



BASELINE REPORT

**HINDALCO
INDUSTRIES LIMITED
UNIT BIRLA COPPER**

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CHAPTER 1: INTRODUCTION

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as company's commitment to operate in a way through which a company achieves a balance of economic, environmental and social imperatives while at the same time addressing the expectations of shareholders.

In India, the CSR mandate as per the Company's Act, 2013 has been looked and projected as a game changer and is expected to revolutionise CSR beyond the lens of defensive CSR, promotional CSR and charitable CSR to the next-level paradigm of strategic CSR. The role of businesses in social welfare has seen a major shift over the years. It has changed its trajectory from philanthropy to go in the direction of coming up with long-standing sustainable projects with a predetermined goal.

BASELINE STUDY

A baseline assessment is a study that is conducted at the beginning of a project or a programme, in order to analyse the existing situation of the area. It gives a picture of the condition before the inception of the programme, and results can then be compared with a follow-up assessment at the end of the programme, in order to understand the effects of the programme on the target population.

CONTEXT OF THE STUDY

The baseline study was compared with socio economic indicators of the National as well as regional standards. The purpose of conducting the study is to establish baseline information of the villages in order to gauge their present situation keeping the following objectives in view:

- To understand the needs of the households, levels of accessibility and availability to services;
- To identify the gaps and challenges and
- To recommend the possible areas of CSR intervention.

Understanding of what constitutes ‘Corporate Social Responsibility’ remains variable internationally, despite efforts to create a common interpretation. This study adopted the company’s CSR policy as the foundation and formulated objectives of the study to assess the situation of the assigned locations as per the indicators and promote a greater common understanding.

CHAPTER 2:

METHODOLOGY

This chapter on methodology will give information about the study design, sampling method, objectives, rationale used for the study. This becomes pertinent so as to give the reader a thorough understanding about the process followed by the IICA team and the field surveyors so as to give a rationale and background to the findings of the study.

Exploratory Design

An exploratory design was followed while finalising the methodology of the study. Exploratory design was used to determine the nature of the problem as it gives flexibility to delve deep into the subject at hand and 'explore' various aspects that may come out prior or during the study to gain a better understanding of the problem at hand. The design was finalised on the basis of CSR Policy of Hindalco.

A list of 5 villages near the the plant periphery of Hindalco Industries Ltd., Unit : Birla Copper in Bharuch district , Vagra Tehsil was received from the CSR officials of the company. The research team from IICA, conducted a desk study with respect to Bharuch district and Gujarat State. In order to standardize the study on the basis of the secondary data received, hybrid research methodology was adopted. It is a methodology for conducting research that involves collecting, analysing and integrating quantitative (e.g. surveys) and qualitative (e.g., interviews) information.



- ✓ **Dahej**
- ✓ **Lakhigam**
- ✓ **Luvara**
- ✓ **Ambetha**
- ✓ **Jageshwar**

TOOLS USED FOR DATA COLLECTION

The study was done holistically by using quantitative as well as qualitative methods of social science research. For obtaining quantitative information and understanding the different emerging needs of the areas, a household survey tool was devised by the team.

Method	Tools used
Quantitative	HH Questionnaire for all the households in the 5 villages
Quantitative	Structured Questionnaire : PHC
Qualitative and Quantitative	Semi Structured Interview Schedule: Aanganwadi Schools Gram Panchayat:



Chapter 3: Indicators and Benchmark – India and Gujarat

This section summarizes the substantive literature that was available in the public domain at the outset of this project. It is intended to provide information on the background of the indicators in India as well as in Gujarat, in order to set this study within the wider framework of the research that has been undertaken.

The study aims at measuring elements that moves beyond a simple, monetary measure to capture a more comprehensive picture of overall status of the core villages in Bharuch district, Gujarat.

✓ SDGs and MPIs

The 2030 Agenda for Sustainable Development reaffirms the importance of multi-dimensional approaches to poverty eradication, that go beyond economic deprivation. The 2018 Multidimensional Poverty Index answers the call to measure progress against Sustainable Development Goals; and opens a new window into how poverty – in all its dimensions – can lead towards an end. The Sustainable Development Goal 1.2 commits countries around the world to reduce the proportion of the population living in poverty in all its dimensions at least by half. SDGs are ambitious; the global MPI offer a center of gravity or reference point for multiple actors seeking to identify and redress the situation of those being left behind in multiple SDGs.



RECOMMENDATIONS

Albeit the developed state of the villages, there are areas of grievance which need to be addressed through sound interventions along with efforts that can be taken to further improve the quality of life. The problems in the report have been explained in detail with the village-wise findings analysed and the interventions succeeding these are aimed at a sustainable approach to improve the situation of the villages in a long-term and effective manner. Being in similar stage of development and poverty, villages may have similar problems in nature like lack of healthcare, livelihood, sanitation facilities. Therefore, the recommendations or possible areas of interventions are also similar in nature and explained once in this section under each area of concern.

MAJOR PROBLEMS IDENTIFIED AS PER THE BASELINE STUDY



School Drop-Outs



Non-Institutional Delivery



Lack of access to Health Services



Lack of access to Skill and Vocational Training



Grey water and Garbage Disposal



Lack of Safe Drinking Water



Indian Institute of Corporate Affairs

Partners in Knowledge. Governance. Transformation.

| IMT SECTOR – 5, MANESAR, GURUGRAM, HARYANA |

| Phone: 0124-2640000 | | Email: nfcsr@iica.in |