A Study on Satisfaction Level of Villagers About CSR Initiative of CybageAsha (Rural Upliftment) With Special Reference to Construction of School Building, Classrooms and Wall Compound in Purandar, Velhe and Bhor Taluka

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Abstract: The aim of this research project 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. In order to achieve these objectives, data was collected using questionnaire and data was sought from the beneficiaries who are benefited by the CSR Projects of Cybage in their Village. This report includes impact analysis and gap analysis of Project Category- 'Infrastructure' which includes six projects out of which following three were considered for writing this research paper; school building, school wall compound and classroom construction.

Keywords: Cybage, School Building, Satisfaction, CSR

Introduction

Corporate Social Responsibility (CSR) is a self-regulating business model that helps a company be socially accountable- to itself, its stakeholders, and the public. Corporate social responsibility is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy, and volunteer efforts, businesses can benefit society while boosting their own brands. As important as CSR is for the community, it is equally valuable for a company. CSR activities can help forge a stronger bond between employee and corporation; they can boost morale and can help both employees and employers feel more connected with the world around them.

This research 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 report presents an evaluation of some of these initiatives of CybageAsha. 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.

Objectives

This research project was carried out with the purpose to identify the impact of projects under CybageAsha (Rural Upliftment Vertical) and analysis of stakeholder's opinion about the projects. The program also aims at identifying the gaps (if any) in the implementation of these projects.

Key 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 the project has been replicated by other villages.

5. To study whether there is any change in mind set of villagers after Cybage Asha's presence in the village.

6. To study if any reverse migration happened as a result of the project.

7. To study if villagers are motivated to uplift the quality of life in their own village, as an outcome of Cybage intervention.

Review of Literature

The review of literature analyses the research done to know CSR initiatives undertaken by various companies in India.

Bhupender & Vikas Kumar Joshiya, Assistant Professor, University of Delhi (2012) - Issues and Challenges of Corporate Social Responsibility in India. Over the time, CSR expanded to include both economic and social interests. Companies have become more transparent in accounting and display, public reporting due to pressures from various stakeholders. In this research paper CSR status, challenges of CSR, policies for CSR in India are studied. The concept of CSR is now firmly rooted on the global business agenda. But in order to move from theory to concrete action, many obstacles need to be overcome. Many positive outcomes can arise when businesses adopt a policy of social responsibility implementation. Although India has entered or taken a transformational change by involving into new CSR initiatives, but still a lot has to be done in this area

Anupam Sharma and Ravi Kiran, School of Behavioural Sciences and Business Studies, Thapar University, Patiala, India (2012) - Corporate Social Responsibility Initiatives of Major Companies of India with Focus on Health, Eduction and Environment in India, many firms have taken the initiatives of CSR practices which have met with varying needs of the society. The present study has made an attempt to understand the status, progress and initiatives made by large firms of India in context to CSR policy framing and implementation. Although India has entered or taken a transformational change by involving into new CSR initiatives, but still a lot has to be done in this area.

Lokaranjan Guha, Professor, EIILM, Kolkata (2011) - Corporate Social Responsibility Rating: India Focus. This paper charts the road map of evolution of India Inc. It has scanned particularly those companies who have crossed the various milestones of standard namely ISO 9000, ISO 14000, ISO 18000, environmental trustworthiness, safety and social accountability etc. Then it investigates the role, the background framework and the potentially of CSR ratings obtained from Karmayog.com platform that may act as suitable means to drive the industry further up the ladder of social responsibility.

Research Methodology

The different steps of Research Process followed are as mentioned below:

Define Problem

"Study on Gap Analysis and Impact Analysis of CSR Initiative of CybageAsha (Rural Upliftment)", with special reference to Project Category- 'Infrastructure'. This report includes impact analysis and gap analysis of project category- 'Infrastructure'.

Research Design

Type of Research

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

Sampling Method

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

Sample Size

Sr. No.	Project	Sample Size
1	School Wall Compound	60
2	School Building	25
3	Classroom Construction	37
	Total	122

Data Collection

The data was collected with the help of structured Questionnaire (relevant to each project) 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.

1. Processing and Analysing the data:

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.

2. Findings and Recommendations:

Key findings were drawn and suitable recommendations were made.

Scope

The process was carried out between the period of 15th May 2018 and 10th August 2018 for Rural Upliftment Projects of CybageAsha. Stakeholders from following taluka were interviewed:

   Purandar, Velhe & Bhor

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.

