

**COMMUNITY PERCEPTION ON PROJECT SWAVALAMBI UDYOGINI
UNDERTAKEN BY JPL IN 12 SURROUNDING VILLAGES**

Dissertation Submitted to



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in

Development Management

by

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Under the Supervision and Guidance of

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To Whosoever It May Concern

This is to certify that Jai Singh Chauhan, pursuing MBA in Development Management from IIHMR University, Jaipur, has undertaken dissertation work in our organization within the CSR function of Human Resources Department from 19th March 2025 to 29th May 2025.

He was assigned a project to study "A study on the community's perception of the Udyogini Project undertaken by JPL in the surrounding villages"

We take this opportunity to wish him all the best for his future

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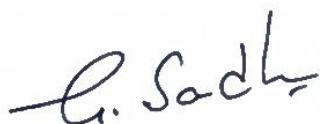
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CERTIFICATE

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled "Community Perception on project Swavalambi Udyogini undertaken by JPL in 12 surrounding villages" is the Bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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Abstract

This dissertation explores the community perception of the *Swavalambi Udyogini* project, a CSR initiative jointly implemented by *Jhajjar Power Limited (JPL)* and *Humana People to People India (HPPI)* across 12 villages in Matanhail Block, Jhajjar District, Haryana. The project focuses on promoting women-led entrepreneurship and economic self-reliance through structured interventions in skill training, business development, and market linkages.

Adopting a descriptive cross-sectional research design, this study employed a mixed-methods approach to assess the perspectives of multiple stakeholders, including women entrepreneurs, HPPI staff, Panchayat members, family members, veterinary doctors, institutional actors, and the general public. A total of 150 respondents were surveyed using semi-structured questionnaires and focus group discussion, capturing both quantitative and qualitative dimensions of perception.

The findings reveal a broadly positive perception of the project across stakeholder groups. Women beneficiaries reported increased income, confidence, and improved household decision-making. Panchayat members and institutional actors acknowledged the project's contribution to women's empowerment and rural economic development. However, challenges related to initial social resistance, market access, and financial literacy were also highlighted. The general public expressed satisfaction but called for enhanced awareness and wider outreach in future interventions.

This study underscores the importance of stakeholder perception in evaluating the impact and sustainability of CSR initiatives. The insights derived aim to inform future programming by JPL to ensure inclusive and need-based livelihood promotion in rural communities.

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Abbreviations

Abbreviation	Full Form
CSR	Corporate Social Responsibility
JPL	Jhajjar Power Limited
HPPI	Humana People to People India
SHG	Self Help Group
FGD	Focus Group Discussion
NRLM	National Rural Livelihoods Mission
LST	Life Skills Training
EDP	Entrepreneurship Development Program
RSETI	Rural Self Employment Training Institute
NGO	Non-Governmental Organization
Govt.	Government
MSME	Micro, Small and Medium Enterprises
PMJJBY	Pradhan Mantri Jeevan Jyoti Bima Yojana
PMSBY	Pradhan Mantri Suraksha Bima Yojana
DIC	District Industries Centre
CBO	Community-Based Organization
EP	Entrepreneur/Entrepreneurship Profile

Chapter 1

Introduction

1.1 Introduction

Jhajjar Power Limited

- Jhajjar Power Limited (JPL), Apraava Energy's wholly owned subsidiary, is one of India's first supercritical coal-fired plants. The 1,320 MW power project located in the Jhajjar district of Haryana has been commercially operational since mid-2012. The plant delivers 90% of its output to the State of Haryana and the remaining capacity to Tata Power Trading Company Limited.
- Purpose: The company is committed to socially responsible corporate growth. It seeks to be an active participant in the social and economic development of the communities in which it operates, while meeting the interests of all the stakeholders.
- Vision: The company would like to engage in development initiatives in communities in which it serves so that every child, young person and adult has a reason to believe in the prospect of a better future.

Humana People to People India

HPPI is a development organisation registered as a not-for-profit company under section 25 of the Companies Act, 1956, since May 1998. It is a non-political, non-religious organisation working for the holistic development of the under-privileged and marginalised people in rural and urban India. They work through social development and poverty alleviation interventions by coordinated, strategic approaches focusing on school education and teacher education, life skills, improved livelihoods, health and sanitation, women empowerment and environment protection.

1.2 Background of the Study

Entrepreneurship is widely acknowledged as a catalyst for economic growth, innovation, and societal transformation. In rural regions, particularly where economic opportunities are limited, women's entrepreneurship plays a vital role in enhancing livelihoods and fostering sustainable development. Over the past decade, the growing participation of women in entrepreneurial activities has emerged as a significant force in advancing financial independence and improving social status within communities.

India's rural economy, forming the core of the nation's development structure, increasingly depends on initiatives that empower local populations—especially women—through diversified income sources. In this context, the promotion of women-led enterprises has become crucial. Women, who have traditionally contributed through household and agricultural labour, are now taking active roles in micro-enterprise development, motivated by both necessity and aspirations for autonomy.

The Swavalambi Udyogini Project, implemented by Humana People to People India (HPPI) with support from Jhajjar Power Limited (JPL), is a comprehensive rural development intervention launched in twelve villages surrounding JPL's operational area in Matanhail Block Jhajjar, Haryana. The project focuses on scaling and sustaining women-owned enterprises through entrepreneurship development training, financial inclusion, market linkages, and digital capacity building. Women entrepreneurs in Jhajjar are engaged in trades such as tailoring, handicrafts, dairy, and retail, contributing to both economic resilience and community development.

This study aims to understand the community perception surrounding the implementation and impact of the Swavalambi Udyogini Project, particularly in empowering women economically and socially. It also examines how the initiative aligns with broader rural development goals and contributes to sustainable livelihood outcomes.

Chapter 2

Review of Literature and Theoretical Framework

2.1 Introduction

This chapter reviews the relevant literature on women entrepreneurship, CSR-driven livelihood programs, and the importance of community perception in assessing development interventions. It also outlines the theoretical underpinnings that guide the study, focusing on frameworks that explain empowerment, behaviour change, and sustainable livelihoods.

2.2 Review of Literature

2.2.1 Women Entrepreneurship and Livelihoods

Women entrepreneurship has emerged as a crucial driver for inclusive growth and rural development. Studies (Kabeer, 1999; Deshpande & Sethi, 2009) emphasize that access to income-generating opportunities enhances women's self-esteem, decision-making, and household bargaining power. Programs promoting micro-enterprise development have shown significant impact on employment creation, skill enhancement, and social mobility.

In India, Self-Help Groups (SHGs) have played a transformative role by linking women to financial institutions and capacity-building platforms (*Puhazhendhi & Badatya, 2002*). These groups foster collective savings, peer support, and entrepreneurial ventures, especially in sectors like tailoring, dairy, handicrafts, and retail.

2.2.2 CSR and Livelihood Promotion

Corporate Social Responsibility (CSR) has increasingly focused on sustainable and impact-driven initiatives. As per the Companies Act 2013, companies in India are mandated to invest in community development. Research by *Mishra & Suar (2010)* highlights the growing trend of CSR initiatives aimed at skill development and women-led enterprises.

Projects like HUL's Shakti initiative and ITC's e-Choupal demonstrate how corporates can support local economies through training, infrastructure, and market access. However, literature also suggests that the success of such initiatives depends on community ownership, institutional support, and sustained engagement (*Chatterjee & Mitra, 2017*).

2.2.3 Importance of Perception Studies

Perception studies help understand how beneficiaries and stakeholders view development programs. According to *Chambers (1994)*, local knowledge and lived experience offer critical insights into the success or failure of rural interventions. Community perception provides feedback on implementation efficiency, relevance, and gaps.

2.3 Theoretical Framework

2.3.1 Sustainable Livelihoods Framework (SLF)

The SLF, developed by Department for International Development (DFID), is used to understand how individuals and households mobilize assets (human, social, financial, natural, and physical capital) to achieve livelihood outcomes. In this study, SLF helps in analysing how women beneficiaries of the Udyogini project use acquired skills, networks, and resources to build sustainable enterprises.

2.3.2 Empowerment Theory

Empowerment theory focuses on enabling individuals to gain control over their lives through access to resources, participation in decision-making, and enhancement of self-efficacy. This theory supports the analysis of changes in women's agency, mobility, and confidence because of participating in the project.

2.3.3 Theory of Planned Behaviour (TPB)

TPB explains how individual intentions, influenced by attitudes, social norms, and perceived behavioural control, affect actions. It is relevant in understanding how social approval (e.g., from family and community), confidence, and access influence women's decisions to pursue entrepreneurship.

2.4 Research Gap

While several studies have highlighted the relevance of women's entrepreneurship in rural India and the socio-economic benefits of CSR interventions, limited empirical research exists that captures *community perceptions* on the effectiveness of such programs. Particularly in the context of Jhajjar Power Limited's "Project Swavalambi Udyogini," no comprehensive study has documented how different stakeholder groups perceive the project's outreach, effectiveness, and sustainability.

Most existing literature focuses on outcome-based impact assessments or the operational performance of CSR interventions but rarely explores the subjective experiences and perceptions of diverse community actors—such as women entrepreneurs, local governance members, institutional stakeholders, or the general public.

Thus, there is a critical research gap in understanding how such perceptions vary across stakeholder groups, and how these views can inform improvements to program delivery and community engagement strategies. This study aims to bridge this gap by adopting a perception-based approach to assess the effectiveness of the Swavalambi Udyogini project in promoting women's economic empowerment and sustainable livelihoods.

2.5 Objectives of Study

- To assess the level of awareness and understanding among community stakeholders about the objectives of Project Swavalambi Udyogini.
- To evaluate the perceived impact of the project on women's economic empowerment and livelihood sustainability.
- To explore the challenges faced by women entrepreneurs and their SHGs in sustaining income-generating activities.
- To capture and compare the perceptions of diverse stakeholder groups—including women entrepreneurs, HPPI staff, Panchayat members, family members, veterinary professionals, NRLM/local administration/banks, and the general public—regarding the relevance, outreach, and effectiveness of the Swavalambi Udyogini project.

Chapter 3

Research Methodology

3.1 Introduction

This chapter outlines the research design and methodological approach adopted to evaluate the community perception of the Swavalambi Udyogini Project supported by Jhajjar Power Limited (JPL). It details the research type, sampling strategy, data collection tools, and analysis plan to ensure reliability and relevance of findings.

3.2 Research Design

The study follows a **descriptive and exploratory research design** using a **mixed-methods approach**. This design enables me to collect quantitative data, capturing diverse stakeholder perceptions and ensuring depth and context in the analysis.

3.3 Study Area

The study is conducted in 12 villages of Matanhail block, Jhajjar district, Haryana, where the Swavalambi Udyogini Project has been implemented. These villages include Sasroli, Dhalanwas, Sehlanga, Sunderheti, Jharli, Jhamri, Khanpur Khurd, Khanpur Kalan, Bazidpur, Ladain, Akehri Madanpur, and Amadal Shahpur.

3.4 Target Population

The primary population for the study consists of individuals directly or indirectly associated with the Swavalambi Udyogini project. The study aims to capture diverse perspectives from a range of stakeholders involved in or influenced by the project, including:

- Women Entrepreneurs
- HPPI Staff
- Panchayat Members
- Family Members
- Veterinary Doctors
- NRLM/Local admin./Bank/Others Staff
- General Public

3.5 Sampling Method and Sample Size

The study employs *Systematic Random Sampling* to select women entrepreneurs from a total 350. A sample of *50 respondents* was drawn, ensuring fair representation across all 12 villages.

For other stakeholders, *Purposive sampling* was used, targeting individuals with direct involvement in the project. *100 responses* are expected from stakeholders including- *HPPI staff, Panchayat members, Veterinary doctors, NRLM officials, members from local administration, Rural banks, family members of women entrepreneurs, and general population of these villages.*

3.6 Data Collection Tools

Multiple data collection tools are employed:

- Structured Google Forms questionnaires (quantitative)
- Observation and informal conversations during field visits

Tools are tailored to suit the specific stakeholder group and are designed in both English and Hindi to ensure accessibility.

3.7 Data Analysis Plan

Quantitative data from Google Forms was be analysed using **Google Sheets and Excel**. Key indicators such as participation level, perception scores, and business sustainability was be visualized using charts and tables.

3.8 Ethical Considerations

- Informed consent was be obtained from all participants.
- Responses were kept confidential and used only for academic purposes.
- No personal identifiers were be disclosed.

3.9 Limitations of the Study

- Limited sample size may not represent all community perceptions.
- Potential response bias in self-reported data.
- Time and resource constraints may limit the depth of field engagement.
- Severe weather conditions and heatwaves in the region may restrict field movement and reduce response rates during data collection.

Chapter 4

Results/ Findings

4.1 Introduction

This chapter presents the key findings from the field study conducted as part of the research titled “*Community Perception of Project Swavalambi Udyogini Undertaken by JPL in 12 Surrounding Villages.*” The primary objective of this chapter is to analyse and interpret the perceptions and experiences of different stakeholder groups involved in or impacted by the project.

The findings are based on primary data collected from 150 respondents across seven key stakeholder categories, namely:

1. Women Entrepreneurs (Beneficiaries)
2. Panchayat Representatives
3. HPPI Staff (Implementing Body)
4. Veterinary Doctors
5. Institutional Actors (NRLM, Bankers, Local Administration)
6. Family Members of Women Entrepreneurs
7. General Public

A mixed-method approach was employed, comprising structured questionnaires (via Google Forms), semi-structured interviews, and a focus group discussion (FGD). Both quantitative data (captured through close-ended questions and presented via charts and tables) and qualitative insights (from open-ended responses and thematic summaries) are integrated in this chapter to offer a holistic understanding of the project’s impact and the community’s perception.

Each subsection details findings stakeholder-wise, followed by a synthesis of cross-cutting themes and a summary of key learnings. The results aim to highlight the effectiveness, challenges, and perceived impact of the Swavalambi Udyogini Project on women’s empowerment, livelihood sustainability, and rural economic development.

4.2 Demographic Profile of Respondents

To gain a deeper understanding of the background characteristics of participants involved in the perception study of the Swavalambi Udyogini Project, demographic information was collected from two key stakeholder groups: Women Entrepreneurs and the General Public. These profiles provide essential context to their perspectives and ensure that responses are reflective of the diverse population spread across the 12 villages surrounding Jhajjar Power Limited (JPL).

Table 4.2.1: Demographic Profile of Women Entrepreneur Respondents (N = 50)

Variable	Category	No. of Respondents
Age Group	25–29	7
	29–33	4
	33–37	16
	37–42	17
	42–46	4
	46–50	2
Education Level	No Formal Education	6
	Primary	17
	Secondary	15
	Higher Secondary	9
	Graduate or above	3
Village	Sasroli	6
	Sehlanga	5
	Sunderheti	4
	Amadal Shahpur	5
	Akheri Madanpur	3
	Khanpur Khurd	7
	Khanpur Kalan	5
	Bazidpur	1
	Dhalanwas	4
	Ladain	4
	Jharli	4
	Jhamri	2

Table 4.2.1 presents the demographic distribution of women entrepreneur respondents (N=50). The age group most represented is **37–42 years**, with 17 respondents, followed by **33–37 years** (16 respondents), indicating that the majority of participants are in their prime working years, contributing actively to the economic activities initiated by the project. Educationally, while **17 women have completed primary education**, a notable portion (**6 respondents**) have no formal education, reflecting the need for literacy-aligned capacity-building interventions. The rest hold **secondary (15)**, **higher secondary (9)**, and **graduate or above (3)** qualifications. The geographical spread shows fair representation across villages, with **Khanpur Khurd (7)** and **Sasroli (6)** having the highest numbers, ensuring the study's findings are geographically inclusive.

