



A Study On The Growth And Development of 350 Women led Enterprises Under The Udyogini Project In Jhajjar, Haryana.

“That may includes business growth , Financial performance, Managerial Skill, access to resources , challenges and barriers etc.

Companies Name – CSR, Jhajjar ,
haryana

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Stream: MBA development
management

Roll no. 0032

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ABOUT COMPANY ‘ JPL

- Jhajjar Power Station, India's largest supercritical coal-fired plant, completed two 660MW units in 2012, utilizing supercritical technology to increase energy efficiency and reduce carbon intensity.
- CLP holds 50% indirect equity in Jhajjar Power Station.
- CDPQ indirectly owns remaining 50% through equity stake in Apraava Energy.

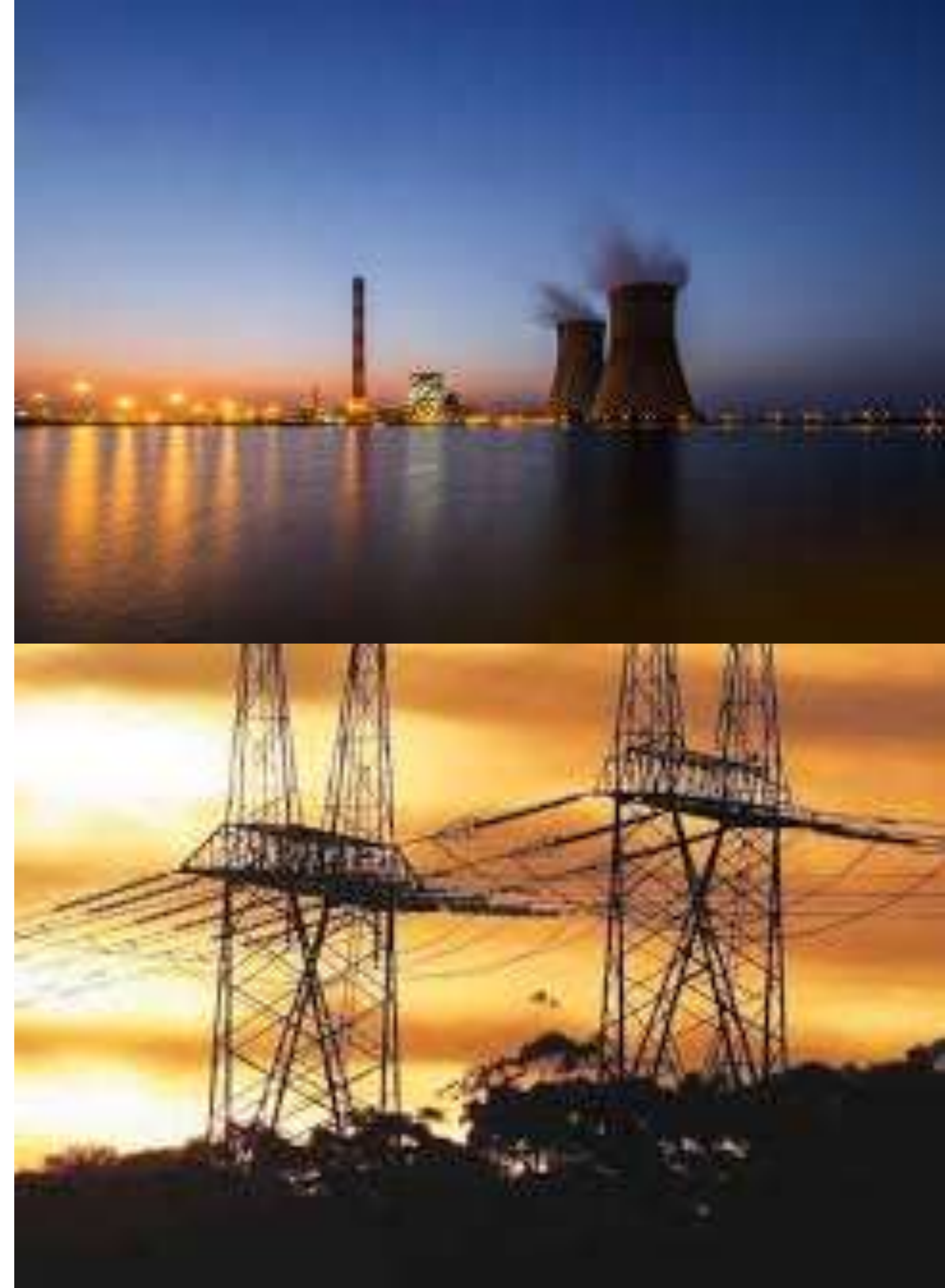
Purpose - Company Commitment to Socially Responsible Corporate Growth

- Actively participates in community development.
- Meets stakeholder interests.

Vision -

Company's Development Initiatives

- Engage in community development.
- Aim to foster belief in a better future for all.



APPRAVA ENERGY

- Apraava Energy is a company that **provides energy solutions** and is **jointly owned by two big groups: the CLP Group**, which is one of **the largest power companies in Asia**, and Caisse de depot et placement du Québec (CDPQ), a global investment group.

- Purpose -

Empowering lives sustainability for a happy planet.

- Vision -

To partner in India's energy transition by being the most trusted, inclusive and integrated energy solutions provider.

