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Study on the impact of CSR initiatives on the life of beneficiaries in and around Jindal Stainless Hisar

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ABSTRACT

JSHL a leading steel manufacturing company operating since 1970, in Hisar Haryana. The company has started social welfare activity for people in Hisar and nearby villages to give back some value they are taking from society. Under this social initiative of company three projects are running in the betterment of people in Hisar as CSR activity which is 1. Smart Class 2. Stainless skill training institute 3. Agriculture development project These CSR initiatives are undertaking in Hisar for many years and to know the development of these projects its impact assessment is necessary to find out whether the purpose of projects is achieved or not. Hence "Study on the Impact of CSR Initiatives on the Life of Beneficiaries in and around Jindal Stainless Hisar Limited" study is conducted. The study has one clear objective to understand and analyze the impact of CSR initiatives undertaken by JHSL in the form of surveys & case studies. Major focused areas for impact assessment were Agriculture Development Project, Smart Class Project, and Stainless Skill Training Institute. The methodology for the project included continual interaction with all the stakeholders viz. the training centers, teachers/students in Defense Public School and SSTI, farmers from villages that registered themselves with Agriculture Development Project. CSR of JSHL is working very intensively to bring a good change in society and for its betterment having a holistic approach in different subjects like Health, Education, Women Empowerment, and Save the Girl Child, Agriculture Development, Safe Drinking Water and Skill Development. It has created a nice image and goodwill of the organization in the mind of people of Hisar. This will help the organization to grow itself and nation too.

Keywords— CSR, Agriculture development, Skill development

1. INTRODUCTION

Corporate Social Responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. CSR is a broad term used to describe companies' efforts to improve society in some way. This effort can range from donating money to non-profits to implementing environmentally- friendly policies in the workplace. CSR is important for companies, non-profits and employees alike. CSR aims to ensure that companies conduct their business in a way that is ethical. This means taking account of their social, economic and environmental impact and consideration of human rights. It can involve range of activities such as working in partnership with local communities.

India is the first country in the world to make Corporate Social Responsibility (CSR) mandatory, following an amendment to the Company Act, 2013 in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger. The Companies Act, 2013, a successor to The Companies Act, 1956, made CSR a compulsory act. CSR is compulsory for all companies- government or private or otherwise, provided they meet any one or more of the following fiscal criterions

- The net worth of the company should be Rupees 500 crores or more
- The annual turnover of the company should be Rupees 1000 crores or more
- The annual net profits of the company should be at least Rupees 5 crores.

If the company meets any one of the three fiscal conditions as stated above, it is required to create a committee to enforce its CSR mandate. Other than this company also have to contribute towards CSR activity every year amount of 2% of their total profit after tax. Jindal Stainless is the largest steel conglomerate in India founded by Shri O.P Jindal in 1970. It ranks amongst the top 10 stainless steel conglomerates in the world. It has an annual crude steel capacity of 0.8 MTPA and an annual turnover of USD 3 billion. This group has done tremendous growth which has been backed by the excellence of its people, its value-driven Business Corporation, customer-driven eccentricity, adoption of the best security measures to avoid any kind of accidents in the industry and commitment for social responsibility.

The CSR department of JSHL plays a critical role in the companies stated the objective of achieving the triple bottom line of profit, people and planet. The activities are aligned to focus on JSHL's corporate vision of "IMPROVING LIVES THROUGH TRUSTWORTHY AND INNOVATIVE STAINLESS SOLUTION." JSHL's CSR activities try to strategically achieve inclusive growth through sustainable community development by integrating social and environmental concerns directly into the business operation.

The CSR initiatives of the company are carried out by Jindal Stainless Foundation. These initiatives are driven towards achieving inclusive growth. The company is constantly trying to involve employees in community work through various volunteering programs mainly directed at sensitizing them to the plight of the people from marginalized sections of the society. The main objectives of the CSR initiatives are listed below:

- Encourage the social advancement of all stakeholders.
- Work with the farming community with the aim to double their income by promoting various technology-based solutions coupled with climate adoption practices.
- Promote entrepreneurship and empowerment of rural women and youth through skill enhancement programs.
- Provide basic amenities like basic education and primary health to rural communities.
- To works towards Environmental Protection.
- To provide an enabling environment and promote best practices.
- To ensure a proper reporting structure.