Table 4.2.2: Demographic Profile of General Public Respondents (N = 50)

Variable	Category	No. of Respondents
Gender	Male	30
	Female	20
Age Group	Below 25 years	3
	26–35 years	14
	36–45 years	16
	46–55 years	9
	56 years and above	8
Village	Sasroli	5
	Sehlanga	7
	Sunderheti	4
	Amadal Shahpur	4
	Akheri Madanpur	3
	Khanpur Khurd	3
	Khanpur Kalan	4
	Bazidpur	0
	Dhalanwas	7
	Ladain	5
	Jharli	5
	Jhamri	3

Table 4.2.2 details the demographic profile of general public respondents (N=50). The gender distribution skews **male (30)** and **female (20)**, while the **age group 36–45 years** has the highest participation (16 respondents), followed by 26–35 years (14 respondents). This suggests that the views represented come largely from economically and socially active age groups. Notably, **Sehlanga (7)** and **Dhalanwas (7)** reported the highest village representation, maintaining geographic diversity and inclusiveness.

4.3 Stakeholder-Wise Analysis

This section presents an in-depth analysis of perceptions gathered from various stakeholders engaged with the *Swavalambi Udyogini Project*, implemented by HPPI in partnership with Jhajjar Power Limited. A total of 150 responses were collected, representing seven distinct stakeholder groups. Each stakeholder's perspective has been evaluated both quantitatively (via charts and tables) and qualitatively (through open-ended responses and FGDs where applicable). The aim is to highlight the impact, visibility, and effectiveness of the initiative as perceived by different actors within the ecosystem of the project.

The following subsections elaborate upon the responses of each stakeholder group:

Stakeholder Group	Number of Respondents (N)
Women Entrepreneurs	50
HPPI Implementation Staff	5
Panchayat Representatives	12
Family Members of Women	20
Veterinary Doctors	3
Institutional Actors (NRLM/Bank/Local Admin/Others)	10
General Public	50

Table: 4.3.1

4.3.1 Perception of Women Entrepreneurs (N = 50)

Training Attended Under the Swavalambi Udyogini Project

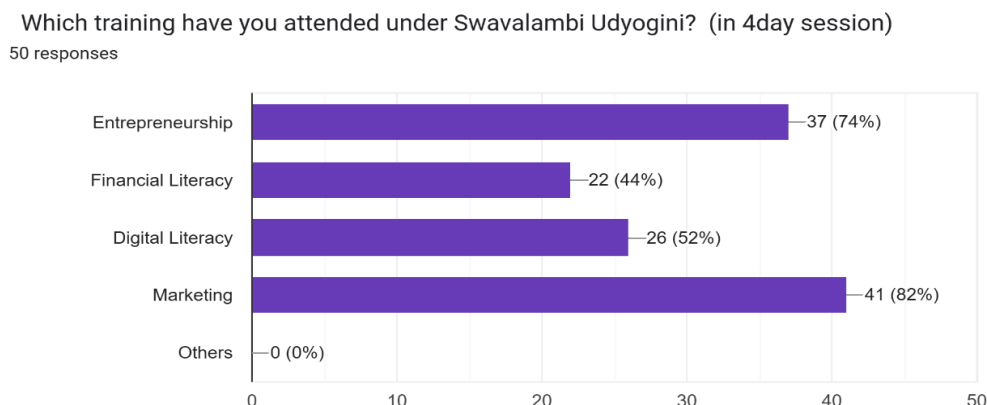


Figure 4.3.1: Types of Training Attended by Women Entrepreneurs

Most women entrepreneurs attended Marketing and Entrepreneurship trainings under the project, followed by Digital and Financial literacy.

Figure 4.3.1 illustrates that a majority of women entrepreneurs (82%) participated in **Marketing training**, followed by **Entrepreneurship sessions** (74%). **Digital Literacy** (52%) and **Financial Literacy** (44%) were comparatively less attended, suggesting that while the project prioritizes business-oriented capacity-building, components like financial education and digital skills may require additional emphasis in future training cycles.

Usefulness of Training

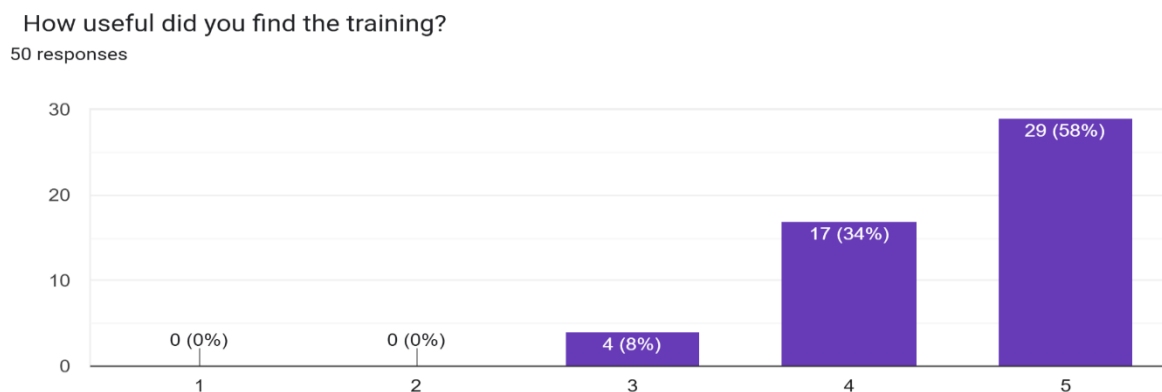


Figure 4.3.2: Rating of Usefulness of Training Sessions

Training was rated highly useful by most women entrepreneurs.

Figure 4.3.2 depicts the perceived usefulness of the training sessions provided under the Swavalambi Udyogini project. A significant majority—**58% (29 respondents)**—rated the training as “**Extremely Useful**,” while **34% (17 respondents)** rated it 4 out of 5. These findings highlight the strong relevance, practicality, and effectiveness of the training content in equipping women entrepreneurs with skills applicable to their day-to-day business operations. The absence of low ratings further reinforces the high value participants derived from the sessions.

Confidence Gained After Training

Do you feel confident to start or run a business after the training?
50 responses

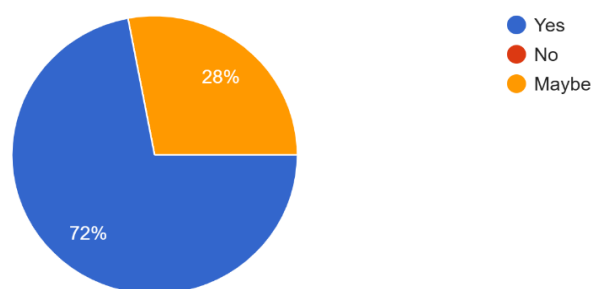


Figure 4.3.3: Feeling of Confidence to Start or Manage a Business Post-Training

Significant number of women reported improved confidence levels after participating in the project.

Figure 4.3.3 illustrates the level of confidence gained by women entrepreneurs to start or manage a business after receiving training under the Swavalambi Udyogini project. A substantial **72% of respondents** expressed confidence in managing a business post-training, signifying a notable enhancement in their entrepreneurial self-efficacy. However, **28%** remained uncertain, indicating the need for continuous mentorship and capacity-building efforts to ensure confidence is uniformly strengthened across all beneficiaries.

Improvement in Household Income

Has your household income improved since joining the SHG or business?
50 responses

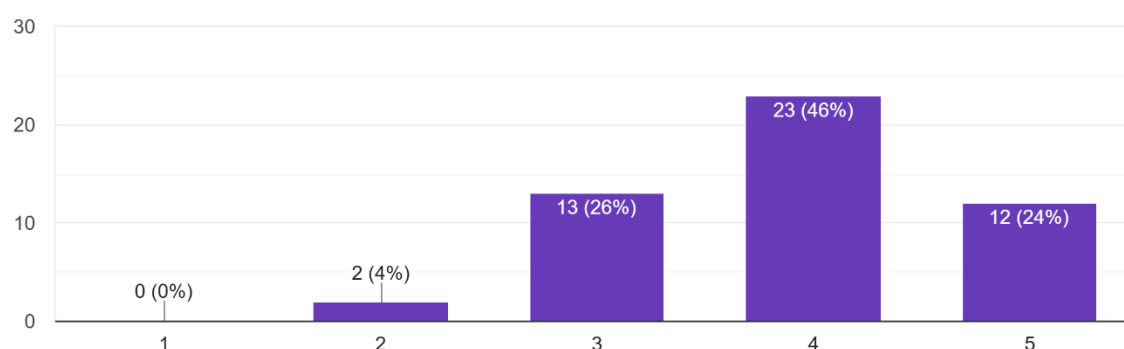


Figure 4.3.4: Self-reported Improvement in Household Income

Most women acknowledged moderate to significant improvements in their income.

Figure 4.3.4 depicts the self-assessed improvement in household income among women entrepreneurs after joining the SHG or starting their business. A combined **70% of respondents** rated their income improvement as either 4 or 5 on a 5-point scale, suggesting that the Swavalambi Udyogini project has made a considerable contribution to enhancing their financial stability. In contrast, **only 4%** rated the improvement as minimal, highlighting the project's overall positive economic impact despite a few isolated cases of limited financial gain.

Confidence and Leadership

Has your confidence or leadership ability improved after the project?
50 responses

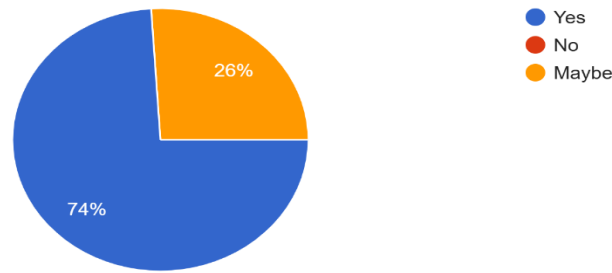


Figure 4.3.5: Perceived Improvement in Leadership and Confidence

Participation in the project also enhanced women's leadership capabilities and personal growth.

Figure 4.3.5 illustrates the perceived improvement in leadership and confidence among women entrepreneurs following their participation in the project. A substantial **74%** of respondents reported enhanced confidence and leadership abilities, indicating that the project contributed meaningfully to their personal and social empowerment. However, the remaining **26%**, who expressed uncertainty, point to the ongoing need for focused interventions aimed at boosting confidence and decision-making capacities in entrepreneurship.

Initial Community Reactions

How did people in your community initially react to your participation in the Swavalambi Udyogini project?
50 responses

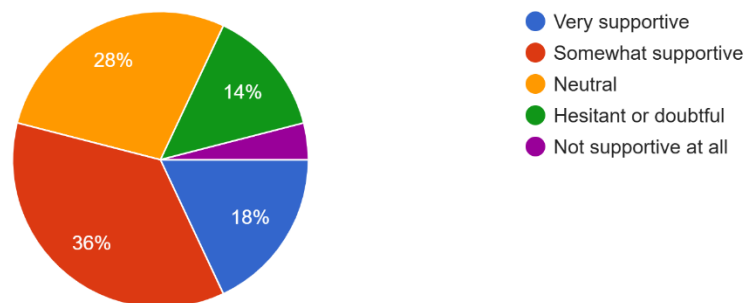


Figure 4.3.6: Community Reaction Toward Participation in the Project

Initial community reactions ranged from supportive to hesitant.

Figure 4.3.6 depicts the initial community reactions toward women's participation in the Swavalambi Udyogini Project. While **36%** of respondents experienced somewhat supportive responses and **18%** reported very strong encouragement from their communities, a combined **42%** expressed neutral to unsupportive feedback. This suggests that although positive reinforcement was present, a substantial proportion of respondents faced initial hesitation or skepticism—potentially reflecting prevailing social norms, lack of awareness, or resistance to change within the rural community context.

Change in Community Attitude Over Time

Has the attitude of the community changed after seeing your involvement and training in the project?

50 responses

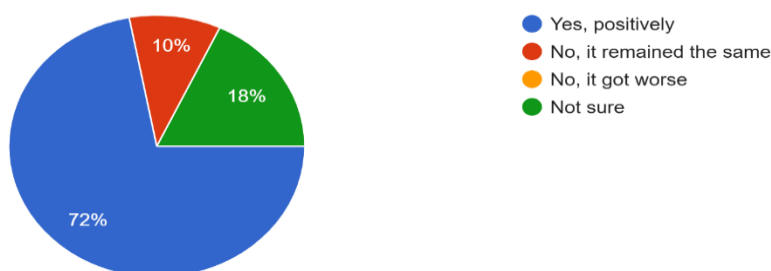


Figure 4.3.7: Perceived Change in Community Attitude Post-Participation
Most respondents observed a positive shift in how the community views them.

Figure 4.3.7 illustrates the perceived change in community attitude following the women's participation in the Swavalambi Udyogini Project. A substantial **72%** of respondents acknowledged a positive shift in how the community perceives them, reflecting the project's influence in altering societal perspectives towards women entrepreneurs. Meanwhile, **18%** were uncertain and **10%** observed no change in attitudes, indicating that while the initiative has fostered broader acceptance, additional efforts in community sensitization and visibility may be required to address pockets of resistance or indifference.

Perception of Project in the Village

In your opinion, how is the Swavalambi Udyogini project perceived in your village as a whole?

50 responses

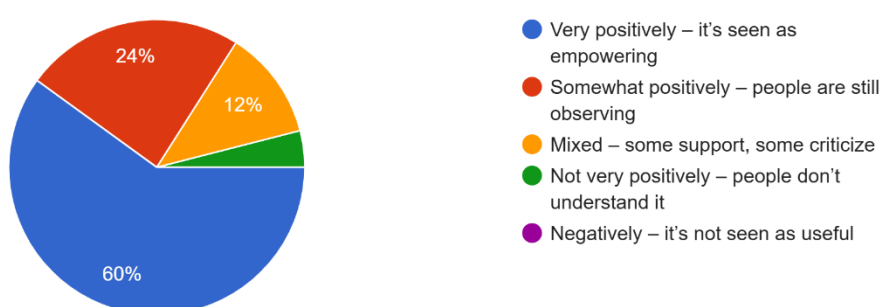


Figure 4.3.8: Perceived Community Sentiment Toward the Project
Project is largely viewed as positive and empowering by village residents.

Figure 4.3.8 depicts the perceived sentiment of village residents regarding the Swavalambi Udyogini Project. A significant **60%** of respondents viewed the project “Very Positively,” indicating strong community endorsement and recognition of its empowerment potential. Additionally, **24%** expressed a “Somewhat Positive” view, suggesting cautious optimism or ongoing observation. The remaining **16%** expressed mixed or less favorable views, pointing to the need for enhanced community engagement and communication strategies to clarify project benefits and address lingering skepticism.

