



**IMPACT ASSESSMENT FOR THE
CSR INITIATIVE OF
RITES LTD. -
VISHWAS SANSTHAN**

Impact assessment undertaken by Indian Institute of Corporate Affairs



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INTRODUCTION

ABOUT CSRAT RITES LTD.

RITES has made significant contributions towards society by working in remote areas under arduous conditions and at lower fee for the development of remote areas, undertaking construction management projects, rural road and rural electrification projects. Professional integrity and total transparency are the hallmarks of RITES practice of Corporate Governance. RITES' website gives extensive information on the Company besides regularly notifying tenders, contracts awarded, job openings and inspection status of materials etc.

RITES promotes the cause of Sustainable Development and gives due attention to social and environmental aspects and their impacts in all its studies, investigations, designs & DPRs.

Corporate Social Responsibility and Sustainability policy is our commitment to operate in economically, socially and environmentally sustainable manner that is transparent and ethical. It encourages engagement with the stake holders in determining their

needs and expectations. The stake holders include employees, shareholders, investors, customers, clients, business associates, civil society groups, Central/State/local government, communities, environment and society at large.

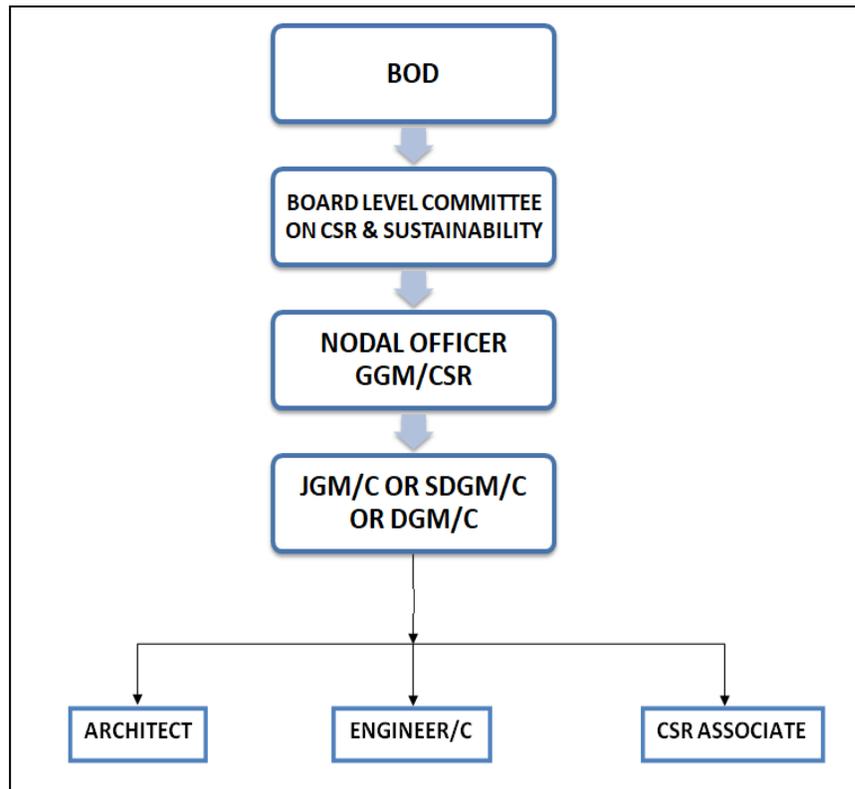


Figure 1: RITES CSR & Sustainability Structure

ABOUT THE PROJECT AND IMPLEMENTING PARTNER

Vishwas Sansthan is a Non-Government Non-Profit and Non – Political organization working for promoting effective, realistic programmes for Sustainable Development for the disadvantaged and marginalized section of the Rural Society. It is purely an organization of



