

## Impact Assessment of CSR initiatives implemented by Vidarbha Industries Power Ltd. (Subsidiary of Reliance Power), Nagpur

<sup>1</sup>Dr. Kanak Wadhvani, <sup>2</sup>Mr. Sarang Sawangikar

<sup>1</sup>Assistant Professor, Shri Ramdeobaba College of Engineering and Management, Nagpur

<sup>2</sup>Reliance Power Ltd, Nagpur

Email: wadhwanik@rknc.edu, sarang.sawangikar@relianceada.com

Received: 20<sup>th</sup> September 2018, Accepted: 11<sup>th</sup> October 2018, Published: 31<sup>st</sup> October 2018

### Abstract

The paper deals with CSR initiatives at Reliance Power Ltd. It describes the initiatives taken and development resulting from such initiatives. The spectrum of CSR includes a number of areas as human rights, safety at work, consumer protection, climate protection and caring for the environment, and sustainable management of natural resources, medical benefits to remote areas, self-help groups and employment generation. From the perspective of employees, CSR activities include providing health and safety measures, preserving employee rights and discouraging discrimination at workplace. This helps in fostering a healthy environment within the company. Vidarbha Industries Private limited has a unique implementation model of development Villages. The research Paper highlights those initiatives. Paper also deals with the development and advantages raised due to initiatives initiated by VIPL.

### Keywords

CSR, Self-Help Groups, Development

### Introduction

#### About Reliance Power Limited

Reliance Power Limited is a part of the **Reliance Group**, one of India's largest business houses. The group operates across multiple sectors, including telecommunications, financial services, media and entertainment, infrastructure and energy. The energy sector companies include **Reliance Infrastructure and Reliance Power**.

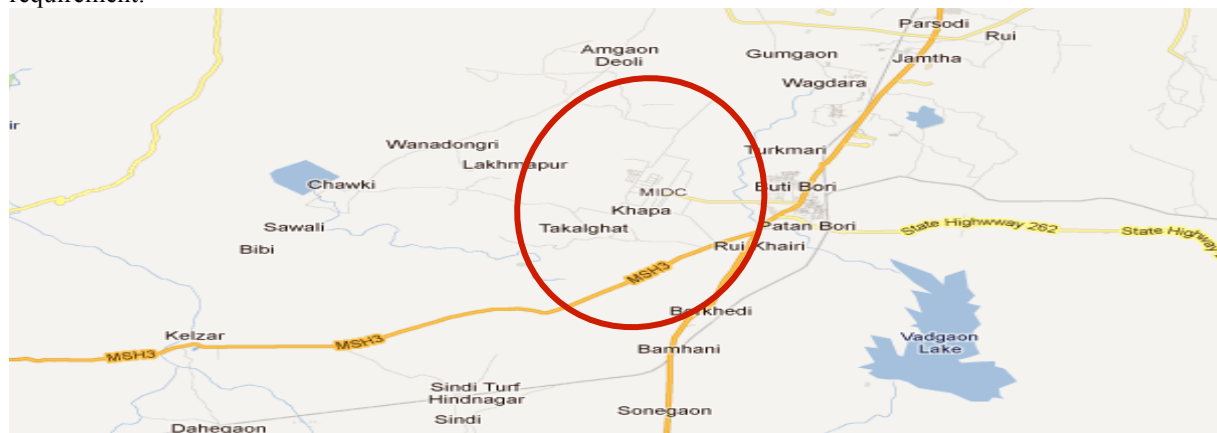
#### About Vidarbha Industries Power Limited

Vidarbha Industries Power Limited is a subsidiary of the Reliance Power. The 300 MW coal-fired projects in the Butibori Industrial Area of Maharashtra is the prime assignment of the Vidarbha Industries Power Limited. Vidarbha Industries Power Limited, a special purpose vehicle of the Reliance Energy Limited, came into being in the year 2005. In order to successfully complete the Butibori Thermal Power Project the Reliance Energy Limited launched the Vidarbha Industries Power Limited. On 30th August, 2007 the Vidarbha Industries Power Limited became a subsidiary of the Reliance Power.

