



Knowledge Gained by Farm Women Through CSR Activities of Vedanta in Jharsuguda District of Odisha

Jyotirmayee Udgata, Trupti Mohanty* and Suman Kumari Joshi

Krishi Vigyan Kendra, Jharsuguda
Odisha University of Agriculture & Technology, Bhubaneswar (Odisha)

ABSTRACT

The study was undertaken in the operational area of Vedanta in Jharsuguda district of Odisha. Since the corporate house has the highest investment under Corporate Social Responsibility (CSR) of Rs. 63.21 crore in Odisha and implemented various developmental programmes for the welfare of the tribal communities particularly women and children, the Vedanta in Jharsuguda has been purposively selected for the study. The knowledge gained is a very important parameter which affect the adoption level of various developmental activities. Survey research design was used to gather data. Multiphase sampling technique has been followed to select blocks, panchayats, villages and respondents. The study sample included a total of 240 women in the operational area of Vedanta. The study revealed that majority of the respondents (65.84%) had medium socio-economic status. Significant gap (35.33%) was observed on the extent of knowledge gained by the beneficiary and other category of the respondents on different developmental activities like rehabilitation and resettlement, creation of community assets, health care and sanitation, infrastructure developed, educational and farm activities. Statistical tools used were percentage, mean score, standard deviation, rank order and score gap.

Key Words: Vedanta, Developmental activities, Jharsuguda, Knowledge level, Tribal women.

INTRODUCTION

Corporate Social Responsibility (CSR) is basically a concept where-by the companies decide to contribute voluntarily for betterment of the society and to safeguard the environment. When corporate governance demands that all the stakeholders are an integral part of the organisation, Corporate Social Responsibility initiatives should be directed towards betterment of the society. The healthy relationship with the society will also determine the future prospects of any organisation. The Vedanta group of Companies established at Jharsuguda in the year 2008. It has emerged as the Corporate with CSR investment of Rs. 63.21 crore in Odisha and undertaking activities for the upliftment of 5000 rural women and children in its operational area. It was therefore, planned to assess the knowledge gained by the women on developmental activities implemented by Vedanta.

MATERIALS AND METHODS

The study sample included 240 women in the operational area of Vedanta. Five CSR adopted villages and one adjacent village where CSR activities were not taken, were selected purposively. Total 120 women beneficiaries from adopted villages and 120 beneficiaries from non-adopted adjacent village were selected at random for the study. Rehabilitation and resettlement, creation of community assets, health care and sanitation, infrastructure development, educational, farm and vocational activities undertaken by Vedanta were selected as the variables for assessing the knowledge level of the women. The data collected on scale point of fully known, partially known and not known towards knowledge on developmental activities implemented by Vedanta were analysed with score value of 3, 2 and 1, respectively. The mean score was calculated from the total score. The

Corresponding Author's Email: udgatajyoti@yahoo.com

*Professor Dept. of Family Resource Management, College of Community Science, OUAT, Bhubaneswar, Odisha

Table1. Knowledge about rehabilitation and resettlement.

Sr. No.	Parameter	Mean Score		Diff (%)	Pooled mean score (n=240)	Rank
		Beneficiary (n = 120)	Others (n = 120)			
1	Employment to displaced family	2.23	1.95	12.56	2.09	I
2	Providing basic amenities	2.10	1.42	32.38	1.76	II
3	Construction of house	1.97	1.46	25.89	1.72	III
4	Donating home stead land	1.78	1.58	11.24	1.68	IV
5	Providing onetime cash grant	1.68	1.09	35.12	1.39	V
6	Maintenance allowance every year	1.05	1.00	4.76	1.03	VI

C.R. value was calculated for comparative analysis of the knowledge level.

RESULTS AND DISCUSSION

Vedanta has rehabilitated 145 families being displaced and resettled in a colony named Maa Samaleshwari Nagar.

Significant differential gap was observed on the knowledge level of the beneficiary and other category of the respondents on different aspects of rehabilitation and resettlement as mentioned in the table except maintenance allowance every year.

Creation of Community assets

Community centres, renovation of existing institutions, temples, water supply and drainage facilities, approach roads etc. were the assets created under CSR activities in its core villages and

to some extent in adjacent villages.

The data revealed that there was significant difference in knowledge level between beneficiary and other categories of the respondents on creation of community assets. This is also found in the study by Moharana (2013) that selected banks are also engaged in CSR activities in the areas of women, children and community welfare.

