



## A SUCCESS STORY OF LIVELIHOOD PROGRAMME BY CORPORATE SOCIAL RESPONSIBILITY PROJECT

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### ABSTRACT

Non – violent means of bringing the basic concept of Mahatma Gandhi, which is called trusteeship. French revolution brought some kindly economic equality with bloodshed, but it was not permanent. Any reform with violent mode and bloodshed with root be a sustainable one.

Corporate create status of in equality in income level, this broad disparity of income create certificate and violence among the common people. This conflict is created by the economic policy of accountability wealth and comport through corporate ship. How this conflict can be resolved. It can be resolved by compensating the society by way of providing basic ammonites skill development generalization of employment etc from the fund allocated for the preborn purpose by the corporate body. It may not be enough to corporate the loss but something is better than nothing. The present articles try to come out with conflict resolution methods of corporate body.

### INTRODUCTION

Mushroom cultivation is one of the Income generation activities (IGP) for the villagers. Orchid Trust analysed the feasibility and the need of mushroom cultivation in the Alathur village and found some of the factors that encourages this activity in this village.

<b>Name</b>	<b>: Ms. Manjula</b>
<b>Age</b>	<b>: 39 years</b>
<b>Village</b>	<b>:Alathur, Kancheepuram District, Tamil Nadu</b>
<b>Name of the project</b>	<b>: Mushroom cultivation</b>
<b>Implementing agency</b>	<b>: Orchid Pharma</b>

### Climatic Condition

Mushroom cultivation requires specified set of temperature and humidity for the proper production. The required conditions are:

Temperature: 25-35 degree centigrade

Humidity: 80%-90%

These conditions are available in and around Alathur village. This makes mushroom cultivation quite easy as cultivators would not require any additional equipment to control temperature and humidity.



In the year 2012 Orchid Trust decided to implement training for women on Mushroom Cultivation. The technology involved in mushroom cultivation is very simple and can be acquired by any person after a short training. Orchid Trust believed that Mushroom growing as a cottage industry quite valid for the SHG women due to its low capital investment and high yields obtained even under controlled rural condition. The awareness for mushroom has been created among the general

consuming public by the women. Trust conducted Training on processing of mushroom cultivation, 75 women attended the training. Mushroom are good supplement for protein lacking diet and can be easily cultivated indoors and marketed profitably. Keeping in view the above fact, Orchid Trust helped the women to start their own venture. 35 women took initiative to start the business. Orchid supported them for marketing also.



However only one person was very successful in running this mushroom cultivation business at Alathur village. She is Ms. Manjula aged 39, she has become an entrepreneur by doing mushroom cultivation. She belongs to a very poor economic background. She started mushroom cultivation with a small capital of Rs 15,000 which she borrowed from her father and now her turnover is near about Rs. 25,000 monthly. She is committed to the development of women in the society, especially widows

and divorced one. Influenced by her success mushroom cultivation has become an investment scheme for community development. It is because of its proximity to the Orchid Trust. It will help the trust to monitor the development more efficiently.

### **Low Investment**

Investment is one of the major issues for villagers. They usually do not have the capital that may be required to start any business. But mushroom cultivation requires only Rs. 15,000 as initial investment. Orchid Trust is ready to help them to get loans from government organization if required. Thus low investment also makes this activity a favourable one. Orchid trust is also willing to make the initial investment. The cost of the seeds is as low as Rs 30. The raw materials (Thatch, polybags) are also very cheap and easily available.

### **Family Business**

One of the major problems that village women face while pursuing any economic activity is the opposition from family. This problem may be attributed to the power equation between men and women in the society. Women are often discouraged to be a part of any economic activity as men think that it may challenge their dominance. Mushroom cultivation has the potential to counter this problem as it can be done as a family business. Everyone in the family can be involved in this as it requires proper training and has huge economic profit. In the case of Ms. Manjula, both her husband and two daughters encouraged and helped her in every aspect of the business continuity.

**High Demand**

With an interaction with Ms. Manjula, it is found that present demand is about 1500 kg per day but she is able to supply just 150 kg per day. Thus anybody can tap this highly unfulfilled demand which will help villagers to earn a good income.