Three focus CSR activities of JSHL which are studied in this research are SSTI, Smart Class and Agriculture Development Project are described in brief.

1.1 Stainless Skill Training Institute

Stainless Skill Training Institute (SSTI) is an initiative by Jindal Stainless Foundation (JSF) for empowering women by skilling them in Dress Design and Beauty Culture. The entire program is divided into two 6-month long courses; Basic and Advance and involves both theory and practical components and students are provided with the Diploma Certificate from the Jindal Stainless Foundation.

1.2 Smart Class Project

The initiative of Smart Class has been taken by Jindal Stainless Foundation in collaboration with Next Education India Private Limited. Smart Boards are installed at Defense Public School Hisar. The syllabus of 1st standard to 12th standard is designed and installed by the Next Education India Private Limited. It is designed in both Hindi and English language where it is required. Mainly the smart boards are used to teach Science, Mathematics, and English to the students of standard 5th to 10th and Biology, Chemistry, Physics, Mathematics and English to the students of standard 11th and 12th. The Smart Class initiative provides the students scalable, sustainable, personalized quality education by leveraging technology. The contents of the Smart Board are an attempt to make the learning joyful and meaningful experience. The Smart Class has a constructive approach to learning.

1.3 Agriculture Development Project:

The Agriculture Development Project was started by the Jindal Stainless Foundation in collaboration with Gram Unnati Foundation. The Agriculture Development Project runs in 25 villages around Hisar. With this project, 602 farmers are successfully registered to date and further selection of farmers is going on to expand the project. Under this project two subprojects are designed for better governance.

- a) Conventional Agriculture Development Project:
- b) Organic Agriculture Development Project:

2. LITERATURE REVIEW

Research discoveries demonstrate that there is a certain connection between Corporate Social Responsibility (CSR) and company's notoriety yet connection among CSR and company's profitability has not been investigated in the Indian setting. CSR level of business firms in India is expanding as far as both measure of the indulgence and the quantity of partaking firms. Along these lines, the reason for this paper is to investigate the connection between great monetary execution measures and different markers of corporate obligation. This paper likewise targets concentrating the pattern of indulgence of CSR revealing by Indian organizations. (R.K. Mittal, 2008)

Throughout the years Corporate Social Responsibility (CSR), an idea relatively new to India, is quickly grabbing pace. CSR has turned into key business practice and has increased much consideration from the administration of enormous global organizations. It encourages the arrangement of business activities with social qualities. CSR is considered a point of union of different activities planned for guaranteeing financial advancement of the network. Recognizing the way that mainstreaming CSR into organizations could be instrumental in conveying cultural worth, particularly in a creating nation like India, this paper explicitly targets giving comprehension of idea of CSR and examinations the improvement of CSR in India. It features the approaches administering CSR in India and talks about the instances of CSR activities in Indian firms incorporating SME's job in CSR. There are a few difficulties confronting CSR in India and the paper gives recommendations to defeat them and quicken the CSR activities in India. (Shyam).

This article seriously evaluates current claims approximately the high-quality role that corporate social responsibility (CSR) may want to play in contributing to global development dreams which includes poverty relief and health upgrades. The article indicates that many latest claims about the advantageous contribution of CSR to worldwide development are unjustified based totally on 4 arguments: (1) lack of empirical evidence; (2) analytical barriers of CSR; (3) the constraints of the enterprise case for CSR; and (4)

unresolved governance questions. On the one hand, the article means that private corporations are unlikely to act as successful development actors without company governance reforms, which could align the hobbies of non-traditional stakeholders with corporate pursuits. On the other hand, the object implies that international development priorities may misalign the intrinsic pastimes of shareholders and corporate executives. The contemporary CSR timetable seems inappropriate for addressing international improvement dreams. (Frynas, 2008)

3. RESEARCH PROBLEM

How CSR initiatives of JSHL create an impact on life of beneficiaries and how it is beneficial to company?

