

Gap Analysis and Impact Analysis of CSR Initiative of CybageAsha (Rural Upliftment) with Special Reference to Project Category- 'Water De-silting'

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Abstract: This study is based on the initiatives of CybageAsha. That falls 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.

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. Ritu Nathani, Director- Cybage and Managing Trustee- CybageAsha, guides the dedicated teams in their collective mission to transform the lives of the underprivileged. The Trust also collaborates with several NGOs and social service organizations to continually expand its beneficiary base.

The aim of the paper 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, also gap analysis with respect to Water-Desilting. Villagers are quite satisfied with water project of Cybage. Water supply has improved due to Cybage intervention but purity of water is still a concern of majority of villagers. They are quite satisfied with construction quality of these projects. But, they expect Cybage intervention on a greater magnitude in order to cover majority population of their villages. Water projects have helped them for agriculture and domestic purposes. Cybage should take an initiative to sensitize village panchayat to develop a self-sustaining model from long term sustainability perspective.

Keywords: CybageAsha, Water Desilting, CSR

Introduction

CybageAsha is a charitable registered trust founded under the Bombay Public Trust Act, 1950, in October 2003 to fulfil Cybage's moral responsibility towards the society. The primary aims of the foundation are rural development alcohol deaddiction social welfare, and go green initiative. The foundation is based in Pune, India, and is run by Ritu Nathani, Director Cybage and Managing Trustee CybageAsha and CybageKhushboo. These philanthropic initiatives

actively contribute in educational and socioeconomic drives, aiming at the development of the less fortunate for a better society. The trust believes in 'Spreading Smiles'.

Through its Rural Upliftment, Community Development, and Social Welfare verticals, CybageAsha meticulously conceptualizes, plans, and executes various drives in and around Pune.

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

Rural Upliftment

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.

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. 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.

Apart from the aforementioned activities, CybageAsha partners with the BAIF Institute for Sustainable Livelihoods and Development to help villages become self-reliant. This sustainable livelihood development focuses on:

- Enabling overall agricultural development.
- Introducing new techniques in agriculture.
- Enabling livestock development.
- Imparting new skills to women and youngsters.

Community Development

Under this vertical, CybageAsha focuses on de-addiction, adult literacy, and health and welfare of people from the lower economic strata of the society.

CybageAsha started working with communities in and around Pune to rid them of the evil of alcoholism, which adversely affects the social, economic, and personal life of both the addict and the addict's family. For this, it focuses on slums, where alcoholism is rampant and families suffer its repercussions such as domestic violence and poverty. CybageAsha conducts the following activities for this cause:

Encouraging addicts to approach rehabilitation centres and providing funding for the necessary help

- Conducting door-to-door drives to identify addicts and create awareness.
- Partnering with agencies such as Anandvan Rehabilitation Center and Renaissance Rehab Center.
- Creating awareness through street plays, pamphlets, and de-addiction calendar distribution, movie screenings.
- Conducting counselling sessions for addicts and their families.
- Felicitating recovered addicts.

In the past four years, more than 100 alcoholics have benefited from this program. The other holistic activities conducted under Community Development include:

- Adult Literacy Program.
- Various events such as blood test camp, eye test camp, and dental check-up camp.
- Women empowerment through various activities such as capacity building for self-help groups.
- Digital literacy centers for community people.

Social Welfare

CybageAsha is committed to help the underprivileged orphans, destitute women, and senior citizens claim their rightful place in society. In order to achieve this, CybageAsha's Social Welfare vertical is designed to provide a platform to Cybagians to give back to society. We partner with other social welfare organizations to conduct various programs and grants funds to them to further facilitate the betterment of the disadvantaged. CybageAsha understands that we have only one Earth, and we need to protect it. While problems such as environmental pollution and global warming threaten human existence, CybageAsha, strives to offer a cleaner and greener environment. The Cybage infrastructure reflects the management's commitment to Go-Green. Sustainable environmental practices have been adopted for water and energy conservation, and promotion of greenery on the Cybage campus. To promote the Green cause across the organization, Cybagians are given opportunities to adopt saplings on every World Environment Day. Carpooling and the use of bicycles are also encouraged. The Social Welfare vertical and Go-Green activities include the following:

- Organizing recreational activities at orphanages and old age homes.
- Donating special hardware to schools for the visually impaired.
- Organizing drives such as blood donation, clothes donation, grains donation, and toys donation.
- Donating funds to NGOs, hospitals, and the poor during medical emergencies.
- Distributing bicycles among construction workers and Cybage support staff during festivals.
- Volunteer engagement in various activities such as teaching in low-income private schools and visits to NGOs for need assessment.
- Conducting tree plantation drives.