**REVIEW OF
LITERATURE**

Demographic Profile: Udaipur district is the 7th largest district of Rajasthan, situated in the southern tip adjoining Gujarat and is oval in shape with a very narrow strip stretching towards the north. It is bound in the north by Rajsamand and Pali districts, in the south by Dungarpur and Banswara, in the east by Bhilwara and Chittorgarh and on the west by Pali and Sirohi districts and Sabarkantha district of Gujarat. It is spread on 17,279 sq. kms i.e. 5.05 per cent of the State. Distance from major Cities Jaipur - 435 kms. Delhi - 635 kms. Ahmedabad - 240 kms. Mumbai - 791 kms. Udaipur falls under the southern region (Bhilwara, Rajsamand, Banswara, Udaipur, Chittorgarh, Dungarpur and Sirohi) which is hilly, was thickly forested in the past, and to an extent inhabited by people of indigenous communities, now classified as scheduled tribes (ST). It receives higher rainfall compared to most other regions in the state.

Agriculture, particularly in the uplands, is of low intensity and low value. One reason for the backwardness of the region is the social and geographic isolation of the ST communities here. Next, the terrain itself is sub-mountain and in the absence of transport, its markets are less developed and links to the outside world comparatively restricted.



Image 2: Map of Southern Rajasthan (www.pngrb.gov.in)

Udaipur was ranked the 20th district in the HDI for Rajasthan, 2008. It has significantly behind in the education, health and income index (13th, 27th & 20th respectively) index. The literacy

The major workforce participation observed in Udaipur district over a period of two decades has been a predominantly influenced by cultivators/ agricultural laborers and majorly engage in primary sector in rural areas. There has been declining trend of workforce share in primary sector from 73% to 63.8% from 1991-2001, and the change in secondary and tertiary sector is close to 10%. There has been very low increase in the number of full-time workers over a period of time whereas the semi-skilled workers present and required strength combined shows an increase of 69% in the sampled industry. The sample industries relate skilled laborers with expertise of over substantial period with high qualification. This rationale seems more on the basis of highly skilled workers rather than skilled workers. Though majority of the industries interviewed still feel the requirement of unskilled workers over the skilled workers for their full-time roles.

Programme	DDU-GKY	ELSTP	RSTP	NIFT, SDIS, ATDC & Others Special Projects	Total
No. of Youth Trained	32418	142682	17841	5001	197942
No. of Active SDCs	14	163	36	2	215
No. of Youth Under Training	808	9610	1877	50	12345

Figure 3 Rajasthan Skill and Livelihoods Development Corporation

Uttar Pradesh Skill Development Mission (UPSDM) was established in 2013 with a mandate to coordinate all skill development initiatives, implement and monitor concerned programmes. Leveraging on State Skill Development Policy in 2013, UPSDM roped in Private Training Partners under Public Private Partnership (PPP) Model with Government Agency to conduct short term modular skill development training programmes. Major schemes under the UPSDM have been integrated under the UPSDM and a State Skill Development Fund has been set up to meet any additional fund requirements. The picture below depicts the scheme integration under the State Skill Development Fund.



METHODOLOGY

METHODOLOGY

Training of rural manpower is considered one of the most important strategies for ensuring sustainable development. However mostly rural women are underprivileged in comparison to



