

**Summer Training at
Lupin Human Welfare & Research Foundation, Madhya Pradesh
(April 3 to June 2, 2017)**

**Impact of CSR Activities of Lupin HWRF on Rural Farmers of Raisen
District of Madhya Pradesh**

**By
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**Under the guidance of
Dr. Sazzad Parwez**

**MBA Rural Management
2016-2018**


School of Development Studies
The IIHMR University, Jaipur
2017

CERTIFICATE

This is to certify that **Virendra Kumar Gurjar** has undergone his summer training at **Lupin Human Welfare and Research Foundation** from **3rd April 2017 to 2nd June 2017**.

The candidate himself completed the project assigned to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Rural Management.

I wish him success in all his future endeavors.



Col (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)
The IIHMR University, Jaipur


11/08/17

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Lupin Human Welfare & Research Foundation

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TO WHOM IT MAY CONCERN

This is to certify that Mr. Virendra kumar Gurjar s/o Ram Ji Lal Gurjar student of Master in Business Administration (Rural Management) Batch 2016-2018 of Indian Institute of Health Management (IIHMR) University, Jaipur Rajasthan has successfully completed his summer training with Lupin Human Welfare and Research Foundation from 3rd April 2017 to 2nd June 2017.

This project was undertaken by him in the division of: Corporate Social Responsibility of Lupin Foundation - "Rural livelihood" with Impact study of Check Dam Construction on the rural Farmer of Raisen.

During this period of internship his performance was found to be hardworking, punctual and inquisitive.

We wish him all the success in the future

Thanking you,

Authority of HWRF

Project Manager

Lupin Human Welfare & Research Foundation
Mandideep

Lupin Human Resource Department

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I would like to articulate my warm appreciation to all those who provided me the possibility to complete this report. A special gratitude I give to Honorable D.S. BHADAURIYA, Head OF Lupin HWRF Mandideep plant situated in Bhopal district of Madhya Pradesh, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report.

Furthermore, I would also like to acknowledge with much appreciation the crucial role of the staff of Narayan Singh Rajput and team, and the respondents to use all required equipment and the necessary materials to complete the study on “check dam”.

Virendra Kumar Gurjar

RM batch 5

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PREFACE

Summer training is an integral part of the MBA Rural Management curriculum. As a part of the course students of the first year are required to undergo summer training at an organization to get in depth exposure of work done in various activities conducted by CSR wing of organization and its affect on the rural population.

The objectives of this summer training programs are as follows:

- 1) To understand the working of CSR wing of Lupin Pharma.
- 2) To observe the impact of HWRF activities of Lupin pharma on target population.
- 3) To work on the project/task assigned by impact of HWRF on SHG and Check dam on population.

ABBREVIATIONS

HWRF: Human Welfare Research Foundation

SHG: Self-help group

INTRODUCTION

Lupin limited is a well-known pharmaceutical company which is known for their antibiotic and generic drugs and working in 71 countries of the world and providing their products. The chairman and founder of Lupin Shri Desh Bandhu Gupta promoted Human Welfare and Research Foundation (HWRF) on 2nd October 1988 with an objective to provide an alternate model of rural development which is sustainable, replicable and ever evolving.

The Lupin Human Welfare & Research Foundation was settled toward the responsibility of Nation as **“Whatever you are you owe it to your motherland and its people. Take it upon yourself to repay this debt in all humility and gratitude** model of rural development which is sustainable, replicable and evolving essentially empowering under privileged and providing basic infrastructure and balanced ecological.” The Lupin HWRF was settled with comprehensible Vision, Mission, and Objectives.