Data Analysis and Interpretation-School Building Construction

Age groups of respondents

Age groups of respondents		
Age group	Count	Percentage
0-24	2	8%
25-49	13	52%
50-75	10	40%
Total	**25**	**100%**
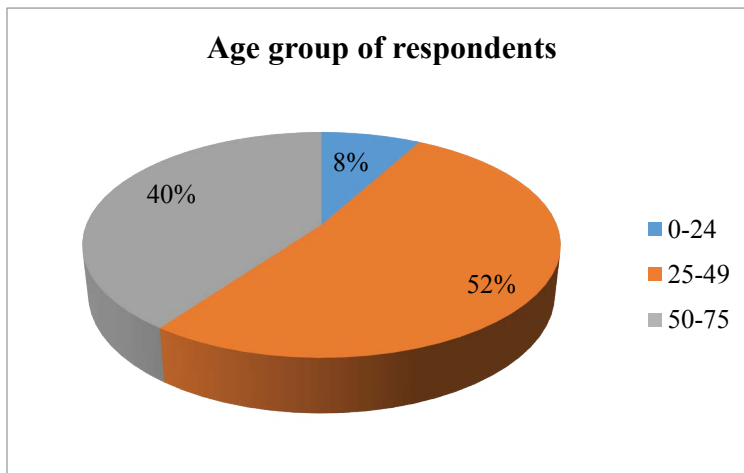
From the above data, it can be interpreted that majority of respondents (52%) are from the age group 25-49, the next majority (40%) lies in the age group 50-75.

Gender of Respondents

Gender of Respondents		
Gender	Count	Percentage
Female	16	64%
Male	9	36%
Total	**25**	**100%**
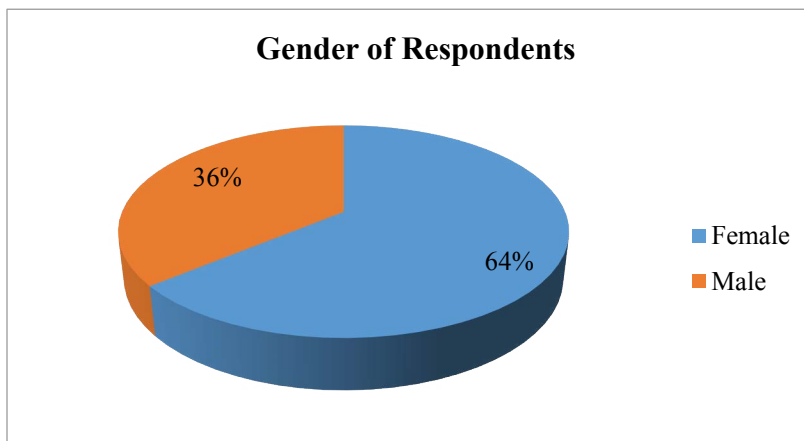
From the above data, it can be interpreted that majority of respondents (64%) are females and remaining (36%) are males.

Current Occupation/Employment

Occupation/Employment	Count
Business	1
Employee	1
Farmer	11
Govt. Servant	1
Housewife	9
Teacher	1
Transport business	1
Total	**25**

From the above data, it can be interpreted that majority of the respondents are Farmers and Housewives.

## Q. 1 Are you aware about Cybage school building project?

Awareness about Cybage school building project		
Response	Count	Percentage
Yes	25	100%
No	0	0%
Total	**25**	**100%**
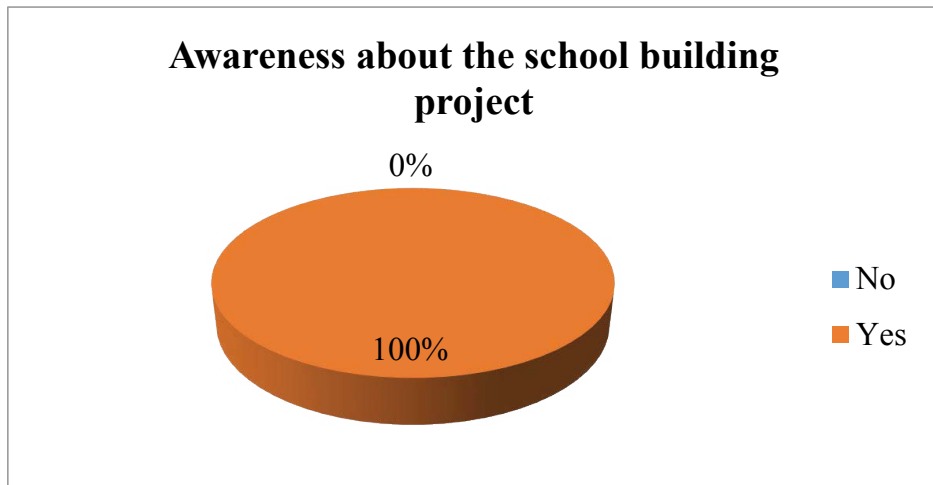
From the above data, it can be interpreted that all the respondents (100%) are aware about Cybage School Building Project.