4. OBJECTIVES

4.1 Primary Objective

To study the impact of CSR initiatives on the lives of beneficiaries

4.2 Secondary Objectives

- To study CSR initiatives of JSHL Hisar
- To collect detailed information from beneficiaries of CSR initiatives
- To know how and why CSR is important for the benefit of society

4.3 Scope

- Analyze annual reports of company.
- Understand the CSR activities of JSHL

4.3 Limitation

- The study only applies to companies satisfying the fiscal criteria of CSR eligibility.
- Due to environmental and social conditions in area study only applies to the Haryana region.
- Unawareness of people about Government policies regarding CSR.

5. RESEARCH DESIGN

To conduct this research both primary and secondary information is collected from various sources. It includes information on CSR projects, implementing partners and beneficiaries. This information is collected from CSR department, implementing agents, employees, beneficiaries through direct interactions. This information/ data is collected using primary data collection tools such as structured questionnaires, Observation, Focused group discussion, and personal interview and Secondary data collection tools such as Annual reports, Company web site and company records.

5.1 Sampling

Project	Population	Sample Size	Sample Frame	Sampling Technique
SSTI	85	40	Students of SSTI	Random Sampling
Smart Class	350	30	Students of Defence Public School	Random Sampling
Agriculture Development Project	602	13	Farmers from 10 Villages near to Hisar	Convenient Sampling

5.2 Type of Data

Qualitative and quantitative data is collected as per requirement for analysis according to the projects. Following are data collection methods for different projects:

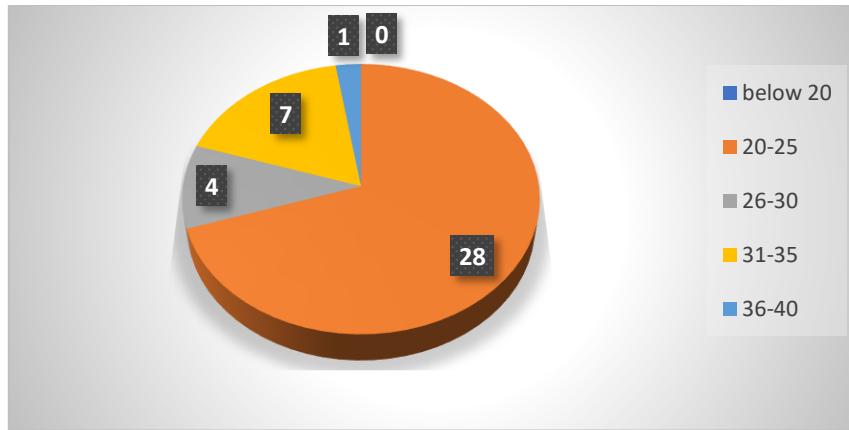
Projects	Data Collection Methods	Type of Data
SSTI	Focused Group Discussion	Qualitative
Smart Class	Observation	Qualitative
Agriculture Development Project	Personal Interview	Qualitative

6. DATA ANALYSIS AND INTERPRETATION

According to collected data and by using Microsoft Excel as an analytical tool following results are obtained after the data analysis. The majority of the students are of the age between 20 – 25 years which are educated above 10th and some of them are graduated too. Out of which 43% students are married and remaining are unmarried. This shows that good number of students have desire to learn after marriage also and they are managing their marital and personal life nicely. There are 7.5% students who have faced oppose for taking education from SSTI by their own family. They made it possible with the help of instructors and coordinators of SSTI. Instructors have conducted some counseling sessions for their family members. And now these students are also taking education like others without having any obstacle from family and society.