Women self-help group program: -

Under this program women has empowered them largely and SHGs are gaining acceptance as an alternative system credit delivery for meeting the credit needs lead benefits and the self-help groups (SHGs) are voluntary association of 15-20 people formed to attain a collective goal. There are 5227 families in to 484 self-help groups with own saving of Rs 3 crore, spread over 80 villages Bank loan amount of Rs 22.80 crore. Bank loan recovery rate is 100% and 80% of these families are earning additional annual income of Rs 50,000 to Rs 2, 50, 000. . Members of SHGs who are homogenous with respect of socio-economic background

OBJECTIVES OF STUDY:

1. To study the impact of SHG activities of HWRF O Rural Population of Raisen district of MP
2. To study the impact of check dam construction activity of HWRF on Rural Population of Raisen district of MP

RESEARCH METHODOLOGY

SHG Project

Data Source: - Primary Data

Population Size: - 4 SHG'S with 41 members enrolled.

Study Duration: - 1 month.

Subsection: - 3

Check dam Project

Data Source: - Primary Data

Population Size: -8 CHEK DAM with 20 members enrolled.

Study Duration: - 1 month.

Data collection have been done by investigator of study through questionnaire and interview of farmers.

LITERATURE REVIEW

Lupin will follow a project-based accountability approach to stress on the long-term sustainability of CSR projects, where its project design will have at least the following components

The international journal of Business and Management have mentioned the LHWRF as successful intervention.²

Literature Review on SHG

The Newsletter of Confederation of Indian Industry mentions the SHG intervention of Lupin pharma as a good initiative for women empowerment. Till date, Lupin has formed more than 4,000 SHG groups with a total membership of 50,000. All the members of SHG groups are insured against natural and accidental deaths. Nearly 20,000 women have been self-employed through these financial resources of Rashtriya Mahila Kosh, Banks and inter-loaning of SHGs.³

Anitha and Revenkar (2007) made an attempt to study rural development through micro credit, the study concluded that the success of SHGs not only improves the economic status of women, but also brought lot of changes in their social status.⁴

Vinayamoorthy and Pithoda (2007) made an attempt to examine women empowerment through SHGs in three villages of Tamil Nadu with selected sample of 398 members. The study examined the income, expenditure and the savings of the members after joining SHGs and the role of SHGs in providing credit. They concluded that economic activities of SHGs were quite successful.⁵

Mehra et al., (2010), conducted a study on 80 SHG members of Indore district, M.P. with the objectives to understand the empowerment of women through SHG and to explore income generating activities initiated by SHG members and associated problems. Findings indicated that SHGs helps in empowerment of women by increasing their financial position, influence over decisions pertaining to general welfare of the family, political activities and their own development.⁶