Thematic Analysis of Qualitative Responses from Women Entrepreneurs

Theme	Key Insights	Illustrative Quotes
Initial Challenges	Family hesitation, credit culture, bookkeeping issues	“People said women can't run a business”; “No helper or support”
Training Effectiveness	Training useful; more support needed in bookkeeping/digital payments	“Bookkeeping is difficult”; “Need digital payment literacy”
Community Reaction	Mixed at first, improved with success visibility	“Initially doubtful, now more supportive”
Suggestions for Future	Need loans, mentorship, training for others	“Provide small grants”; “Connect to successful women”
Vision for Sustainability	Focus on market linkage and inclusion of weaker sections	“Help sell outside village”; “Skill building with linkage”

Table: 4.3.2

Key Findings across domains:

Aspect	Highlight
Training Coverage	82% attended marketing; 74% entrepreneurship
Usefulness Rating	92% rated training 4 or 5 out of 5
Business Confidence	72% feel confident to start/manage a business
Income Impact	70% noted moderate to significant improvement
Community Reaction	Initially mixed; now 72% see positive change
Project Perception	60% feel project is viewed very positively

Table: 4.3.3

The women entrepreneurs’ perception of the Swavalambi Udyogini Project is overwhelmingly positive. The project has effectively enhanced their skills, confidence, leadership, and income-generating abilities. However, further support in market access, advanced training, and financial literacy is essential for sustaining these gains.

4.3.2 Perception of Panchayat Members (N = 12)

Understanding of the Project Objectives

How well do you understand the objectives of the Swavalambi Udyogini Project?

12 responses

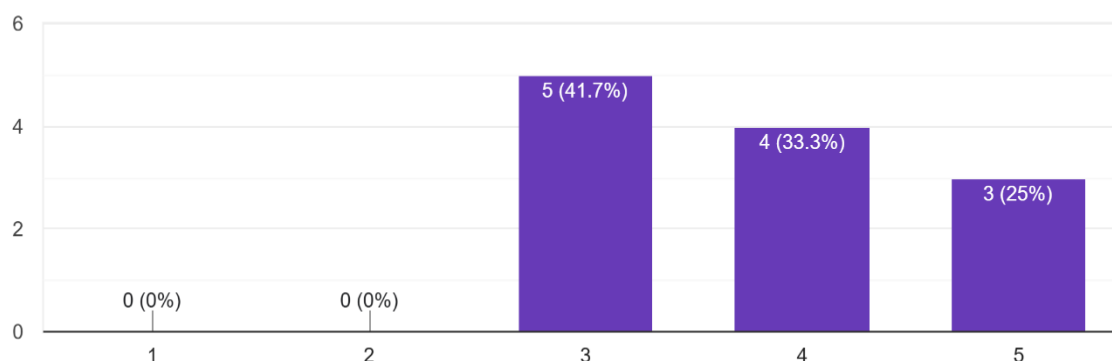


Figure 4.3.9: Level of Understanding of Swavalambi Udyogini Project Objectives

Panchayat members reported a high degree of understanding regarding the project's goals.

Figure 4.3.9 illustrates the Panchayat members' level of understanding of the Swavalambi Udyogini Project's objectives. A combined **58.3%** rated their understanding as **4 or 5** on a 5-point scale, indicating a relatively strong awareness of the project's goals. However, **41.7%** selected a mid-level rating of **3**, which suggests moderate understanding and highlights a need for more targeted orientation and information dissemination. These findings imply that while project awareness exists among local governance representatives, improved engagement strategies could foster deeper alignment and more effective collaboration at the grassroots level.

Perceived Contribution to Women's Empowerment

To what extent do you feel the Swavalambi Udyogini Project has contributed to women's empowerment in your village?

12 responses

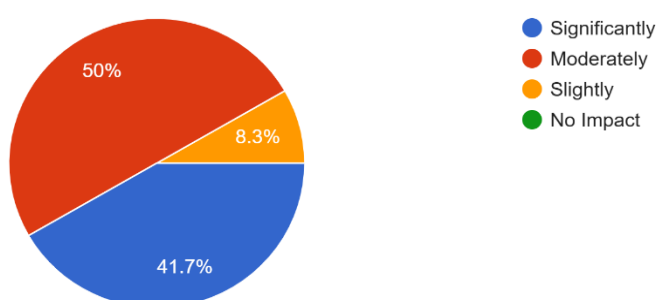


Figure 4.3.10: Extent of Contribution to Women's Empowerment

The majority believe that the project significantly empowers women.

Figure 4.3.10 tells that 41.7% rated the project's impact on women's empowerment as significant, while 50% felt it had a moderate impact. This highlights a broadly positive view, though there is scope to strengthen deeper, long-term empowerment outcomes.

Increase in Women's Participation in Village-Level Decision Making

Do you see an increase in women's participation in village-level decision making after the project?
12 responses

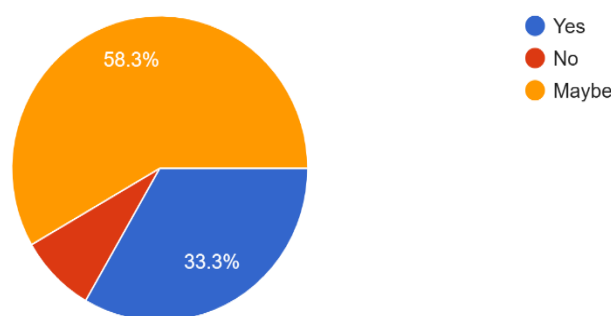


Figure 4.3.11: Observed Increase in Women's Participation in Governance
Project influence is visible in enhanced civic engagement by women.

Figure 4.3.11 depicts the Panchayat members' perception of changes in women's participation in village-level decision-making following the implementation of the project. While **33.3%** of respondents affirmed a visible increase in women's involvement in governance processes, a substantial **58.3%** selected "maybe," suggesting limited visibility of such changes or uncertainty regarding formal participation. This hesitance points toward the need for structured leadership sensitization and mechanisms that formally acknowledge and promote women's roles in community-level decision-making forums. Only **8.3%** reported no change, indicating minimal outright resistance but highlighting scope for improved integration.

Observed Change in Household Income

Has there been any visible change in the household income of the beneficiaries?
12 responses

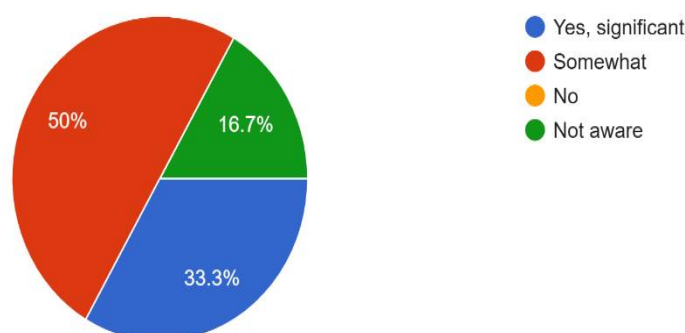


Figure 4.3.12: Observed Change in Household Income

Half of the Panchayat members reported visible income improvement among women entrepreneurs.

Figure 4.3.12 depicts that, 50% respondents acknowledged a significant income rise, 33.3% observed some good improvement, while 16.7% were unaware. This implies financial impact is present but not uniformly visible across all local contexts.

Confidence and Independence of Women Entrepreneurs

Do you feel that the women entrepreneurs trained under Swavalambi Udyogini are confident and independent now?

12 responses

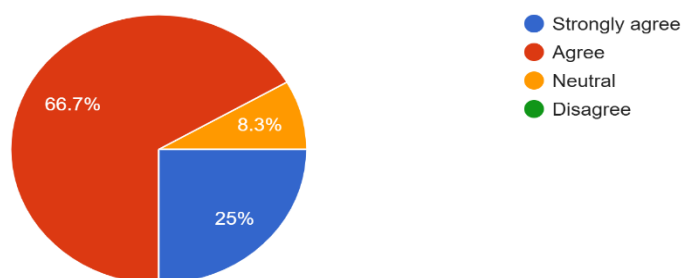


Figure 4.3.13: Confidence and Independence of Women Entrepreneurs

Majority observed increased confidence and independence among women.

Figure 4.3.13 illustrates Panchayat members' perception of the confidence and independence developed among women entrepreneurs trained under the Swavalambi Udyogini project. A significant **91.7%** of respondents (25% strongly agree and 66.7% agree) endorsed the project's contribution toward enhancing women's self-reliance and confidence. This overwhelming consensus reflects the project's perceived success in transforming gender roles and empowering women as autonomous decision-makers. The presence of only one neutral response (8.3%) indicates minimal ambiguity, underscoring the broad validation of the project's impact in promoting gender-responsive entrepreneurship.

Socio Economic Change in Village

Do you think the project has brought any socio-economic change in the village?

12 responses

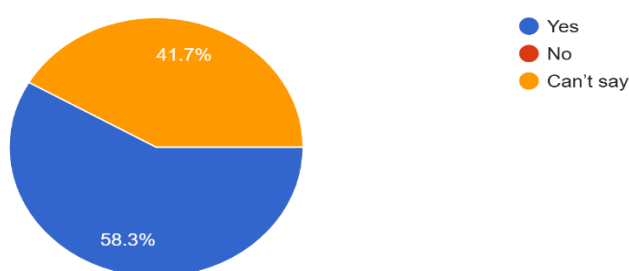


Figure 4.3.14: Socio-Economic Change in the Village

58.3% observed visible socio-economic changes post-project implementation.

Figure 4.3.14 tells that, the majority of Panchayat members identified improvements in income, mobility, and overall village dynamics. However, 41.7% expressed uncertainty—possibly due to lack of direct measurement or communication from beneficiaries.

Perception of Women's Self-Reliance

To what extent do you think the women trained under this project have become self-reliant?
12 responses

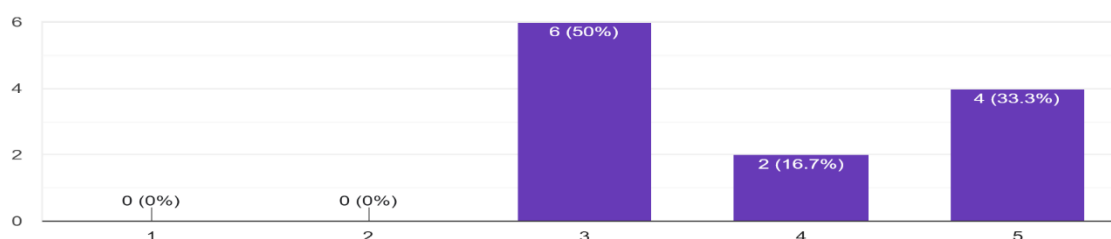


Figure 4.3.15: Perception of Women's Self-Reliance

Most Panchayat members rated self-reliance as moderate to high among women entrepreneurs.

Figure 4.3.15 presents the Panchayat members' perception regarding the extent to which women trained under the Swavalambi Udyogini project have become self-reliant. Half of the respondents (50%) rated self-reliance at a moderate level (score 3), while 33.3% rated it the highest (score 5), indicating strong recognition of progress toward independence. An additional 16.7% gave a score of 4, reflecting gradual improvement. The absence of low ratings (1 or 2) suggests that all respondents acknowledged a minimum threshold of self-reliance achieved. However, the predominance of mid-scale responses also indicates a need for sustained support and capacity-building to help women attain complete economic and social self-sufficiency.

Qualitative Perception Summary: Panchayat Representatives

In addition to quantitative data, Panchayat members provided rich qualitative insights:

Theme	Key Observations
Project Goal	Women empowerment, market linkage, enterprise sustainability
Panchayat's Role	Community mobilization, permission facilitation, public awareness support
Impact Observed	Increase in income, improved confidence, growing community acceptance
JPL's Role	Highly supportive—described as “hand-holders” aiding women in business efforts
Socio-Economic Change	Notable improvement in women's visibility, income, and family contributions

Table: 4.3.4

Panchayat members act as key enablers of rural development, and their perception strongly validates the credibility and success of the Swavalambi Udyogini Project. Their inputs highlight the role of local governance in supporting women-led enterprises and affirm JPL's support as catalytic. However, suggestions like deeper community engagement and scaling the initiative across more villages indicate the need for continuous collaboration.

4.3.3 Perception of Veterinary Doctors Supporting Women Entrepreneurs

This section presents the perception of **veterinary doctors (N = 3)** whose services are linked to the dairy-based women entrepreneurs supported under the Swavalambi Udyogini Project. Though a small subset, their insights provide critical linkage between enterprise development and livestock health—a core livelihood activity in rural Haryana.

Key Themes and Observations:

Theme	Insights from Veterinary Doctors
Interaction with Beneficiaries	All respondents confirmed direct or indirect interaction with women dairy entrepreneurs, primarily through on-call support, livestock check-ups, and vaccinations. They noted increased awareness among women about animal health and nutrition.
Perceived Confidence in Women	The doctors observed a positive shift in women's confidence and self-reliance, especially in managing cattle health, understanding hygiene, and seeking timely medical assistance.
Challenges Identified	Key issues included lack of veterinary awareness during early stages, delayed reporting of illness, and limited infrastructure in remote areas.
Suggestions for Improvement	Respondents recommended periodic training for women on cattle care, disease prevention, and nutritional practices. They also suggested establishing village-level vet camps under CSR support to ensure regular animal healthcare access.
Role of JPL & HPPI	The project was perceived as impactful, especially in improving livestock productivity and hygiene awareness. One respondent emphasized that such CSR initiatives bridge a crucial service gap in rural areas.

Table: 4.3.5

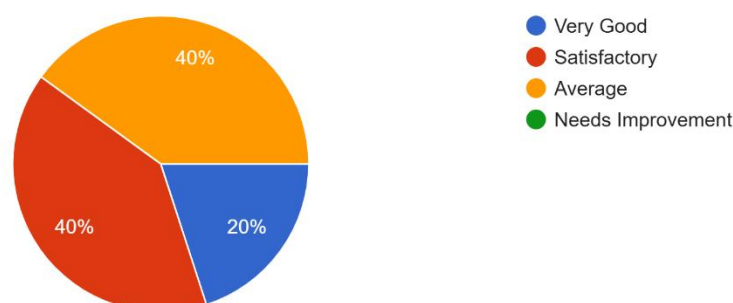
The qualitative insights gathered from veterinary professionals underscore the complementary role of livestock health services in strengthening women-led dairy enterprises. Their responses align with broader project objectives of sustainability and economic upliftment. Moreover, their call for structured veterinary sensitization workshops could serve as a valuable enhancement in future project phases.

Note: No charts or graphs were generated for this stakeholder group due to the small sample size (N = 3) and the qualitative nature of the responses.

4.3.4 Perception of HPPI Staff (Implementation Body) N=5

Figure 4.3.16: Staff Assessment of Overall Progress of the Project

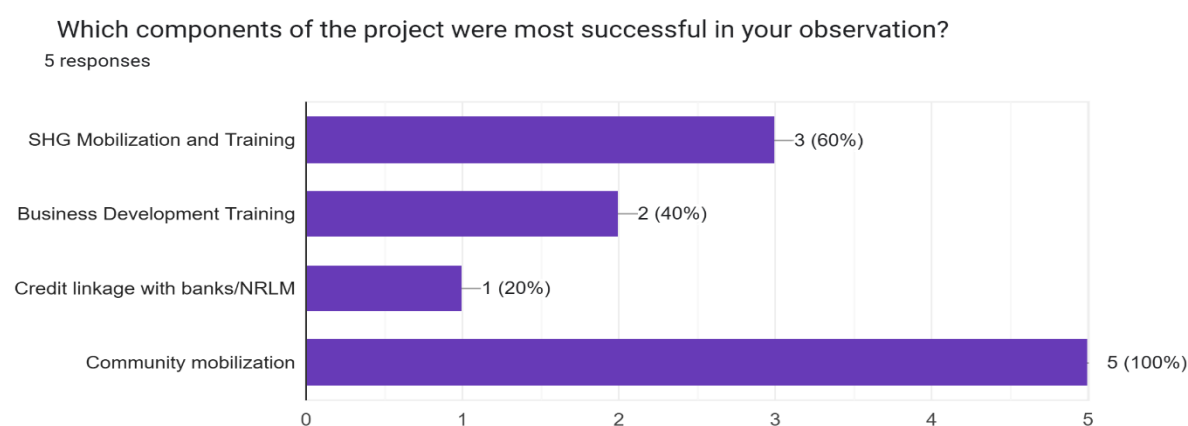
How would you describe the overall progress of the Swavalambi Udyogini Project
5 responses



HPPI staff's rating of the overall progress of the Swavalambi Udyogini project.