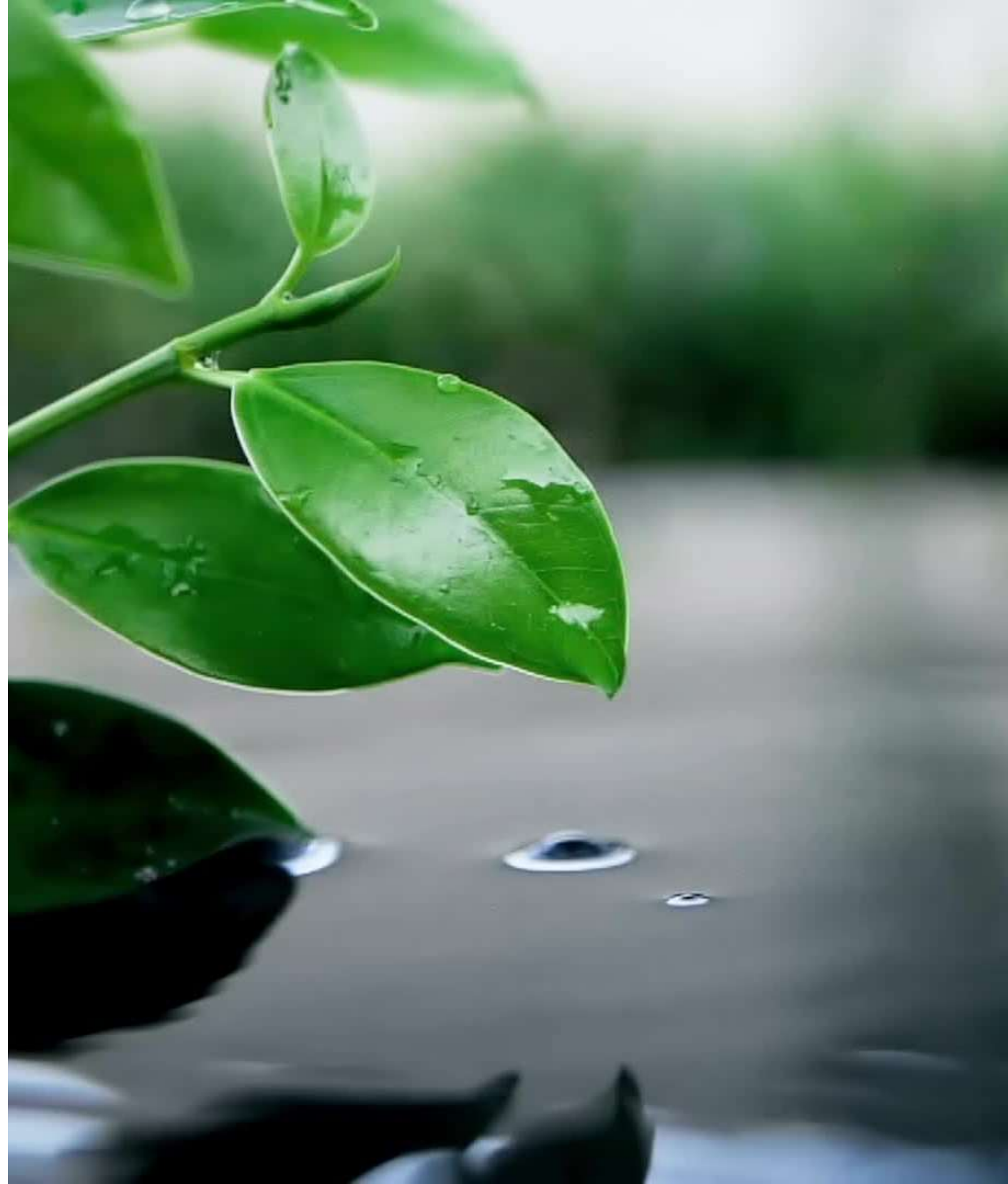
- Mission –

To **provide reliable and affordable energy** solutions to the nation with a **focus on innovation and sustainability**.



Environmental sustainability initiatives

- JPL's Project Boundary: 3.11 Lakh Trees
 - Dedicated horticulture team.
 - Focuses on enhancing site's green cover.
- Plant Waste Management
 - Prevents environmental release of wastewater.
 - Treats and reuses wastewater for cleaning and gardening.
- JPL's Waste Management Strategy
 - Aims to eliminate landfill waste.
 - Utilizes fly ash and gypsum in processes.





STAKEHOLDERS' ENGAGEMENT

➤ Local Communities -

- Collaborating with Local Leaders for CSR Projects
- Identifying and prioritizing projects.
- Organizing community events and workshops to raise awareness about CSR initiatives and encourage community participation.

➤ Other NGOs -

- Humana people to people
- Deepa Laya Organization
- Abhivyakti Foundation

CSR ‘Activities

➤ The Company’s focus areas include:

❑ Education and training:

❑ Sustainable communities

❑ Health and sanitation

- Mobile medical van

- Provision of clean drinking water to Government schools and kindergartens Maintain good posture

- Covid-19 support to communities

➤ Education and Skill development

- Digital Literacy Project

- Need based assistance to kindergartens and community local activities (observance of days)

- Promoting sports for youth

- Coaching centre for aspirant of armed and unarmed forces (Jai Jawan Raksha Academy).

- Promoting Wrestling (Engagement of coach for academy, Village level Tournaments, track suit and any other miscellaneous expenditure)

- Basketball Training Program in Village

- Promotion of Athletic Training, engagement of coach and support to the mini sports stadium.

➤ Sustainable communities

- Mass tree plantation in 12 villages and Developing Village garden (Hamari Phulwari) in Bajitpur

- Construction of cremation ground in one of the suitable nearby village - Jhamri / Akehari Madanpur.

- Water conservation initiatives feasibility study and phased intervention in nearby villages

- Solar Lighting in government schools/community places



HPPI' Humana people to people India

- ❖ HPPI is a non-profit organization established in 1998. **It focus on helping underprivileged and marginalized people in both rural and urban areas of India.** Their work covers various aspects of development, including:
 - Education
 - Livelihood improvement
 - Health
 - Women empowerment
- ❖ states including:
 - Haryana, Uttar Pradesh, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, and Maharashtra.
 - **HPPI aims to create equal opportunities and supportive communities by partnering with local people.** Initiative Overview:
 - Entrepreneur training programs.
 - Projects aiding women in income generation.
 - Health and nutrition camps.
 - Healthcare worker training.
 - Collaboration with health centers.

UDHYOGINI

➤ Udyogini Project Implementation

- HPPI and Jhajjar Power Limited implemented from 25 March 2020-23.
- Aimed to empower 3,000 women in Jhajjar district.
- Provided Life Skill Training, Social Protection, and Entrepreneurship Development Program.

➤ SWAVALAMBI UDYOGINI

“Women Entrepreneurs' Scale and Sustainability”

- Advance business support.

HPPI and Jhajjar Power Limited are implementing the 'swavalambi Udhyogini' project in 12 villages of Jhajjar district, **aiming to enhance sustainability and growth.**

- The project aims to enhance income, promote business sustainability, and provide market and service access to 350 women entrepreneurs in the initial phase.



QUESTIONS

RESEARCH

RESEARCH OBJECTIVE

How much has your revenue grown since joining the Udh yogini projects.

• In what way your participants in Udh yogini improved your business skill.

• Rate the improvement in your confidence as an enterprenurs since joining Udh yogini.

• What specific challenges you're overcome with the help of Udh yogini support.

What is the impact of the project on the financial performance of women-owned businesses?

To what extent does the Udh yogini project facilitate access to financial, human, and social resources for women entrepreneurs?

- To analyze the financial performance indicators (e.g., revenue, profitability) of businesses owned by women beneficiaries of the project.
- To identify and analyze the challenges and barriers faced by women entrepreneurs in the context of the Udh yogini project.
- To explore the perceptions of women entrepreneurs regarding the development of managerial skills through their involvement in the Udh yogini project.

METHODOLOGY

Study design

Descriptive Study design.

Sampling Technique

Simple random sampling.