- Celebrating World Environment Day and other days associated with the cause.
- Promoting the use of eco-friendly and recycled products.
- Forming eco clubs in schools in the vicinity and conducting workshops or sessions to create awareness about environment issues.

Review of Literature

Social responsibility is an ethical framework and suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large. It pertains not only to business organizations but also to everyone who's any action impacts the environment. A business cannot ignore the society it refers to what business does over and above the statutory requirement for the benefit of the society.

“Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”. By Lord Holme and Richard Watts

Shyam (2016) Over the years Corporate Social Responsibility (CSR), a concept comparatively new to India, is rapidly picking up pace. CSR has become a fundamental business practice and has gained much attention from the management of large international companies. It facilitates the alignment of business operations with social values. CSR is deemed as a point of convergence of various initiatives aimed at ensuring socio-economic development of the community. Acknowledging the fact that mainstreaming CSR into businesses could be instrumental in delivering societal value, especially in a developing country like India, this paper specifically aims at providing an understanding of concept of CSR and analyses the development of CSR in India.

CSR trends in India concluding that although the corporate sector in India benefited immensely from liberalization and privatization processes, its transition from philanthropic mind-sets to CSR has been lagging behind its impressive financial growth (Arora & Puranik, 2004).

Urmila (2011) the significance of CSR emerged positively over last few years. CSR expanded to cover economic as well as social interests. Now a days Companies have become more transparent in accounting and display ‘public reporting’ due to pressures from various stakeholders. It is possible for companies to behave in the ‘desired’ ethical and responsible manner towards consumers, employees, communities, stakeholders and environment. They have started incorporating their CSR initiative in their annual reports.

Objectives of the Study

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 Methodology

The paper evaluates the CSR projects undertaken by Cybage in and around Pune. So the research is exploratory in nature. There is growing evidence that project sustainability is supported by carefully planned and well-implemented project evaluation. This report has been prepared for the management and the CSR team at Cybage. The intent of the report is to provide the CSR team with an overview of the impact of their CSR initiatives under CybageAsha (Rural Upliftment Vertical). This report is based on the ground realities as per the Indian context.

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.

Research Design

Empirical Research, based on observed and measured phenomena to derive knowledge from actual experience rather than from theory or belief has been undertaken for this study.

The projects undertaken by Cybage under Water Desilting category is carried out in following villages

Sr. No.	Village Name	Taluka	District	Region	Length (Approx....)
1	MavadiSupe	Purandar	Pune	West Mah	3 km
2	Mavadi Kade Pathar	Purandar	Pune	West Mah	3 km
3	Nawali	Purandar	Pune	West Mah	0.5 km
4	Dahiwadi	Shirur	Pune	West Mah	0.5 km
5	Amdabad	Shirur	Pune	West Mah	3 km
6	Vadner	Shirur	Pune	West Mah	1 km
7	Makodi	Malkapur	Buldhana	Vidarbha	1 km
8	Narla and Bhavadi	Fulambri	Aurangabad	Marathwada	4 km
9	Wadikalya	Ambad	Jalna	Marathwada	1 km
10	Waghalkheda	Ambad	Jalna	Marathwada	3 km
11	Hipersoga	Ausa	Latur	Marathwada	2 km
12	Rena	Renapur	Latur	Marathwada	2 km
13	Samrala	Dharmabad	Nanded	Marathwada	3 km
14	Pimparkhed	Ghansawangai	Jalna	Marathwada	1 km
15	JamsamathTanda	Ghansawangai	Jalna	Marathwada	1 km
16	Chandai	Bhokardan	Jalna	Marathwada	1 km
17	Poundul	Shirur	Jalna	Marathwada	1 km
18	Dinnapur	Paithan	Aurangabad	Marathwada	2 km
19	PimpalgaonThote	Bhokardhan	Jalna	Marathwada	2 km

Sample Size for this Study

The sample size for Drainage construction project is 117 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 (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.

The questionnaires used for impact and gap evaluation are attached in the Appendix.