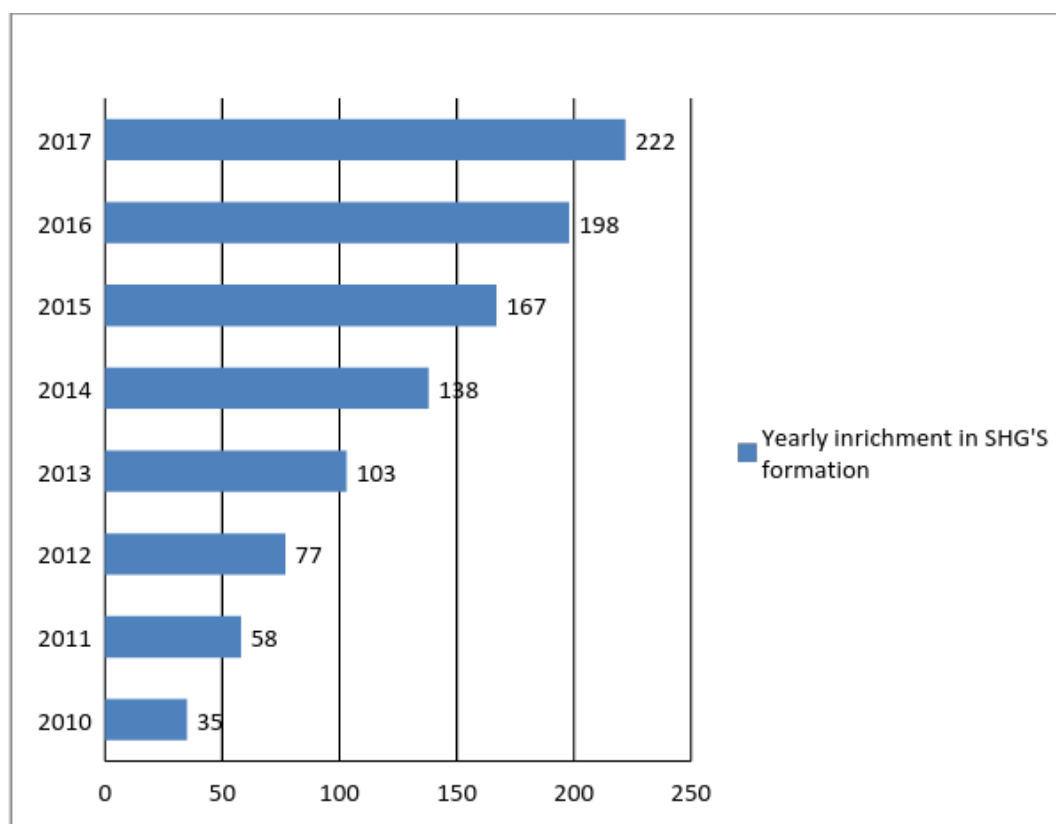
Literature Review on Check Dam

A research project was done by Redlich (2010) in Nagda, Ujjain District, Madhya Pradesh, India to assess the socio-economic impacts of check dam upon the lives of farmers around the structure. The farmer gave narration that they could get additional earnings due to the formation of check dam and they could reinvest the income back into the farming. This was possible due to assured water supply for irrigation which improving educational opportunities, health care treatment.⁷

DATA ANALYSIS

1. SHG Project

Sultanpur is a village located in Gauharganj tehsil of Bhopal district in Madhya Pradesh. Where Lupin HWRF is working on the enhancement of women's SHG'S under the supervision of D.S. BHADAWRIYA Sir and their team. As HWRF started with 35 SHG'S in 2010 and now the scenario is completely changed with intervention of Lupin HWRF into rural women's lives with SHG'S program. With the study on sample of SHG'S population through question prepared and oral interview method we came with the fact of chronological changes in cultural, social, spiritual attitude, economically into rural women's lives. As inspirational work toward the empowerment of rural women's by Lupin HWRF not only creating them financially strong but also imparts knowledge on their rights. With this study on field work we found women's perception of opinion now changed. Now they felt that the society perception about women's has also changed. As they place or asked by their family member's about their opinion on situations. As they over come through superstitions on health issue and sanitations as Lupin HWRF throughout working on SHG'S that reflects. After the participation of women actively have been seen and they become able to make decisions.



The above chart is prepared with analysis of primary data collected through field work. As the Bar chart reflects the scenario of Sultanpur village of Gauharganj Tehsil of district Bhopal. With the Lupin HWRF successfully enhance the SHG'S with this data it is analysis that in 2010 only 35 SHG'S were formed. But over a period of seven year in 2017 they transform the data and rural women's lives. As 35 SHG'S in 2010 to 222 SHG'S in 2017. As it shows more women's are inspired & aware about their benefits.

The results are presented in the following tables. The sample respondents felt their self-worth, communication skills.

Table-1

Reasons for Forming the SHGs

SL.NO.	Reasons	No. of SHG'S member	%
1	Obtain financial support	24	58
2	Improve Economic Status	4	32
3	Promote Saving Habit	13	10
	Total	41	100

Table: -1 indicates that 58% of the members joined the shg's because of the financial facility for doing own business and to invest in improving infrastructure.

Table-2

Occupation of the respondents in Pre SHG vs. Post SHG stage

Occupation	Pre	Post
No occupation	33	00
Agriculture labour	1	7
Other labour	7	34
Total	41	41

Table: -2 it is apparent that 80% of respondents were having no occupation in the pre SHG stage but in the post SHG period they chose as per the availability of skill and resources to them. The data also refers that with this the Lupin HWRF they contribute towards the poverty alleviation.