Study area

this study area conducted in
Matenhel block , Jhajjar
district , haryan

Sampling size

350 women's

Primary research tools

- Focus group discussions.
- Interviews

Secondary research-

- Literature review
- Organizations report

Data Collection Method

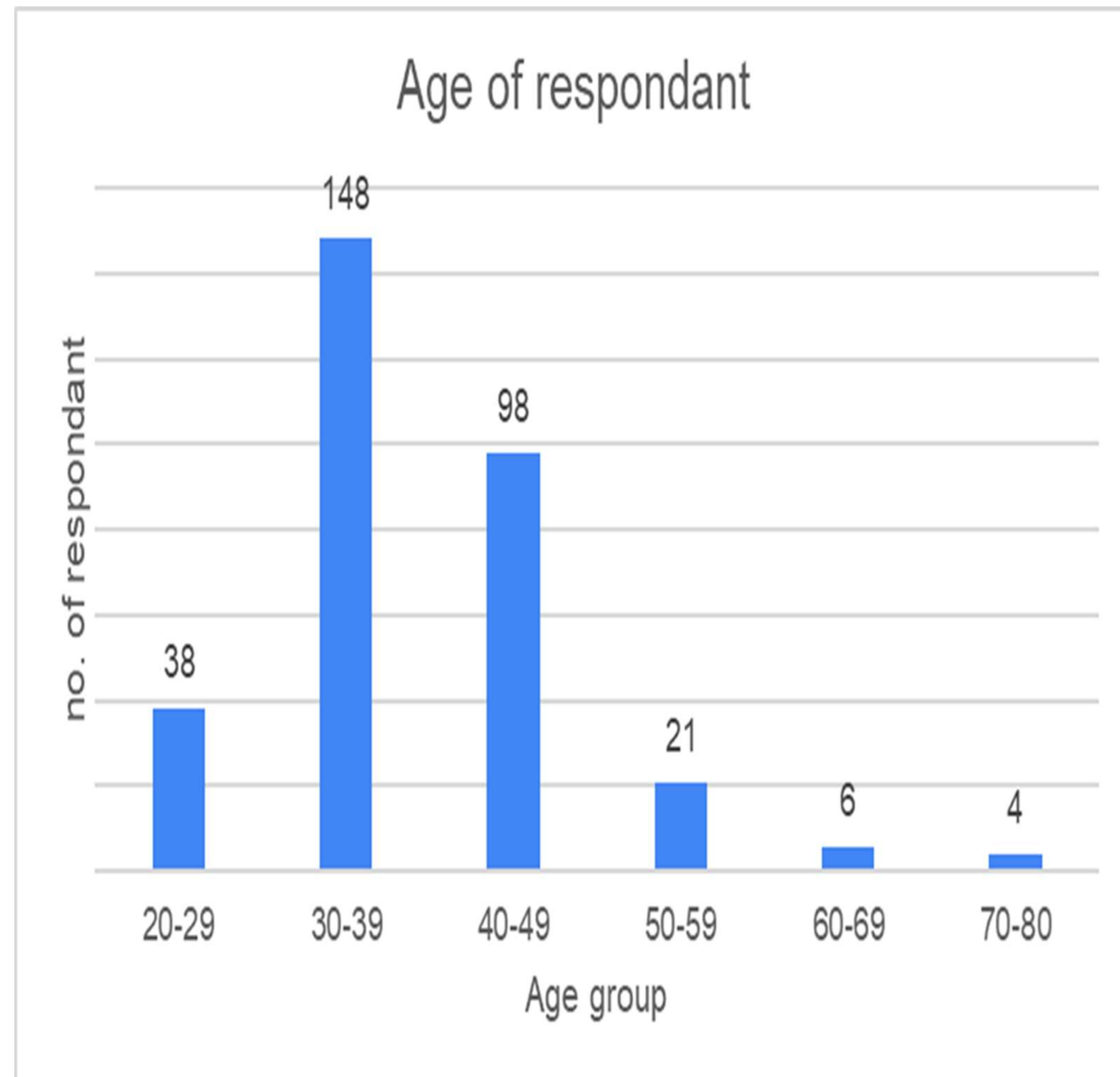
Study Stakeholder Interviews

- Face-to-face interviews for stakeholder interviews.
- Use of questionnaire for qualitative and quantitative data collection.
- Members Survey as part of the study.

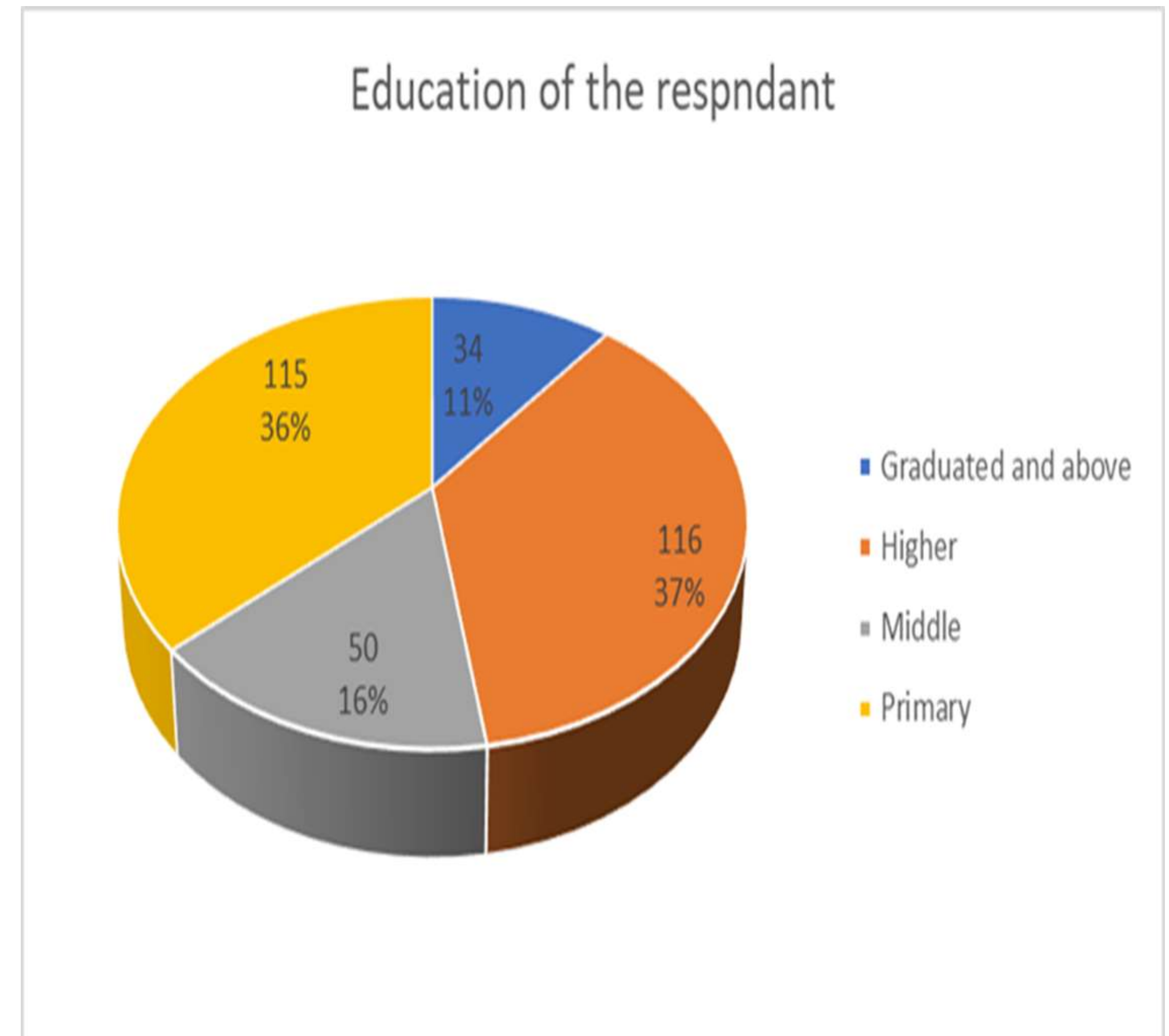
Study instruments:

The survey was conducted using a structured questionnaire which consisted of both quantitative and qualitative questions. The survey was mainly done using google form.

Age of respondent women



Education of the women



Village wise women entrepreneurs

Sr. No.	Villages	No. of Entrepreneurs	Active	Hold	Closed
1.	Akheri Madanpur	58	46	2	10
2.	Amadal shahpur	17	16		1
3.	Bajidpur	1	1		
4.	Dhalanwas	29	23	3	3
5.	Jhamri	18	15	1	2
6.	Jharli	45	34	3	8
7.	Khanpur kalan	17	15	1	1
8.	Khanpur khurd	46	34	3	9
9.	Ladain	39	35	2	2
	Total	350	286	22	42