Q. 2 Rate your level of satisfaction about school building project.

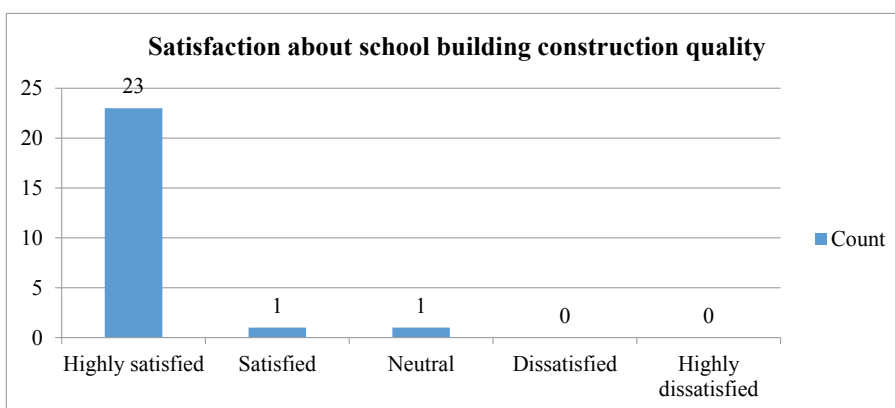| Satisfaction about school building project		
Response	Count	Percentage
Highly satisfied	23	92%
Satisfied	2	8%
Neutral	0	0%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	**25**	**100%**
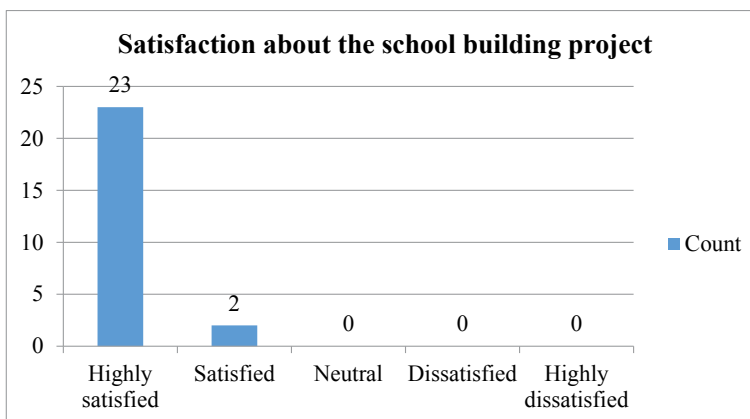
Satisfaction about the school building project

From the above data, it can be interpreted that majority of respondents (92%) are highly satisfied with School Building Project, 8% respondents are satisfied and there is no dissatisfaction about the Project.

Q. 3 Rate your level of satisfaction about school building construction quality.

Satisfaction about school building construction quality		
Response	**Count**	**Percentage**
Highly satisfied	23	92%
Satisfied	1	4%
Neutral	1	4%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	**25**	**100%**

**Satisfaction about school building construction quality**

From the above data, it can be interpreted that a clear majority of respondents (92%) are highly satisfied with school building construction quality and there is no dissatisfaction about the construction quality of the Project.