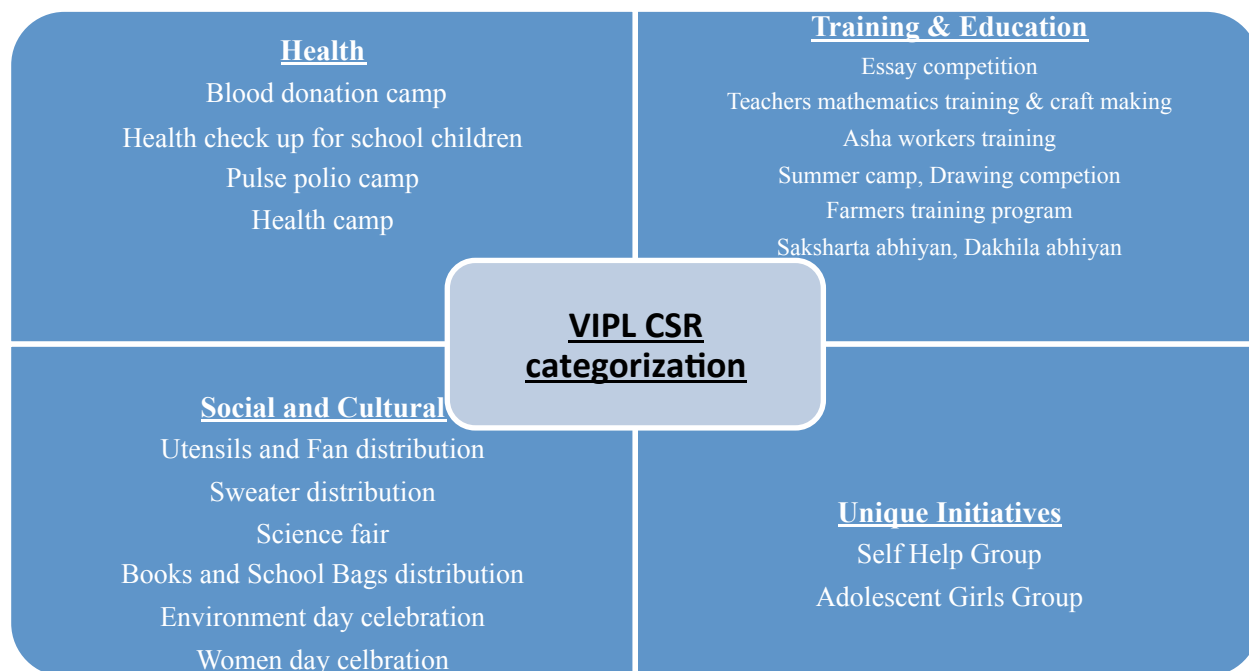
This research Paper focusses on CSR Initiatives by VIPL a subsidiary of Reliance Power Ltd. The paper also focuses on impact assessment of various initiatives undertaken by VIPL.

### CSR Activities of VIPL at a Glance

VIPL, after a detailed study identified and selected villages. The selection of villages was purely based on the requirement.



**CSR Initiatives are categorized into following Four Sections:**



### **CSR Initiatives during the Year 2017-18**

The research paper mainly highlights CSR initiatives undertaken by VIPL during the year 2017-18. Initiatives are categorized as per abovementioned bifurcation viz; health, Education, Infrastructure and unique initiatives undertaken in order to empower villagers. Employee volunteering is an integral part of CSR initiatives wherein employees are roped for undertaking various CSR activities. This helps in Employee Engagement also.

### **Key Achievements FY 2017-18**

- Summer Camp conducted at ZP school more than 100 students participated.
- Bags distributed to around 1295 students of schools.
- Training programs for around 45 school teachers were conducted on the areas of Child Psychology, Motivation, team building.
- Essay Competition was organized for students, around 333 students participated.
- ZP school Wall compound was constructed at Ganeshpur and Gondwana.
- Fertilizer. Goat farming, Animal husbandry and general stores were started by SHG's
- ZP school renovation at Pimpri and Sawangi Village.
- Installation of more than 12 handpumps at 12 Villages.
- Health Camp conducted, from which more than 501 villagers got benefited.
- Cycle distributed to 55 Asha Workers. Around 200 Cycles were distributed to School girls of Villages.
- Blood Donation Camp at VIPL
- Formulation, guidance and training of Bhirsia Munda Mahila Mandal, a Self-help group of females from Khairi village. This group consist of financially weak Adivaasi females, organization trained them on Goat farming and assisted them to obtain a loan of Rs 1.00,000 in order to invest in the business.