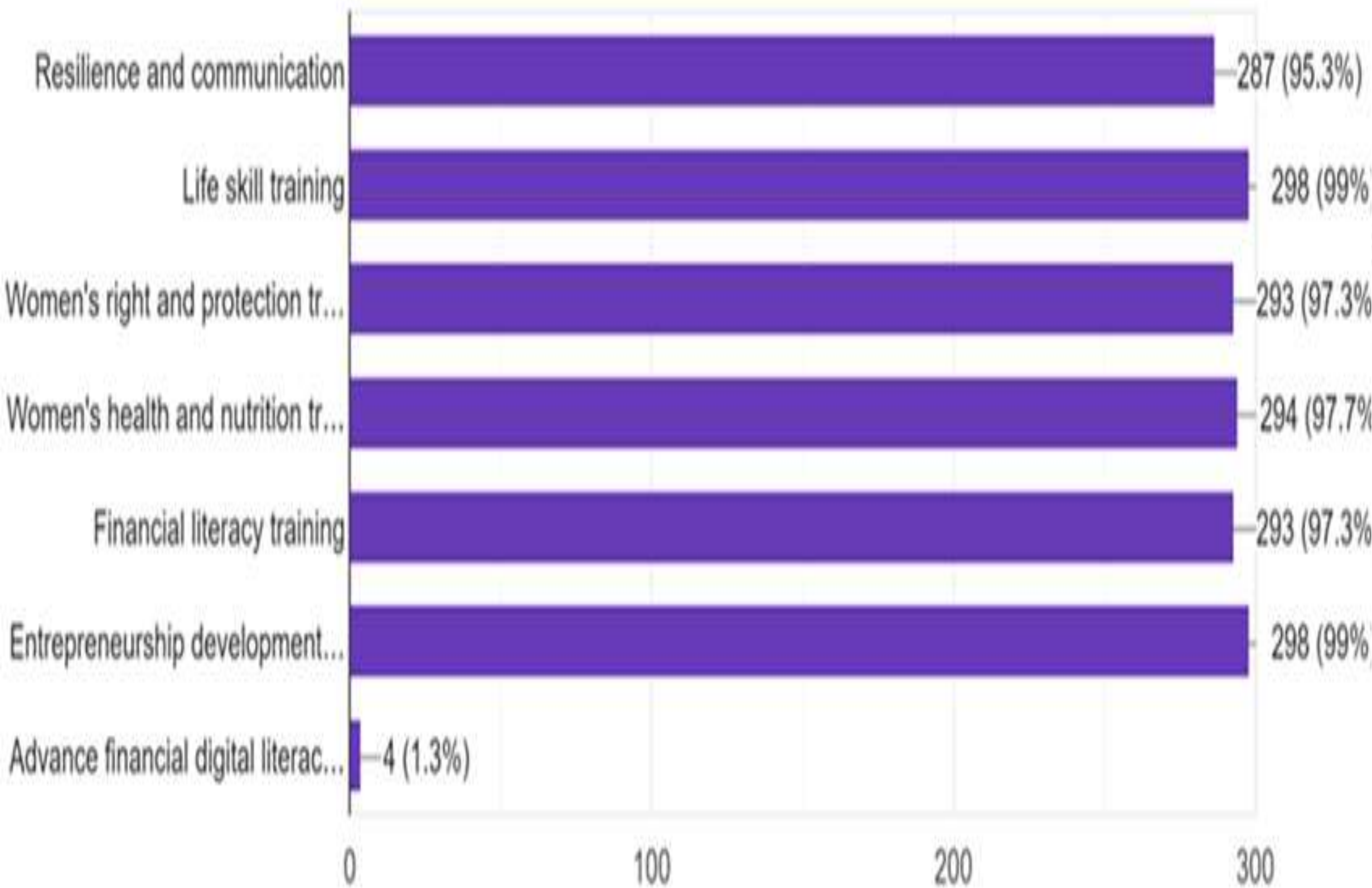
Category of business

Village	Cosmetic	Dairy	Garments	Grocery & stationery	Handicraft	Other	Tailoring	Total
Akheri Madanpur	7	5	9	6	8	7	16	58
Amadalshapura	2	6	2	1		3	3	17
Bajidpur							1	1
Dhalanwas	2	11	1	3	3	2	7	29
Jhamri	3	1	3	1		4	6	18
jharli	4	9	4	3	3	6	16	45
Khanpur kalan	1	3	1		4	2	6	17
Khanpur khurd	2	9	9	5	8	7	6	46
ladain	2	4	3	3	5	9	13	39
sasroli	3	8	10	4	3	7	12	47
Sehalang	1	4	3	3	2	4	6	23
Total -	31	61	45	30	37	51	94	350
ti								

Received training

What are the trainings you have received from the project?

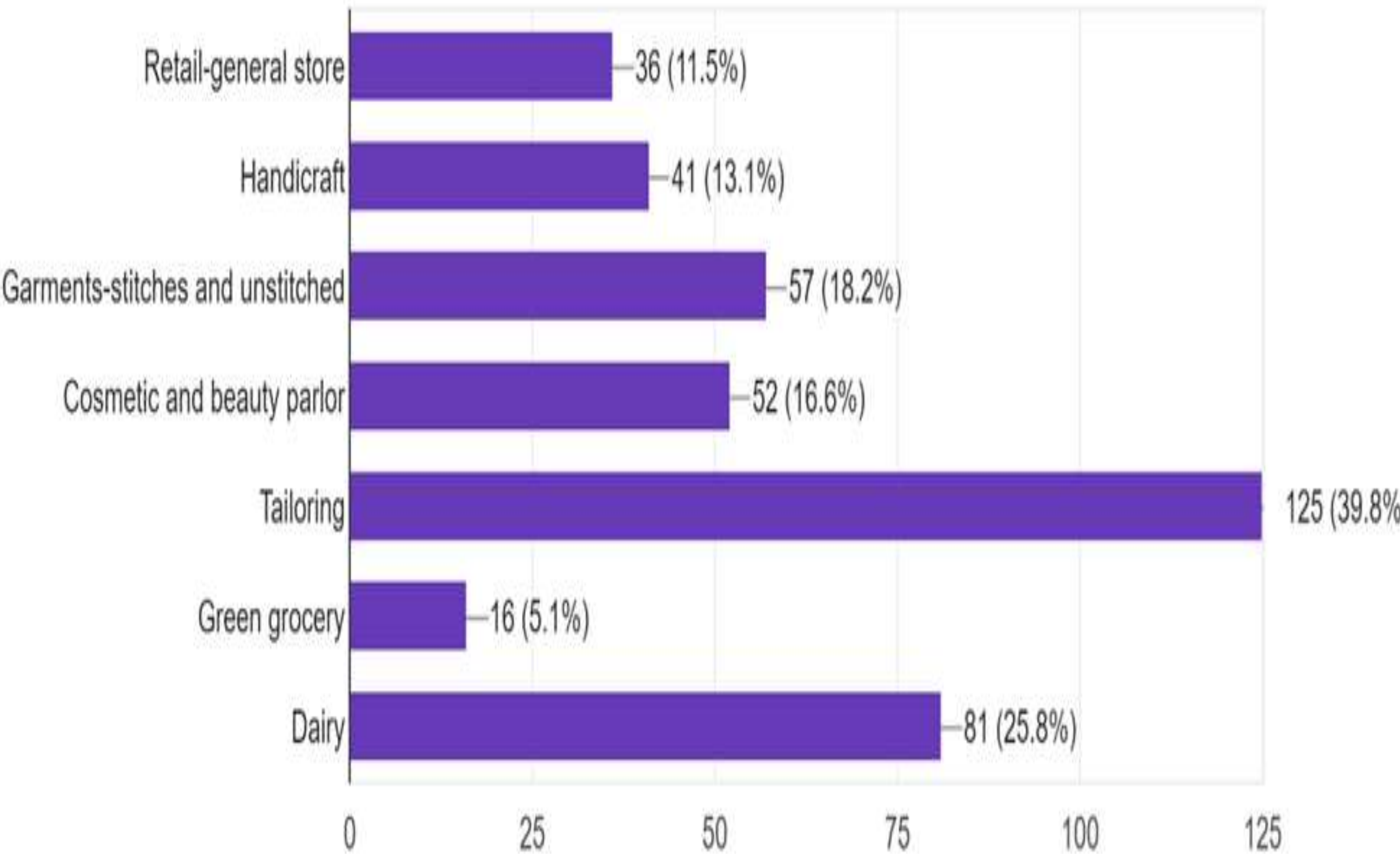
301 responses



Business running

What business are you running right now?