Q. 4 Do you feel that the project got delayed?

Response on delay in completion of project		
Response	Count	Percentage
No	11	44%
Yes	14	56%
Total	**25**	**100%**
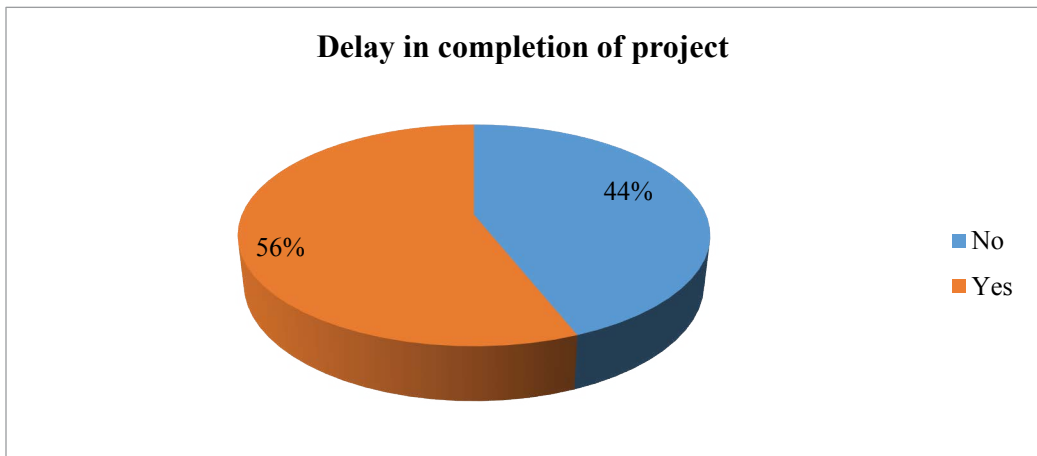
From the above data, it can be interpreted that 56% respondents found that there was a delay in completion of project where as 44% find that there was no delay in completion of project. Thus the response is split almost equally in this case between yes and no.

Q. 5 Is the school building properly maintained?

Response on Maintenance of school building		
Response	Count	Percentage
No	0	0%
Yes	25	100%
Total	**25**	**100%**

Maintenance by school authority

0%

100%

■ No
■ Yes
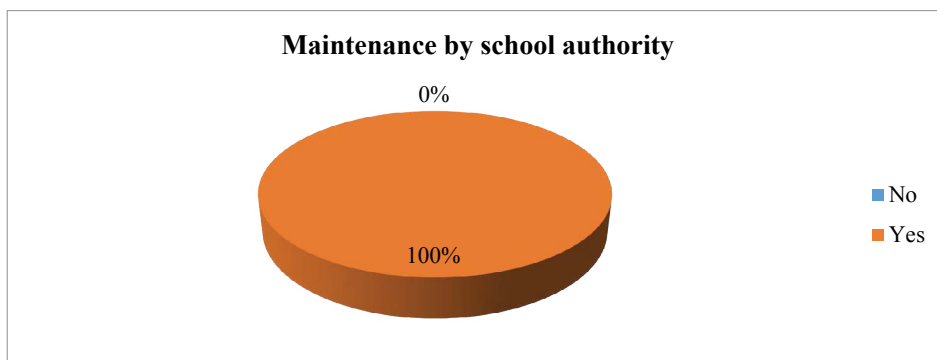
From the above data, it can be interpreted that all the respondents (100%) find that there is proper maintenance of the school building by the school authorities.

Q. 6 What was the condition before school building construction?

Response about condition before school building construction		
Condition before school building construction	No of responses	Percentage
Classes were conducted in rented house	11	44%
Attendance was very low	9	36%
Children used to go to other villages for schooling	16	64%
Any other	1	4%

From the above data, it can be interpreted that 11 out of 25 (44%) respondents say that the classes were conducted in a rented house earlier. 9 out of 25 (36%) respondents say that the attendance was very low earlier. 16 out of 25 (64%) respondents say that the children used to go to other villages for schooling earlier, before the construction of the school building.

Q. 7 Which are the major benefits of constructing school building?

Response about benefits of school building project		
Benefits of school building project	No. of responses	Percentage
Ease of conducting classes	20	80%
Village children do not have to move to other villages for learning	23	92%
Motivation amongst children to go to school	21	84%
Attendance has improved	20	80%
Better environment for children to learn	22	88%
No disturbance in teaching and learning	18	72%
Any other	0	0%

From the above data, it can be interpreted that 20 out of 25 (80%) respondents say that as a benefit of School Building Project, there is an ease of conducting classes. 23 out of 25 (92%) respondents say that village children do not have to move to other villages for learning, 21 out of 25 (84%) respondents say that the motivation amongst school children to go to school has improved, 20 out of 25 (80%) say that attendance has improved in school, 22 out of 25 (88%) feel that the new construction provides a better environment to children to learn and 18 out of 25 (72%) feel that due to this building there is no disturbance in teaching and learning.

