sr. No.	Village Name	Taluka	District	Number of toilets
1	Yewali	Bhor	Pune	18
2	Karnawadi	Bhor	Pune	12
3	Jamgaon	Mulshi	Pune	10
4	Mutha	Mulshi	Pune	80
5	Laptalwadi	Purandar	Pune	45
6	MavadiSupe	Purandar	Pune	28
7	Mavadi Kade Pathar	Purandar	Pune	50
8	Nawali	Purandar	Pune	16
9	Dahiwadi	Shirur	Pune	35
10	Rajewadi	Khandala	Satara	15
11	Ingalun	Maval	Pune	110
	Total			419

Sample Size: The sample size for Toilet construction project is 90 beneficiaries from different villages.

Sampling Method: Stratified Random Sampling, where the samples were collected randomly from project beneficiaries residing in different villages.

Data Collection: The data was collected with the help of structured Questionnaire from the beneficiaries and stakeholders. The data was collected from Cybage CSR team by means of unstructured interview and discussion.

The questionnaire for impact evaluation was prepared based on the following:

- Information shared by the CSR team during interview and discussion.
- Secondary data about the objectives and processes at CybageAsha.

Data collected was analyzed with the help of MS Excel. Statistical tools used for the analysis include tables, graphs and charts. Open-ended questions formed the base for recommendations in the Report and to understand the true feelings of the Villagers with regards to Cybage initiative

Scope

The study was carried out between the period of 15th May 2018 and 10th August 2018 for Rural Upliftment Projects of CybageAsha. Villages covered under the scope of this study areas under:

Village (Taluka)
Yewali (Bhor)
MavadiKadepathar (Purandar)
Nawali (Purandar)
Laptalwadi (Purandar)
Dahiwadi (Shirur)
MavadiSupe (Purandar)

For Impact and Gap assessment, surveys were spread across 3 days in above villages.

Limitations

Any research project functions within constraints and these result in limitations that provide context to the report. Some of the limitations of this assessment are as under:

- The study was carried out within a small-time duration and so a census type collection of data was not possible.
- While for villages where the projects have been completed recently, commenting on the benefits derived from the project could be premature.

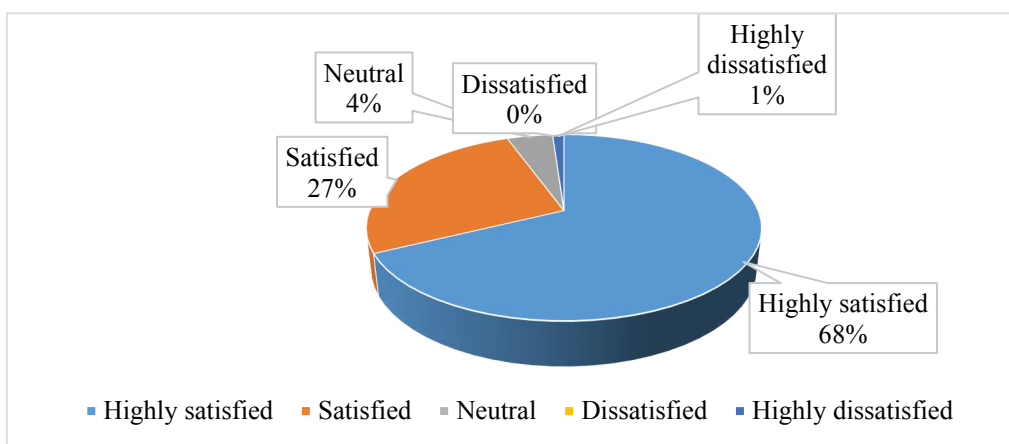
- Due to busy schedule of beneficiaries, some of them might have given hurried response.

Analysis and Interpretation of Data

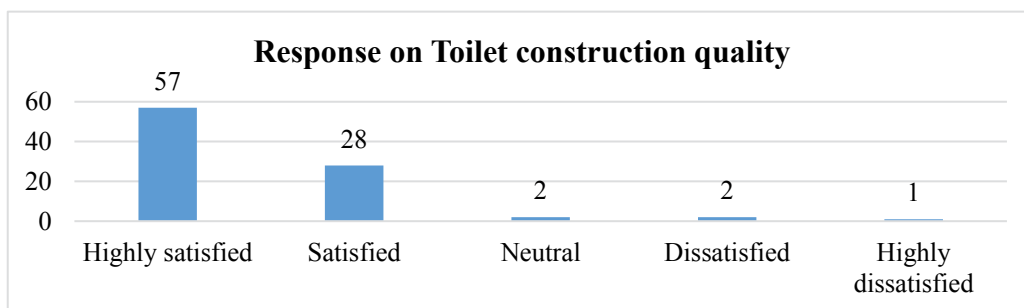
As it was not possible to present every question data in chart form, only concerned questions related to objectives are shown through charts.

Majority of respondents (60%) were from the age group 26-50, the next majority (27%) was in the age group 51-75. Majority of respondents (68%) were males and remaining (32%) were females. The respondents were mostly farmers and house wives. All the respondents were aware about Cybage Toilet Project.

Satisfaction about the project



From the above data, it can be interpreted that majority of respondents (68%) are highly satisfied with Toilet Project, remaining respondents (27%) are satisfied and there is hardly any dissatisfaction about the Project.