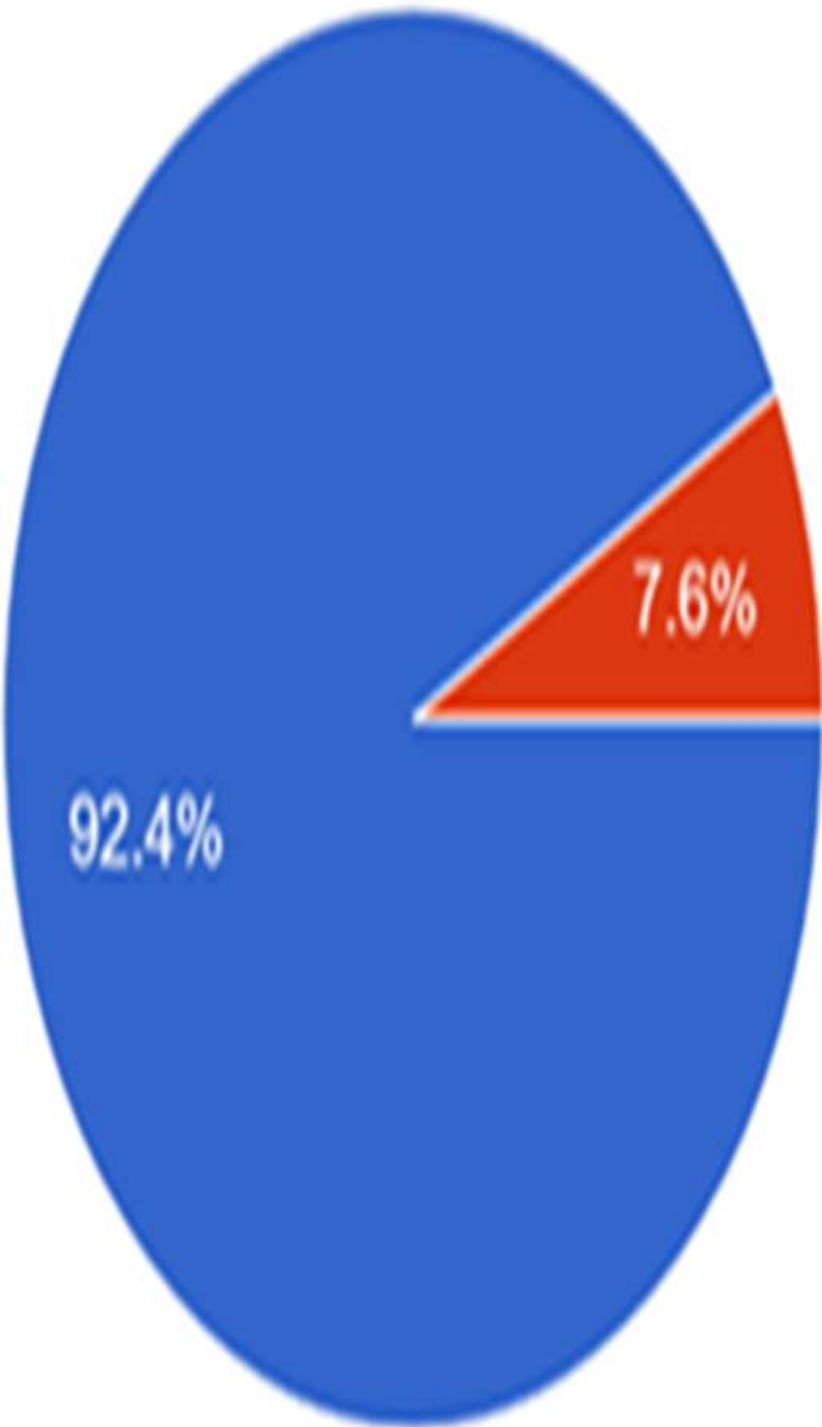
314 responses



Connected with SHG

Are you connected with any SHG?

315 responses

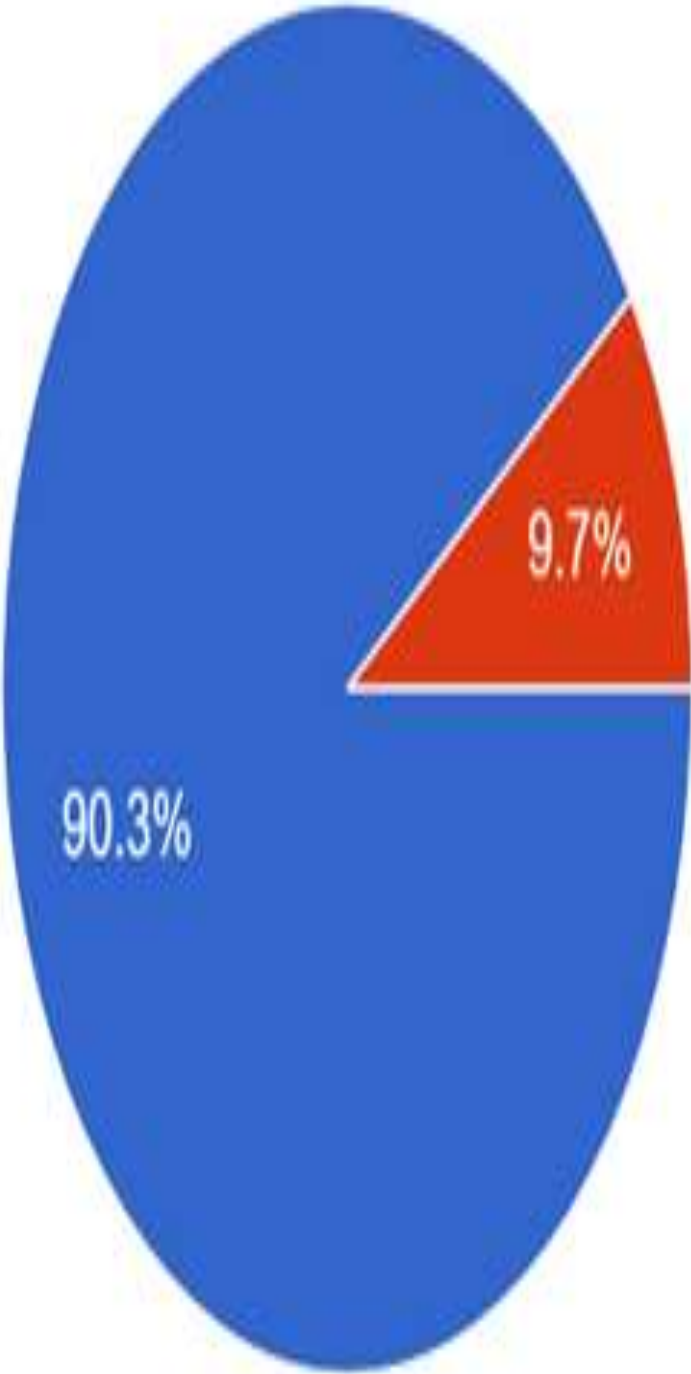


● Yes
● No

SHG Of Function

Is your SHG functional?