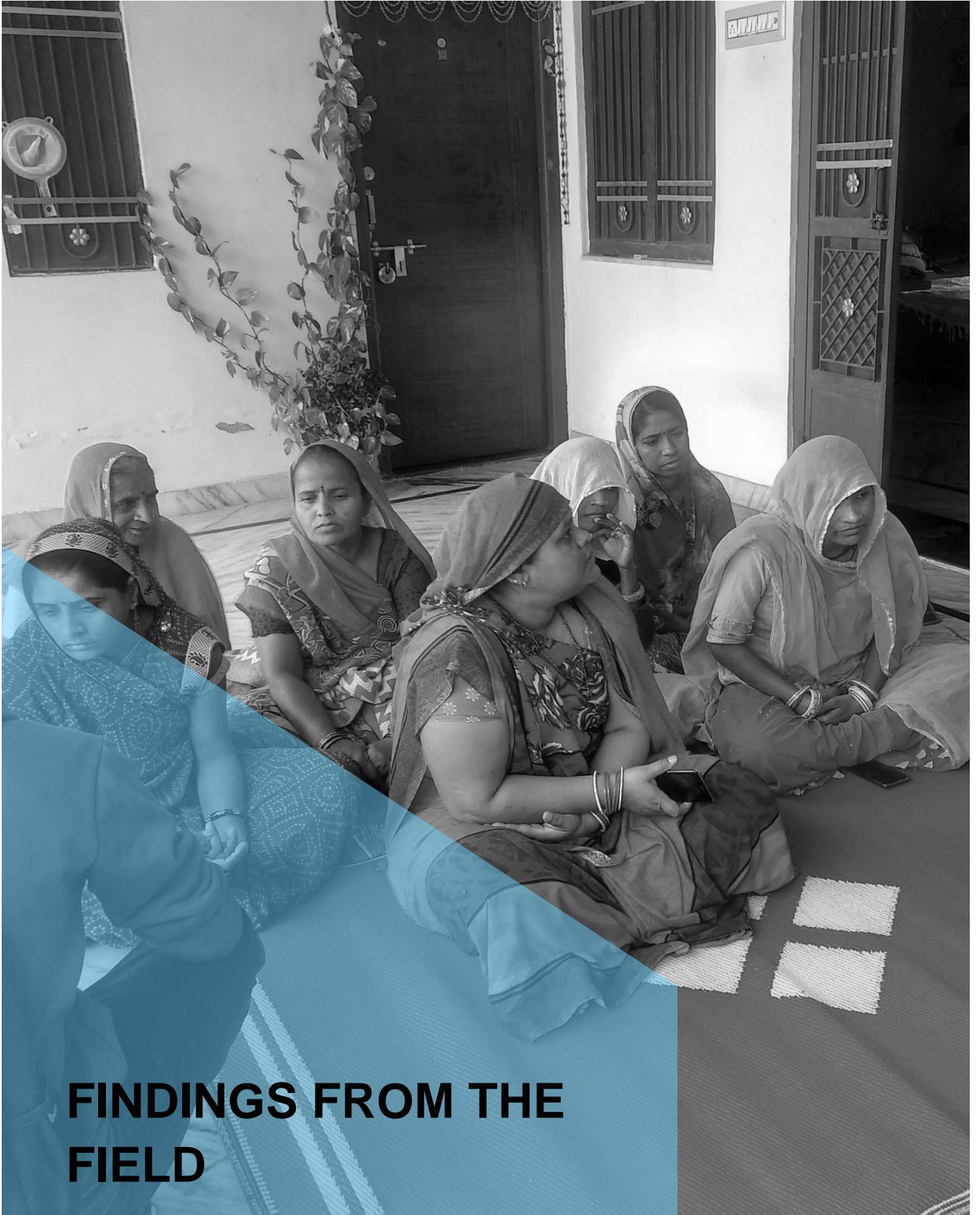
Image 3: Interview with beneficiaries of Vishwas Sansthan

men in their access and abilities to partake in education and training. According to global statistics, just 39 percent of rural girls attend secondary school. This is far fewer than rural boys (45 percent), urban girls (59 percent) and urban boys (60 percent).⁴ The Economic Survey 2017-18 mentions an Organisation of Economic Cooperation and Development (OECD)

analysis that indicates that the proportion of women who work has steadily reduced over time, from 36 percent to 24 percent in a decade, (when examined in 2015-16) signaling a decline of 33.3 percent in Female Labour Force Participation (FLFP) in ten years. It also showed that the gender gap in Labour Force Participation Rate (LFPR) is more than 50 percentage points in India.

Skills and knowledge are the driving forces of economic growth and social development for any country. Countries with higher and better levels of skills adjust more effectively to the challenges and opportunities of world of work. The successful skill development model should be economical, replicable as well as sustainable; the main objective of the skill development training is to train rural people to bring about improvement in their income which ultimately leads towards better living standards.