Figure 4.3.16 illustrates the HPPI staff's assessment of the overall progress of the Swavalambi Udyogini project. Among the five respondents, 40% rated the progress as "Satisfactory," another 40% as "Average," and 20% as "Very Good." This distribution indicates that while the majority of implementation staff viewed the project outcomes positively, a considerable proportion identified moderate performance levels. The results reflect a balanced internal evaluation—acknowledging successful execution of planned activities while also recognizing areas requiring operational refinement, particularly in scaling impact and resource optimization.

Figure 4.3.17: Most Successful Component of the Project According to HPPI Staff



Component of the project considered most impactful by the HPPI team.

Figure 4.3.17 illustrates that, From the perspective of HPPI staff, community mobilization was unanimously acknowledged (100%) as the strongest component of the Swavalambi Udyogini Project. This indicates that groundwork and outreach efforts have effectively engaged beneficiaries. SHG mobilization and training were also appreciated (60%), followed by business development sessions (40%). However, credit linkage with banks or NRLM was perceived as relatively less successful (20%), indicating an area needing greater focus and support.

Qualitative Highlight: Success Stories Shared by HPPI Staff:

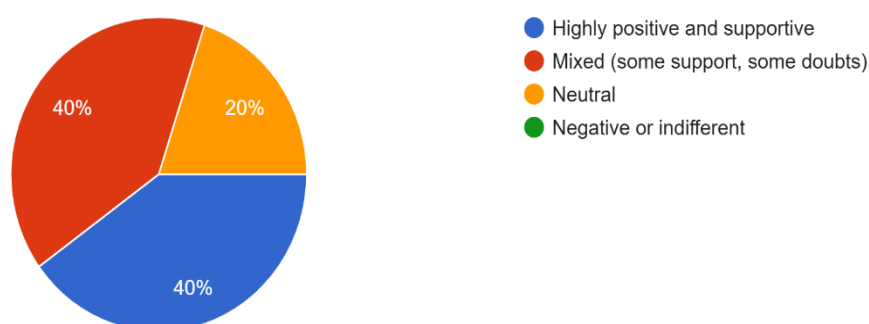
Respondent	Success Story
Staff 1	Rajbala from Sasroli is earning ₹15,000 per month through bag making.
Staff 2	Pinky (30) runs a boutique and tailoring shop, actively contributing to family income.
Staff 3	Jagwanti from Sasroli expanded her bag-making business with increased market reach.
Staff 4	Nirmala from Akheri Madanpur saves ₹10,000–₹12,000 per month through her grocery shop.
Staff 5	Pinki Boutique in Sasroli has become a known name in the local market.

Table: 4.3.6

These narratives reinforce the depth of the project’s impact, showcasing income enhancement, self-sufficiency, and increased social recognition of women entrepreneurs.

Figure 4.3.18: Community Perception as Observed by HPPI Staff

How would you describe the community’s perception of the Swavalambi Udyogini project?
5 responses



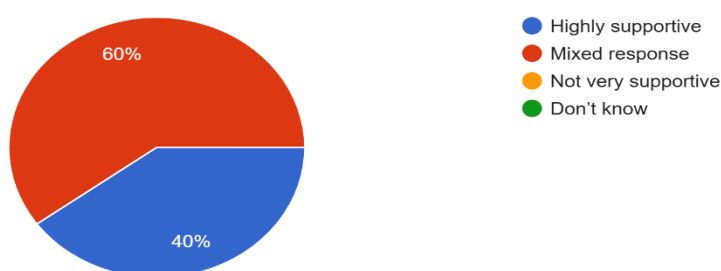
Staff observations on how the local community perceives the project.

Figure 4.3.18 depicts the HPPI staff’s perception of how the community views the Swavalambi Udyogini project. According to the responses, 40% of staff observed the community’s outlook as “Highly positive and supportive,” another 40% perceived it as “Mixed” (some support, some doubts), and 20% rated it as “Neutral.” These insights suggest that while the majority opinion leans towards community acceptance and engagement, a considerable portion of the community remains cautiously observant. This highlights both the success of HPPI’s mobilization strategies and the opportunity for further sensitization efforts to deepen trust and program ownership.

Figure 4.3.19: Perception of Family Support to Women Entrepreneurs

How have the families of women entrepreneurs responded to their involvement in the project?

5 responses



HPPI staff's observation on family encouragement and involvement.

Figure 4.3.19 illustrates HPPI staff perceptions regarding the level of family support extended to women entrepreneurs involved in the Swavalambi Udyogini project. According to responses, 60% observed a “Mixed response” from families, while 40% indicated “Highly supportive” family involvement. This suggests that although a significant number of families are strongly backing women’s participation in entrepreneurship, there remains variability in acceptance. These findings reflect an evolving but still transitional shift in traditional gender norms, with some families embracing women’s economic roles while others remain cautiously engaged.

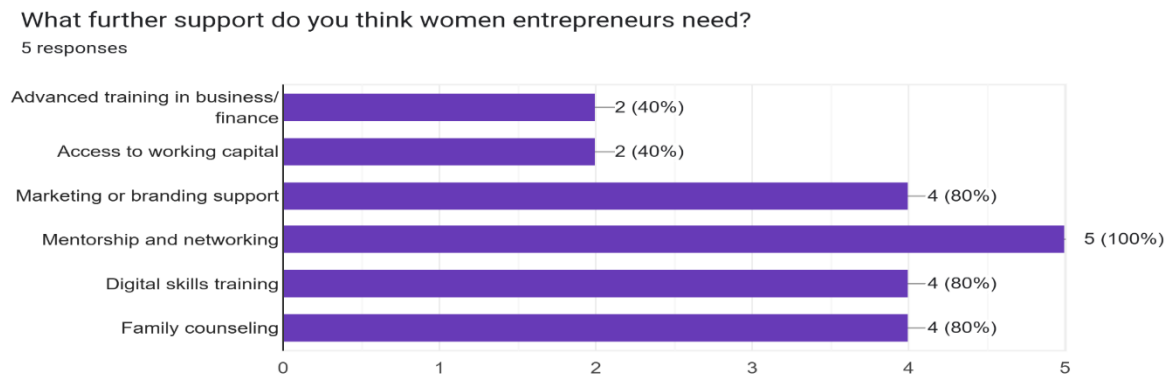
Qualitative Insight: Key Challenges in Implementation (Staff View)

Themes Identified	Illustrative Challenges Reported
Community Engagement	Difficulty gathering women regularly, initial resistance from families
Operational Limitations	Low manpower vs. project area coverage; hard to track all progress effectively
CSR Priorities	Shifts in partner priorities during the course of project, affecting continuity
Market Access	Difficulty in connecting women with forward market linkages
Documentation	Challenges in training women on business diary maintenance and digital tools

Table: 4.3.7

These reflections show that while the project has seen measurable success, real-time implementation faced typical rural operational challenges, requiring adaptive strategies and stronger coordination mechanisms.

Figure 4.3.20: Additional Support Required from CSR Partner



Suggestions by HPPI staff on areas where CSR partner (JPL) support can be enhanced.

Figure 4.3.20 presents the perspectives of HPPI staff on the types of additional support needed to further empower women entrepreneurs under the project. All respondents (100%) emphasized the need for **mentorship and networking**, indicating its critical role in sustaining entrepreneurial efforts. Additionally, **80%** of the staff highlighted the importance of **marketing or branding support**, **digital skills training**, and **family counselling**, reflecting multidimensional needs beyond business operations. While **40%** called for **access to working capital** and **advanced business/financial training**, the findings point toward a strong desire for holistic, long-term support from the CSR partner (JPL) to ensure the growth and sustainability of women-led enterprises.

Conclusion:

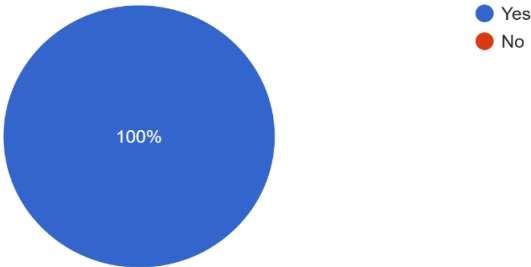
The insights gathered from HPPI staff provide a practical and programmatic view of the Swavalambi Udyogini project. Staff members expressed a strong understanding of the project's overall goals and were generally satisfied with the progress achieved, especially in building the capacities of women entrepreneurs. Key strengths highlighted include the project's training, structured implementation process, and community engagement. However, several operational challenges were noted—such as difficulties in community mobilization, limited human resources, and barriers in ensuring regular participation from beneficiaries.

Most staff respondents agreed that the project positively influenced community perception and beneficiary outcomes, although some advocated for enhanced market linkage support, digital integration, and mentorship-based follow-ups. Their qualitative reflections—including success stories—reinforce the tangible social and economic impacts of the intervention. This perspective is vital for triangulating the findings from other stakeholder groups and for identifying systemic improvements in future program cycles.

4.3.5 Perception of Institutional Actors (NRLM, Local Administration, Banks, Others)

Figure 4.3.21: Awareness of the Project Swavalambi Udyogini

Are you aware of the Swavalambi Udyogini Project implemented in your area with support of JPL?
10 responses

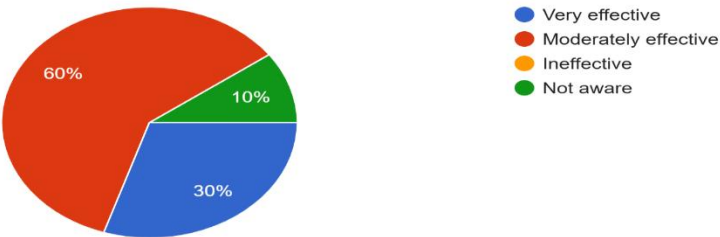


Level of awareness about the Swavalambi Udyogini project among institutional stakeholders (N = 10)

Figure 4.3.21 presents that the 100% awareness level among respondents from NRLM, local administration, banking institutions, and related bodies highlights the strong institutional visibility and communication around the Swavalambi Udyogini Project. This suggests that the project's objectives and presence have been effectively disseminated across key support systems in the region, enabling better collaboration and alignment with community development goals.

Figure 4.3.22: Perception of Project Implementation

How do you perceive the implementation of the project in your jurisdiction?
10 responses



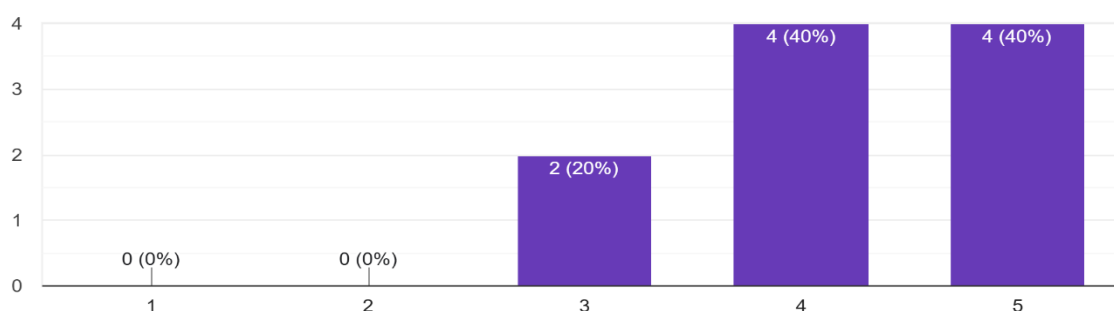
Institutional assessment of implementation quality of the Swavalambi Udyogini project (N=10)

Figure 4.3.22 depicts that, significant proportion (60%) of institutional respondents view the implementation of the Swavalambi Udyogini Project as moderately effective, indicating that while the project has made visible progress, there may be areas for improvement in outreach or operational coordination. Meanwhile, 30% believe the implementation has been very effective, suggesting that best practices may exist in some areas. Only 10% reported being unaware, showing overall strong engagement but also highlighting the need for consistent updates across all departments.

Figure 4.3.23: Alignment with Government Objectives

How would you rate the alignment of the Swavalambi Udyogini project with NRLM's/ State gov. goals of women empowerment?

10 responses



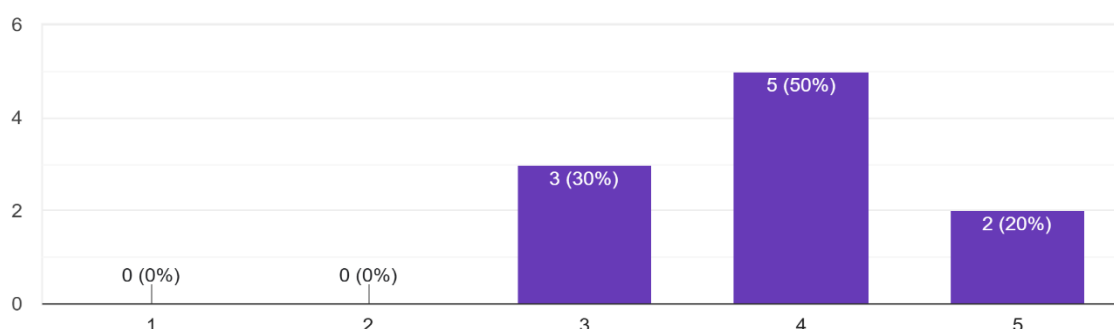
Views of institutional actors on the alignment of project with gov. goals (N = 10)

Figure 4.3.23 illustrates that a large majority of respondents perceive a strong alignment between the Swavalambi Udyogini Project and the broader objectives of NRLM and state-level women empowerment missions. With 40% rating the alignment as 4 and another 40% as 5 (on a scale of 1 to 5), the project appears to be in sync with institutional frameworks and priorities. Only 20% provided a neutral rating (3), and none rated the alignment poorly, suggesting a broad institutional endorsement of the project's design and objectives.

Figure 4.3.24: Beneficiary Satisfaction (as perceived by institutions)

How would you rate the satisfaction level of beneficiaries based on your observation or interaction?

10 responses

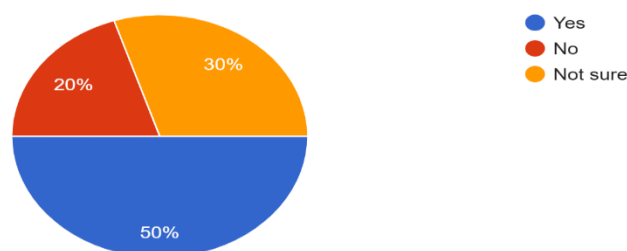


Institutional perception of satisfaction levels among women beneficiaries (N = 10)

Figure 4.3.24 tells that Half of the institutional respondents believed that women beneficiaries were “Moderately Satisfied,” while other 2 perceived a higher level of satisfaction. This mixed view suggests varied exposure among institutions to direct beneficiary feedback.

