



CSR AND EMPOWERMENT OF WOMEN – A CASE STUDY
Dr.S.Radhakrishnan^{*}, P. Deepan Bharathi^{}, Mr. S. Yesu Suresh Raj^{***}**

^{*} Assistant Professor, Department of Gandhian Thought and Peaces Science, Gandhigram Rural Institute- Deemed University, Gandhigram – 624 302, Dindigul. Tamil Nadu.

^{**} P.h.D Research scholar Department of Gandhian Thought and Peaces Science, Gandhigram Rural Institute-Deemed University, Gandhigram – 624 302, Dindigul. Tamil Nadu.

^{***} P.h.D Research scholar Department of Gandhian Thought and Peaces Science, Gandhigram Rural Institute-Deemed University, Gandhigram – 624 302, Dindigul. Tamil Nadu.

ABSTRACT

Laying of four way lines, metro train project area other infrastructure creation up rooted mill inions of trees, shops, and other occupational sources on the road side. The above facilities are mainly said to be for the benefit of common people, it helped a lot to corporate sector. The above are symbol of corporate increase the consumerists of the people to buy more form corporate sector. The livelihood loss created by the corporations is not compensated properly. It is a clear violence artificially created against common man in the name of welfare creation. It is not welfare but ill fare to common people.

CSR is the method of minimum compensation guaranteed by an act for the damage cause by corporate sector. How far it is useful to revive the loss of social, environmental human capital loss caused by the entry of corporate sector is to be studied. The present article to focuses on the impact of CSR to improve the livelihood of common man particularly women through SHG program.

**Case Study - 1
Self Help Group**

Implementing agency: Orchid Trust



Women Development

Though women constitute equally half of the population and contribute more to the economy they are left as second citizens. This Project visualizes that empowerment of the women means empowerment of the nation.

1. OBJECTIVE

Women Empowerment through capacity building and income generation activities

Orchid Trust's intervention in women's development stems up from the understanding that women are the significant members of the primary group - family and the triggering force of any development intervention. Although, they invest all their income in their families, they have least say in matters affecting their own well being. Hence it is important that conditions should be created wherein women have access and control over income and other resources. Therefore, ORCHID TRUST spearheads its CSR initiatives towards the empowerment of Women.

2. RESEARCH

- i. Baseline Survey of the Project Area
- ii. Focus Group Discussions
- iii. Orientation and Training including PRA and PLA Techniques
- iv. PLA experiment
- v. Evolving Appropriate Delivery Models

3. STRATEGIES

- i. Building the rapport with the people
- ii. Community Participation in Project Planning
- iii. Formation of New SHGs in the target Area
- iv. Election of leaders
- v. Conduct of Regular Group Meetings
- vi. Capacity Building
- vii. Book Keeping, Accounting and Documentation
- viii. Rating and Grading of Matured SHG
- ix. Awareness Camps
- x. Selection of SHG (Need Based Approach)
- xi. Training on Income Generation Activities
- xii. Micro Enterprises
- xiii. Marketing Avenues
- xiv. Monitoring and Follow Up

4. EXECUTION

1. Building the rapport with the people: Orchid staff made house visits and interacted with the people. Interested members were identified and motivated them to form Self Help Groups to help them selves. Gradually the services of the leaders of these groups were used in expanding the target area. The staff members met the community leaders and solicited their cooperation.

2. Community Participation in Project Planning: The supports of well-wishers were sought from different groups, sangams, clubs, institutions and agencies. This has ensured the consent of the people and participation of the community.

3. Formation of Self Help Groups: Orchid Trust has formed 120 Self Help Groups (SHGs) having more



than 1500 members in 24 locations. Each Group has a membership of Minimum 12 to Maximum 20 Members who are cemented by micro financial and social activities. The habit of thrift and small savings are inculcated among the members through motivation and training. The specific objectives stated in their constitution were to enhance their participation at (micro) group level and their representative networks (macro), to create pro women structures and forums to address their credit needs, to ensure credit at an affordable rate of interest and repayment mode, to demonstrate micro enterprise initiatives, To inculcate the habit of thrift and small savings and to take up local issues and avail moral and technical support in finding meaningful responses.

4. Election of Members: After giving a brief orientation about the leadership and its importance in Self Help Group process the election was conducted in a democratic manner. An election was constituted with the community leaders to conduct the election in different groups. The members of this have got acceptance by the community. The office bearers were elected in the General body meeting. The executive committee consists of seven members. The president was elected at first then the secretary and treasurer following Vice president, joint secretary and executive committee members. The tenure of office is three years. The duties and responsibilities of these bearers were explained the project staff members.