Table- 3

Self Confidence among Sample Members

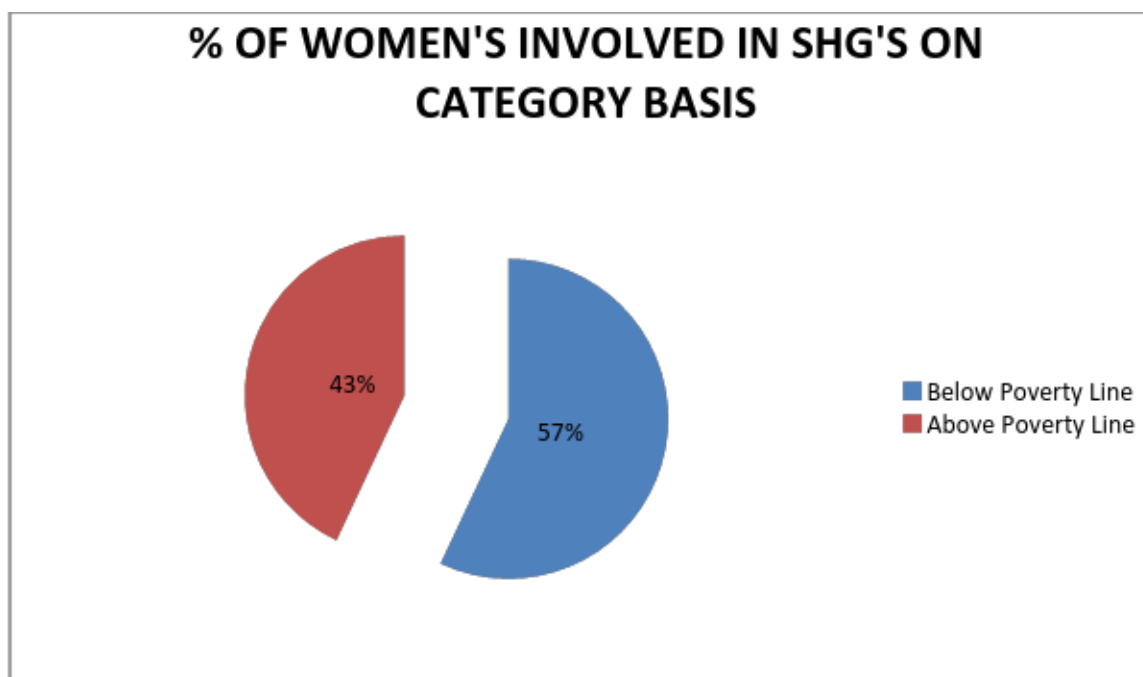
Features	PRE-SHG	POST SHG
	%	%
Free Talks	9.75	63
Status in Family	7.31	76
Respect	10	82
Helps in Family Finance	10	90
Self confidence	10	85

Table: -3 SHG'S formation brought out the hidden talent and leadership qualities among all the members. As per the respondent review on that basis % is calculated which shows the imperial change over the rural society. So, it concluded that after joining the SHG the members have improved their status in family, become helpful in family finance and sometimes helped others too.