Figure 4.3.25: SHG Loan Access through NRLM

Have any SHG members under NRLM taken loans to establish/expand entrepreneurial activities under this project?
10 responses

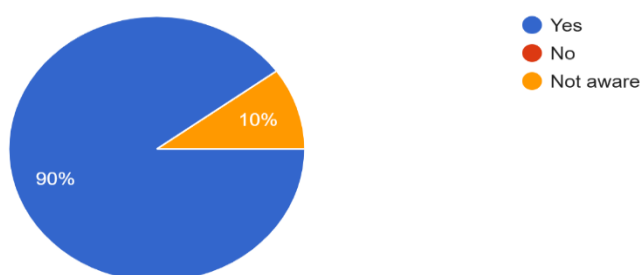


Institutional views on whether women entrepreneurs availed loans through SHG under NRLM (N = 10)

Figure 4.3.25 illustrates, half of the institutional respondents (50%) confirmed that SHG members under NRLM have accessed loans to establish or expand their entrepreneurial activities under the Swavalambi Udyogini project. However, 30% were unsure, and 20% reported no such instances. This indicates partial financial linkage success, suggesting a need for stronger convergence with NRLM and more awareness or documentation of loan facilitation.

Figure 4.3.26: Government Scheme Linkages

Is there any linkage of Swavalambi Udyogini beneficiaries with government schemes (e.g., NRLM, PMEGP, MUDRA, DIC schemes)?
10 responses



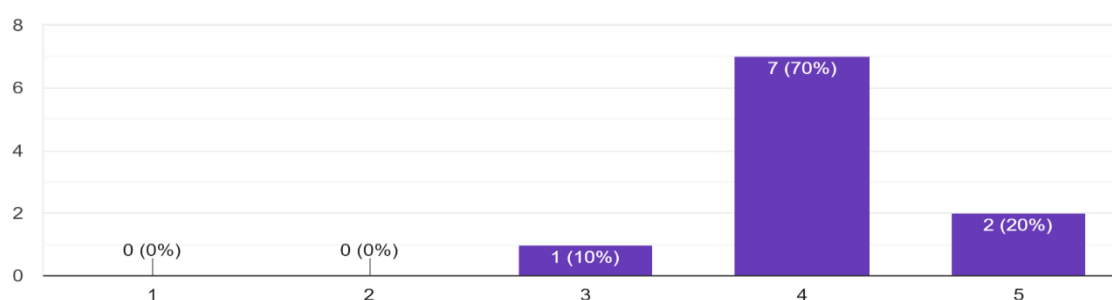
Institutional perception on linkage of women entrepreneurs with government schemes

Figure 4.3.26 Presents, almost all institutional actors believed that women were linked with at least one or more schemes like PMAY, PMEGP, or Suraksha Bima Yojana. This validates the project's objective of enhancing access to entitlements.

Figure 4.3.27: Overall Rating of the Project

Overall, how would you rate the Swavalambi Udyogini Project in your area?

10 responses



Institutional actors' rating of the Swavalambi Udyogini project (N = 10)

Figure 4.3.27 illustrates the overall perception of institutional stakeholders regarding the Swavalambi Udyogini project. A substantial 70% of respondents rated the project at **4 out of 5**, and an additional 20% gave it the highest rating of **5**, reflecting widespread approval. Only one respondent (10%) offered a moderate score of **3**, and none rated it negatively. These responses resulted in an average score of **4.2**, highlighting a general consensus of satisfaction with the project's implementation, structure, and community relevance.

Qualitative Insights: Role of JPL

Summary of Key Observations:

Observed Impact	Frequency	Example Sentiment
Moderate to significant confidence boost	7	"Yes, significantly impacted women's confidence levels"
Communication/awareness improved	2	"One-on-one interaction enhanced communication skills of women"
No visible change	1	"Not see such changes in confidence level"

Table: 4.3.8

While some variations in perception exist, the overall institutional view aligns with the belief that the project has had a constructive impact on enhancing women's self-confidence and their ability to manage small-scale enterprises, even if this transformation is still in progress for some.

➤ **Perception on JPL's Support in Addressing Local Economic Needs**

In an open-ended question aimed at understanding the perceived effectiveness of Jhajjar Power Limited's (JPL) support in addressing the local economic needs of women through the Swavalambi Udyogini project, respondents from institutional backgrounds, shared thoughtful and insightful reflections.

Thematic Summary of Responses:

Theme	Key Insights
Effective Economic Intervention	Multiple respondents acknowledged that JPL's support had been “ <i>very effective</i> ” in addressing local women's economic needs, particularly through enterprise promotion, financial support, and training.
Handholding and Implementation	Responses highlighted that JPL, in collaboration with HPPI, played a strong role in <i>handholding</i> women entrepreneurs and ensuring the project’s smooth execution.
Geographical and Programmatic Scope	Some suggested expanding the project to <i>more villages</i> and continuing support in scholarships and training.
Mixed Awareness	One respondent reported <i>limited awareness</i> about the full extent of JPL’s role, suggesting a need for broader stakeholder communication.

Table: 4.3.9

Illustrative Quotes/Key Suggestions from Institutional Stakeholders:

- “Expand project coverage to more villages”
- “Enhance market linkage and mentorship support”
- “Increase awareness around financial schemes”
- “Strengthen tracking and documentation of impact”

Summary Table:

Key Dimension	Majority Response
Awareness of Project	100% aware
Perceived Effectiveness	60% rated moderately effective
Alignment with Government Schemes	80% rated strong alignment
Satisfaction of Beneficiaries	70% observed high satisfaction
SHG Loan Linkage (NRLM)	50% confirmed access
Government Scheme Linkage	90% confirmed linkage
Project Rating	70% rated it 4 out of 5
Core Issue Addressing	62.5% agreed it addresses key issues

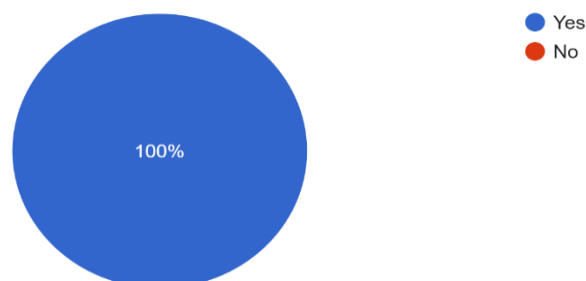
Table:4.3.10

4.3.6 Perception of Family Members of Women Entrepreneurs (N = 20)

Figure 4.3.28: Awareness about Women's Involvement in the Project

Are you aware that the woman in your family is part of the Swavalambi Udyogini project?

20 responses



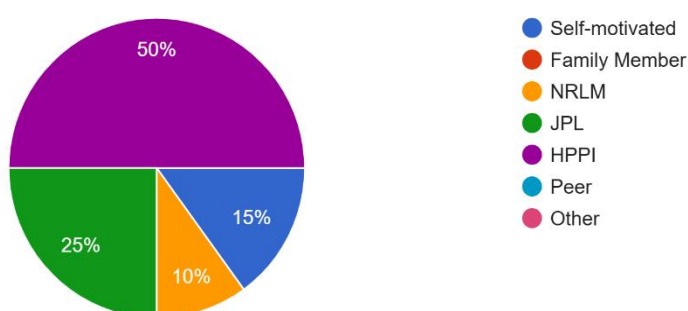
All respondents confirmed they were aware that the woman in their family is a participant in the Swavalambi Udyogini Project.

Figure 4.3.28 depicts complete awareness among family members regarding the involvement of their female relatives in the Swavalambi Udyogini project. All 20 respondents (100%) acknowledged awareness of participation, indicating a robust level of household communication and project visibility. This unanimous awareness reflects the project's effective integration within family structures and underscores the support environment surrounding women entrepreneurs at the domestic level.

Figure 4.3.29: Motivating Factors Behind Women's Participation

Who motivated her to join this project?

20 responses



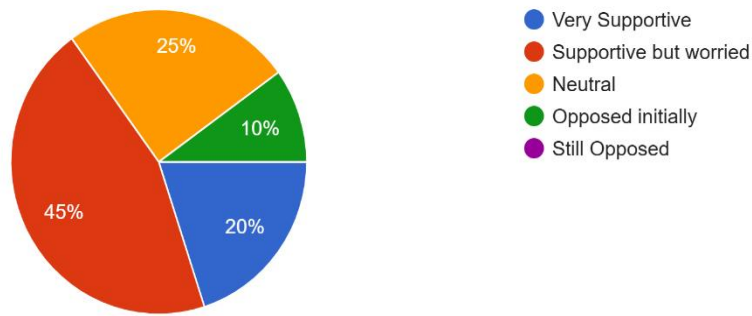
Most women were motivated to join by HPPI field staff, followed by JPL outreach and self-motivation.

Figure 4.3.29 tells that half of the family members credited HPPI staff for encouraging participation, highlighting the effectiveness of grassroots mobilization. Institutional influence was more significant than self-driven decisions, showing the role of field outreach.

Figure 4.3.30: Initial Family Support toward Women Entrepreneurs

What was your initial reaction when she started the business?

20 responses



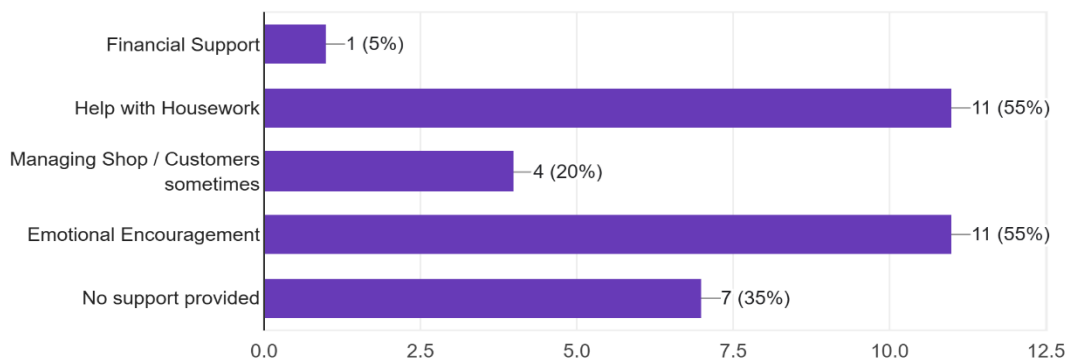
Supportive attitudes prevailed, though initial concerns and hesitation were common.

Figure 4.3.30 illustrates that, while 45% were supportive but worried, 20% showed complete support from the beginning. The presence of initial opposition (10%) reflects traditional reservations, but the absence of ongoing resistance signals eventual acceptance.

Figure 4.3.31: Forms of Support Provided by Family Members

In what ways do you support her work now?

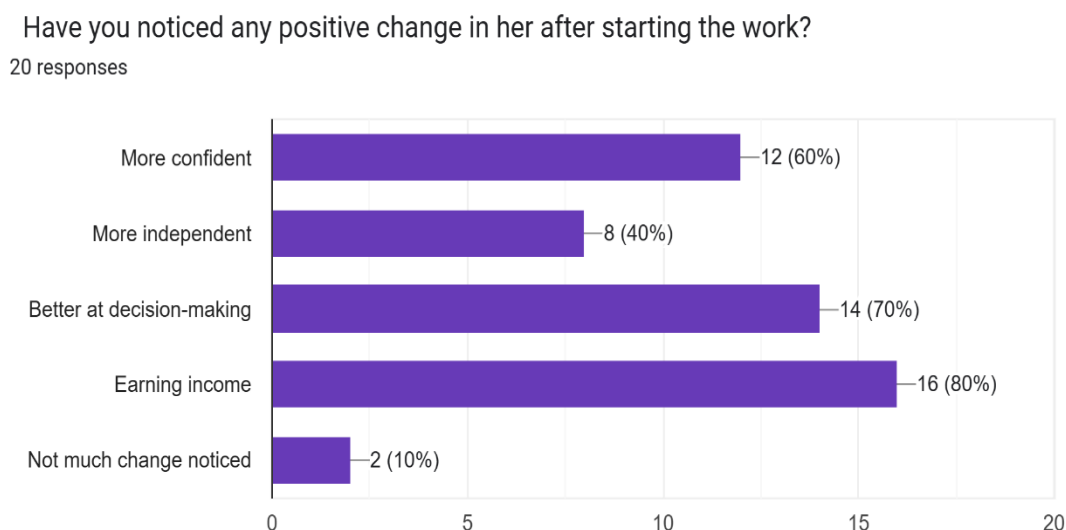
20 responses



Emotional encouragement and help with household chores were the most common support mechanisms.

Figure 4.3.31 Presents, families largely supported indirectly through emotional and domestic assistance. Only 5% offered financial support, underlining the need for economic empowerment among women to sustain business independently.

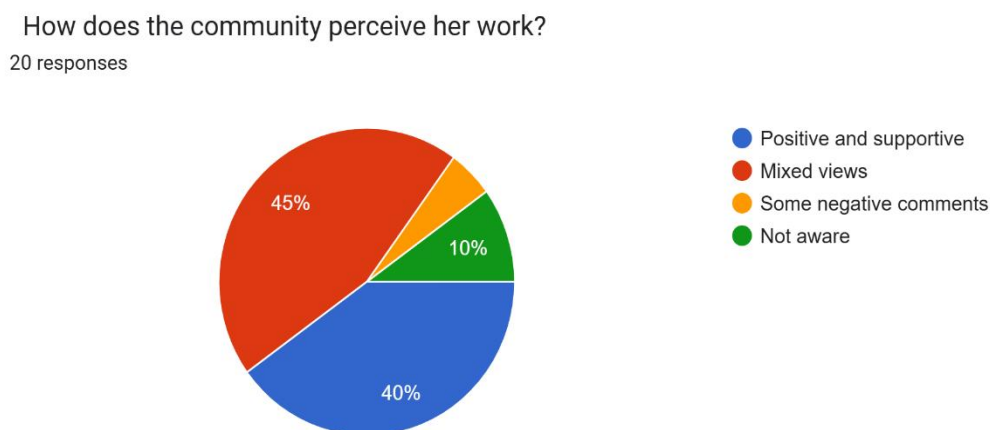
Figure 4.3.32: Noticeable Changes Observed in Women



Families observed increased income, confidence, and decision-making abilities among women entrepreneurs.

Figure 4.3.32 depicts improvements were widely acknowledged, with 80% reporting income enhancement and 70% noting improved decision-making. These findings affirm the transformative effect of the project on participants' household and personal dynamics.

Figure 4.3.33: Perception of Community Toward the Woman's Work

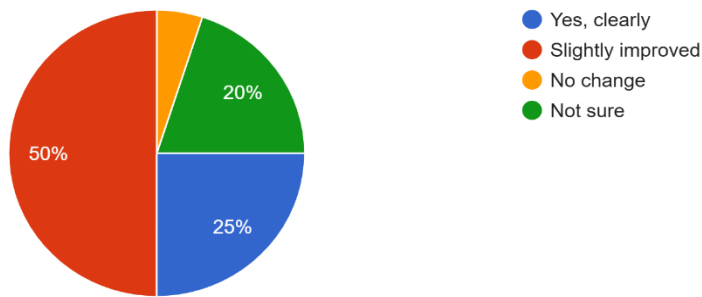


Community reaction ranged from supportive to mixed; very few negative views were reported.

Figure 4.3.33 Presents, although 40% of families found the community supportive, the 45% who reported mixed responses point to lingering societal norms. Nonetheless, outright negativity was minimal, indicating increasing acceptance of women's economic roles.