### **Education Activities**

- Career Counselling for more than 80 Students at Shri Krishna high School Sawangi
- 6034 Notebooks to 1295 Students at 15 ZP Schools were distributed.
- 11 Water filters and Coolers were provided to 11 school as an initiative towards cool and healthy drinking water.

- 1295 bags were distributed to students of ZP schools.
- Infrastructure Facilities were developed at schools; 2 Boundary Walls were constructed for schools at Ganeshpur and Gondwana schools, 2 Class rooms were renovated at ZP schools Pimpri and Sawangi and 2 toilets were constructed at ZP schools Gondwana.
- Health and hygiene awareness drives specially emphasizing on importance of hand-wash were initiated at 15 ZP schools around 1100 students' participated in the drive.
- Quiz competition were conducted at Takalghat around Students participated.
- Spots Meet conducted at Ganeshpur, around 591 students participated.
- Training program on dinning etiquettes to students.

### **Heath Care Initiative**

VIPL has developed 2 Public Health Centers (PHC) at Takalghat and Kanolibara villages. Two health Checkup camps are organized at these PHC's every Year. PHC at Takalghat covers around 39 villages and PHC at Kanolibara covers around 28 Villages catering to population of more than 50,000 Villagers.

The objective of this initiative is to promote preventive health programs to villagers and to provide them multispecialty treatment and facilities under one roof. In certain cases villagers were made aware about the potential hazards of health issues detected.

### **Other Initiatives towards Health of Villagers are as below:**

- Health Camps conducted at Kanolibara PHC total villagers were benefited 25 cases were referred to Lata Mangeshkar Hospital, Wanadongri.
- First Aid Box distributed in 15 ZP schools.
- Infant Health awareness and healthy baby contest was conducted, around 60 Children participated.
- Students Health Checkup Camps were conducted at 15 ZP Schools total 1050 students benefited.
- Health and Hygiene awareness camps were organized for Adolescent Girls, around 80 girls participated.
- 2900 infants immunized under pulse polio program.
- Malaria Control through fogging at 14 villages.

### **Unique Initiatives for Rural Transformation (Year 2017-18):**

VIPL is instrumental in promoting Women empowerment of particularly rural and Adivaasi females. Through their unique initiative of Market linked livelihood programs females of rural areas have now generated a source of income. Self-help groups are formed as a part of CSR initiative and these SHG's are undertaking various business in their villages.

### **Notable Achievements of SHG's**

- 1 SHG has earned 38000/- over last six months through fertilizers business.
- Goat farming is another venture wherein organization provided required training to the females of SHG's. Due to which 2 SHG's earned more than 14000 in last six months.
- SHG's in Ganeshpur made a profit of Rs.17000/- through Animal husbandry. Likewise other SHG's at Ganeshpur made a profit of 15000 Rs. in a span of 9 months as vendors for Daily Needs.
- Wheat Corn Business SHGs could earn more than 13000/-
- Organization also assisted in obtaining bank loan. Bank of India, Takalghat sanctioned a loan of 6, 50,000 which can be utilized for development in. Education, health and Business purpose.
- Skill development workshops are also conducted for and by SHG's. these workshops were able to benefit around 58 people this year.

### **Rural Transformation through Infrastructural Development:**

- Anganwadi renovation of building, provided water cooler and TV to aanganwadi at Takalghat.
- 18 hand Pumps were installed in 12 villages benefitting 1200 households.
- Boundary wall was constructed at ZP schools of Ganeshpur and Gondwana.
- Renovated buildings of Pimpri and Sawangi ZP schools.

### Initiatives towards Sanitation

- Hand wash and hygiene drives were initiated in 15 ZP Schools at 14 Villages. Sanitation drive at various villages like Takalghat, Ganeshpur, Bhansoli, Sawangi, Ghodeghat.
- Tree plantation at villages.
- Felicitation of sweepers at Sawangi with a view to promote cleanliness.