5. Conduct of Group Meetings: With all its dynamism and vibrancy every group meets every



week. Of course there are differences in their quality of business transaction. There are excellent Groups to Average Groups. The difference is obvious in terms of their leadership, level of motivation, education, socio economic background etc. Every meeting has a formal agenda to discuss and interact with. The Secretary's Report and the Treasurers Report play a key role in the Meetings. Regular Savings, Prompt Repayments, Sharing of Welfare Programmes etc are made transparent. The Group Leaders especially the President

takes care of the Attendance and the active involvement and contribution of group members in the decision making process. Special attention is given to the values of regularity and punctuality. Group cohesiveness and unity is always strengthened in all the meetings by way of solving internal issues among the group members. Matured Groups are facilitated for the furtherance. Difficulties, Problems, Issues, challenges etc that the group faces both within and outside its spectrum were found out and the ways and means explored to overcome with the help of available resources.

6. Capacity Building: Operational efficiency skills training were attended by 305 SHG leaders. The objective of this training programme was to strengthen the group by capacitating its leaders first and percolating to the members gradually. Using a participatory and experiential training methodology, the training has covered the importance of group meetings, attendance, regular savings, regular loan repayments, proper communication, group unity and cohesiveness. The curriculum for this Training was developed out of the felt needs of the group members.

7. Book Keeping, Accounting and Documentation: All these are arts of recording business transactions. However, majority of the leaders are lacking behind in terms of their skills. Consequently, accounts training were conducted for all 120 Self help groups. They were given

training on how to maintain the Books of Accounts, Subsidiary Registers, Documents and Files. Members were also trained in Double Entry Book Keeping, Ledger Posting, Maintaining Minutes of different meetings, Preparation of Final Accounts and Stock Registers.

8. Rating & Grading: Grading of SHGs exclusively for Dalit women were conducted by THADCO. During this period 13 groups have been selected for loans. For other groups 93 groups have been selected for revolving fund of Rs.25, 000 and three groups were selected for IGP loans ranging from Rs. 50,000 to Rupees One lakh.

9. Awareness Camps: Orchid Trust capacitates them on various existing and new Government Schemes for women's development by organizing regular camps area wise. Orchid trust is working with Government Agriculture Department & Central Board of Workers Education in this regard. The key areas of awareness were on the following topics:

- Sanitation
- Education
- Health Practices
- Environment Protection

10. Selection of SHG (Need Based Approach)

11. Training on Income Generation Activities

a) Tailoring training: Orchid Trust have so far trained more than 600 women on tailoring and around 200 have obtained job placements in the export garment units in Thiruporur Block. Many of them are self-employed and supporting themselves and others too.



b) Training on Kitchen Gardening: With the help of Government Agriculture Department Orchid Trust offered Training Programmes on Kitchen Gardening for vegetables and greens cultivation. The training programme helped them to learn how to grow a variety of vegetables in their kitchen garden which act as backward linkage for Catering supply. The women were also motivated to plant trees in their villages.

c) Training on House Keeping: Orchid Trust realizes the market potential of house keeping materials (Phenol, Soap oil , Cleaning materials) in proximity of villages as presence of many factories and trained many SHGs women for house keeping materials. Currently many women SHGs are supplying House Keeping materials to many companies and house holds.

- **Omsakthi SHG members**, Thirupporur, are supplying lunch to Anabond factory.
- **Gangaiyamman SHG members**, Alathur, are supplying house keeping materials to Alfred Berg, Grandix, Anabond, Sanmar, Anjan drugs, Andrews, TTDC Mamalla Resorts and Mamalla Annex
- **Thamarai SHG members**, Tirupoorur, are doing the inskirts and selling those products in the local area.
- **Annai Theresa SHG members** were given chance to supply vegetables to Fishermen's Cove – One of the Taj Groups of Hotels.

12. Micro Enterprises: Orchid Trust helps SHGs women in promoting successful business endeavors at a small scale. This is done by considering the factors of economic viability, technical feasibility and market potential.



13. Marketing Avenues: Apart from building the capacities of women for income generation, ORCHID TRUST helps the women's groups to establish linkages with the market. ORCHID TRUST has negotiated with 15 hotels, 9 companies and 3 colleges to source various products from the SHGs

14. Monitoring & Follow Up

Orchid Trust dedication to work with these women on long run is continue and providing all sort of help by guidance and motivation to these successful women.

The successful Case Studies are given below:

5. EVALUATION OF SUCCESS/ RESULTS

Some of IGP's have unleashed a new beginning in their life, they become financially independent and taking their decision without hesitation. Although there are some ups and downs where some days they are getting no profit or lesser amount but other day they get noticeable profit. These SHGs women have to learn a lot to match with market needs and demands whether it's Catering, Stitching new clothes or making of house keeping materials. They need to search and exploit new market potentials. They also need better understanding to avoid the conflict within the group in a long run.



Besides these business lines, SHGs women becomes more vocal and responsible in family and community as well. They engaged in community and social action programme and actively participating in democratic process.