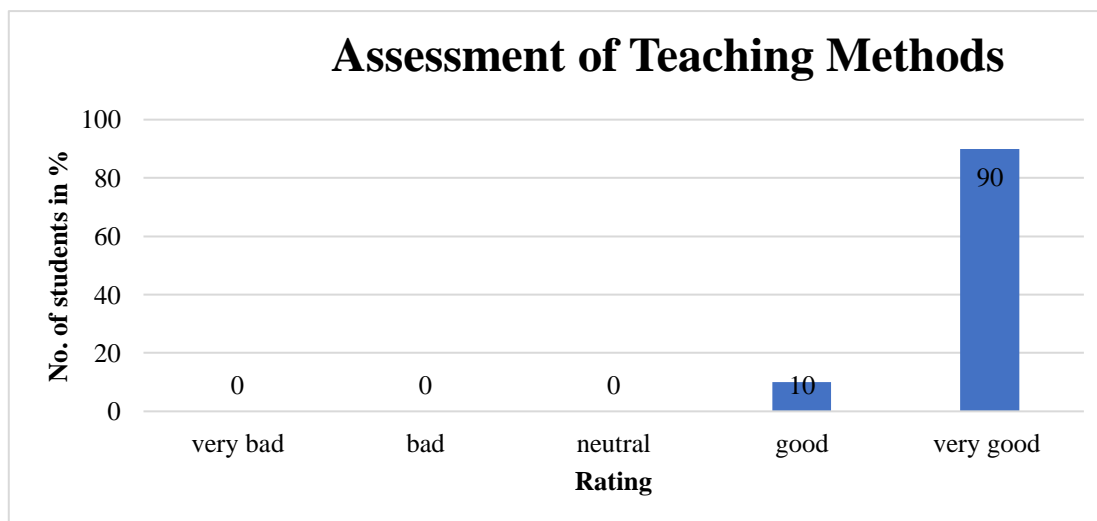
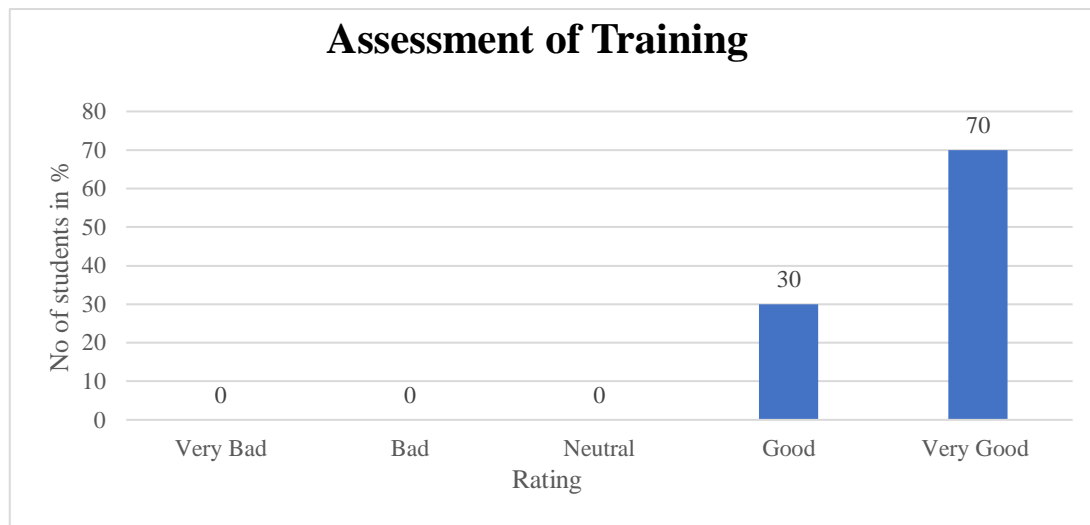
6.1 Age Group Distribution

The company is focused on its CSR activity and wants to provide its service to maximum people so that it will be helpful for society to grow faster and get better working opportunities at same time company's motive for CSR engagement will be served. To achieve this goal of company they have put long efforts in same and got huge responses from people of Hisar as their goodwill worked for them. More students are getting admitted after listening the success story the ex-students of SSTI. In current batch 80% of students have got admitted by listening through ex-students / what's App, where 20% students were getting admitted by reading the news about SSTI in the newspaper.