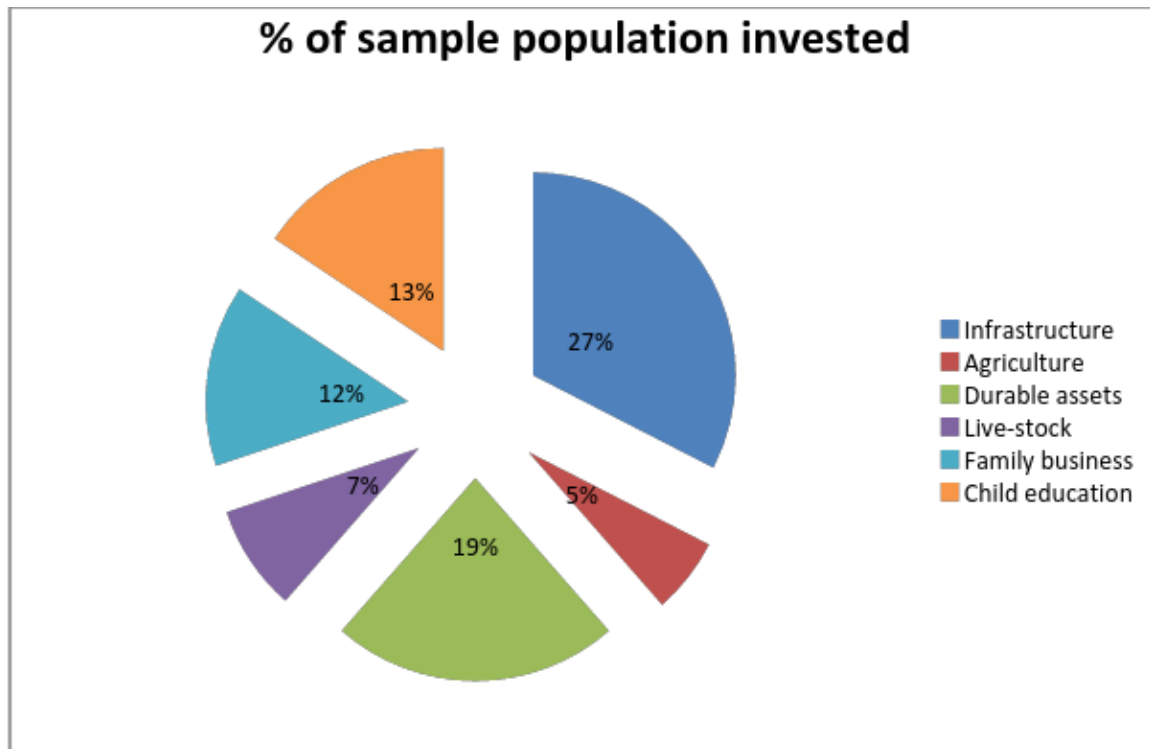
Table- 4
Access to Amenities

Particular's	PRE-SHG		POST-SHG	
	Number	%	Number	%
Medical Facilities	19	46	31	75
Sanitation Facilities	14	34	37	90
Water Supply Facilities	19	46	29	70
Change in child edu.	7	17	32	78

Table-4 show over a period of time the things change with knowledge and awareness. As per the rural women's are incredibly happy with Lupin HWRF

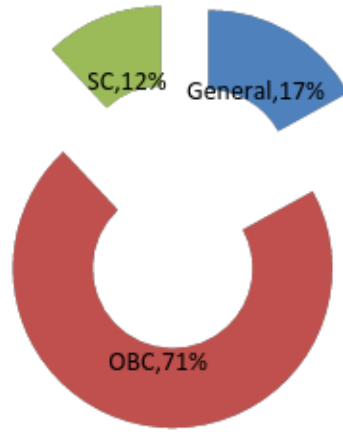


As per the above pie chart it shows that more over rural women's who belongs to below poverty line are benefited through this SHG'S group activity.



