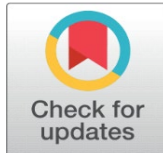
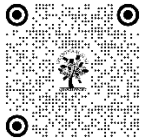


EVALUATING THE SOCIAL AND ECONOMIC IMPACT OF ABHA PROJECT UNDER TATA POWER DDL'S CSR INITIATIVES

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ABSTRACT

This research assesses the social and economic effects of the ABHA Project; a CSR intervention by Tata Power DDL targeting vulnerable groups in North and West Delhi. It is expected to include services for the development of deprived communities, which for them mean they will address healthcare, education, and employment services. The method used in the study was ethnographic which included direct observation, surveys, and interviews. The study examines the social, economic and community impact of the project towards empowering the society and enhancing the economic status of the society. According to the data collected, the living standards of the beneficiaries were significantly improved, education, and income sources were enhanced. Nevertheless, some issues concerning distribution of the resources and the sustainability of the programs were raised. Patterns were found with the help of affinity diagrams in order to evaluate the advantages and disadvantages of participants. Based on the findings of this research, the following recommendations are made for Tata Power's future CSR practices, especially for the expansion of the ABHA project to ensure the delivery of maximum social and economic impact.

Keywords: ABHA Project, Social Impact, Economic Development, CSR, Tata Power DDL, Ethnographic Study, Community Empowerment

1. INTRODUCTION

CSR has become a strategic and effective way through which organizations can be used to support the development of societies as they support their core business. CSR activities are significant for any challenges in India where socio economic disparities and regional imbalances still exist. Delhi based Tata Power Delhi Distribution Limited (Tata Power-DDL), one of the fastest growing utilities in India has been fulfilling the responsibility of undertaking CSR activities that would contribute to the improvement of the social and economic condition of the society especially the vulnerable section of the society residing in the distribution area of Tata Power-DDL. Its notable programs include the ABHA Project, a social reform program aimed at giving a new deal to the socially deprived strata of society that especially the lower strata of society especially in the less developed world. ABHA project is part of CSR initiatives by Tata power-DDL, and its main aim is to provide support to slum dwellers in urban areas with topics such as; health, education, women, and employment standards. The project is implemented in the North and North-West districts of Delhi, which are among the

most populated and least served areas. Through education, vocational training and health, the ABHA Project intervenes directly with the beneficiaries to achieve long term socio-economic growth.

1.1 TATA POWER DDL'S CSR INITIATIVES

Tata Power DDL a prominent utility in the field of power distribution in North and North West Delhi had been instrumental in addressing the needs of the vulnerable sections of the society in the context of CSR policies formed to bring about improvement among such groups. Being a part of Tata Group, which is a well-respected company for its strong ethical principles oriented towards various social causes, Tata Power DDL also understands the unwritten rule of "community welfare." The CSR policies of the company are in education, health, livelihood, skill development, and the like that targets the weaker sections of society (Chaudhuri, B. R., 2022).

It is on this premise that Tata Power DDL supports its CSR activities on the understanding that sustainable development can only be achieved where the communities around the company are prosperous. The programmes formulated by them are meant for development of the socio-economic status of disadvantaged groups of people particularly women & children and the less developed sections of Delhi (Mallick, J., Almesfer, 2022). The company desires its CSR framework to be in line with the United Nations Sustainable Development Goals of education, gender, health, and power. In its various programs, Tata Power DDL has changed the lives of thousands of people and contributed to the all-round development of the society (Bindajam, A. A., 2020).

The Tata Power DDL CSR has one of its biggest social development projects under the name called ABHA, which is a special project that focuses directed at the twin objectives of social enlightenment and socio-economic rehabilitation of troubled societies.

1.2 IMPORTANCE AND RELEVANCE OF THE ABHA PROJECT

The ABHA project (Active Board for Holistic Awareness) is a specific CSR activity of Tata Power DDL aimed at enhancing the quality of life of people residing in JJ colonies (slum redevelopment projects) in North and West Delhi (Addas, A. 2020). The project is of special significance because the mentioned communities suffer from the lack of education, healthcare, and employment. Due to the growth of the population in Delhi, the inhabitants of JJ colonies have also risen, forming enclaves of poor residents in a rich city (Alqahtani, R. T. 2012). The ABHA project seeks to fill this gap by offering service delivery and employment and skills training (Dhir, S., Sushil, 2019). In its essence, the project aims at improving the quality of life of the vulnerable people especially women and youths through providing them with means to do so (Al-Maliki, S. Q. A. K., 2019). Community based interventions such as education, vocational training for especial needs, and health camps are used to empower, economically enable and reintegrate the beneficiaries in the large society (Aboneama, W. A. 2018).