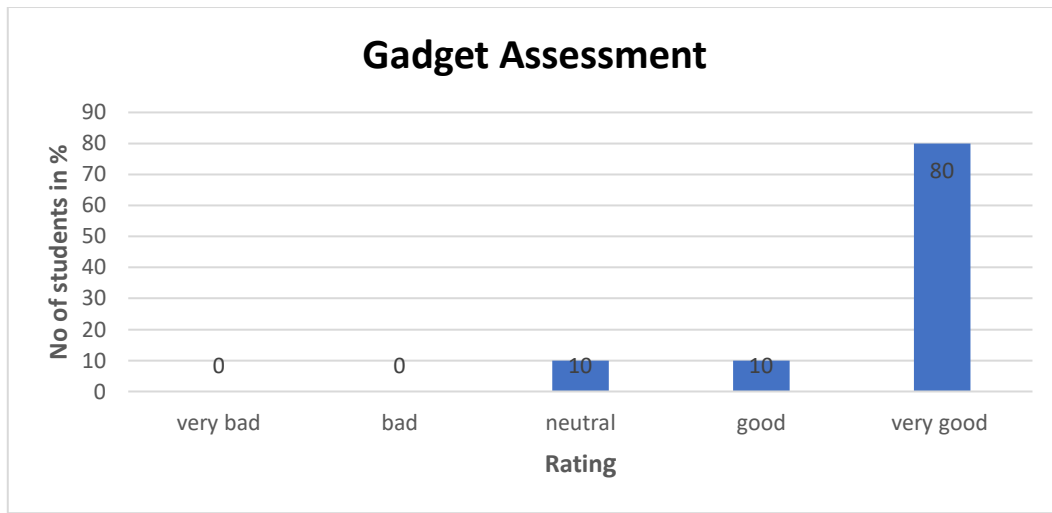


While assessing the training provided to the student at SSTI the options were kept in 5 rating scale of Bad to Good in front of the students like ‘very bad, Bad, Neutral, Good, Very Good. According to the responses of the student we got to know that 70% of the students feel that the training provided at SSTI is Very Good and beneficial for them to upgrade themselves. While 30% of the student thinks the training is ‘Good’ and it can be better and updated with new designs and syllabus, which is demanded today’s market.

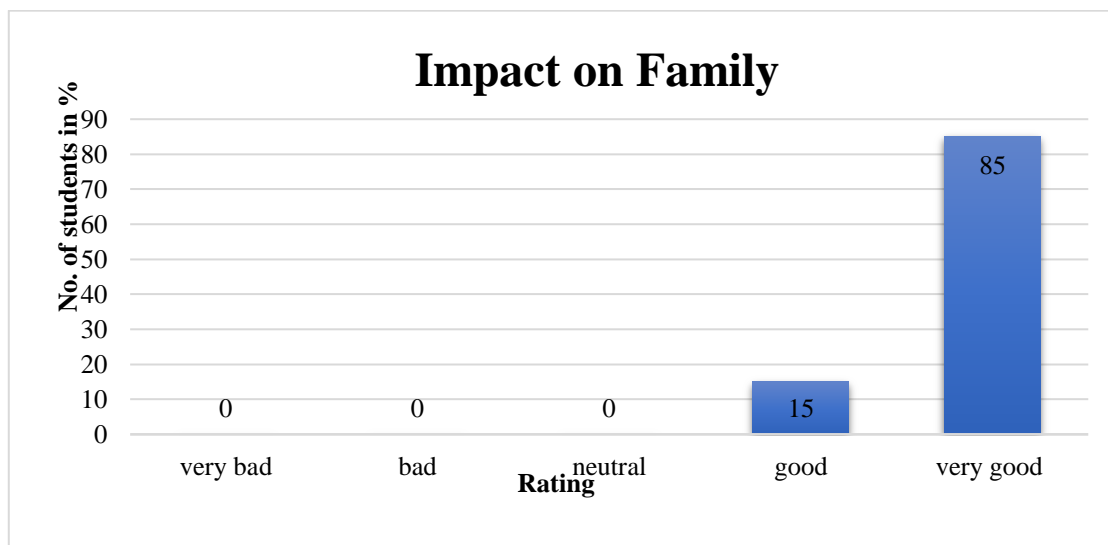
While assessing the Teaching Methods of SSTI same 5 rating scale options were offered to the student and asked to rate their instructor while keeping their skills, knowledge, teaching method, understanding, and behaviour towards student. During this we got to know that 90% of the students are very happy and satisfied with their instructor while 10% students are happy but not satisfied and hopes for the better teaching method to be used by them.