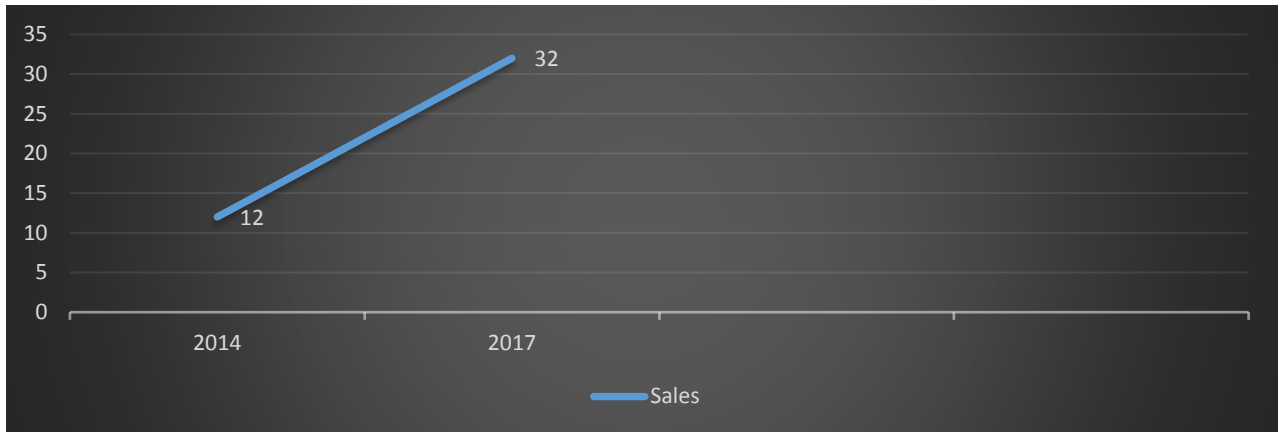
As per the above pie chart is understood more development in living of standard and durable assets & child education was formed thus, decision making, awareness, and living pattern of rural women's now on right track. Lupin HWRF not only influencing the life of rural women's but also contributing to rural economy.

%of CASTE-WISE DISTRIBUTION OF SHG'S WOMEN'S



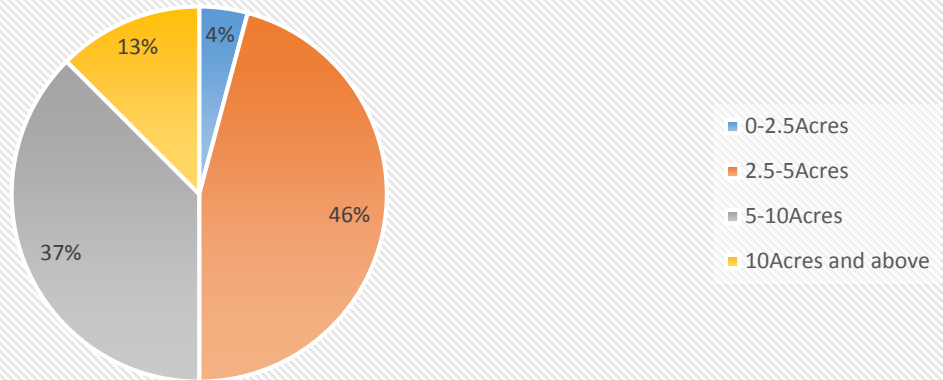
As the above diagram shows that women's belongs to OBC are more benefited through the SHG'S program. Thus, Lupin made women's empower in their decision making, self confidence.

