

**Community Perception on Project Swavalambi Udyogini
Undertaken by JPL in 12 Surrounding Villages**

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SYNOPSIS

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1. Introduction:

Jhajjar Power Plant (JPL) is a coal-based power plant, and a wholly owned subsidiary of Apraava Energy is in Jhajjar district of Haryana. As part of the CLP Holdings group, the plant operates with the assistance of Haryana Power Generation Corporation Limited (HPGCL). JPL is a 1,320 MW power plant, and it plays a crucial role in providing power to the northern grid. The plant also contributes to local development through its Corporate Social Responsibility (CSR) initiatives. As government of India through its *India's Companies Act, 2013* mandates companies earning over a specified amount to invest a minimum of 2% of their mean net profits on CSR initiatives (*Ministry of Corporate Affairs, 2013*) of the last three years. Companies have raised most CSR expenditure to comply with this rule.

Corporate Social Responsibility (CSR) initiatives play a crucial role in promoting sustainable development in rural communities. Project Swavalambi Udyogini, implemented by *Humana People to People India (HPPI)* with the support of Jhajjar Power Limited (JPL), Apraava Energy, is one such initiative aimed at fostering self-reliance among local communities, particularly women. The project focuses on skill development, market linkages, and livelihood opportunities.

This study aims to assess the community's perception of the project, particularly its impact, challenges, and effectiveness in improving rural livelihoods. The research is conducted in 12 villages surrounding JPL's operational area: Sasroli, Dhalanwas, Sehlanga, Sunderheti, Jharli, Jhamri, Khanpur Khurd, Khanpur Kalan, Bazidpur, Ladain, Akehri Madanpur, and Amadal Shahpur.

2. Literature review and problem statement:

Various studies highlight the importance of community participation in CSR initiatives for sustainable development. Previous research has examined the role of livelihood projects in rural empowerment, but there remains a gap in understanding how beneficiaries perceive such initiatives and whether they meet their intended objectives.

The problem this study addresses is the extent to which Project Swavalambi Udyogini has been effective in creating sustainable livelihoods and how the community perceives its impact.

3. Rationale:

Understanding the perception of beneficiaries is essential for assessing the success of any development initiative. This study will provide valuable insights for JPL to improve the project, ensuring its sustainability and better alignment with community needs. The findings will also contribute to broader discussions on the effectiveness of CSR interventions in rural development.

4. 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?

5. Objectives:

1. To assess the level of awareness and understanding among community stakeholders about the objectives of Project Swavalambi Udyogini.
2. To evaluate the perceived impact of the project on women's economic empowerment and livelihood sustainability.
3. To explore the challenges faced by women entrepreneurs and their SHGs in sustaining income-generating activities.
4. 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.

6. Methodology

- Study Design: The study adopts a descriptive cross-sectional research design.
- Study Area: The research will cover 12 villages: Sasroli, Dhalanwas, Sehlanga, Sunderheti, Jharli, Jhamri, Khanpur Khurd, Khanpur Kalan, Bazidpur, Ladain, Akehri Madanpur, and Amadal Shahpur.
- Sampling Method: Systematic Random Sampling will be used to select respondents from the target population.

- **Sample Size:** A representative number of beneficiaries and key stakeholders will be selected based on population proportion.
- **Data Collection:** Primary data will be collected through structured surveys, interviews, and focus group discussions (FGDs). Secondary data from JPL reports and government records will also be analyzed.
- **Study Duration:** March 18 to June 10, 2025 (3 months).

7. Data analysis plan:

- **Quantitative Data:** Descriptive statistics (percentages, mean, standard deviation) and inferential analysis using statistical tools (e.g., chi-square tests, correlation analysis).
- **Qualitative Data:** Thematic analysis of responses from interviews and FGDs to capture community perspectives.

8. Ethical considerations:

- **Informed Consent:** All participants will be briefed on the study's purpose, and consent will be obtained before participation.
- **Confidentiality:** Personal information of respondents will be kept anonymous.
- **Nonmaleficence:** The study will ensure no harm comes to participants, directly or indirectly.

9. Implications of research:

➤ **Practical Implications:**

- Helps HPPI and JPL understand how the project is perceived by the community.
- Provides insights to enhance program effectiveness and outreach strategies.

➤ **Academic Implications:**

- Contributes to research on rural livelihood programs and women's entrepreneurship.
- Offers empirical evidence for CSR-based livelihood interventions.