

Community Perception on project Swavalambi Udyogini

A CSR initiative by JPL in collaboration with HPPI

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Jhajjar Power Limited – An Apraava Energy Initiative

- **JPL is a part of Apraava Energy, a leading private power company in India.**
- **The Jhajjar Power Plant is a 1,320 MW coal-based thermal power plant in Haryana.**
- **Committed to sustainable development and corporate social responsibility through impactful local interventions.**
- **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

- **A national development organization working across 15+ states in India.**
- **Partners with CSR and government initiatives for livelihood, education, and women empowerment.**
- **In this project, HPPI is implementing "Swavalambi Udyogini" across 12 villages.**

Importance of Perception Study for Organisations like JPL

Why Perception Studies Matter:

- **Enhances Program Responsiveness**

Captures real-time insights from stakeholders to ensure CSR programs remain relevant and adaptive to community needs.

- **Builds Trust and Transparency**

Demonstrates commitment to listening and improving, strengthening JPL's social license to operate.

- **Informs Strategic Planning**

Guides better resource allocation, future intervention design, and helps identify gaps or overlooked areas.

- **Measures Social Impact Beyond Numbers**

Goes beyond quantitative metrics to understand lived experiences and qualitative impacts of initiatives like Swavalambi Udyogini.

- **Supports Sustainability & Scale-up**

Helps identify what works well and what needs improvement, fostering scalable and sustainable development efforts.

PROJECT OVERVIEW

“Empowering Women Entrepreneurs for Sustainable Livelihoods”

Swavalambi Udyogini : Empowering Women Entrepreneur in 12 Villages through :

- Entrepreneurship Development Training.
- Financial Inclusion.
- Market Linkage.
- Capacity Building.

Key focus Areas :

- Entrepreneurship.
- Livelihood.
- Digital Literacy .
- Market Linkage.

Phase I (2020 - 2023)



Phase II (2023 - 2025)

Over 3,000 women engaged and 350 women entrepreneurs successfully trained and supported under the Swavalambi Udyogini initiative till date.

Research Question

"How do different community stakeholders perceive the impact and effectiveness of Project Swavalambi Udyogini in promoting sustainable livelihoods and women's empowerment in the 12 surrounding villages of JPL?"



STUDY OBJECTIVE AND INTERNSHIP FOCUS

- Assess awareness levels among stakeholders about the project.
- Evaluate perceived impact on women's economic empowerment.
- Capture challenges in sustaining entrepreneurial activities.
- To capture 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.