2. Check Dam Project

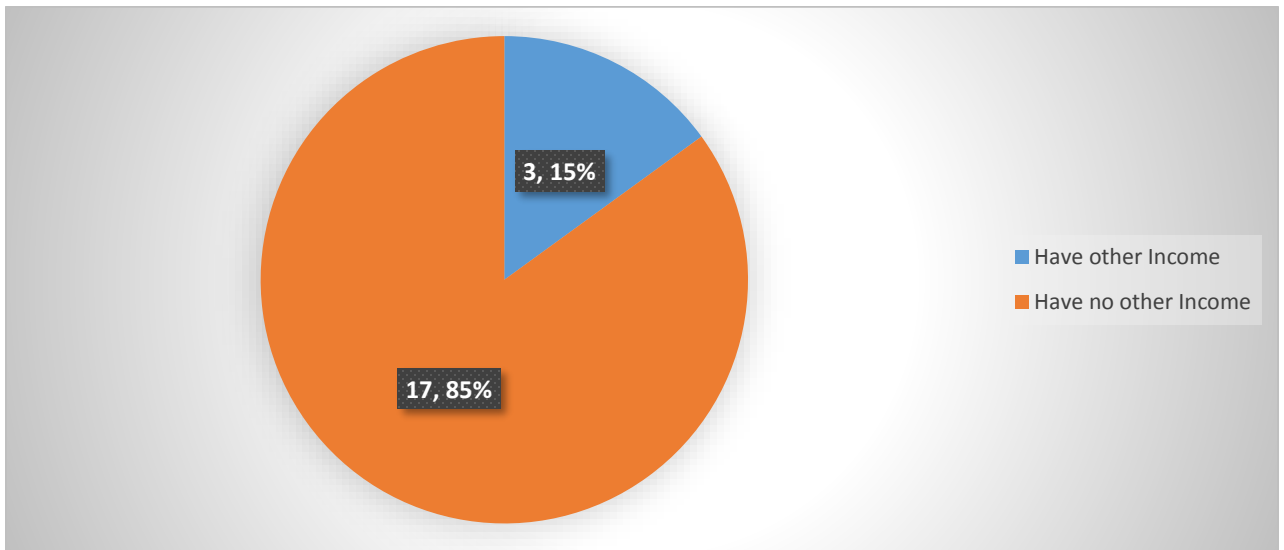


The above chart is prepared with analysis of primary data collected through field work. As the pie chart reflects the scenario of villages of Gauharganj Tehsil of Raisen district. it is analysis that in 2014 only 12 check dams were construct. But over a period of 3year in 2017 they transform the data. As 12 check dams in 2014 to 32 check dams in 2017. As it shows more farmers are inspired & aware about their benefits.

Fig:1(Classification of farmers on the basis of land they cultivate)



In the above figure:1 farmers have been classified on the basis of acres of land they have for cultivation. Farmers have been classified into four groups as marginal, small, medium and large. The outcome states marginal farmers stand for 4% of total, small farmers stand for 46% of total, medium farmers stand for 37% of total and large farmers stand for 13% of total farmers.



In the above figure farmers have been classified on the basis of income they have other than farming. Outcome states that 85% farmers have no other income and 15% farmers have other income.

**Fig:3(Income of farmers from cultivation post
Checkdam construction**



In above figure farmers have been classified on the basis of income per acre from cultivation and it is found that 95% farmers have income of 10000-20000 and 5% farmers have income more than 20000.

RECOMMENDATIONS

SHG program

- ✓ The program should have techniques to measures the defaulters and the reason for it.
- ✓ The program should consider checking the paper work of the beneficiaries to ensure that the loan amount is used for the purpose mentioned.
- ✓ Measures should be taken to ensure sustainability of the small-scale livelihood activities that are started on the credit taken.

Check dam program

- ✓ There should be better facility for storage of water which will help in development of their farming.
- ✓ There should be cemented barriers to store water instead of any other material.
- ✓ There should be better connectivity of dam water with cultivable lands as today it only serves to farmers who have land connected to dam.
- ✓ There should be better facility of cleaning of water of dam.

KEY FINDINGS AND CONCLUSION

1. SHG program

Lupin HWRF program of SHGs have undoubtedly begun to make a significant contribution in poverty alleviation and empowerment of poor, especially women in rural areas of Bhopal district of Madhya Pradesh. The present study is an attempt to analyses the socio-economic development of members and the performance of SHGs in gauharganj teshil. The performance of SHGs was good. The greater percentage of women were impacted positively by being members of SHGs. Women's participation in SHGs enabled them to discover inner strength, gain self-confidence, social, economic, political and psychological empowerment and capacity building

2. Check Dam project

Champanare, bineka, daamdumri, is a village located in Gauharganj tehsil of Raisen district in Madhya Pradesh. Where Lupin HWRF is working on the enhancement of farmer's check dam's under the supervision of D.S. BHADAURIYA Sir and their team. As HWRF started with 12 check dams in 2014 and now the scenario is completely changed with intervention of Lupin HWRF into rural farmers associated with check dam. With the study on sample of farmers population through questionnaire prepared and oral interview method we came with the fact of chronological changes in cultural, social, spiritual attitude, economically into rural farmer's lives. As inspirational work toward the empowerment of rural farmers by Lupin HWRF not only creating them financially strong but also imparts knowledge on their rights. With this study on field work we found farmer's perception of opinion now changed.

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