Health care and sanitation

One of the prime CSR activities of Vedanta is health care and sanitation measures for safer living. The Vedanta has organised health awareness camps in its core and adjacent villages to educate people on various aspects of health care and sanitation measures along with visit of doctors for treatment.

The beneficiary respondents had good knowledge on various aspects of the health care and

Table 2. Knowledge about creation of community assets.

Sr. No.	Parameter	Mean Score		Diff (%)	Pooled mean score (n = 240)	Rank
		Beneficiary (n = 120)	Others (n = 120)			
1.	Construction of approach roads	2.28	1.57	31.14	1.93	I
2.	Water tanks for drinking water	2.01	1.07	46.77	1.54	II
3.	Construction of temples for worship	1.92	1.05	45.31	1.49	III
4.	Drainage Facility	1.72	1.24	27.91	1.48	IV
5.	Establishing community centre	1.67	1.18	29.34	1.43	V
6.	Digging ponds with steps for use	1.82	1.0	45.05	1.41	VI
7.	Renovation of existing institutions	1.45	1.02	29.66	1.24	VII

Knowledge Gained by Farm Women

Table 3. Knowledge about health care and sanitation.

Sr. No.	Parameter	Mean Score		Diff (%)	Pooled mean score (n=240)	Rank
		Beneficiary (n = 120)	Others (n = 120)			
1.	Regular visit of doctors	2.90	1.65	43.10	2.28	I
2.	Mobile health unit for health care	2.82	1.70	39.72	2.26	II
3.	Educating about health and sanitation measures	2.67	1.61	39.70	2.14	III
4.	Organising health awareness camp	2.47	1.51	38.87	1.99	IV
5.	Care for reducing maternal and infant mortality	2.18	1.27	41.74	1.73	V
6.	Educating about safe drinking water	2.25	1.17	48.00	1.71	VI

sanitation measures under CSR activities. Dodh *et al.* (2013) Also reported in their study that the private sectors are putting their good effort in the areas of health and education.

Infrastructure development

Initiatives have been taken for infrastructure development like concrete road, safety water supply, primary school, anganwadi centres, street light and

bathing tanks etc. for community use under CSR activities.

Other categories of the respondents had very poor knowledge about infrastructure activities covered under CSR activities of Vedanta.

Educational activities

Corporate Social Responsibility of Vedanta has promoted various educational activities.

Table 4. Knowledge about infrastructure development.

Sr. No.	Parameter	Mean Score		Diff (%)	Pooled mean score (n = 240)	Rank
		Beneficiary (n = 120)	Others (n = 120)			
1.	Concrete road in rehabilitation centre	2.07	1.34	35.27	1.71	I
2.	Construction of Anganwadi centres	2.17	1.14	47.27	1.66	II
3.	Construction of primary schools	1.92	1.16	39.58	1.54	III
4.	Ponds for bathing and other use	1.77	1.00	43.50	1.39	IV
5.	Construction of community centres	1.65	1.08	34.55	1.37	V
6.	Street light facilities	1.43	1.01	29.37	1.22	VI
7.	Submersible pumps for safe water	1.03	1.00	2.91	1.02	VII

Table 5. Knowledge on educational activities.

Sr. No.	Parameter	Mean Score		Diff (%)	Pooled mean score (n=240)	Rank
		Beneficiary (n = 120)	Others (n = 120)			
1.	Establishing quality coaching centre	2.25	1.06	52.89	1.66	I
2.	Supplying reading and writing materials	2.03	1.13	44.33	1.58	II
3.	Engaging expert teachers on difficult subject	1.80	1.00	44.44	1.40	III
4.	Life skill education with guest faculty	1.03	1.0	2.91	1.02	V
5.	Giving awards and cash prize to the board exam toppers	1.40	1.0	28.57	1.20	IV
6.	Watch committee to monitor the activities	1.0	1.0	0.00	1.00	VI

(Maximum obtainable score-3)

Establishing quality coaching centres, engaging expert teachers, supply of reading and writing materials as well as counselling by guest faculty are some of the major educational activities undertaken.

As observed from the table, the beneficiary respondents had better knowledge on establishment of quality coaching centre and to some extent supply of reading and writing materials.

Farm activities

Vedanta has introduced various agricultural and allied farm activities for better livelihood. The

respondents were therefore asked to mention the extent of knowledge gained on the farm activities introduced by Vedanta.