Figure 4.3.34: Perceived Improvement in Family's Financial Condition

Has your financial condition improved after she started her work?
20 responses

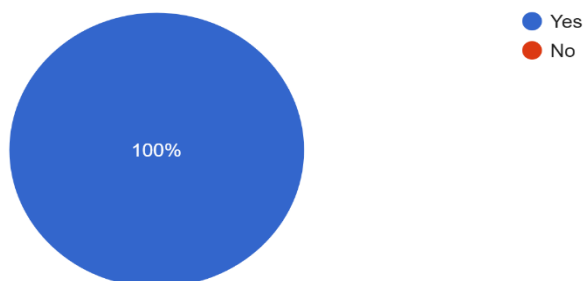


Half of the respondents observed some financial improvement after the woman started working.

Figure 4.3.44 illustrates that the project brought visible but modest financial change to households, with 25% seeing slightly improvement. This suggests economic gains are emerging but may need time or scale to fully materialize.

Figure 4.3.35: Willingness to Recommend the Project to Others

Would you encourage other women in the family/community to take up such work?
20 responses



Almost all family members expressed willingness to encourage other women to participate in such projects.

Figure 4.3.35 illustrates that 100% of the respondents expressed readiness to recommend the Swavalambi Udyogini project to other women within their family or community. This unanimous endorsement reflects strong household-level validation of the project's perceived value. Such peer-driven advocacy has the potential to significantly influence future participation, enhance outreach, and normalize women's engagement in entrepreneurial ventures across rural settings.

Summary Table:

Theme	Key Takeaways
Awareness	All family members were aware of the woman's participation.
Support	Emotional & household support were common; financial less so.
Perceived Change	Confidence, income, and decision-making have improved.
Community Perception	Mostly positive or mixed; few negative reactions.
Recommendation for Others	Near universal willingness to promote participation.

Table: 4.3.11

Conclusion:

The responses from the family members of women entrepreneurs offer encouraging evidence of the project's acceptance and perceived impact at the household level. The high awareness and motivation from field staff underline the success of grassroots mobilization. Family support—primarily emotional and domestic—played a significant role in enabling women to initiate and sustain their entrepreneurial journey.

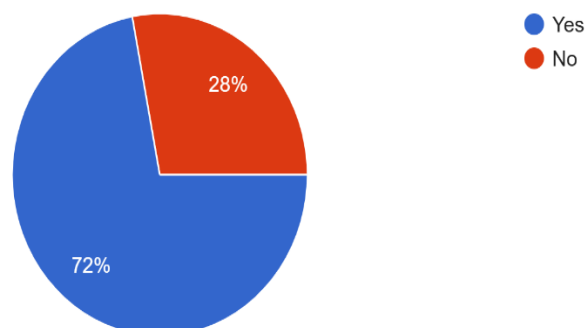
Importantly, most family members acknowledged positive changes in income, confidence, and decision-making abilities, validating the project's objectives related to women's empowerment. While some community-level hesitation still exists, it is gradually giving way to broader acceptance. The strong willingness to recommend the project further signifies that Swavalambi Udyogini is seen not just as a livelihood initiative but as a catalyst for social change.

4.3.7 Perception of General Public

Figure 4.3.36: Awareness of the Swavalambi Udyogini Project

Have you heard about the Swavalambi Udyogini Project?

50 responses



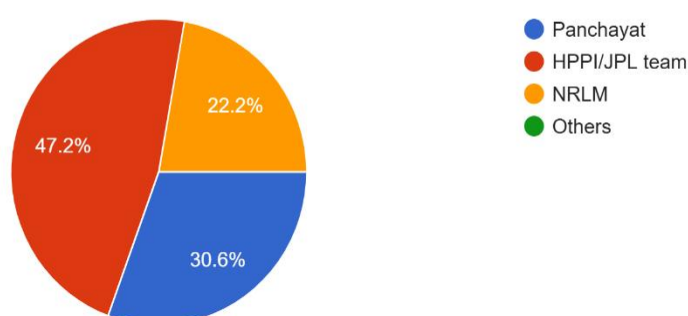
Awareness levels of the general public about the project.

Figure 4.3.36 illustrates that 72% of the general public respondents reported awareness of the Swavalambi Udyogini Project. This reflects effective communication and outreach strategies by the implementing partners. However, 28% indicated a lack of awareness, suggesting a gap in information dissemination, particularly in peripheral or less-engaged segments. This highlights the need for intensified sensitization campaigns to broaden community understanding and involvement.

Figure 4.3.37: Sources of Awareness about the Project

If yes, how did you hear about it?

36 responses

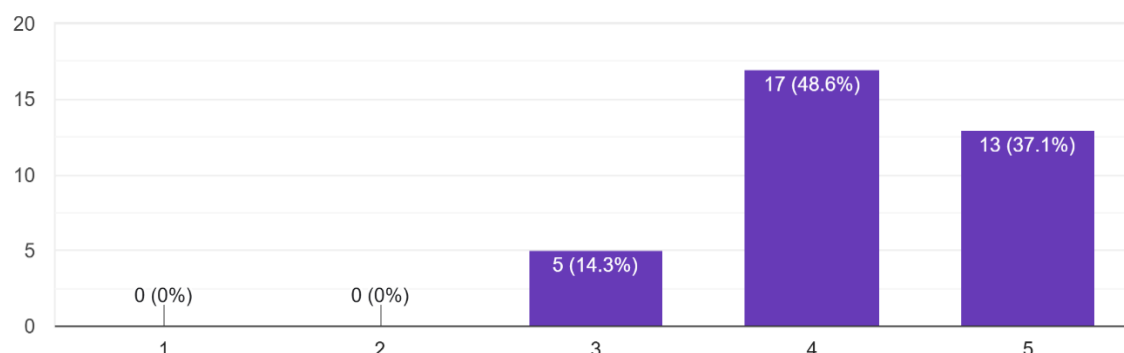


Primary sources through which the public heard about the project (N=36)

Figure 4.3.37 depicts that nearly half of the aware respondents (47.2%) learned about the project from the HPPI/JPL team, followed by Panchayat members (30.6%) and NRLM (22.2%). This emphasizes the central role of implementation teams and local leadership in information dissemination, although government integration can be enhanced.

Figure 4.3.38: Project's Focus on Women Empowerment and Livelihood

Do you think the project focuses on women's empowerment and livelihood generation?
35 responses

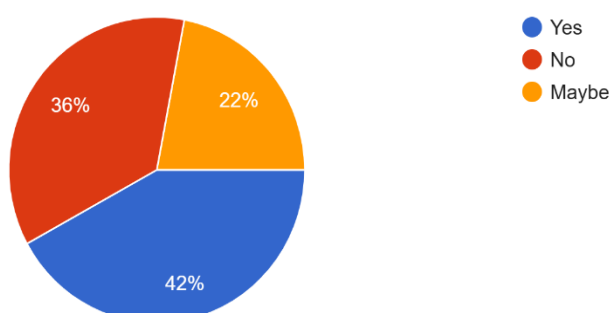


Community perception of the project's focus on empowering women.

Figure 4.3.38 depicts that 85.7% of respondents (those rating 4 or 5) recognized the project's emphasis on women's empowerment and livelihood generation. This reflects a strong alignment between the initiative's intended goals and the general public's perception. A smaller portion (14.3%) rated the focus at a moderate level (score 3), suggesting opportunities for deeper engagement or clearer communication of outcomes. Overall, the data indicates widespread resonance of the project's objectives within the community.

Figure 4.3.39: Visibility of Project Activities in the Village

Have you seen activities like training, business setup, exhibitions, etc. in your village?
50 responses

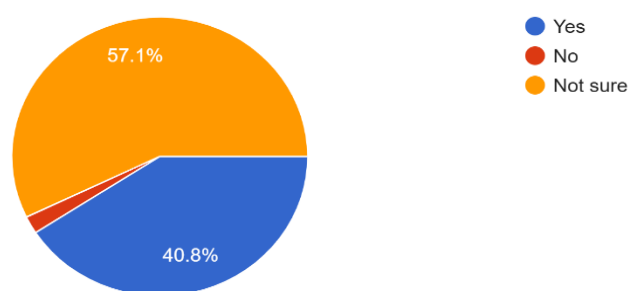


Respondents' observation of project activities like training, exhibitions, or enterprise setups.

Figure 4.3.39 depicts that, 42% confirmed witnessing project activities in their locality, suggesting decent outreach. However, a combined 58% either did not witness any activities or were unsure, revealing a need to amplify visibility and clarity of interventions at the grassroots level.

Figure 4.3.40: Inclusiveness of Project Activities

Are these activities inclusive and reaching the right beneficiaries?
49 responses

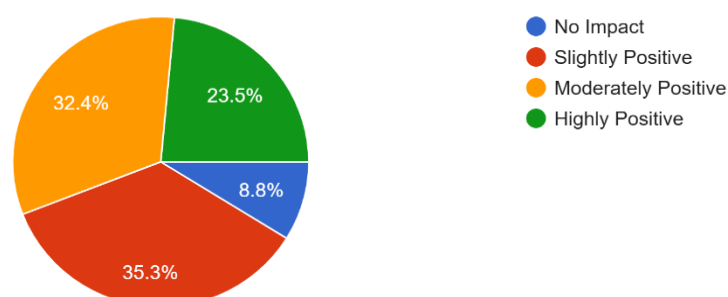


Public opinion on whether the project reaches the right beneficiaries.

Figure 4.3.40 tells that, 40.8% believed the project activities were inclusive, while 57.1% were unsure. The high percentage of uncertainty reflects communication gaps about project targeting and calls for greater community engagement in transparency and inclusivity measures.

Figure 4.3.41: Perceived Impact on Women's Lives

In your opinion, how has this project impacted women's lives in your village?
34 responses

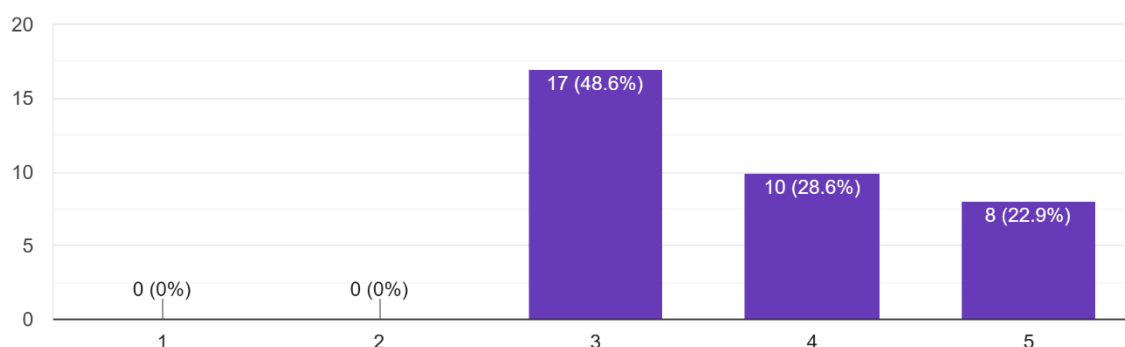


Extent of change perceived in women's lives due to the project.

Figure 4.3.41 illustrates that 91.2% of the respondents acknowledged positive changes, ranging from slight to high. Only 8.8% noted no impact, confirming that the project has made a significant impression on the community in advancing women's roles.

Figure 4.3.42: Satisfaction with Project Implementation

Overall, how satisfied are you with the project's implementation in your area?
35 responses

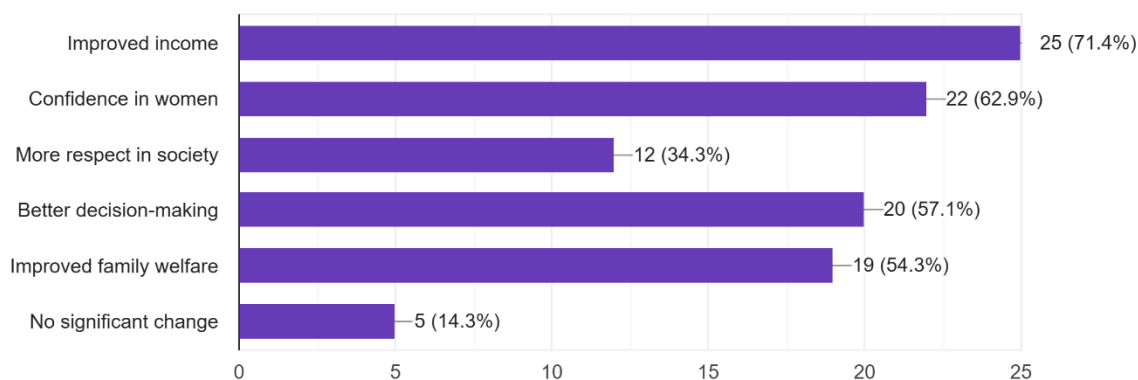


Public satisfaction with how the project is implemented.

Figure 4.3.42 depicts nearly half rated the implementation as average, with 51.5% expressing above-average satisfaction (ratings 4 and 5). Importantly, no respondent rated the implementation poorly, pointing to general community satisfaction with scope for further improvement.

Figure 4.3.43: Types of Changes Observed

What kind of changes have you observed? (Tick all that apply)
35 responses



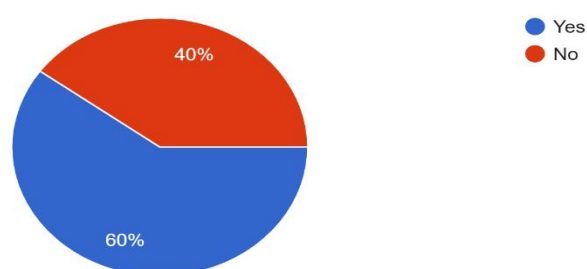
Observed benefits among women according to the general public (Multiple responses allowed).

Figure 4.3.43 depicts that the respondents noted improvements in income (71.4%), confidence (62.9%), and decision-making (57.1%). This highlights the multifaceted impact of the project beyond economics, touching behavioural and social dimensions as well.

Figure 4.3.44: Awareness of JPL's Role as Support Organization

Are you aware that JPL is supporting this initiative?

50 responses



Respondents' awareness that Jhajjar Power Limited supports the project.

Figure 4.3.44 illustrates that 60% of general public respondents were aware of Jhajjar Power Limited's (JPL) support for the initiative, while 40% reported no knowledge of the CSR partner's involvement. This moderate level of awareness points to a visibility and communication gap regarding the sponsor's role. It highlights the need for more prominent branding, community engagement, and acknowledgment strategies to enhance recognition of JPL's contribution at the grassroots level.