Scope of Project

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 villages were interviewed:

De-silting Project

Village (Taluka)
Mavadi Kadepathar (Purandar)
Mavadi Supe (Purandar)
Nawali (Purandar)
Dahiwadi (Shirur)
Amdabad (Shirur)
Vadner (Shirur)

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

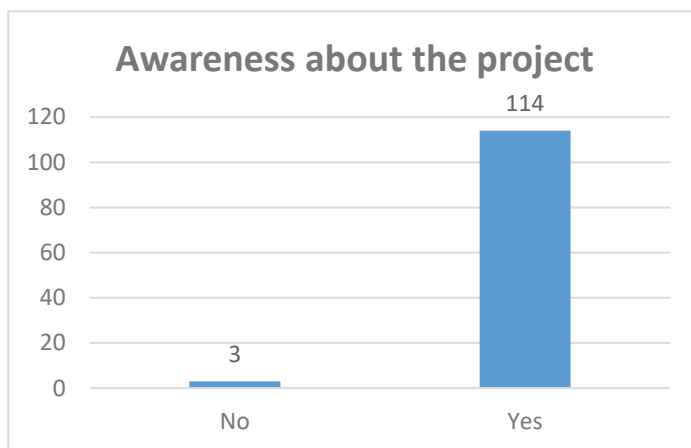
Data collected was analysed with the help of MS Excel. Statistical tools used for the analysis include tables, graphs and charts. Open-ended questions formed the base for recommendations in the Report and to understand the true feelings of the Villagers with regards to Cybage initiative.

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

The age group of the respondents was mostly in the category of 26 to 75 years. Majority of respondents (15%) are females and remaining (85%) are males. In the current employment status, majority of the respondents were farmers and housewives.

1. Awareness about the Project

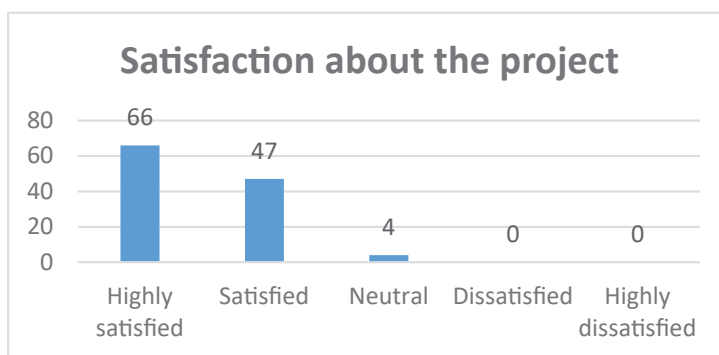
Awareness about Cybage De-silting project		
Response	Count	Percentage
No	3	3%
Yes	114	97%
Grand Total	117	100%



From the above data, it can be interpreted that a large part of the respondents (97%) are aware about Cybage De-silting Project.

2. Satisfaction about the Project

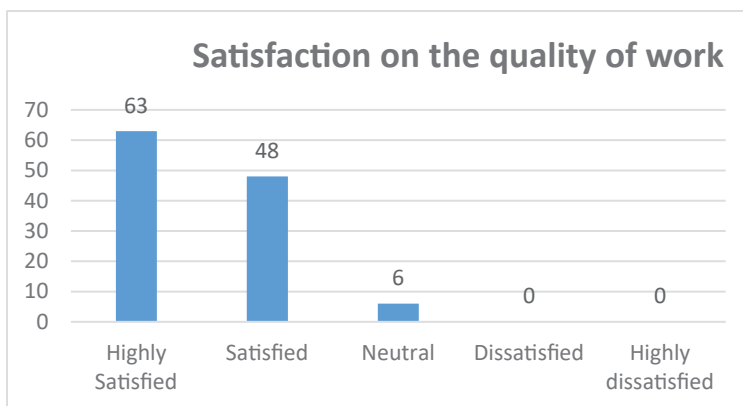
Satisfaction about the project		
Response	Count	Percentage
Highly satisfied	66	56%
Satisfied	47	40%
Neutral	4	4%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Grand Total	117	100%



From the above data, it can be interpreted that majority of respondents (56%) are highly satisfied with De-silting Project, 40% respondents are satisfied and 4% have a neutral view.