### Material and Methods

#### Research Objectives:

1. To study CSR initiatives by VIPL.
2. To assess the impact of CSR initiatives.
3. To study unique initiatives and their impact towards Village development

#### Scope and Limitations

The research paper focuses only on CSR initiatives undertaken by VIPL. Impact assessment is done purely on the basis of primary data collected through interaction from various respondents.

### Research Methodology

- **Research Design**  
The paper contains descriptive research; it contains the information with respect to current status of initiatives and their immediate impact. Paper also highlights expectations of beneficiaries from the organization.
- **Sources of Data**  
The paper aims at obtaining information through Interviews; Main source of data is Primary through Interviews
- **Date Collection Instrument**  
Interviews were conducted, inputs were obtained from the beneficiaries for impact assessment. Based on initiatives undertaken at different areas, questions were framed and translated into the local language. Considering the objectives of research paper, questions were asked from the target sample.
- **Population and Sampling Method**  
Sampling Method is convenience sampling, researchers visited 5 villages. Beneficiaries were interviewed based on their availability. The paper includes responses from the following:

Sr. No.	Places Visited	Location	No. of People interviewed
1	2 Zillaparishad Schools	1. Sawangi High School, Sawangi 2. Zp School Takalghat.	130 Girls School principal
2	2 Aanganwadi,	1. Takalghat 2. Khairi	
3	1 health Center	PHC at Takalghat	Doctor at PHC.
4	4 Self-help Groups.	1. Smrudhi SHG. Godeghat 2. Umang SHG, Godeghat 3. Bhirsamunda Mahila Mandal, khairi 4.	11 females 12 females 8 females

### Results and Discussion

Impact assessment of above mentioned initiatives was undertaken through interviews from the beneficiaries. Excerpts from the same are mentioned below;

#### 1 Khairi Village

Interviews of beneficiaries were taken in order to ascertain the impact of initiatives. A Self-help group consisting of around 12 females in the village Khairi was interviewed. Bhirsamunda Mahila Mandal has females belonging to weaker financial conditions. This group of Aardivaasi Females were grateful about the initiatives by VIPL. The confidence within females from remote village was evidence of positive impact of initiatives undertaken. They were happy with training provided to them on goat farming and majority of them started business of goat farming as well. VIPL also initiated and assisted this SHG for obtaining Loan from bank as an investment for their ventures. Beneficiaries were contented with the initiatives towards education of their children. They said now they are sending their children to schools. Adolescent girls group was a novel idea which made it possible for girls to pursue higher

education. Provision of stationery, School Bags and other related material by VIPL made it possible for students in villages to obtain basic education.

In its one and a half years association with this SHG, VIPL has developed confidence amongst them. When asked about their future expectations where VIPL should work; many of them requested VIPL officials to develop roads in order to boost connectivity of remote village. Some of them also asked for provision of water supply especially during summers. With population of around 400 people, beneficiaries requested to provide safe drinking water at school premises so that children can take the benefit of the same.

## **2 Ghodeghat Village**

Ghodeghat has number of SHG's out of which 2 SHG's were interviewed. Samrudhi SHG comprising of around 12 females from the village, and Umang SHG consisting of more than 13 females from the village. During interaction the raised level of confidence was evident amongst females. These females were associated with SHG's since 5 years. When asked they listed the advantages of being associated with an SHG; as it inculcates habit of saving funds and boost confidence level and independent females. Females were having basic banking transaction knowledge. This SHG mainly deals in Goat farming and Supply of fertilizers. Last years' profit was around Rs 40,000 as mentioned by females of SHG. SHG also mentioned that out of the profits earned, they as SHG's donate stationery and other required material in order to help poor students. These SHG's were keen to gain exposure other business options, so that they can expand their business and start with new ventures to make more profit for which VIPL periodically organizes one day visit of SHG's.

They mentioned initiatives by VIPL in their village. Which included installation of hand pumps, drinking water purifiers, and construction of compound walls by VIPL has made the school environment student friendly. During the absence of compound walls in schools, animals used to enter the premise and spoil the infrastructure of schools. This created nuisance and disturbed students during studies. Construction of compound walls were able to solve the problem to greater extent.