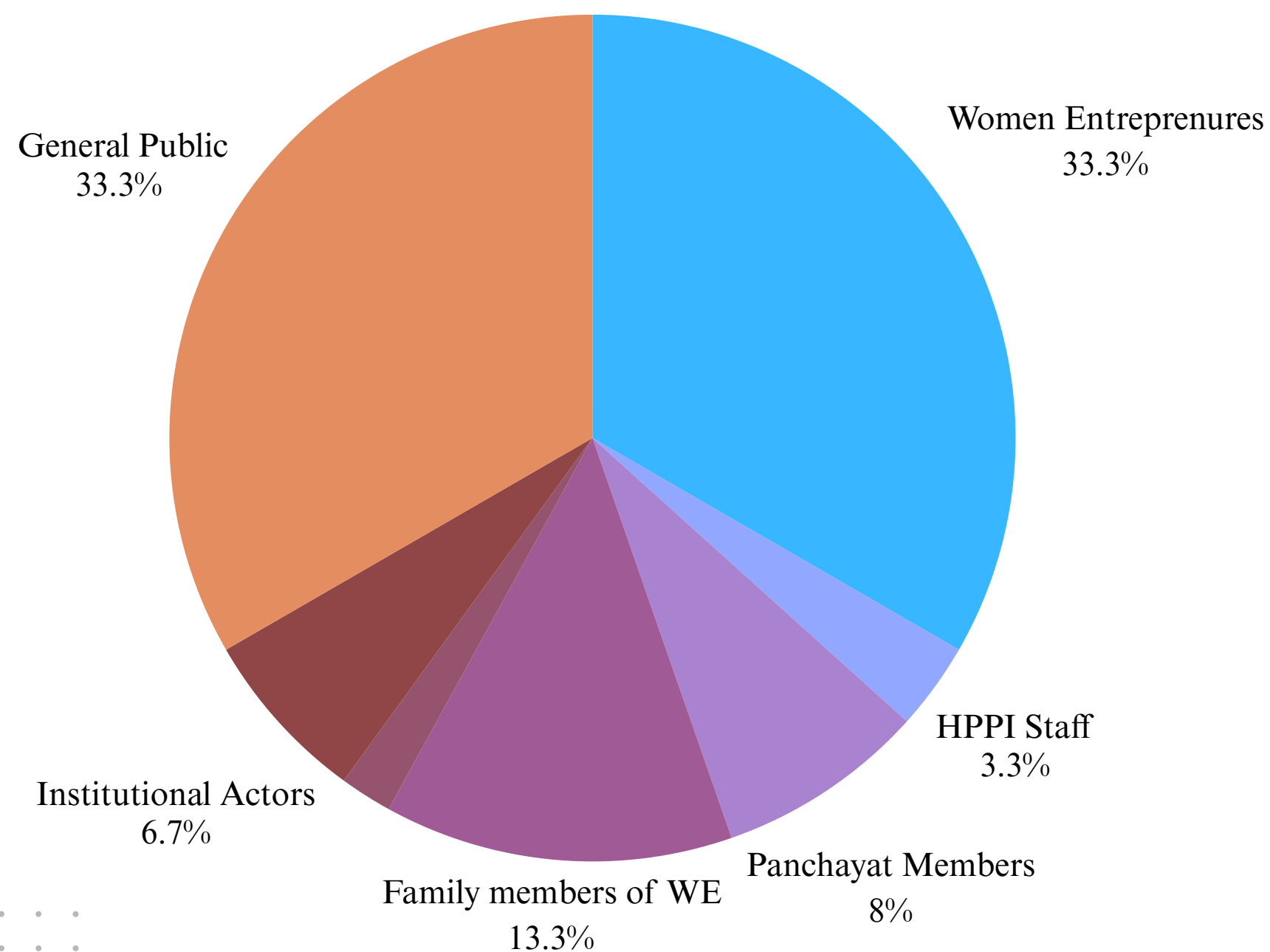
Duration : March - May 2025

METHODOLOGY

- Mixed - Method approach (Quality + Quantity)
- Tools : Google Forms , FGD , Interviews .
- Sample size : 150 respondent from 7 stakeholder groups .
- Villages Covered : 12 villages surrounding plant operational area .



STAKEHOLDERS COVERED (N= 150).



-  **Women Entrepreneures (50)**
-  **Panchayat Members (12)**
-  **HPPI Staff (5)**
-  **Veterinary Doctors (3)**
-  **Institutional Actors (10)**
-  **Family Members (20)**
-  **General Public (50)**

Demographic Snapshot – Women Entrepreneurs & General Public

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

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

Awareness of the Swavalambi Udyogini Project'S

OBJECTIVES Among Different Stakeholders

Stakeholder Group	Fully Aware	Partially Aware	Not Aware	Total Respondents (N)
Women Entrepreneurs	43	7	0	50
Panchayat Members	7	3	2	12
Veterinary Officers	1	1	1	3
HPPI Staff	5	0	0	5
Family Members of Women Entrepreneurs	10	8	2	20
NRLM / Local Administration / Banks	7	2	1	10
General Public	18	20	12	50

Perceived Impact of Project Swavalambi

Udyogini Across Stakeholder Groups

<i>Stakeholders Group</i>	<i>Observed Changes / Reflections</i>
<i>Women Entrepreneurs</i>	<i>Increased income (70%), higher confidence (72%), improved decision-making, and strong training utility (92%)</i>
<i>Family Members</i>	<i>Noticed better financial contribution, enhanced social respect, and improved household dynamics</i>
<i>Panchayat Members</i>	<i>Reported enhanced visibility of women in governance; 50% saw clear income growth; 90% noted confidence rise</i>
<i>Institutional Actors (NRLM/Bank/Admin)</i>	<i>Strong alignment with government schemes, good satisfaction, partial success in SHG loan access</i>
<i>HPPI Staff</i>	<i>Acknowledged behavioral change, entrepreneurship culture, and the need for further market linkage support</i>
<i>General Public</i>	<i>71% observed income improvement, 63% saw confidence rise, and 57% noted better decision-making in women</i>