300 responses

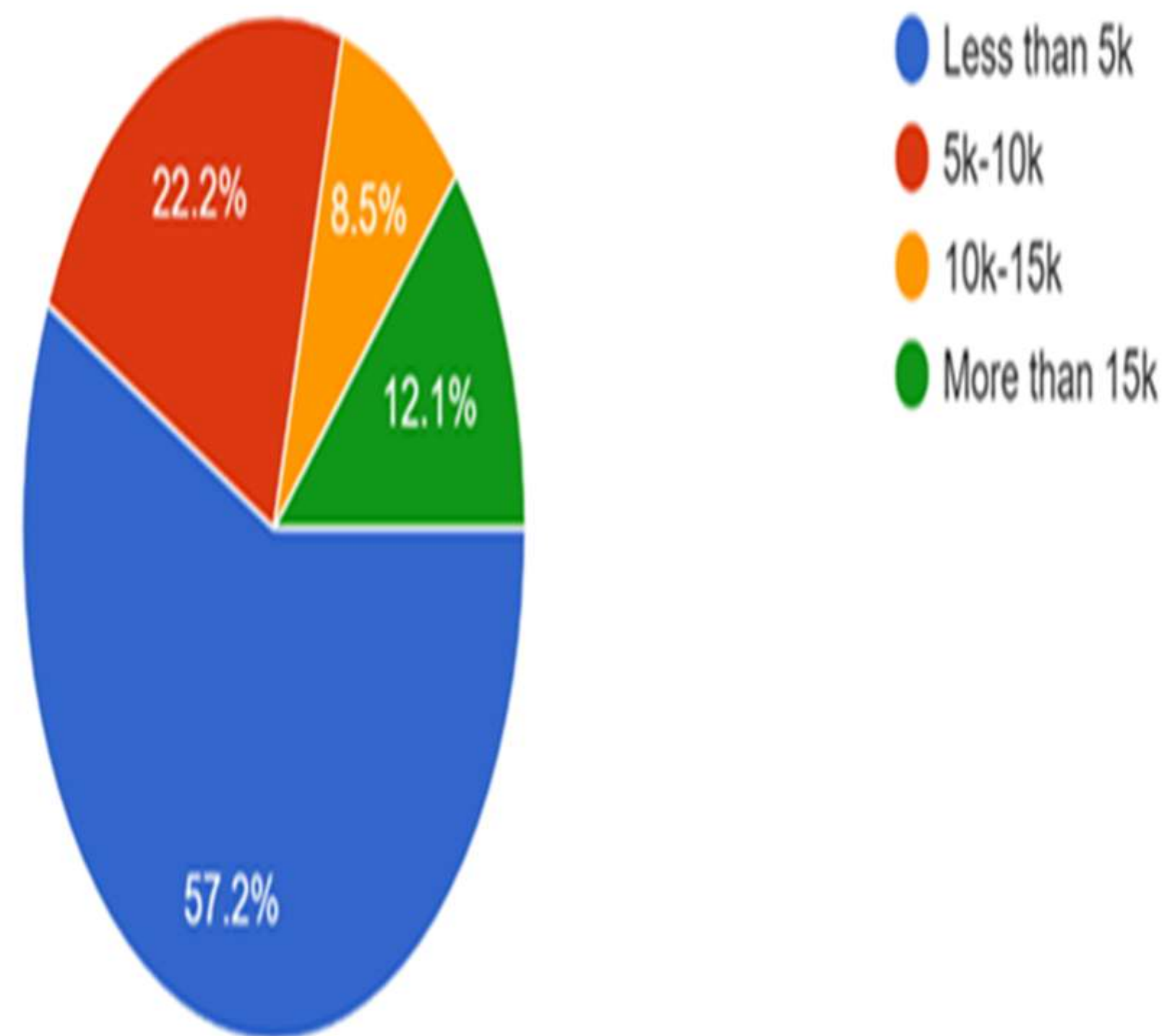


● Yes
● No

Earn at beginning

How much did you earn at the beginning of your business?

306 responses

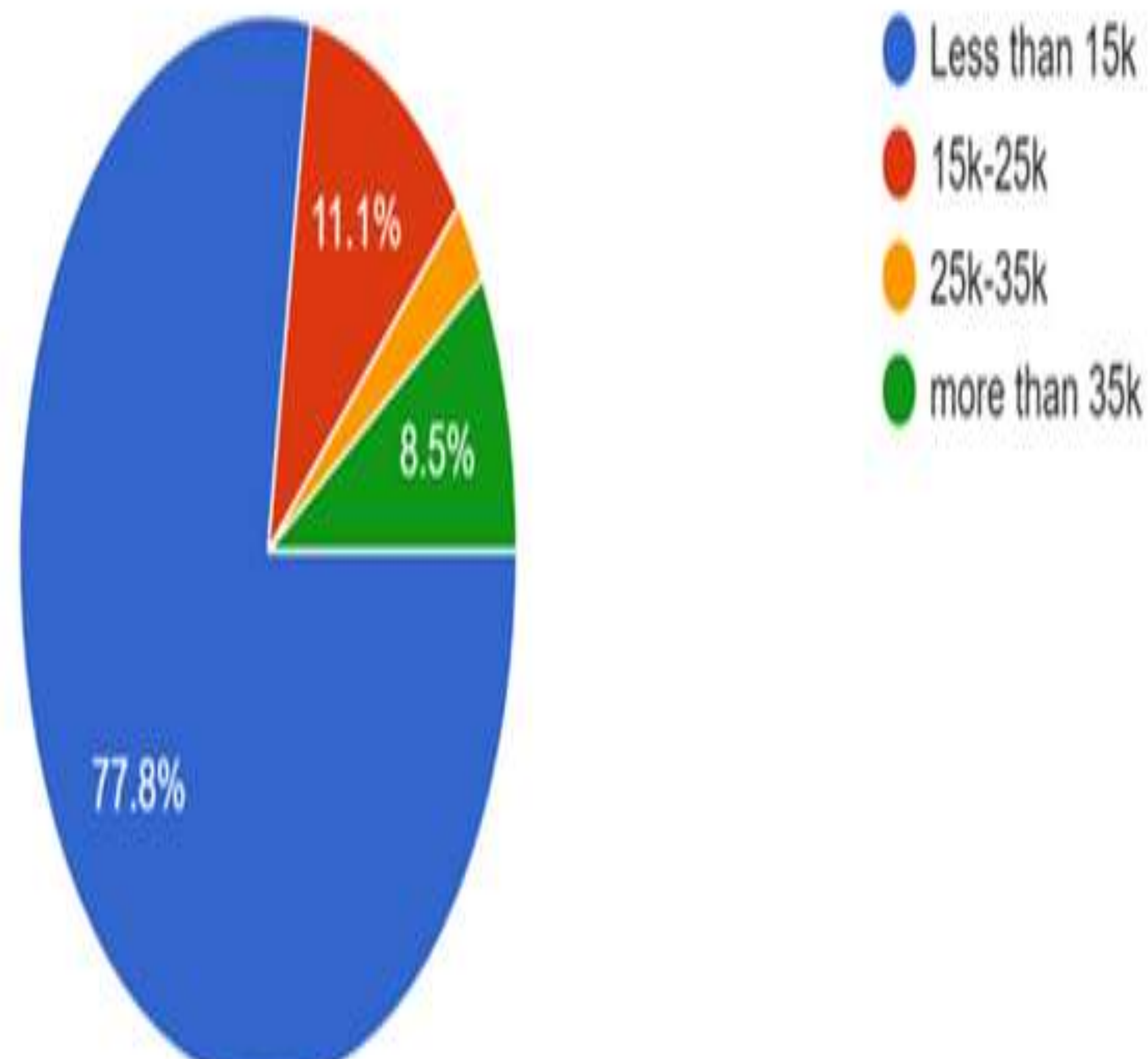


- **Interpretation:-**According to my research, women entrepreneurs make less than \$5,000 at the beginning of their businesses (2020). (57.2%) women and more than \$5,000 to \$10,000 (22.2%). and after that, the least no. of women earn between \$10,000 and \$15,000 per year. the smallest percentage of women—12.1%—earn more than \$15,000.

Earn in month

How much do you earn currently in a month ?