⁴ Global Entrepreneurship Monitor (2017). *GEM 2016/2017 Women's Entrepreneurship Report. Women's Entrepreneurship Report*. <https://www.gemconsortium.org/report/49860>



**FINDINGS FROM THE
FIELD**

Variation in income earning post attaining the skill

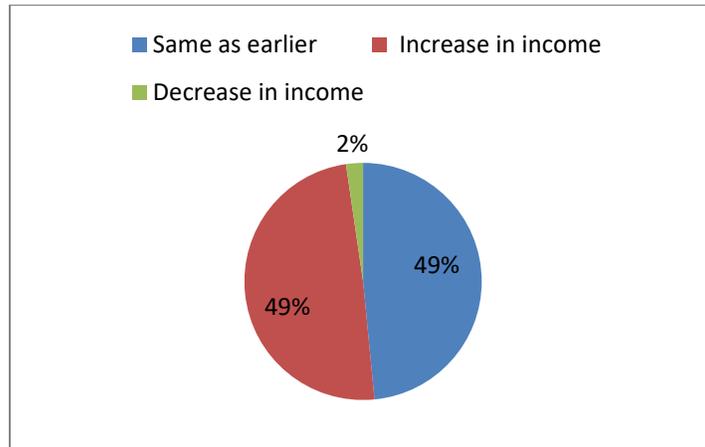


Figure 15: Variation in income earning post attaining the skill

The main objective of the programme was to uplifting the women and youth by raising their overall annual income by equipping them with sustainable technical and life skills. As seen in figure 14, it can be noted that more than half i.e. 49 percent beneficiaries (62 respondents) reported of income being the same even after the completion of training, while 49 percent (63 respondents) shared that their income have increased after training. There were only 2 percent of the beneficiaries (4 respondents) who reported of their income has gone down. On further asking for the reason behind no change in their income, it was indicated that while the beneficiaries around the main centre of Vishwas Sansthan are doing well, the interior villages such as Heekawada in Amloda, is not doing well, due to lack of employment / livelihood opportunities.