Stakeholder Recommendations for Improving Swavalambi Udyogini

<i>Stakeholder Group</i>	<i>Key Suggestions/Recommendations</i>
<i>Women Entrepreneurs</i>	<i>More advanced product-specific training, branding/marketing support, and increased access to capital</i>
<i>Panchayat Members</i>	<i>Extend project to uncovered villages, involve marginalized communities, and sustain activities beyond project cycle</i>
<i>Family Members</i>	<i>Greater community awareness, promote digital payments, and support for business expansion</i>
<i>Institutional Stakeholders</i>	<i>Focus on digital literacy, improve forward market linkages, and connect with government rural marts</i>
<i>HPPI Staff</i>	<i>Need for business diary maintenance, enhanced monitoring mechanisms, and consistent mentorship</i>
<i>General Public</i>	<i>Conduct success story campaigns, engage more backward communities, and provide platform visibility</i>

PERCEPTION INSIGHT FROM THE FIELD

- ***Awareness:***

- o *High awareness among Women Entrepreneurs, HPPI Staff, and Panchayat Members.*
- o *Moderate awareness among Family Members and General Public, suggesting a need for better outreach.*

- ***Empowerment & Impact:***

- o *72% of women reported increased confidence and decision-making ability.*
- o *Over 70% noted a rise in household income.*
- o *Panchayat and Institutional Actors confirmed visible improvements in women's leadership and visibility.*

- ***Community Response:***

- o *85% of the General Public and Family Members observed positive social change.*
- o *Women's roles in business are becoming increasingly normalized and appreciated at the village level.*

- ***Institutional Alignment:***

- o *NRLM and Local Administration viewed the project as aligned with government priorities on women empowerment and rural development.*
- o *Support was evident in terms of linkages to schemes and financial services.*

INSIGHTS INTO GAPS AND OPPORTUNITIES

- *Key Challenges Identified:*

- o *Limited market access and exposure.*
- o *Difficulty in adopting bookkeeping methods.*
- o *Time constraints and family responsibilities impacting regular business activity.*
- o *Low participation in SHG meetings and group coordination.*

- *Stakeholder Suggestions:*

- o *Market linkage support to boost product reach and income.*
- o *Digital training to enhance record-keeping and promotion.*
- o *Greater awareness drives especially in under-covered villages.*
- o *Involvement of more women from backward communities.*
- o *Institutional stakeholders suggested better scheme convergence and capacity-building.*

FOCUS GROUP DISCUSSION HIGHLIGHTS – SASROLI VILLAGE

7 Women Entrepreneurs from Sasroli Village (involved in tailoring, beauty parlours, grocery shops, etc.)

- **Enhanced Confidence & Social Mobility:**

- > “Pehle ghar tak seemit thi, ab sabke saamne bol leti hoon.”
- > (Earlier we were confined to homes, now we can speak in front of others)
- > Women reported increased self-confidence and participation in village-level events.

- **Business Skill Development & Income Growth:**

- > All participants acknowledged that their business understanding, such as cost management, pricing, and basic marketing, improved through HPPI trainings.
- > Some women reported doubling their monthly income after joining the Udyogini program.

- **Supportive Role of HPPI & JPL:**

- > Frequent visits, hand-holding support, and trainings helped many women overcome initial fear of starting businesses.
- > Positive perception of field staff: “Madam har waqt guide karti thi” (Staff was always there to guide us).

- **Challenges Highlighted**

- > Lack of access to broader markets remains a common issue.
- > Digital payments and recordkeeping are still difficult for older or less-educated participants.

- **Suggested Improvements**

- > More exposure visits and regular follow-ups.
- > Need for product diversification and marketing support beyond village boundaries.

CONTRIBUTION AS AN INTERN

- Created tools for perception mapping
- Synthesized qualitative & quantitative findings
- Shared actionable insights with HPPI & JPL
- Added value to CSR monitoring mechanism



Reflections from the Field: My Experience

◆ **Real-world Learning**

Working closely with HPPI and JPL allowed me to understand how grassroots implementation aligns with strategic CSR vision.

◆ **Stakeholder Interaction**

Engaging with women entrepreneurs, local institutions, and the general public gave me firsthand exposure to rural entrepreneurship dynamics.

◆ **Analytical Growth**

Designing tools, collecting field data, and analyzing stakeholder responses honed my research, evaluation, and reporting skills.

◆ **Personal Takeaway**

This experience deepened my belief in participatory development and the need for inclusive, perception-driven project design.



“True development begins when voices are heard, perceptions are valued, and women are empowered to lead change.”

— With sincere regards, Jai Singh Chauhan

THANK YOU