306 responses



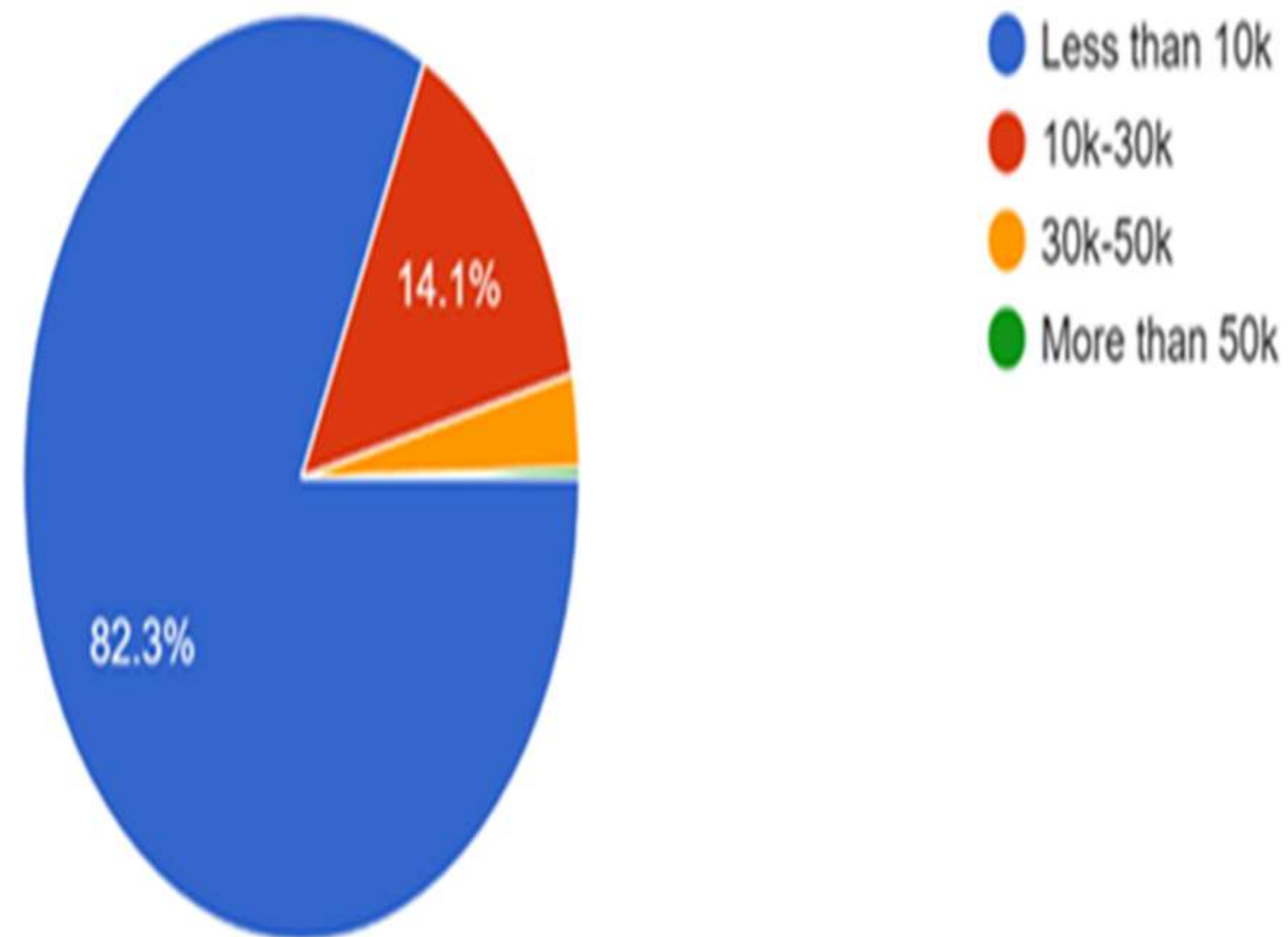
- Interpretation

The survey reveals that 8.5% of people earn over 35k, 4% women between 25k-35k, 11.1% women 15k-25k, and 77.8% women less than 15k, with women earning between 25k-25k.

Average monthly income

What is your average monthly income right now?

305 responses



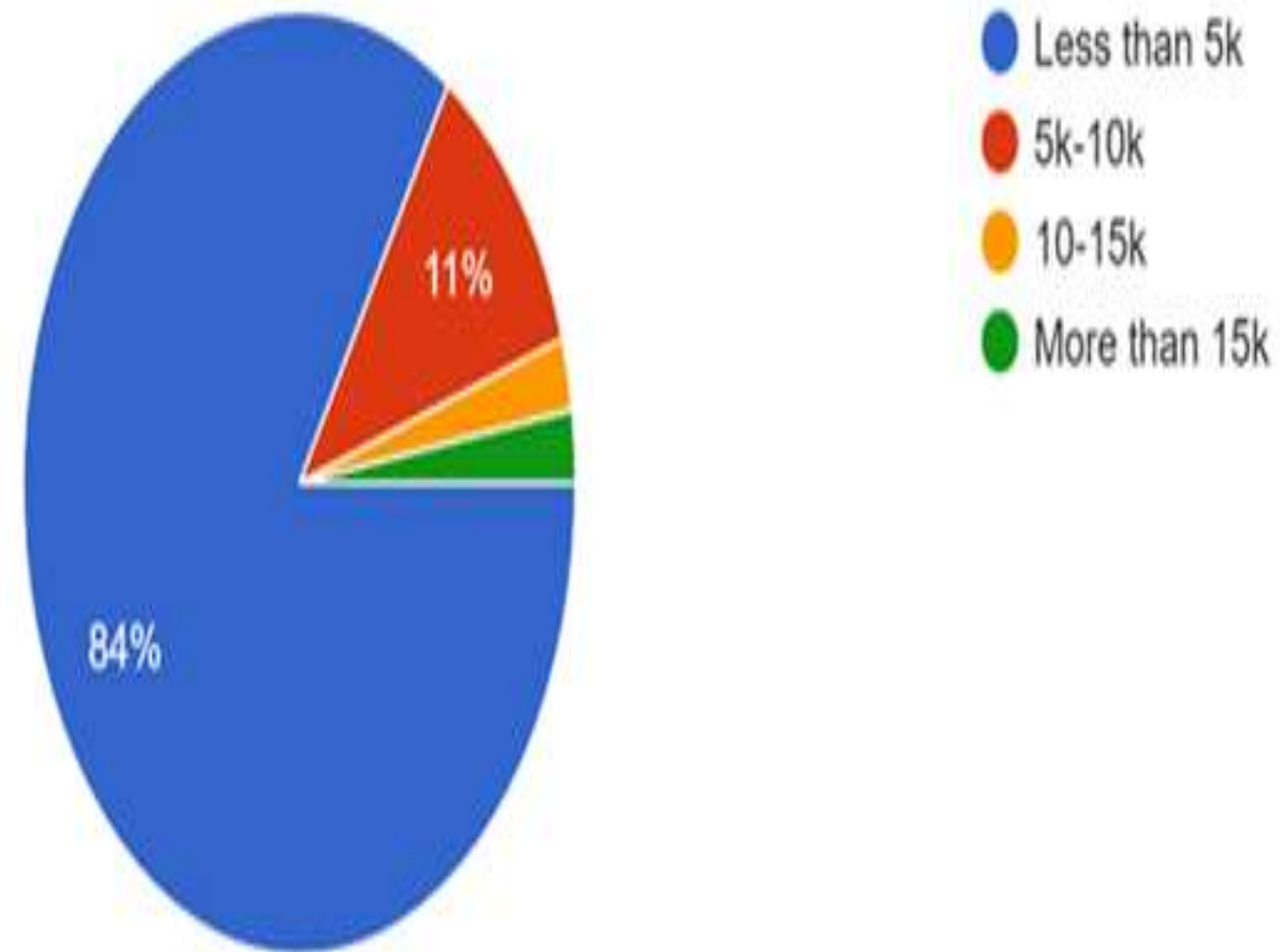
Interpretation:-

The survey shows that 82.3% of women currently save less than \$10,000, 14.1% save between \$10,000-30,000. The lowest saving income is 3.6% over \$50,000.

Savings in future

How much do you save monthly for the future ?