While assessing the infrastructure, materials, machinery, and the gadgets provided to use during the training program. The same kind of 5 rating scale options was offered to the students. During this we got outcomes like 80% students responded as they feel the machines and material provided are ‘Very Good’ and 10% student has responded as ‘Good’ while 10% of students feel ‘Neutral’ about the same.



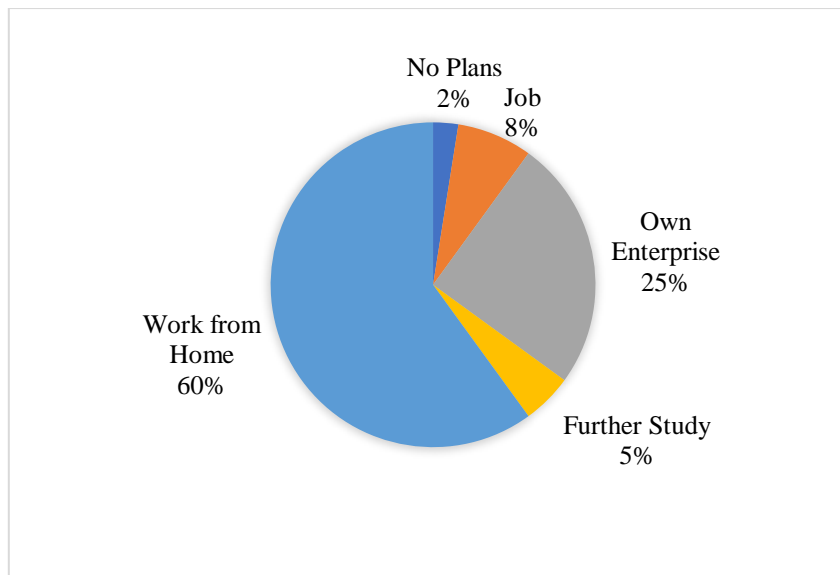
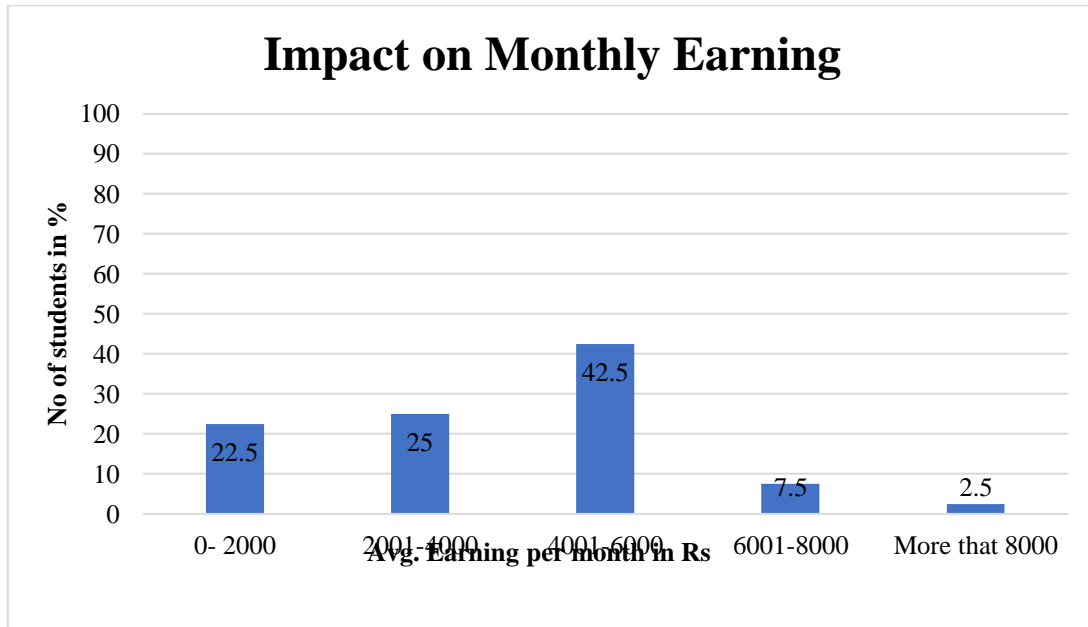
When it comes about the impact on their family there were different types of responses from the students according to their experiences before joining the SSTI and after joining the SSTI. As all students belonged to different family backgrounds, their thinking also varies. Families of some students are happy and feel proud that their daughter/wife/sister/mother is learning something good and trying to make herself independent while some family members or whole family are not happy because of their backward thinking which does not allow them to grow themselves also stop others too. Where 85% students have responded as there is 'Very Good' impact on their family and they are happy that their family member is learning at SSTI, where 15% students have responded as 'Good'.