Qualitative Perception Themes:

Perceived Aim of the Project (N=50)

Theme	Frequency	Illustrative Quotes
Women Empowerment	10+	"To make ladies confident and self-dependent"
Support to Women-led Enterprises	10+	"Support women owned businesses"
Sustainability & Self-Reliance	8+	"Make women sustainable"; "Reduce women's dependency"
Skill Development & Livelihood	6+	"Help women learn skills and run shops or parlour"
Support to SHG Groups	5+	"To support SHG groups in earning better"
Job Creation in Village	1	"This project is to create job opportunities in the village"
Low Awareness / Don't Know	2	"Don't know much"; "Not aware about this specific project"

Table: 4.3.12

Suggestions for Project Improvement (N=38)

Thematic Area	Example Responses
Need for More Awareness	“Advertise programs”; “Conduct camps to show success stories”
Marketing and Sales Support	“Help women in marketing”; “Support selling outside the village”
Expansion to More Women/Areas	“Focus on more women”; “Involve women from backward areas”
Linkages with Government Schemes	“Connect with more schemes”; “Plant should support schemes”
Product Diversification & Training	“Teach more business options”; “Advance training to women”
Digital and Financial Support	“Add digital payment options”; “Provide financial help/loans”
General Support for Sustainability	“Want more such development initiatives”

Table: 4.3.13

Perception of JPL’s Role in Rural Development (N=35)

Thematic Area	Example Quotes
Women’s Empowerment	“JPL is helping women become self-dependent”
Handholding Support	“Their support is helping the village grow”
Better than Government Programs	“They are doing better than many government programs”
Need for Expansion	“Should expand to more areas”; “Continue such good initiatives”
Social Upliftment	“Supports social upliftment”; “Local economy has grown since they came”

Table: 4.3.14

Conclusion:

The perception of the general public towards the Swavalambi Udyogini project reflects a largely positive outlook. Most respondents acknowledged the project's role in empowering women, promoting livelihood opportunities, and contributing to rural development. However, there remains a visible gap in awareness and clarity among some community members, indicating the need for strengthened communication, outreach, and visibility strategies to ensure broader and more inclusive impact.

4.4 Focus Group Discussion with Women Entrepreneurs

To complement the quantitative findings and add depth to the perceptions of women entrepreneurs under the Swavalambi Udyogini project, a Focus Group Discussion (FGD) was conducted in Sasroli village on 13th May 2025. The discussion involved seven women entrepreneurs engaged in businesses such as tailoring, dairy, bag-making, and beauty parlour services. The goal was to explore their lived experiences, challenges, and recommendations in a more nuanced and narrative form.

Summary of Key Findings:

Question Explored	Summary of Responses	Key Themes
How much did you invest?	Investment ranged from ₹1,500 to ₹22,000 depending on business type. Mostly funded via SHG savings.	SHG capital, low-cost start-up
Initial challenges?	Faced lack of confidence, family resistance, poor market access, and social stigma.	Social barriers, market linkage
Where is income spent?	Reinvested in business, household expenses, and children's education.	Reinvestment, family welfare
SHG-related issues?	Irregular savings, meeting coordination, and trust concerns among members.	Group dynamics, financial discipline
Use of government schemes?	Linked with PM Suraksha Bima Yojana, Atal Pension Yojana, MSME schemes, with HPPI facilitation.	Scheme linkage, institutional support
Knowledge of project facilitators?	All participants identified JPL and HPPI as key stakeholders.	Awareness of support structure
Project's impact on empowerment?	Women unanimously shared how the project increased confidence, income, and social standing.	Empowerment, identity transformation
Suggestions for future?	Recommended that more capable women from the village be included in future project phases.	Inclusion, opportunity expansion

Table 4.4.15

The FGD provided enriched insights aligning with quantitative data. Participants exhibited a strong sense of gratitude, awareness, and hope. Many challenges shared were context-specific but reflected broader structural issues such as market access and gendered social norms. The responses validated the project's role in promoting self-reliance and entrepreneurship among rural women.

4.5 Case Studies of Women Entrepreneurs

Case Study 1: Pinki – From a Housewife to a Confident Entrepreneur

Pinki ji, a 38-year-old resident of **Sasroli**, had minimal exposure to financial decision-making before joining the *Swavalambi Udyogini* project. With just a primary level of education and no formal training, she often remained confined to household responsibilities. After enrolling in the project through her village SHG, Pinki attended training sessions in entrepreneurship and financial literacy conducted by HPPI facilitators.

Encouraged by these sessions, she started a **tailoring unit** from her home using a microloan facilitated through NRLM. Her initial earnings were modest, but over a year, she gained steady clientele, leading to a 3x increase in her monthly income. Her husband, initially sceptical, now helps manage her accounts and inventory.

“I had never imagined myself running a business. But now, even my daughters say they want to work like me,” Pinki ji proudly shared.



Case Study 2: Vimla – Strengthening Digital Confidence in Business

Vimla ji, a 45-year-old woman from **Sunderheti**, initially lacked confidence in using mobile phones or engaging in financial transactions. The *Swavalambi Udyogini* project not only trained her in **digital literacy and bookkeeping** but also helped her start a small **Grocery Shop** business.

She highlighted that HPPI’s continuous mentoring and group discussions gave her the courage to manage customer interactions, use Google Pay for payments, and maintain digital records. Her income, which was negligible earlier, now contributes significantly to her household expenses.

“People in the village come to me with respect now. I feel independent and proud,” Vimla ji shared.



Chapter 5

Discussion — Linking Findings with Literature and Theory

5.1 Awareness of Project Objectives Among Stakeholders

The study found that a high proportion of Women Entrepreneurs (86%) and HPPI staff (100%) were fully aware of the objectives of the Swavalambi Udyogini project. In contrast, awareness among the general public (36%) and family members of women entrepreneurs (50%) was relatively low.

These findings mirror the observation of Chatterjee & Mitra (2017), who emphasize the importance of transparent communication in CSR projects to ensure community ownership. The low awareness among non-beneficiary stakeholders suggests the need for enhanced outreach and participatory dissemination strategies.

5.2 Perceived Impact on Women Empowerment and Livelihoods

Respondents across stakeholder groups acknowledged a positive shift in women's financial status, decision-making, and self-confidence. For example, 80% of family members observed income generation, and 70% noticed improved decision-making among women.

These results align closely with the work of Kabeer (1999) and Deshpande & Sethi (2009), who stress that access to income enhances women's autonomy and intra-household bargaining power. The results also reaffirm the relevance of the Empowerment Theory, with real-world changes reported in self-efficacy, mobility, and social standing.

However, some limitations in sustained impact were noted, especially in market access, digital literacy, and linkages with formal financial systems—an issue previously raised by Mishra & Suar (2010).

5.3 Challenges in Implementation and Sustainability

The study revealed several key implementation challenges:

- Limited market exposure
- Need for advanced skill development
- Inconsistent family and community support

These insights echo the findings of Puhazhendhi & Badatya (2002), who found that microenterprise sustainability depends heavily on the ecosystem of support, including training, market access, and continued mentorship.

Moreover, Theory of Planned Behaviour (TPB) was validated in the sense that women's intention to start or sustain a business was influenced by community norms and perceived control. Family hesitation, as revealed in early-stage resistance in 10% of family respondents, highlights the importance of social approval and perceived capability in shaping entrepreneurial behaviour.

5.4 Role of Institutional and Governance Stakeholders

Panchayat members acknowledged the project's positive impact but recommended more inclusive planning in the next phase. HPPI staff rated the implementation highly but also noted areas for expansion such as exposure visits and advanced bookkeeping training.

These reflections support Mishra & Suar's (2010) suggestion that successful CSR requires sustained institutional support and stakeholder collaboration. Community perception validated that institutional actors like NRLM officials and bank representatives view such interventions as complementary to state-led initiatives.

5.5 Community-Level Observations

General public respondents observed improved confidence, income generation, and social visibility among women. However, many were unsure of the project's scope or sponsoring agency (JPL), suggesting a gap in external visibility.

This is consistent with Chambers (1994), who argued that participatory visibility and contextual engagement are key to effective rural development.

Summary of Key Linkages to Literature and Frameworks

Study Objective	Key Finding	Literature Linkage
Awareness among stakeholders	High for direct beneficiaries, low for public	Aligns with Chatterjee & Mitra (2017) on communication gaps
Economic Empowerment	Increased income and agency	Supports Kabeer (1999), Puhazhendhi & Badatya (2002)
Implementation Challenges	Gaps in skill, market, family support	Validated by TPB and Mishra & Suar (2010)
Multi-stakeholder perception	Diverse but generally positive	Reflects Chambers (1994) on participatory evaluation

Table 5.1.16

Overall, the findings confirm the significance of perception studies as valuable complements to conventional impact evaluations. The Swavalambi Udyogini project has made significant strides in fostering women entrepreneurship but must now focus on **sustainability**, **scale-up**, and **social acceptance** across broader community segments to maximize long-term impact.

Chapter 6: Conclusion and Recommendations

6.1 Conclusion

The findings of the study suggest that the *Swavalambi Udyogini* project has achieved significant strides in promoting women-led entrepreneurship and improving their confidence, leadership, and income levels. The project's training, bookkeeping, market linkage support, and continuous handholding by HPPI were acknowledged positively by almost all stakeholder groups.

However, challenges remain—such as initial lack of awareness, market access issues, and financial literacy gaps. The overall perception, drawn from triangulated data, reflects high community appreciation, especially for JPL's CSR involvement, with calls for scaling and deeper inclusion.

Notably, institutional stakeholders highlighted the alignment of the project with government priorities, and family members expressed pride in the entrepreneurial progress of the women involved.

This study aimed to assess the community perception of Project Swavalambi Udyogini, a CSR initiative implemented by Jhajjar Power Limited (JPL) in partnership with Humana People to People India (HPPI). The discussion presented herein connects the key research objectives with the empirical findings from various stakeholder groups to reflect upon the broader implications of the project in promoting sustainable livelihoods and women's empowerment in the 12 villages of Matanhail Block, Jhajjar Haryana.

The level of awareness and understanding among community stakeholders about the objectives of Project Swavalambi Udyogini:

The study revealed a high level of awareness about the project's objectives among direct stakeholders such as women entrepreneurs, Panchayat members, and HPPI staff. Many respondents could articulate the project's aim as promoting women-led businesses and fostering self-reliance. However, awareness levels among family members and general public were somewhat variable, with a proportion of respondents either unaware or partially informed. This points to a need for stronger outreach and communication strategies, especially for indirect stakeholders.

The perceived impact of the project on women's economic empowerment and livelihood sustainability.

The findings indicate a positive perception of impact, especially in areas such as increased household income, confidence, and leadership skills among women. The majority of women entrepreneurs reported enhanced business capabilities and social recognition, supported by favourable perceptions from Panchayat members and HPPI staff. Community members, too, largely agreed that the project had contributed meaningfully to women's empowerment, although suggestions for better market linkage and digital literacy emerged as common themes for improvement.

The challenges faced by women entrepreneurs and their SHGs in sustaining income-generating activities.

Through both survey and FGD responses, key challenges surfaced such as limited market access, difficulty in maintaining bookkeeping, and low participation of SHG members in regular meetings. Family support in initial stages and access to formal credit systems also posed significant hurdles. These findings suggest the need for stronger mentorship, SHG capacity-building, and institutional support for sustainability.

The perceptions of diverse stakeholder groups regarding the relevance, outreach, and effectiveness of the project.

Stakeholder-wise analysis revealed that while the core relevance of the project is universally recognized, perceptions varied in terms of outreach and effectiveness. HPPI staff rated the project highly on structure and community alignment but cited manpower limitations. Institutional actors emphasized the alignment with government priorities but flagged the need for better scheme convergence. The general public largely supported the initiative but highlighted the need for broader awareness campaigns and inclusion of more women in future project phases.

In conclusion, Project Swavalambi Udyogini is widely perceived as a relevant and impactful intervention for women's economic empowerment in rural Jhajjar, Haryana. However, to strengthen its sustainability and inclusiveness, enhanced focus on capacity-building, inter-departmental coordination, market development, and community engagement is recommended.

6.2 Recommendations

Based on the findings and Objectives, the following strategic recommendations are proposed:

- **Strengthen Awareness and Communication Strategies:**
Conduct targeted outreach campaigns (street plays, IEC material, WhatsApp updates, village sabhas) to enhance awareness among indirect stakeholders such as family members and the general public.
- **Integrate Project Briefings with Local Institutions:**
Encourage local Panchayats, SHG federations, and community health workers to conduct orientation sessions on the project objectives and benefits during routine meetings.
- **Enhance Capacity Building through Advanced Business Modules:**
Organize structured training sessions on bookkeeping, digital literacy, inventory management, branding, and digital marketing to strengthen enterprise sustainability.
- **Strengthen Market Linkages and Livelihood Diversification:**
Facilitate connections with online platforms, rural marts, and corporate buyers to widen the sales avenues for women entrepreneurs. Offer training on product diversification based on market trends.
- **Establish Mentorship and Peer Learning Circles:**
Create a mentorship network involving local successful women entrepreneurs and external experts for ongoing handholding, troubleshooting, and peer-to-peer learning.
- **Facilitate Financial Inclusion and Credit Linkages:**
Collaborate with NRLM, MFIs, and rural banks to ease access to low-interest microloans, business insurance, and flexible repayment structures for women entrepreneurs and SHGs.
- **Revitalize SHG Engagement Mechanisms:**
Introduce incentives for regular SHG meetings, audit tools for tracking group performance, and capacity-building modules for SHG leaders.
- **Institutional Coordination and Feedback Integration:**
Strengthen coordination with government departments (WCD, Rural Development, MSME) to align with existing schemes and improve convergence.

- **Establish a Community-Based Monitoring System:**

Create a participatory feedback and evaluation loop using mobile-based tools to capture stakeholder feedback, including satisfaction levels, grievances, and suggestions.

6.3 Implications for Future Research

This study opens doors for further longitudinal research to evaluate the long-term sustainability of women-led enterprises. In-depth case studies and comparative studies with other CSR-led livelihood interventions would provide rich insights into what models yield lasting impact.

6.4 Final Reflections

The Swavalambi Udyogini Project has sown the seeds of rural women's entrepreneurship and self-reliance. It is not merely a CSR activity, but a community transformation tool. With a stronger implementation framework and stakeholder alignment, it has the potential to evolve into a replicable model for women's economic empowerment in India's rural landscape.

Annexure

Glimpses from the Field



Annexure I: Sample Informed Consent Form

Title of the Study: Community Perception on Project Swavalambi Udyogini Undertaken by JPL in 12 Surrounding Villages

Name of the Researcher: Jai Singh Chauhan

Institution: IIHMR University, Jaipur

Purpose of the Study:

This study seeks to understand the perceptions of community stakeholders regarding the Swavalambi Udyogini project's impact on women empowerment and livelihood promotion.

Confidentiality:

All responses will remain confidential and used strictly for academic purposes. No personal identifiers will be disclosed.

Voluntary Participation:

Participation is completely voluntary, and the participant can withdraw at any point without any consequence.

Consent Statement:

I have read and understood the above information. I voluntarily agree to participate in this study.

Participant's Signature: _____

Date: _____

Researcher's Signature: _____

Project Swavalambi Udyogini – Beneficiary Perception Form

This form is part of a study to assess the perception of Project Swavalambi Udyogini on the women beneficiaries. Your responses was help in improving the project outcomes. All responses are confidential and used only for academic purposes.

* Indicates required question

1. Name *

2. Age

3. Village *



Mark only one oval.

☐ Sasroli

☐ Dhalanwas

☐ Sehlanga

☐ Sunderheti

☐ Jharli

☐ Jhamri

☐ Khanpur khurd

☐ khanpur Kalan

☐ Bazidpur

☐ Ladain

☐ Akehri Madanpur

☐ Amadal Shahpur

4. Education *

Mark only one oval.

- ☐ No Formal Education
- ☐ Primary
- ☐ Secondary
- ☐ Higher Secondary
- ☐ Graduate or above

Project participation

5. When did you join Project Swavalambi Udyogini? *

Mark only one oval.

- ☐ Less than 2 years
- ☐ 2-3 years
- ☐ More than 3 years

6. Which training have you attended under Swavalambi Udyogini? (in 4day session) *

Tick all that apply.