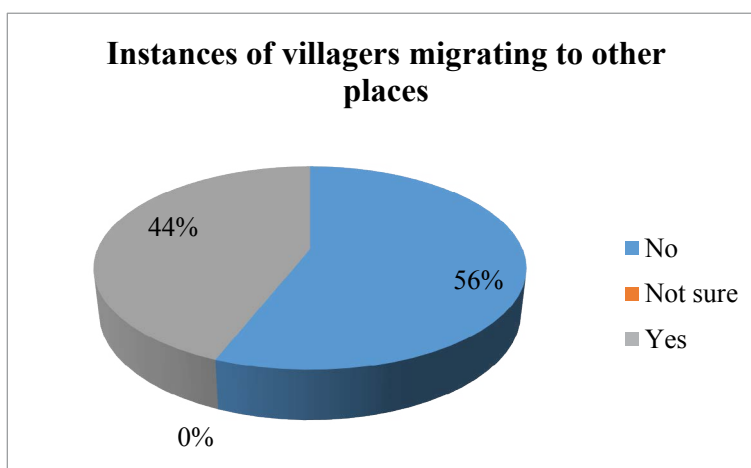## Q. 8 Are you aware about similar projects implemented by nearby villages?

Response on similar projects implemented in nearby villages		
Response	Count	Percentage
No	16	64%
Not sure	7	28%
Yes	2	8%
Total	25	100%
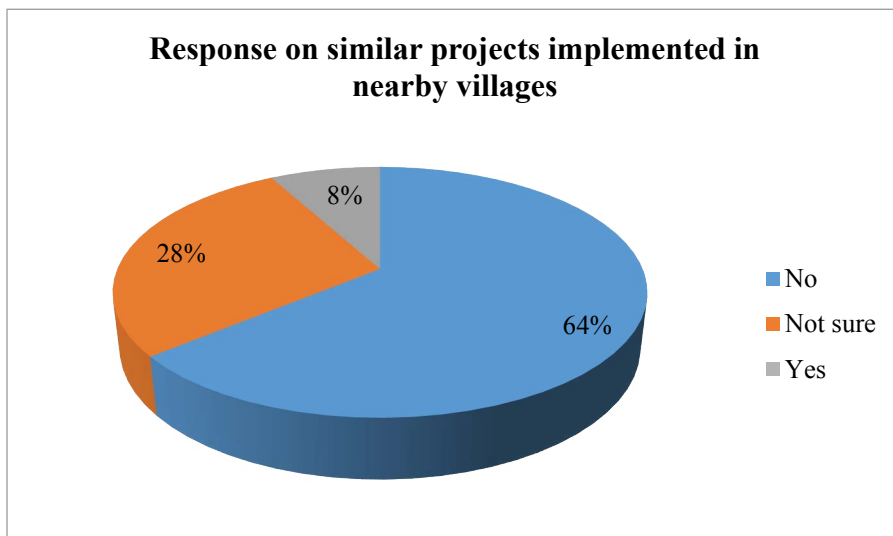
From the above data, it can be interpreted that 64% respondents say that no such project has been implemented in nearby villages 28% respondents are not sure if any similar project has been implemented in nearby villages and 8% respondents say that similar projects have been implemented in nearby villages.

Q. 9 Are you aware about migration happening to other places due to non-availability of school building in your village?

| Instances of villagers migrating to other places due to unavailability of school building for their children		
Response	Count	Percentage
No	14	56%
Not sure	0	0%
Yes	11	44%
Total	**25**	**100%**

From the above data, it can be interpreted that 56% respondents say that no migration happened to other places on account of unavailability of school building where as 44% respondents say that migration has happened to other places on account of unavailability of school building.