When I ask students to do their self-assessment by rating themselves keeping in mind about the change, they feel about themselves between themselves before taking training from SSTI and after taking training from SSTI. So, outcomes were as expected and hypothesized. 97.50% of students have responded that they are very happy and satisfied by seeing their own skills as well as personality development by learning at SSTI. While 2.50% students were moderately happy for being a part of SSTI.



While assessing the monthly earning of the students during the course period and after completion of course. The outcomes were very good and showing a strong impact on the growth of earning of the students. After interaction with students I got to know that 22.50% students earn up to average 2000 Rs per month, 25% students earn average between 2001-4000 Rs in every month, while 42.50% of students earn in average between 4001-6000 Rs per month, 7.50% student earns in average between 6001-8000 Rs per month where 2.50% student earns more than 8000Rs per month. It shows that training provided at SSTI is very impactful and beneficial for the income growth of students. As per the discussion with students they give its credit to the training and opportunity provided by SSTI to them.



The students enrolled at SSTI have shown a diverse profile as far as the determination level to pursue a career by utilizing the skill is considered. After the discussion I got to know that 2.50% students still don't have any plan for their future while 7.50% students have decided to join some job at Boutique or Saloon as per their specialization, 25% student has decided to start their own enterprise like Tailoring Shop or Beauty Parlour, where 5% students have the desire to study more in their specialization to enhance their skills and 60% students have decided to do work from home at small scale. Which shows very strong impact on the empowerment of these students by the efforts of SSTI which makes them able to earn and to become independent.

6.2 Data Analysis of Smart Class

According to the analysis of responses collected from the students of Defence Public School, this system has audio and visual effects for better understanding it makes students understand the scientific concept easily and now, they don't have to imagine such things. This type of education helps students to understand and recall their studies easily. Now for students of this school's education is no more boring thing which creates irritation for them because now they feel happy and very joyful while learning on the technologically advanced system.

While discussing with the teachers of this school's I got to know about various advantages of the smart class such as decreased number in absenteeism of students, a better understanding of students, increased grades of students, time efficient to teach and raised number of admission of students in the school. It shows very nice impact of Smart Class on the students and the teachers of these

schools which helps them to grow themselves and make literate with the help of advanced technology. It helps in creating a better and bright future for students.

6.3 Data Analysis of Agriculture Development Project

While interacting with farmers I got to know that, with the help of this project the farmers can learn advanced technology of farming across the world at their own farm also, they have a platform to visit many developed farms of the government institution and of some farms which are wholly organized under this project. This helps them to improvise their own farm by applying this modern technology under the guidance of the subject matter specialist who works under this project.