- ☐ Entrepreneurship
- ☐ Financial Literacy
- ☐ Digital Literacy
- ☐ Marketing
- ☐ Others

7. How useful did you find the training? *

1 2 3 4 5



8. Do you feel confident to start or run a business after the training? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

Enterprise Impact

9. Did you start an income-generating activity? *

Mark only one oval.

- ☐ Yes
☐ No

10. Type of activity *

Tick all that apply.

- ☐ Tailoring
☐ Dairy
☐ Beauty Parlour
☐ Garment Shop
☐ Macrame
☐ Other

11. If Other, Please Specify

12. Approximate monthly income from the activity
(in rupees)

13. Has your household income improved since joining the SHG or business? *

Mark only one oval.

1 2 3 4 5

No ☐ ☐ ☐ ☐ ☐ Yes, Completely

14. Are you part of any SHG *

Mark only one oval.

☐ Yes

☐ No

15. If yes, then tell the name your SHG

16. Is your SHG still active *

Mark only one oval.

☐ Yes

☐ No

17. Has your confidence or leadership ability improved after the project?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

18. Have you faced any challenges in running your enterprise or continuing activities? *

Community Perception

This section aims to understand how the Swavalambi Udyogini project is perceived by the community, including family members, neighbours, and other villagers. Please answer honestly and freely.

19. How did people in your community initially react to your participation in the Swavalambi Udyogini project? *

Mark only one oval.

- ☐ Very supportive
- ☐ Somewhat supportive
- ☐ Neutral
- ☐ Hesitant or doubtful
- ☐ Not supportive at all

20. Did you face any social pressure or discouragement from your family or neighbours while joining the project? *

Mark only one oval.

- ☐ Yes
- ☐ No

21. If yes, please specify

22. Has the attitude of the community changed after seeing your involvement and training in the project? *

Mark only one oval.

- ☐ Yes, positively
- ☐ No, it remained the same
- ☐ No, it got worse
- ☐ Not sure

23. Do you feel respected and valued more in your community after being associated with the project? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ To some extent

24. In your opinion, how is the Swavalambi Udyogini project perceived in your village as a whole? *

Mark only one oval.

- ☐ Very positively – it's seen as empowering
- ☐ Somewhat positively – people are still observing
- ☐ Mixed – some support, some criticize
- ☐ Not very positively – people don't understand it ☐ Negatively – it's not seen as useful

25. Any other suggestions you want to give from a community's point of view regarding livelihood development programs for women?

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Perception of Panchayat Representatives on Swavalambi Udyogini Project

Perception Study of Panchayat Representatives on Swavalambi Udyogini Project

* Indicates required question

1. Name of the Respondent *

2. Designation *

3. Village *

Mark only one oval.

☐ Sasroli

☐ Dhalanwas

☐ Sehlanga

☐ Sunderheti

☐ Jharli

☐ Jhamri

☐ Khanpur Khurd

☐ Khanpur kalan

☐ Bazidpur

☐ Ladain

☐ Akehri Madanpur

☐ Amadal Shahpur

4. Years of association with the Panchayat

Awareness and Understanding of the Project

5. How did you come to know about the Swavalambi Udyogini Project in your village?

*

6. How well do you understand the objectives of the Swavalambi Udyogini Project?

*

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Very Well

7. In your understanding, what is the main goal of the Swavalambi Udyogini Project?

Perceived Impact on Women and Community

8. To what extent do you feel the Swavalambi Udyogini Project has contributed to women's empowerment in your village? *

Mark only one oval.

- ☐ Significantly
- ☐ Moderately
- ☐ Slightly
- ☐ No Impact

9. Which types of enterprises have women started under this project in your village? (Tick all that apply) *

Tick all that apply.

- ☐ Dairy/Farming
- ☐ Beauty Parlour
- ☐ Tailoring/Garment work
- ☐ Grocery shop
- ☐ Others

10. Do you see an increase in women's participation in village-level decision making after the project? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

11. Has there been any visible change in the household income of the beneficiaries? *

Mark only one oval.

- ☐ Yes, significant
- ☐ Somewhat
- ☐ No
- ☐ Not aware

12. Do you feel that the women entrepreneurs trained under Swavalambi Udyogini are confident and independent now? *

Mark only one oval.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree

Role of Panchayat and Community Support

13. What has been the role of Panchayat in supporting the Swavalambi Udyogini Project?

14. Did the Panchayat provide any space, help in mobilization, or local coordination?

Mark only one oval.

- ☐ Yes
- ☐ No

15. Do you believe community support is strong for the women entrepreneurs under this project?

Mark only one oval.

- ☐ Yes
- ☐ Moderate
- ☐ Weak
- ☐ No support

16. What more can be done by the Panchayat or community to make this initiative sustainable?

17. Please give any suggestions to improve the impact and outreach of the Swavalambi Udyogini Project:

18. How would you describe the overall impact of the Swavalambi Udyogini project on women in your village?

19. Do you think the project has brought any socio-economic change in the village?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Can't say

20. If Yes:

"Please mention what kind of changes you have observed (economic, social, mobility, confidence, etc.)"

21. To what extent do you think the women trained under this project have become self-reliant?

Mark only one oval.

1 2 3 4 5

Still ☐ ☐ ☐ ☐ ☐ Fully self-reliant

22. What is your opinion on the role of JPL (Jhajjar Power Limited) in supporting this project?

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Google Forms

Veterinary Officers' Perception on Women-led Dairy Enterprises under Swavalambi Udyogini Project – JPL Supported

1. Name

2. Designation

3. Village/Block

4. Years of Experience in Veterinary/Animal Husbandry Services

Awareness & Involvement

5. Are you aware of the Swavalambi Udyogini Project being implemented in your area?

Mark only one oval.

☐ Yes

☐ No

6. Have you interacted or worked with any women trained or supported under this project (especially in dairy)?

Mark only one oval.

☐ Yes

☐ No

7. If yes, please describe your interaction or involvement

Perception of Women-led Dairy Initiatives

8. From your experience, how capable are these women in handling animal health, hygiene, and feeding practices after associated with Swavalambi Udyogini?

Mark only one oval.

☐ Very capable

☐ Somewhat capable

☐ Not capable

☐ Can't say

9. Do they seek veterinary services or consultations regularly?

Mark only one oval.

☐ Yes

☐ Occasionally

☐ Rarely

☐ No

10. What are the major challenges these women face in dairy-related work?

Tick all that apply.

- ☐ High cost of fodder
- ☐ Veterinary service accessibility
- ☐ Animal diseases
- ☐ Lack of knowledge
- ☐ Lack of market access

11. Other

Sustainability and Suggestions

12. How sustainable do you find these dairy activities under the project?

Mark only one oval.

- ☐ Highly sustainable
- ☐ Sustainable with support
- ☐ Not sustainable
- ☐ Can't say

13. Do you see any improvement in the economic condition of women involved in dairy after the intervention?

Mark only one overall.

- ☐ Significant improvement
- ☐ Some improvement
- ☐ No visible change
- ☐ Can't say.

Perception and Implementation Insights – Swavalambi Udyogini Project (HPPI Field Team)

1. Name

2. Designation/Role in the Project

3. Years of experience with HPPI

4. Duration of involvement in Swavalambi Udyogini Project

Project Implementation

5. How would you describe the overall progress of the Swavalambi Udyogini Project

Mark only one oval.

- ☐ Very Good
- ☐ Satisfactory
- ☐ Average
- ☐ Needs Improvement

6. Which components of the project were most successful in your observation?

Tick all that apply.

- ☐ SHG Mobilization and Training
- ☐ Business Development Training
- ☐ Credit linkage with banks/NRLM
- ☐ Community mobilization

7. Please share any success story of a woman entrepreneur under this project

Community Perception and Engagement

8. How would you describe the community's perception of the Swavalambi Udyogini project?

Mark only one oval.

- ☐ Highly positive and supportive
- ☐ Mixed (some support, some doubts)
- ☐ Neutral
- ☐ Negative or indifferent

9. How have the families of women entrepreneurs responded to their involvement in the project?

Mark only one oval.

- ☐ Highly supportive
- ☐ Mixed response
- ☐ Not very supportive
- ☐ Don't know

Challenges and Recommendations

10. What were the key challenges you faced during implementation?

11. What further support do you think women entrepreneurs need?

Tick all that apply.

- ☐ Advanced training in business/finance
- ☐ Access to working capital
- ☐ Marketing or branding support
- ☐ Mentorship and networking
- ☐ Digital skills training
- ☐ Family counseling

12. Do you think this project is sustainable in the long run without external support?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

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Google Forms

Institutional Perception Survey: Swavalambi Udyogini

1. Name

2. Designation/Position

3. Department/Organization

Mark only one oval.

☐ NRLM

☐ Local Administration

☐ Bank

☐ Other

4. Years of Experience in SHG Mobilization/Local Administration/Rural Banking

Awareness & Involvement

5. Are you aware of the Swavalambi Udyogini Project implemented in your area with support of JPL?

Mark only one oval.

☐ Yes

☐ No

6. How do you perceive the implementation of the project in your jurisdiction?

Mark only one oval.

- ☐ Very effective
- ☐ Moderately effective
- ☐ Ineffective
- ☐ Not aware

7. Is your department in any way involved in the project implementation or coordination?

Mark only one oval.

- ☐ Yes, regularly
- ☐ Occasionally
- ☐ No involvement

Perception & Feedback

8. How would you rate the alignment of the Swavalambi Udyogini project with NRLM's/ State gov. goals of women empowerment?

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Fully aligned

9. How would you rate the satisfaction level of beneficiaries based on your observation or interaction?

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Highly satisfied

10. In your view, how has the Swavalambi Udyogini project impacted the self-reliance and confidence of women?

11. Have any SHG members under NRLM taken loans to establish/expand entrepreneurial activities under this project?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not sure

12. Is there any linkage of Swavalambi Udyogini beneficiaries with government schemes (e.g., NRLM, PMEGP, MUDRA, DIC schemes)?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Not aware

13. Do you think JPL's support through this project has been effective in addressing the local economic needs of women?

14. Overall, how would you rate the Swavalambi Udyogini Project in your area?

Mark only one oval.

1 2 3 4 5

Poo ☐ ☐ ☐ ☐ ☐ Excellent-well implemented and impactful

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Google Forms

Perception of Family Members about the Swavalambi Udyogini Project

1. Name

2. Relation with the Woman Entrepreneur

3. Name of Woman Entrepreneur in your family

4. Village



Khanp

ur

Kalan

☐

Bazidp

ur

☐

Ladain

☐

Akehri

Madanpu

☐

Amadal

Shahpur

Mark only one oval.

☐ Sasroli

☐

Dhalanwas

☐ Sehlanga

☐

Sunderheti

☐ Jharli

☐ Jhamri

☐ Khanpur

Khurd

☐

5. Are you aware that the woman in your family is part of the Swavalambi Udyogini project?

Mark only one oval.

☐

Yes

☐

No

6. Do you know which business she is involved in?

Mark only one oval.

☐

Tailoring

☐

Parlour/Cosmetic

Shop ☐

Dairy

☐

Grocery/Kirana

☐

Macrame

making

7. Other please specify



8. Who motivated her to join this project?

☐

N

R

L

M

☐

Mark only one oval.

☐

Self-motivated

☐

Family Member

JPL ☐

Dropdown

HPPI

☐ Peer

☐ Other

Perception and Support

9. What was your initial reaction when she started the business?

Mark only one oval.

☐ Very Supportive

☐ Supportive but

worried ☐ Neutral

☐ Opposed

initially ☐ Still

Opposed

10. In what ways do you support her work now?

Tick all that apply.

☐ Financial Support

☐ Help with Housework

☐ Managing Shop / Customers

sometimes ☐ Emotional Encouragement

☐ No support provided

11. Have you noticed any positive change in her after starting the work?

Tick all that apply.

☐ More confident

☐ More

independent

☐ Better at decision-making

☐ Earning income

☐ Not much change noticed

12. How does the community perceive her work?

Mark only one oval.

- ☐ Positive and supportive
- ☐ Mixed views
- ☐ Some negative comments
- ☐ Not aware

13. Has your financial condition improved after she started her work?

Mark only one oval.

- ☐ Yes, clearly
- ☐ Slightly improved
- ☐ No change
- ☐ Not sure

14. Would you encourage other women in the family/community to take up such work?

Mark only one oval.

- ☐
- Yes
- ☐ No

General Public Perception Survey:

Swavalambi Udyogini Project (JPL– HPPI)

This survey is part of a study being conducted to understand the general public's perception of the *Swavalambi Udyogini Project*, supported by **Jhajjar Power Limited (JPL)** and implemented by **Humana People to People India (HPPI)**. The project aims to promote women's entrepreneurship and self-reliance in rural areas.

Your feedback is valuable in assessing the effectiveness, awareness, and community impact of this initiative. The information provided was be kept confidential and used only for research and development purposes.

We appreciate your time and honest responses.

1. Name

2. Gender

Mark only one oval.

☐ Male

☐ Female

☐ Prefer not to say

3. Age Group

Mark only one oval.

☐ Below 25

☐ 26-35

☐ 36-45

☐ 46-60

☐ 60+

4. Village

 Dropdown

Mark only one oval.

☐ Sasroli

☐ Dhalanwas

☐ Sehlanga

☐ Sunderheti

☐ Jharli

☐ Jhamri

☐ Khanpur Khurd

☐ Khanpur Kalan

☐ Bazidpur

☐ Ladain

☐ Akheri Madanpur

☐ Amadal Shahpur

5. Occupation

Awareness about the project

6. Have you heard about the Swavalambi Udyogini Project?

Mark only one oval.

☐ Yes

☐ No

7. If yes, how did you hear about it?

Mark only one oval.

☐ Panchayat

☐ HPPI/JPL team

☐ NRLM

☐ Others

Knowledge of Objectives

8. In your understanding, what is the main aim of this project?

9. Do you think the project focuses on women's empowerment and livelihood generation?

Mark only one oval.

1 2 3 4 5

Disa ☐ ☐ ☐ ☐ ☐ Strongly agree

Project Visibility & Involvement

10. Do you know any woman who has benefited from this project?

Mark only one oval.

☐ Yes

☐ No

11. Have you seen activities like training, business setup, exhibitions, etc. in your village?

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

12. Are these activities inclusive and reaching the right beneficiaries?

Mark only one oval.

☐ Yes

☐ No

☐ Not sure

Impact Perception

13. In your opinion, how has this project impacted women's lives in your village?

Mark only one oval.

☐ No Impact

☐ Slightly Positive

☐ Moderately Positive

☐ Highly Positive

14. What kind of changes have you observed? *(Tick all that apply)*

Tick all that apply.

- ☐ Improved income
- ☐ Confidence in women
- ☐ More respect in society
- ☐ Better decision-making
- ☐ Improved family welfare
- ☐ No significant change

Satisfaction & Suggestions

15. Overall, how satisfied are you with the project's implementation in your area?

Mark only one oval.

1 2 3 4 5

Very ☐ ☐ ☐ ☐ ☐ Very Satisfied

16. What improvements would you suggest?

Linkages and Institutional Support

17. Are the project participants linked to government schemes

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Don't Know

18. Do you think more institutional support is needed?

Mark only one oval.

☐ Yes

☐ No

☐ Not Sure

Jhajjar Power Limited's Role

19. Are you aware that JPL is supporting this initiative?

Mark only one oval.

☐ Yes

☐ No

20. How do you perceive JPL's role in rural development?

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