From the above data, it can be interpreted that majority of respondents (63%) are highly satisfied with Toilet construction quality, 31% respondents are satisfied and there is hardly any dissatisfaction about the construction quality of the Project.

Response on Maintenance of Toilets



From the above data, it can be interpreted that almost all the respondents (98%) find that there is proper maintenance of Toilets

Response about Condition before Toilet Construction

Condition before toilet construction	No of responses	Percentage
The hygiene conditions were not good	55	61.11%
The toilets were not connected with septic tank and thus allow the urine and other toilet waste flow in open area	38	42.22%
Villagers used to urinate in open spaces	73	81.11%

From the above data, it can be interpreted that 55 out of 90 (61.11%) respondents say that the hygiene conditions were not good. 38 out of 90 (42.22%) respondents say that the toilets were not connected with septic tank and thus allow the urine and other toilet waste flow in open area. 73 out of 90 (81.11%) respondents say that Villagers used to urinate in open spaces before toilet construction.

Response about Benefits of Toilet Project

Benefits of toilet project	No of responses	Percentage
Beneficiaries can avail the facility of toilet in nearby location	33	36.67%
Saves time	32	35.55%
Sanitation and hygiene due to toilet construction prevents beneficiaries from falling sick	58	64.44%
Open defecation has reduced	46	51.11%

From the above data, it can be interpreted that 33 out of 90 (36.67%) respondents say that as a benefit of Toilet Project, they can now avail the facility of toilet in nearby location. 32 out of 90 (35.55%) respondents say that it saves their time, 58 out of 90 (64.44%) respondents say that the Sanitation and hygiene due to toilet construction prevents beneficiaries from falling sick, 46 out of 90 (51.11%) say that open defecation has been reduced due to Toilet Project.

Changes brought in the lifestyle of villagers due to this project

Responses

- It saves lot of their time especially during busy morning schedule.
- The project has helped them improve their quality of life due to easy accessibility of toilets within their premises.
- Women do not have to move out to distant fields especially during night time and also, they do not need to shy away from the males.
- It is more hygienic to use toilets since they are cleaned and maintained from time to time.
- Frequency of villagers falling sick has been reduced due to better hygiene conditions.

What could have been done differently to maximize the impact for the beneficiaries?

Response:

- Training must be provided to the villagers regarding the benefits of using toilet hygienically and in a healthy manner.
- Increase awareness among villagers regarding the importance of having an open-defecation free village.
- More number of toilets should be constructed in the village. There are still some areas where there are no toilets.
- Taps must be provided inside toilets, with adequate water supply to change the older culture of villagers filling water from outside and carrying it to toilets.
- The toilets could have been made more spacious or constructed well.
- Some of them also suggested that some kind of foundation/Association should be made by the village authorities for this purpose to contribute towards the same goal.

Findings from the Study

1. Majority of beneficiaries are satisfied with the initiative of toilet construction by Cybage.
2. Majority of beneficiaries are satisfied with the contractors and their construction quality.
3. Majority of respondents believe that the project was completed well in time by Cybage.
4. Villagers are very happy about having access to toilets and are therefore maintaining the toilets very well.
5. Majority of the respondents believe that the major problem before construction of toilet was to defecate in open spaces and the hygiene conditions were not good.
6. Majority of the respondents believe that sanitation and hygiene due to toilet construction has prevented them from falling sick and the major problem of open defecation has reduced.
7. Some of the respondents used to hold upon their hunger and thirst with the fear of feeling the need for defecation/urination, before the construction of Toilets.
8. Some of the respondent's control the nature's call and restrict it to dusk and dawn, before the construction of Toilets.
9. Majority of respondents are not sure if any other similar project has been implemented in nearby villages.
10. It saves lot of their time especially during busy morning schedule.
11. Toilet project has been a boon for village women and old people.
12. Other than Cybage, ITC and Godrej are running similar projects in nearby villages like- Pingori, Mavadi Supe and Mavadi KadePathar.

Recommendations

1. Awareness campaign must be conducted to sensitize the villagers about the importance of using toilets.
2. Water supply could be improved and water tank facility, with tap should be provided in each toilet to complete the package, instead of the age-old tradition of water supply outside Toilets, with users to fill and carry water inside the Toilet.
3. The toilets should be covered from top. It is difficult for the villagers to use it during the rainy season.

4. The toilets could have been made more spacious.
5. Villagers are interested in new projects related to Poultry Farm, Hospitals, Higher Education and Tomato Ketch-Up Training. Therefore, Cybage may come up with more projects in these areas.
6. More work should be done to improve road conditions and water supply in villages.

Conclusion

The project studies the impact analysis and gap analysis of CSR projects done by Cybage in rural areas in Pune district. This project is related to Sanitation. The sanitation project has 2 activity projects - Toilet and Drainage Construction in rural areas.

From the above analysis it can be concluded that Cybage is doing good work in terms of providing individual toilets in villages as per requirement of the villages. The villagers are satisfied with the performance of Cybage in their village.

Toilet Project has resulted in the convenience for more than 200 families across 6 different villages surveyed, by providing them Individual Toilets.

There are still some issues like- prevalence of mosquitoes in villages, open defecation, unavailability of water tap in toilets, requirement of more number of toilets and drainage system that must be addressed on priority basis. Also, more needs to be done in terms of increasing awareness about the relevance of the project and sensitization of villagers to come up similar projects for self-sustainable model of development.

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