The following valuable finding we derived from evaluation-

- Significant increase in income
- Improvement in consumption pattern
- Improvement in health and nutrition
- Awareness
- Development of leadership quality
- Enhancement in their self confidence level
- More respect from family and society
- Better relationship with Government Departments
- Skill development
- Empowerment

Orchid Trust is playing the role of a Change Agent to enable the rural communities to get in to the main stream of the society by improvising their own valuable abilities and strength. Hand holding of Orchid Trust helped them to look at changes in the society and motivated to take part of it.

Case Study - 2

INTRODUCTION

Neela aged 40 hails from Paiyanur village in Kanchipuram district. She lives with her husband, an Auto driver and two children; one son and one daughter. Neela worked in an Export Company for some time, later she joined a NGO to do social service. Neela is from a low income background.

Name : Mrs. Neela
Age : 40 years
Village : Paiyanur village, Kancheepuram District, Tamil Nadu.
Name of the Project : Sponsorships

Family Problem

Her husband is addicted to alcohol, thus he never goes to work properly. He is now been under rehabilitation process. Her daughter has completed a Diploma in nursing which was sponsored by Orchid Trust. Her son is deaf blind from birth, also lack in mental ability too. In 2015 he wanted to do a diploma in computer science, he took it as challenge and completed it. Though child having such difficulty she did not want him to feel different from others. She joined him in school but because of various health issues he was not able to continue his studies further. Many times Neela very much worried about her children's future.



Sponsorship

In 1995 Neela joined Self Help Group run by orchid Trust. She was involved to be field worker for Paiyanur village for Orchid trust. Initially she approached orchid trust for financial assistance for her son. He has undergone eye operation for which orchid Trust assisted her to Shankara eye hospital and also gave Rs.20000 as sponsorship. Even for his recent diploma Orchid Trust helped financially. In times of difficulty she say, orchid Trust has helped her out and never said no at any moment. Orchid is open enough to help poor people, likewise many others like me have been benefited.

From the inception she has been closely watching Orchid through SHG activities. They provide training for women, employment for youth, support elderly people, conducted health camps, Breast cancer screening for women etc., They have also created a platform for SHG by getting them loan from bank and guiding them to maintain accounts. Few Self Help Group with Orchid Trust guidance started their venture. Through SHGs orchid has spread all over our community. Though having many other companies in the village, Orchid Pharma is the only company that took problem of poor people to light and stood throughout the difficult times.

CONCLUSION

She conveyed her heartfelt thanks to the Trust and orchid Pharma for providing such opportunities to women and to individual like her. Without orchid it wouldn't have been possible for me to support my son's eye operation or either for studies. My family would never forget such help in our lifetime.

REFERENCE

- Vandana Deswal, "Corporates as socially responsible citizens: A study on the present status of socially responsible behavior of corporates in India and other nations" *International Journal of Applied Research*, vol. 1(10), 2015, pp. 55-57.
- Nishant Sharma, "Corporate Social Responsibility: Concepts, Realities & Challenges in India" *International Journal for Research in Management and Pharmacy*, Vol. 3, No.2, 2014, pp.7-11.
- Ram Singh, "Corporate Social Responsibility Practices in India, *International Journal of Social Science & Interdisciplinary Research*, Vol. 4 (6), 2015, pp. 50-55.
- Supriya Motwani, "Communicating CSR is More Challenging than Paying CSR" *International Journal of Research and Development - A Management Review*, Volume-1, Issue – 1, 2012, pp.41-45.
- Harish N, "Corporate Social Responsibility Practices in Indian Companies – A Study" *International Journal of Management IT and Engineering*, Volume 2, Issue 5, 2012, pp.519-536.
- Namita Vastradmath, "The Role of Corporate Social Responsibility for an Inclusive Growth in the Society" *International Journal of Scientific and Research Publications*, Volume 5, Issue 10, 2015, pp.423 – 427
- Kemunto Egra Arisi, and Fred Mugambi, "Factors Affecting Performance of Corporate Social Responsibility of Equity Group Foundation Kenya Ltd" *International Journal of Scientific and Research Publications*, Volume 5, Issue 10, 2015, pp.913 – 933
- Mayuri Farmer, "Corporate Social Responsibility Management" *International Journal of Research in Management & Technology*, Volume 3, Issue 4, 2014, pp. 40 – 43
- Mandi Singhal, "Corporate Social Responsibility", *The chartered Accountant*, Vol. 37, No. 3, March 2004, pp. 110-115.
- Vyas J.H and Reshma Shirvastava, "Employee Perception of Corporate Social Responsibility and Job Satisfaction in Large Scale Units", *Prabanandhan: Indian Journal of management*, Vol. 4, No. 12, December. 2011, pp. 14-24.
- Bhavani R., "Corporate Social Responsibility in India", *South economist*, Vol. 50, No. 15, December 2011 pp. 11-14.
- B.K.Jha and Rini Singh: Corporate Social Responsibility in India, *International Journal of Higher Education and Research*, Vol 1, No 1, 2016, pp.1 - 8