3. Satisfaction on the Quality of Work

Satisfaction on the quality of work		
Response	Count	Percentage
Highly Satisfied	63	54%
Satisfied	48	41%
Neutral	6	5%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Grand Total	117	100%



From the above data, it can be interpreted that majority of respondents (54%) are highly satisfied with De-silting construction quality, 41% respondents are satisfied and there is no dissatisfaction about the construction quality of the Project.

4. Contractors Involved in De-Silting

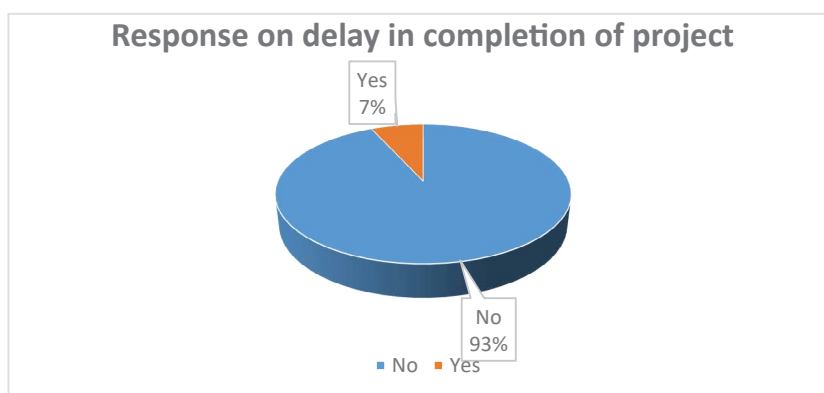
Contractors involved in De-silting		
Response	Count	Percentage
Excellent	46	39%
Good	59	51%
Satisfactory	12	10%
Poor	0	0%
Very poor	0	0%
Grand Total	117	100%



From the above data, it can be interpreted that majority of respondents (51%) find contractors involved in the construction to be good, next majority (39%) finds them Excellent and balance (10%) find them satisfactory, while none find them Poor.

5. Response on Delay in Completion of Project

Response on delay in completion of project		
Response	Count	Percentage
No	109	93%
Yes	8	7%
Grand Total	117	100%



From the above data, it can be interpreted that majority of respondents (93%) find that there was no delay in completion of project. Remaining (7%) find that there was a delay in completion of project.

6. Condition before De-Silting was done

Condition before de-silting was done		
Response	Count	Percentage
Less storage capacity of river	73	62%
Less water for agriculture and domestic use	78	67%
Less drinking water in wells hand pumps and bore wells	59	50%
Any other: Please specify	3	3%

Prior to commencing the activity of de-silting, 78 out of 117 (67%) respondents say that there was less water for agriculture and domestic use, 73 out of 117 (62%) respondents say that there was less storage capacity of river, 59 out of 117 (50%) respondents say that there was less drinking water in wells, hand pumps and bore wells.

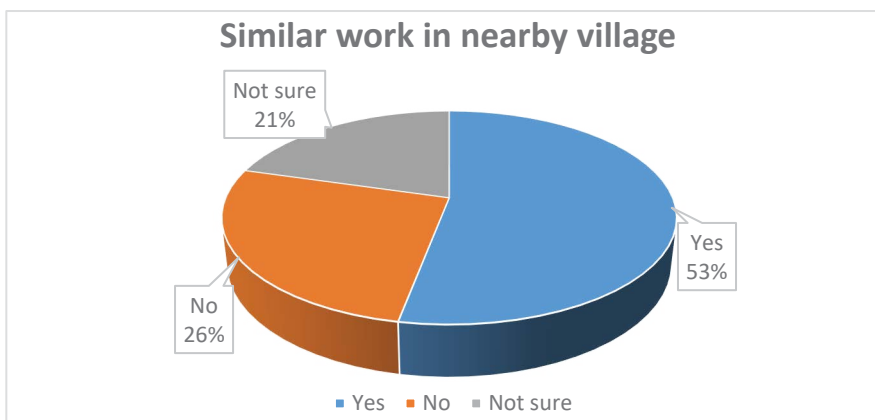
7. Benefits of De-Silting Project to the Villagers

Benefits of de-silting project to the villagers		
Response	Count	Percentage
Increased production of sand	22	19%
Increased storage capacity of water reservoirs	86	74%
More water for domestic and agricultural use	88	75%
Underground water-level has risen	59	50%

After the De-silting project, 88 out of 117 (75%) respondents say that there is more water for domestic and agriculture use, 86 out of 117 (74%) respondents say that there is increased storage capacity of water reservoirs, 59 out of 117 (50%) respondents say that there is increase in underground water level and 22 out of 117 (19%) respondents say that there is Increased production of sand.