**No time issue**

One of the major problems of village women is availability of time to pursue any business activity in a sustainable manner. Even though Ms. Manjula is also having the pressure of household work, she managed to get support of each one of the family members. She never found any difficulty to get involved in

other activities. Mushroom cultivation requires very little time in comparison to other activities. Like other activities it does not require cultivators to devote all of his/her time in the cultivation. So the time problem can be solved.

**No requirement of huge land**

Mushroom cultivation needs a small piece of land which can be the backyard of one's house. The need for big land is not an issue here. So people with no agricultural land can also pursue this activity easily. For Manjula she utilized a thatched shed which was kept idle for a long time.

**No training, quality and marketing worries**

With a discussion with Ms. Manjula, she offered to give free training to the villagers. Also she is ready to purchase the product at the wholesale rate from the villagers. The Orchid Trust thus has to act as a mentor for this activity to ensure the proper running of the activity.

**Good ROI and less payback period:**

From the discussion with her it is found that 1 kg of mushroom seed; which costs about Rs. 30; is capable of producing 2.5 kg of mushroom; which sells at Rs. 70/kg. Thus this activity has a huge profit margin. Also for the initial investment, the calculated payback period is about 6-7 months only. This period is very short in comparison to other activities.

Ms. Manjula did not wish to just be confined to her house. She wanted to do something on her own. She wanted to be independent and carve out an identity for herself. There has been no looking back since then.

Today, she is a successful entrepreneur in a field not explored by many. It has been an incredible journey for the 39-year-old Manjula. Here's how Manjula transformed herself from a simple housewife into a successful entrepreneur with minimum resources at her disposal. She is now giving back to the society as well. She also employs widows and divorced women and is strongly encouraging women employment.

**Role model/ Motivator**

Ms. Manjula can be the role model for the villagers. The main challenge faced by Orchid Trust is lack of motivation among villagers. Manjula can act as a role model for them by connecting with them easily.

## Case Study – 2, Micro credit

### Introduction

Selvi, 32 years old, is married with two children. Her husband works in a private company. Selvi studied up to SSLC, though she was willing to continue her studies due to her family condition her parents compelled her to get married at the age of 18. She is a native of Alathur village. She is an enterprising lady among the other members in the village.

<b>Name</b>	<b>: Ms. Selvi</b>
<b>Age</b>	<b>: 32 years</b>
<b>Village</b>	<b>: Alathur, Kancheepuram District, Tamil Nadu.</b>
<b>Name of the Project</b>	<b>: SHG – Micro credit</b>

### An Active SHG member

Selvi is an active SHG member in the village she is a member of Gangai Amman Maghalir Suya Udhavi Kuzhu, which has been functioning for the past seven years. Most of her group members are house wives, while some work as daily wage labourers. Finding her leadership qualities rest of the members from her group suggested her to be the leader of their Gangai Amman Maghalir Suya Udhavi Kuzhu. She is very responsible in maintaining their group accounts and also she developed good rapport with local government officials through which she was able to get group loan for the members of her group from the local bank



### Own Business

Two years back she had taken up a cloth business from the loan amount she got through bank. Selvi started her business with the capital amount of Rs. 2000/- and she earned Rs.800/- per month as profit out of her business.

### Financial Support

As her income was very meagre she approached Orchid Trust for any training on economic activity. She was given training on Soap oil and phenyl making by experts. She was also given a micro credit amount of Rs. 10,000/- to start this business.

Orchid also helped her to get orders from nearby hotels in Mahapalipuram and industries in and around Alathur and Thiruporur. Along with 4 more SHG members she started this business successfully by way of getting a monthly earning of Rs. 8000/- which is shared by all the members.