According to the farmers they are having different types of benefits from this project such as improved soil condition, decreased the cost of cultivation, increased productivity and production, good market linkage, good technology linkage, good linkage for availability of farm implements, platform to sell their products and improved economic condition. Some farmer saves 40% of cultivation cost and now they are able to expose and expand themselves by using modern technology taught under this project. Also, farmers feel that after joining with this project they have uplifted their economic status up to 50% better than their previous economic status. Hence according to the interaction with the farmers, they feel very happy and delighted after joining the Agriculture Development Project run by Jindal Stainless Foundation and they want to involve other farmers to bring a good chance in the society.

7. FINDINGS

- Agriculture Development Project has created a good impact in society to bring a change regarding implementing the modern and less expensive technology rather than cultural and expensive cultivation method. It helped them to grow and to bring themselves towards good, healthy and developed world.
- SSTI is a very impactful and helpful center for the women of in and around Hisar. It gives the opportunity to learn and grow themselves at very low cost which will affect their whole life and improves standard of living.
- Smart Class project is very helpful for the students of both schools which is creating very good impact on the learning and understanding of the students. It gives them new ways to learn and explore their thoughts and ideas. It leads to creating the bright future of students which are tomorrow's leader of the nation.
- CSR of JSHL is working very intensively to bring a good change in society and for its betterment having holistic approach in different subjects like Health, Education, Women Empowerment, and Save the Girl Child, Agriculture Development, Safe Drinking Water and Skill Development. It has created a nice image and goodwill of the organization in the mind of people of Hisar. This will help the organization to grow itself and nation too.

8. CONCLUSION

CSR initiative at JSHL Hisar has given an opportunity to women in area to come out and showcase their talent and get a means of earning to support their family. Smart Class gives students more exposure in early life to match the standards with outside world. The creativity and grasping power of students has been increase due to smart class activity. Agriculture project has help farmers use new techniques which help them get more cultivation by investing less and results in fund management of farmers. The aims of doing CSR are achieving sustainable development, conservation of the environment and community welfare. This can be only achieved when these activities continue in the long run. Along with this, care should be taken that the initiative does not become rigid. It should be open to evolution.

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APPENDIX

Abbreviations

CSR- Corporate Social Responsibility
JSHL- Jindal Stainless (Hisar) Limited
JSW- Jindal Southwest
SSTI- Stainless Skill training institute
FPU- Farmer Producer Unite
SHG - Self Help Group
NGO - Non-Government Organizations
GUF- Gram Unnati Foundation.
CRI-Child Reach India
FGD – Focused group discussion
INR- Indian rupee
YTD- Year to date

MT- Metric Tons
MTPA- Metric tons per annum
GDP- Gross Domestic product
R&D- Research and Development
SROI- Social return on investment

Annexure
Questionnaire

(Note: Answer to the questions are rated on 5 points Likert Scale where 1 is lowest measure and 5 is highest measure.)

Name	Age
Gender	Marital Status
Education	Occupation

- a) How did you get to know about SSTI?
 - Ex-students
 - Advertisement in Newspaper
 - JSHL Employees
 - Other

- b) Have you faced any difficulty to get admission at SSTI?
 - Yes
 - No

If yes, then mention; _____
(E.g. family problem, social problem, financial problem)
- c) How will you rate the training provided at SSTI?
 - Very bad
 - Bad
 - Neutral
 - Good
 - Very Good
- d) How will you rate teaching methods of instructors?
 - Very bad
 - Bad
 - Neutral
 - Good
 - Very Good
- e) How will you rate gadgets provided at SSTI?
 - Very bad
 - Bad
 - Neutral
 - Good
 - Very Good
- f) How you're joining SSTI Impacted your family?
 - Very bad
 - Bad
 - Neutral
 - Good
 - Very Good
- g) How would you rate your progress after joining SSTI?
 - Very bad
 - Bad
 - Neutral
 - Good
 - Very Good
- h) Do you have knowledge about government schemes? (subsidy)
 - Yes
 - No
- i) Do you know about Self Help Group (SHG)?
 - Yes
 - No
- j) Average income per month during training period? (In Rs.)
 - 0-2000
 - 2001-4000

- 4001-6000
 - 6001-8000
 - Above 8000
- k) Will you promote others to join SSTI?
- Yes
 - No
- l) What are your career future plans?