Q. 10 Are you aware about reverse migration after construction of school building?

Reverse Migration after construction of school building construction		
Response	Count	Percentage
No	5	20%
Not sure	0	0%
Yes	20	80%
Total	**25**	**100%**

Age groups of respondents		
Response	Count	Percentage
0-24	23	62%
25-49	13	35%
50-74	1	3%
Total	**37**	**100%**
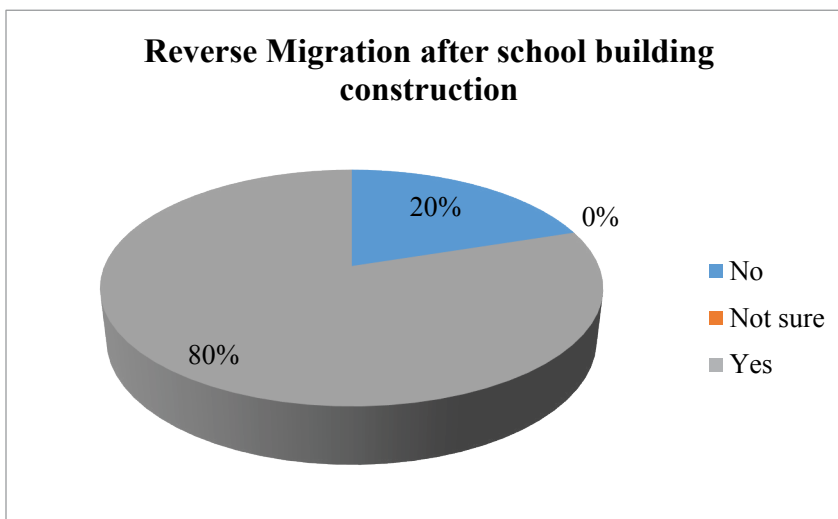
From the above data, it can be interpreted that 80% respondents say that those who had migrated out of the village on account of lack of a proper school building have migrated back to the village once it was constructed and 20% respondents say that those who migrated on account of unavailability of school building have not migrated back again to the village once the building was constructed.

Q. 11 Do you have any suggestion to village panchayat for conducting similar projects?

Response on suggestion to village panchayat for similar projects		
Response	Count	Percentage
No	0	0%
Yes	25	100%
Total	**25**	**100%**

Suggestion to village panchayat for similar projects

0%

100%

- No
- Yes
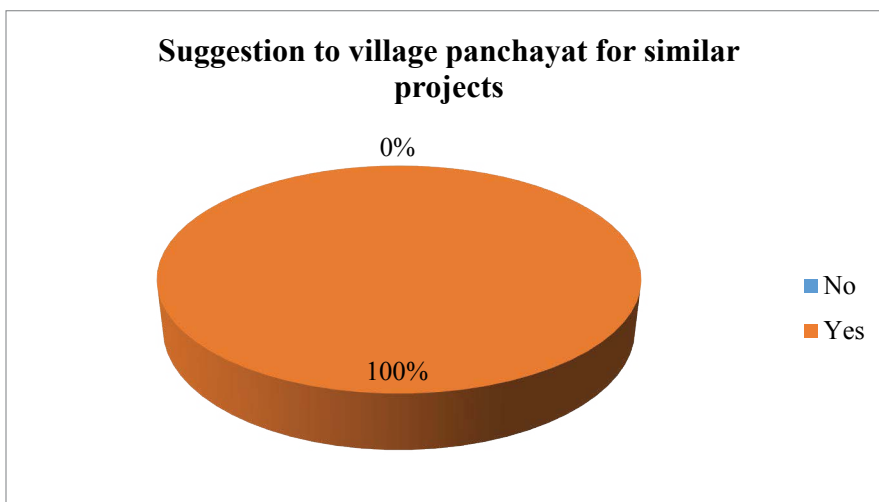
From the above data, it can be interpreted that all 100% respondents say that they have suggested to their village panchayat to come up with similar projects.

Q.12 What could have been done differently to maximize the impact for the beneficiaries?

Response

- ➢ Provide drinking water facility in school
- ➢ Provide vocational training to ladies to increase their employability
- ➢ Open high school in one of the villages

Data Analysis and Interpretation-School Classroom Construction

Age groups of respondents

Gender of Respondents

Gender of Respondents		
Gender	Count	Percentage
Female	7	19%
Male	30	81%
Total	**37**	**100%**

Current Employment

Employment/Occupation	
Response	**Count**
Business	1
Farmer	8
Housewife	1
Student	22
Teacher	5
Grand Total	**37**

Q. 1 Are you aware about the Cybage project?

Awareness about the project		
Response	**Count**	**Percentage**
No	1	3%
Yes	36	97%
Total	**37**	**100%**