### CONCLUSION

Selvi and other members are able to supplement this amount for their children's education and other family needs. Now, she has become an entrepreneur. Another member of the group has joined with Selvi in her business and the group is planning for a big economic activity where the rest of the group members can join. Selvi is a model for her group members and the group itself is on the way to becoming a model group

### Case Study - 3 Youth Empowerment

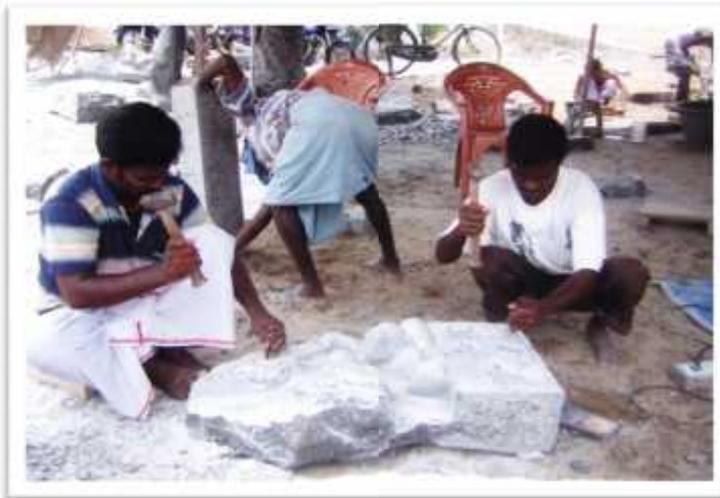
#### Introduction

Bathavachalam aged 35, living in pattipulam. He finished his SSLC. Later he found that he is more interested in sculpture makings, he completed a sculpture training in the year 1992. He is much interested in carving and modelling in stone, metal, ceramics, wood and other materials.

<b>Name</b>	<b>: Mr. Bakthavachalam</b>
<b>Age</b>	<b>: 35 years</b>
<b>Village</b>	<b>: Pattipulam village, Kancheepuram District, Tamil Nadu.</b>
<b>Name of the Project</b>	<b>: Micro credit to youth</b>
<b>Implementing agency</b>	<b>: Orchid Trust</b>

#### Sculpting Career

In the year 1993 he started his career and explored on sculpture making. He travelled long distance to gain experience. Though initially he earned very less he did not give up on his passion towards sculpturing. After gaining more than 10 years of experiencing. He wanted to start his own business. While he was practicing this art he was friendly with Mr. Anand raj who is also from the same village. Both of them had a dream of starting their own business.



However the family circumstances were not in a position to support their aim. Both belong from a poor economic background of a Dalit community. They are all landless labors having no permanent source of income for the family.

#### Micro credit Support

In 2004 they approached Orchid Trust to sponsor their business. During that time orchid was encouraging young entrepreneurs by supporting them financially. They submitted a small project

proposal on how their business works. An amount of Rs.20000 was given to them on a credit basis from orchid Trust. Bathavachalam and Anand raj started the business along with some savings of their own. Initially they were sculpting small idols and sold it to local whole sale buyers due to which the profit and income earned was not sufficient. Both divided the profit on daily wage basis, rupee 140 was Bathavachalam's income on a day and the same amount was shared to Anand also. In 2009 they started to get orders for sculpting bigger idols directly

from customers started gaining more profit and expanded the business. Meanwhile Anand Raj decided to start his own venture and separated his business from Bathavachalam.



In 2010 Bathavachalam started to run on his own entitle. He explored his business ventures to places like Puttkottai, Karikal and other states

like Karnataka and Andhra Pradesh and gained fruitful customers. Finding his skills and sculpture art, officers from Indian Army placed a special order to sculpt an Elephant for Indian army. As he is able to earn his living his family decided to get him married however he refused as two of his younger brothers were studying. In 2013 he agreed to get married and now he is having a 3years old child. He is able to earn Rs. 40000 in a month. Orchid did not only supported him financially it also gave him business orders to sculpt idols for local temples. Orchid Trust conducted a training program on marketing tools and strategy; which was another eye opener for him. He started to think more in depth, with his effort he increased the strength of his workers and expanded the business.

## **CONCLUSION**

In fact he openly said it's all because of Orchid's financial support he has come up to this level. He is so much grateful to orchid for helping him. He commended saying Orchid Trust has guided me in all needs. Today I have become a successful entrepreneur, orchid has played a major part in my life.

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