## **3 Sawangi Village**

One of the unique initiative by VIPL made it possible for young girls to pursue higher studies. The reasons behind adolescent girls not opting for high school studies were safety concerns and distance of travel from home to school. On realizing the same VIPL took the initiative of distributing cycles to girls who intend to study further. VIPL also took the initiative of developing adolescent girls group so that they can travel from home to school in groups, which can meet their safety concern to a greater level. VIPL also organized periodic YuvtiSamellan (girls meeting) with an objective to educate and empower females. Adolescent workshops on Hygiene and Good Touch – Bad touch were also organized for school girls. Adolescent girls were made aware of importance of sports for physical well-being. VIPL installed Sanitary Vending machine and Burning machine for girls in school. School had around 130 girls who benefited from the initiatives by VIPL.

High school at Sawangi had experienced a novel E- learning infrastructure provided by VIPL. VIPL set up an ICT lab at high school to boost e-learning amongst students. ICT classes are well equipped with Laptops with latest technology which can provide hands on experience to students about use of technology. Students also mentioned that Career counselling workshops for students at school were beneficial

## **4 Takalghat Village**

School at Takalghat witnessed nuisance from loitering animals due to absence of compound wall. VIPL not only constructed 25 acres spread compound wall but also provided school with water purifiers and Sanitary Napkin vending machine. Principal of school expressed his gratitude towards VIPL for providing cycles to standard 8th female students and being a constant support. Principal at ZP school of Takalghat also requested VIPL to provide further support for developing infrastructure at school.

## **Planned Activities by VIPL**

### **1 Education**

- Felicitation of Bright students
- Felicitation of Senior Citizens
- Subject fair
- Sport Equipment distribution at five selected schools
- ICT Lab
- Installation of water purifiers and coolers at various schools, as per the request from people at villages.

## 2 Health

- Health Camp half yearly
- Pulse Polio drive
- Training programs for mothers
- Training program for Adolescent girls.

## 3 Rural Transformation

- Capacity building training of SHG representatives
- Exposure Visit for SHG members.
- Training for framers
- Women Day Celebration
- Wall Painting and Slogan writing initiative
- SHG at Khairi Village asked for initiatives towards Road development. As much of development could be made possible through development of roads which will ultimately improve the connectivity.
- SHG's requested for installation of more number of hand pumps, as during summer water supply is lesser. Organization has planned.

## CSR Contributions for FY 17-18

Initiatives	Sanctioned Amount	Utilized Amount
Education	380880	372735
Health	336000	289814
Livelihood	1,60,000	22265
Salary and Administration of Staff	11,222,00	841649
NGO support cost	200920	68481
<b>Total</b>	<b>22,00,000</b>	<b>15,97,924</b>

## Conclusion

VIPL covered remote villages in and around their Plant. Detailed study was conducted by VIPL officials along with NGO to understand the requirements of various villages. All villages covered were backward and not having even the basic facilities. Assiduous efforts were taken by all the stakeholders to improve the existing condition. VIPL covered all required areas where inputs can be provided to beneficiaries. Beneficiaries seemed contented from the initiatives. Proper planning. Methodical implementations & involvement of all has enhanced standard of living of many villagers.

## References

- [1] Lockett, A., Moon, J., & Visser, W. (2006). Corporate social responsibility in management research: Focus, nature, salience and sources of influence. *Journal of management studies*, 43(1), 115-136.
- [2] Morsing, M., & Perrini, F. (2009). CSR in SMEs: do SMEs matter for the CSR agenda?. *Business Ethics: A European Review*, 18(1), 1-6.
- [3] Christensen, L. J., Peirce, E., Hartman, L. P., Hoffman, W. M., & Carrier, J. (2007). Ethics, CSR, and sustainability education in the Financial Times top 50 global business schools: Baseline data and future research directions. *Journal of Business Ethics*, 73(4), 347-368.
- [4] Gautam, R., & Singh, A. (2010). Corporate social responsibility practices in India: A study of top 500 companies. *Global Business and Management Research: An International Journal*, 2(1), 41-56.
- [5] Tewari, R. (2011). Communicating corporate social responsibility in annual reports: A comparative study of Indian companies & multi-national corporations. *Journal of Management & Public Policy*, 2(2).
- [6] Raman, S. R. (2006). Corporate social reporting in India—a view from the top. *Global Business Review*, 7(2), 313-324.