282 responses



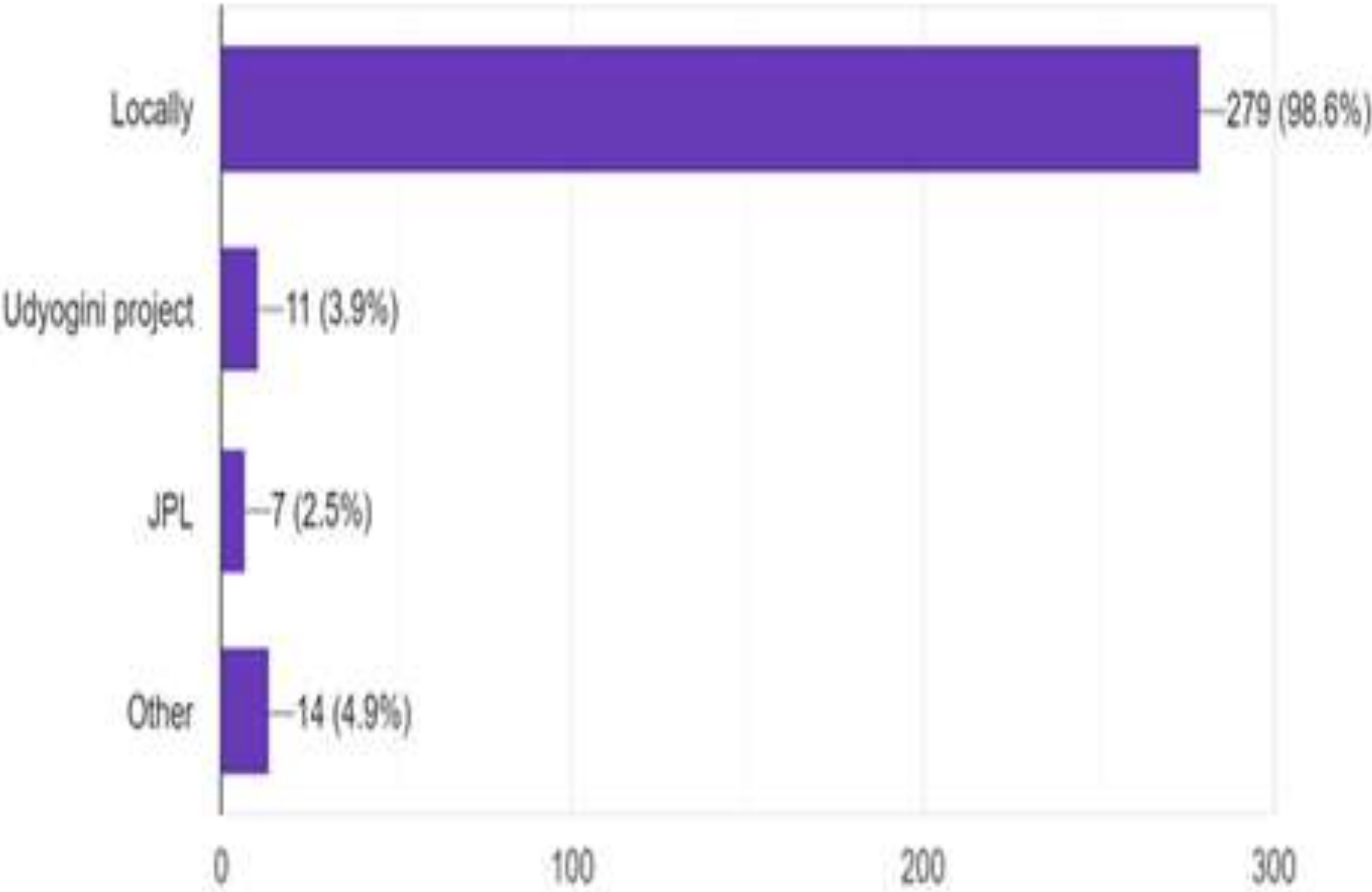
- Interpretation -

The survey shows that 84% of women save less than 5k for their future, with 11.1% under 5k-10k. The remaining 4.1% are 10k-15k, and 3.1% are over 15k.

Sell products

Where do you sell your product?

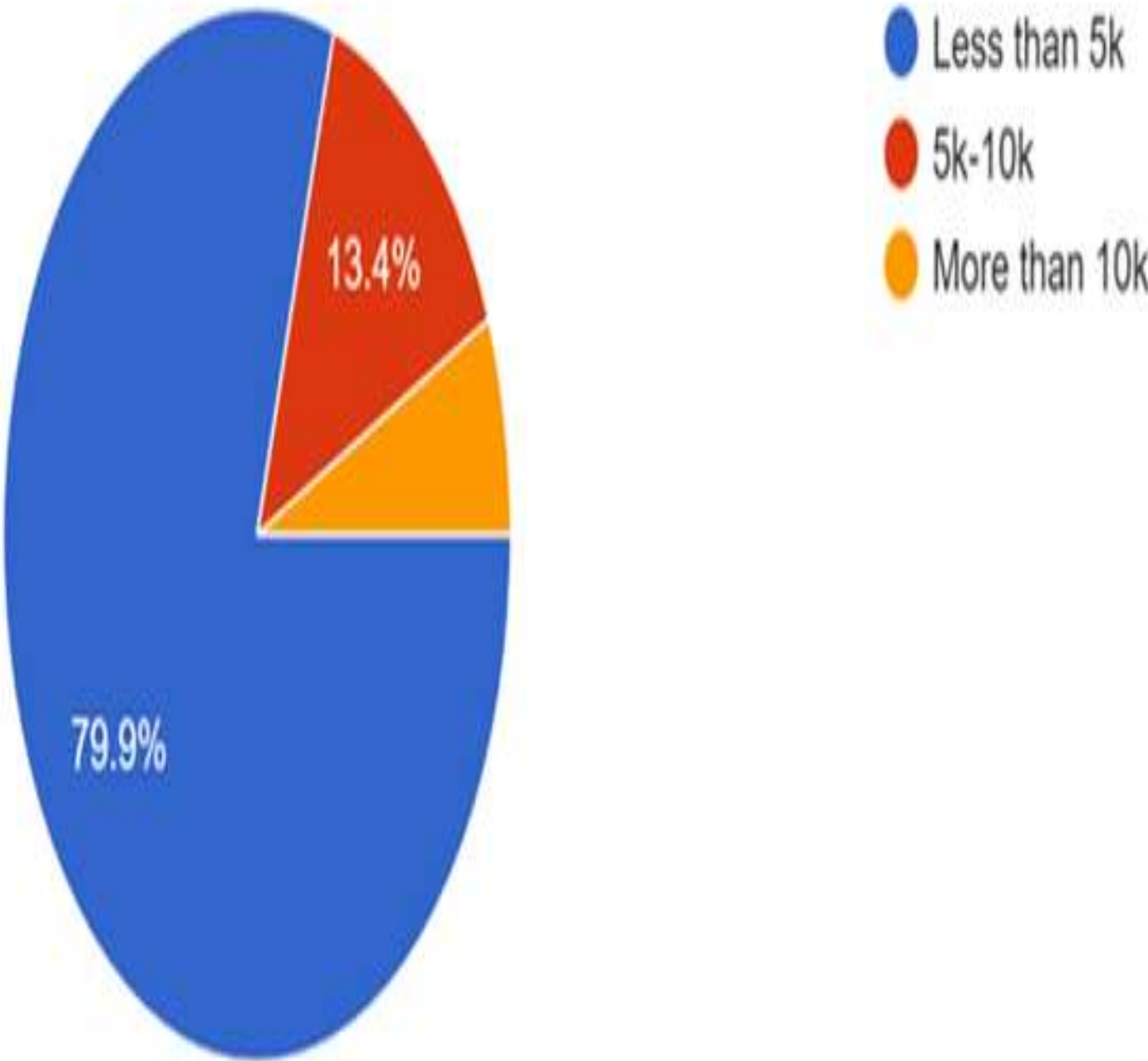
283 responses



Monthly savings

If yes, how much is your monthly savings?

179 responses





CONCLUSION

Study on Women Entrepreneurs in Udhyogini Project,
Matannel Block, Jhajjar, Haryana

- Descriptive survey design used to identify evolution of women entrepreneurs.
- Survey included 08 business products and investment and expenditure items.
- Importance of women entrepreneurs in decision-making, personal financial planning, and business finances.
- Findings suggest self-help group members need training in entrepreneurial activities and financial independence.
- Policymakers and regulatory organizations need to adopt appropriate measures to encourage financial decisions among self-help group members.