Q. 2 Rate your level of satisfaction about the project.

Satisfaction about the project		
Response	**Count**	**Percentage**
Highly satisfied	35	95%
Satisfied	2	5%
Neutral	0	0%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	**37**	**100%**

Q. 3 Rate your satisfaction about the construction quality.

Satisfaction about the construction quality		
Response	**Count**	**Percentage**
Highly satisfied	34	92%
Satisfied	3	8%
Neutral	0	0

Dissatisfied	0	0
Highly dissatisfied	0	0
Total	**37**	**100%**

Q. 4 Do you think that there was a delay in completion of project.

Delay in completion of project		
Response	Count	Percentage
No	27	73%
Yes	10	27%
Total	**37**	**100%**

Q. 5 Do you think that the classrooms are being maintained by school authorities?

Maintenance of Classroom by school authority		
Response	Count	Percentage
No	0	0%
Yes	37	100%
Total	**37**	**100%**

Q. 6 What was the condition before construction of classroom.

Condition before construction of classroom		
Response	Count	Percentage
Difficulty in conducting classes	22	59%
Less attendance	16	43%
Any other	19	51%

Q. 7 What are the benefits of classroom to the beneficiaries?

Benefits of classroom to the beneficiaries		
Response	Count	Percentage
Ease of conducting classes	36	97%
Less crowded classroom	14	38%
Disturbance has reduced	22	59%
Attendance has improved	30	81%
Any other	5	14%

Q. 8 Are you aware about implementation of similar project in nearby villages?

Implementation of similar project in nearby villages		
Response	Count	Percentage
No	2	6%
Not sure	26	70%
Yes	9	24%
Total	**37**	**100%**

Q. 9 Are there instances of villagers migrating to other places?

Instances of villagers migrating to other places		
Response	Count	Percentage
No	7	19%
Not sure	12	32%
Yes	18	49%
Total	**37**	**100%**

Q. 10 Are you aware about any reverse migration after construction of classroom?

Reverse migration after construction of classroom		
Response	Count	Percentage
No	7	19%
Not sure	13	35%
Yes	17	46%
Total	**37**	**100%**

Q. 11 Do you want to give any suggestion to village Panchayat for similar projects?

Suggestion to village Panchayat for similar projects		
Response	Count	Percentage
No	2	5%
Not sure	7	19%
Yes	28	76%
Total	**37**	**100%**

Q. 12 What could have been done differently to maximise the impact for the beneficiaries?

Response

- There is a need to install more fans and lights.

- More benches should be provided in the school.

- Sports equipment should be provided.

- Need to install a school gate for the school.

- There is a need to construct wall around the compound.

- More computers should be provided in the school.

Findings for school building, school wall compound and classroom construction

1. Majority of beneficiaries are satisfied with the initiative of school building, school wall compound & classroom construction by Cybage.

2. Majority of respondents believe that the project was completed well in time by Cybage.

3. Majority of the respondents believe that the major problem before construction of school building, school wall compound & classroom was to conduct the regular classes due to less number of classrooms, improper seating arrangement, roof leakage & water leakage issues in rainy season and so the attendance was less.

4. Majority of the respondents believe that there is ease of conducting classes in newly constructed classroom & due to which, the attendance has been improved.

5. Some of the respondents observed that the students from nearby villages have joined school in their village.

6. Some of the respondents feel fresh and comfortable when they come to school.

7. Majority of respondents are not sure if any other similar project has been implemented in nearby villages.

Recommendations for school building, school wall compound and classroom construction

a. More number of school classrooms may be constructed so that it can accommodate more number of students.

b. Electrification of all classrooms is needed.

c. Need to install school gate along with compound wall.

d. Science lab equipment's need to be provided.

e. Computer facility or Computer lab to be set.

f. Playground to be built and sports equipment's to be provided.

g. Clean drinking water facility with proper taps should be provided.

h. The toilets to be constructed for the students and staff of school in the school campus.

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 Infrastructure. From the above analysis it can be concluded that Cybage is doing good work in terms of providing good infrastructure related projects in villages as per requirement of the villagers. Due to school building construction by Cybage, village children do not have to go to other villages for schooling and it provides them a better learning environment. Community Hall project has been a boon for villagers but, it could be put to multiple uses as a source of earning for the village panchayat. The villagers are satisfied with the performance of Cybage in their village.

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