8. Similar Work in Nearby Village

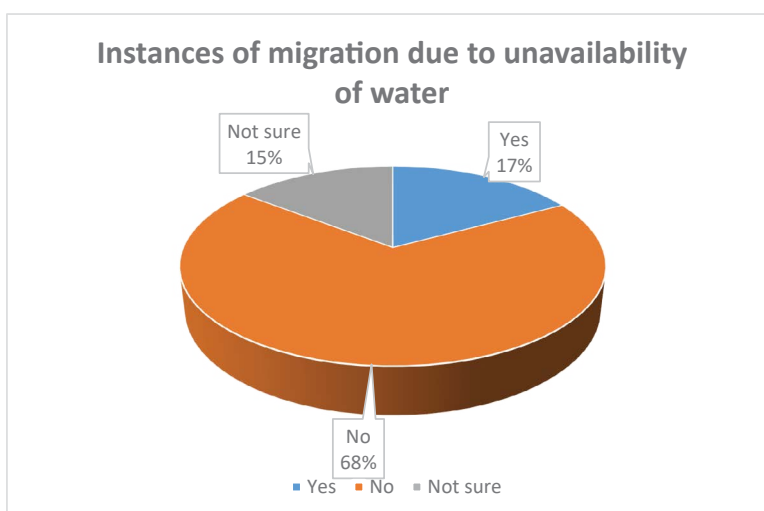
Similar work in nearby village		
Response	Count	Percentage
Yes	62	53%
No	31	26%
Not sure	24	21%
Grand Total	117	100%



A comparative study with nearby villages indicates that, 53% villagers say that a similar activity has been done in nearby villages, 26% villagers say that it has not yet been undertaken in other villages while it was not possible to ascertain in case of 21% villagers.

9. Instances of Migration due to Unavailability of Water

Instances of migration due to unavailability of water		
Response	Count	Percentage
Yes	20	17%
No	80	68%
Not sure	17	15%
Grand Total	117	100%



From the above data it can be interpreted that, 68% of villagers say that there is no instances of migration due to unavailability of water. 17% of villagers say that there are instances of migration due to unavailability of water. Remaining villagers are not sure about this.

10. Migrated Back after De-Silting

Migrated back after de-silting		
Response	Count	Percentage
Yes	12	18%
No	26	40%

Not sure	27	42%
Grand Total	65	100%

From the above data it can be interpreted that, 42% of villagers say that they are not sure about reverse migration. 40% of villagers say that there are no instances of reverse migration due to availability of water due to this project. Remaining villagers 18% say that there are instances of reverse migration due to availability of water due to this project.

Findings

Key findings were drawn and suitable recommendations were made. The report was prepared for final submission to Cybage.

- Majority of respondents were aware about this project of Cybage.
- Majority of beneficiaries are satisfied with the initiative of De-silting.
- Majority of beneficiaries are satisfied with the work quality.
- Majority of respondents believe that the project was completed well in time by Cybage.
- Majority of the respondents believe that the major problem before De-silting was less storage of water.
- Majority of the respondents believe that De-silting has enabled increased water storage, easy availability of water and increased ground water level.
- Majority of the respondents indicated that they have suggested De-silting to be followed as a regular practise to the village panchayat.
- Significant number of respondents informed that similar activity of De-silting has been carried out in nearby villages.

Recommendations

- Awareness campaigns must be conducted to sensitize the villagers on the importance of De-silting. It has to be made a peoples movement.
- Government intervention will help improve the overall focus and provide the required impetus for conducting de-silting activity on a larger scale.
- Larger number of villages should be covered under the De-silting program.
- Villagers should be taught the importance of keeping the de-silted area clean, else the efforts of whole de-silting exercise will be futile.

- Areas surrounding canals, reservoirs, lakes, ponds and bore wells should be kept clean so that minimal deposition of silt, sand and mud will ensure better water levels.
- De-silting exercise should be encouraged from an employment generation standpoint as well, both at skilled and semi-skilled levels.

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