The findings therefore conclude that the respondents had better knowledge on various developmental programmes undertaken by Vedanta on farm activities. The finding is in agreement with the results of the study by Anuradha *et al.* (2016) that the women's participation is conspicuous in different activities of vegetable cultivation and there was cent percent participation in vegetable processing. The knowledge level is very important measure to enhance the participation.

Table 6. Knowledge on farm activities.

Sr. No.	Parameter	Mean Score		Diff (%)	Pooled mean score (n = 240)	Rank
		Beneficiary (n = 120)	Others (n = 120)			
1.	Vegetable cultivation	2.77	2.05	25.99	2.41	I
2.	Mushroom cultivation	2.75	2.00	27.27	2.38	II
3.	Fruit tree plantation	2.50	2.02	19.20	2.26	III
4.	Poultry rearing	2.48	1.88	24.19	2.18	IV
5.	Fish production	2.37	1.87	21.10	2.12	V
6.	Flower cultivation	2.47	1.50	39.27	1.99	VI
	Promoting SRI	1.90	1.94	2.06	1.92	VII
7.	Dairy/goatery/ piggery	2.22	1.48	33.33	1.85	VIII

Knowledge Gained by Farm Women

Table 7. Knowledge of vocational activities.

Sr. No.	Parameter	Mean Score		Diff (%)	Pooled mean score (n = 240)	Rank
		Beneficiary (n = 120)	Others (n = 120)			
1.	Capacity building programmes	2.82	2.50	11.35	2.66	I
2.	Agarbati preparation	2.62	1.63	37.79	2.13	II
3.	Phenyl production	2.58	1.55	39.92	2.07	III
4.	Tailoring	2.25	1.56	30.67	1.91	IV
5.	Promoting marketing of the produce	2.38	1.33	44.12	1.86	V
6.	Broom making	2.12	1.59	25.00	1.86	V
7.	Vending fruits and vegetables	2.28	1.11	51.32	1.70	VI
8.	Repairing and wielding	1.93	1.39	27.98	1.66	VII
9.	Mason,blacksmith work, carpentry and painting	1.90	1.27	33.16	1.59	VIII
10.	Establishing food stalls	1.90	1.11	41.58	1.51	IX
11.	Value addition of fruits and vegetables	1.20	1.33	9.77	1.27	X

(Maximum obtainable score-3)

Vocational activities

Vedanta has introduced various income generating activities for the women and other resource poor families for their sustainable livelihood. Necessary steps have been taken for better marketing of the produce with remunerative price through cooperative venture.

As observed from the table, the beneficiary respondents had better knowledge on the income generating activities.

Comparative analysis of the knowledge level

Further attempt has been made for a comparative analysis of the knowledge level of respondents on developmental activities implemented by Vedanta. The mean score values of the statements under each variable were pooled together to calculate the mean score value of that variable for the comparative analysis.

CONCLUSION

A significant differential knowledge level on various developmental programmes implemented

Table 8. Comparative analysis of the knowledge level.

S r . No.	Parameter	Mean Score		Diff (%)	C.R. Value
		Beneficiary (n = 120)	Others (n = 120)		
1.	Farm activities	2.43	1.84	24.28	0.27**
2.	Rehabilitation and resettlement	1.80	1.42	21.11	0.321**
3.	Vocational activities	2.18	1.49	31.65	0.339**
4.	Educational activities	1.60	1.03	35.22	0.383**
5.	Infrastructure development	1.72	1.10	36.05	0.403**
6.	Creation of community assets	1.81	1.15	37.50	0.435**
7.	Health care and sanitation	2.55	1.49	41.57	0.578**

** Significant at 0.01 level

under CSR were obtained among beneficiary and other category of the respondents. Acquiring knowledge not only make the rural women to develop good understanding of the programmes, but also motivate them to participate, involve and adopt the practices including proper use, care and maintenance of the assets created for sustainable use. Sharma *et al* (2013) revealed that CSR is slowly moving away from charity and dependence rather started to build on empowerment and partnership. Though the knowledge level of the beneficiary respondents was better in comparison to other category of the respondents, but the beneficiary respondents require more knowledge and better understanding of the benefits of the programmes for adoption. The findings therefore, suggested for further exposure of the beneficiary women through various approaches particularly training

and orientation, discussions, demonstrations and exposure visits to enrich their knowledge for better understanding leading to adoption of the practices for their upliftment.

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