Stability and security after training

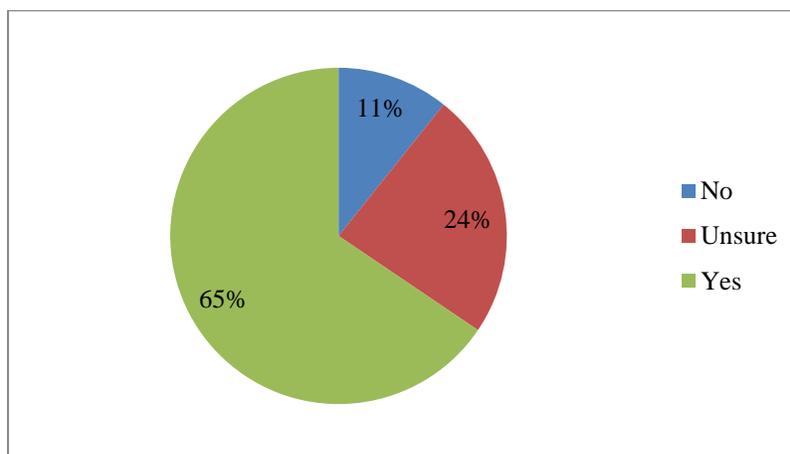


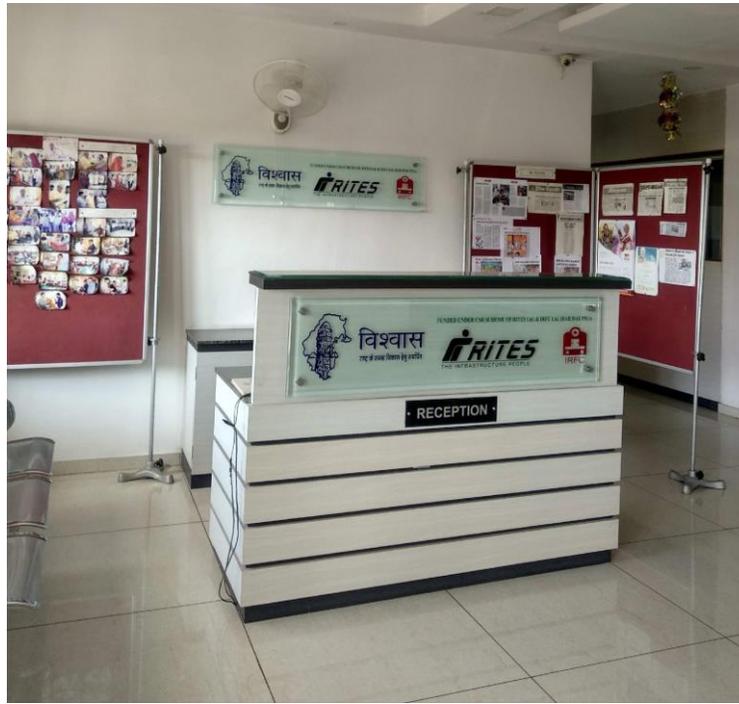
Figure 16: Variation in income earning post attaining the skill

Registration Act, 1956 it is mandated to implement all rural livelihoods programs associated with SHG based institutional architecture in the state. The Society aims at creating financially sustainable and effective institutional platforms of the rural poor, enabling them to increase household income through sustainable livelihood enhancements and improved access to financial and selected public services and to build their capacities to deal with the rapidly changing external socio-economic and political world.



Image 9: Beneficiaries of Vishwas Sansthan

Objective 3: Physical assessment to obtain information whether the required resources are available at the centre that would sustain the project.



A check-list was created with respect to the guidelines under Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and its successor schemes under MSDE, to assess the physical infrastructure and facilities available at the centre, based on the following categories:

- Training infrastructure
- Equipment including specialized machinery, training aids
- Content curriculum and Trainers
- Industry connects including placements

Vishwas Sansthan, a vocational cum skill development centre is located in a comparatively secluded area near Bhuwana, Udaipur encompasses an area of 20000 sq.ft with a comfortable spacious building and lush green lawn. There are multiple class rooms, each designated and well equipped as per the domain of skill training to be provided, such as: tailoring, retail and marketing, beautician etc.



CONCLUSION AND RECOMMENDATION

CONCLUSION AND RECOMMENDATION

Mobilization and Pre-training counselling

It is imperative to ensure that trainees are conditioned for technical and non-technical training before their commencement and their expectations set and managed. The officials at Vishwas sansthan informed the team that there is no particular mobilization process followed while enrolling the trainees under the various courses. They usually go to the communities and spread information regarding the training programme through word of mouth and with the help of the panchayat officials. Mobilisation entails not only getting people to enroll, but also ensuring that the right people, in terms of ability, interests and expectations, participate in programmes. For both companies and NGOs, an inability to mobilise properly results in a failure to meet targets and, more importantly, excludes potential beneficiaries who would be in need of such interventions. It is observed that Vishwas Sansthan leverage a local resource (either an individual or a body) with similar experiences as the potential trainees to earn their empathy and trust. The local resource has access to a wide network within the community or target group.

It is recommended that Vishwas Sansthan engage a variety of strategies, rather than just going door-to-door to mobilise people based on relevance to target group, such as:

- Setting up career counselling centres in slum areas/ villages
- Engaging key stakeholders and parents through cluster meetings and mediums such as street plays
- Conducting enrolment drives through local educational institutes, industry associations, dealerships, etc.
- Organising job melas (fairs) through the block or district development offices
- Using alumni of the programme as role models and establishing a referral system
- Distributing leaflets and pamphlets in the community

It is pertinent to recognize that the goal of skill development and entrepreneurship is to enhance sustainable livelihoods. This can be realized only if the employability universe is reformed. While designing programmes, it is critical to map skills being imparted to the specific needs of



Image 11: Some of the products made by the beneficiaries

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