The fact that the project is centered on social and economic development is a reason why it is applicable in the present situation (Mathur, A. 2018). As the ABHA project works for poverty and inequality eradications, the project does not only change individual lives but also creates strong communities (Abdelatti, H., Elhadary, 2017). Among the concerns prevalent in India, unemployment, social inequality for fair reward for fair work, and lack of readily accessible adequate healthcare are in sharp spotlight today, and as long as such reforms and projects like the ABHA exist or remain to be implemented, transformations and developments in erring on the side of the progressive will be possible (Saleh, M. A. E. 2000).

2. OBJECTIVES

- To assess the social impact of the ABHA project
- To evaluate the economic impact of the ABHA project
- To understand the beneficiaries' perspectives

3. SIGNIFICANCE OF THE STUDY

The study is useful in enhancing an understanding of the impact of corporate social responsibility on the living standards of vulnerable groups in North and West Delhi. The research employs ethnographic techniques to document the day-to-day experiences of the beneficiaries and their views on the socio-economic transformational impact of the ABHA Project, which gives the study practical relevance and fills a gap in the literature on CSR by providing practical insights into the impact of the ABHA Project in the context of CSR for future reference by policymakers and corporate entities to improve

their CSR strategies for the benefit of the targeted communities. Thus, this research seeks to close the gap between business goals and community requirements for the development of a society that is more just.

4. RESEARCH METHODOLOGY

The JJ colony in North and West Delhi is the subject of the current anthropological investigation. One type of qualitative study that looks at how individuals interact with one another in a particular location is ethnography. This research offers a detailed examination of the attitudes and actions of regular users, as well as the sights and noises they encounter. This way of gathering data can reveal how users perceive and interact with their surroundings. Among the ethnographic approaches include direct observation, diary studies, photography, video records, and artefact analysis—analyzing things like a person's daily tools. The user can observe at the workplace, at home, or with friends and family. Depending on the sort of study being conducted, the duration of the investigations may differ. "A research that lasts weeks or even months might result from an hour or two of observation. Under Tata Power DDL's CSR Initiatives, this report focusses on the ABHA Project's Social and Economic Impact.

4.1 SAMPLE SIZE

The study was carried out in 12 districts of Tata Power-DDL located in the north and north-west of Delhi. These districts are home to the present CSR activities. Twelve areas provided a total of four thousand specimens.

4.2 NORTH AREA:

1. "City Circle encompassing Moti Nagar (MTN), Keshav Puram (KPM) & Pitampura (PPR) Districts".
2. "Town Circle encompassing Civil Lines (CVL), Shakti Nagar (SKN) & Model Town (MDT) Districts".

4.3 NORTH WEST AREA:

1. "Urban Circle encompassing Shalimar Bagh (SMB) & Badli (BDL) Districts Metro".
2. "Circle encompassing Rohini (RHN) & Mangol Puri (MGP) Districts Suburban".
3. "Circle encompassing Bawana (BWN) & Narela (NRL) Districts".
- 4.

4.4 DATA COLLECTION

As part of the data collection procedure, a subset of the JJ colony families who agreed to participate in the study were selected using a purposeful sampling technique. Researchers also utilised random stratified sampling to choose a subset of students who were not involved in the volunteer program but had similar demographic and descriptive characteristics to the program participants. Within or between focus groups, a purposive sample type may be appropriate. Regarding the stratified random sample type, it is a pertinent technique for comparing groups and establishing population validity to make sure that the target populations may be represented by attainable populations.

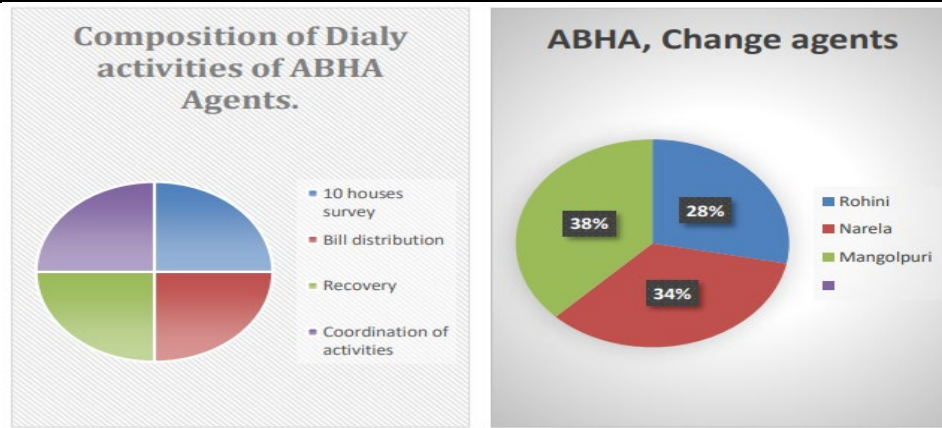
Using the context of ethnographic research in the recipient communities, the Tata CSR initiative was examined and assessed. The project is evaluated using a qualitative framework of data gathering using staff interviews and survey surveys. 50 beneficiaries from each initiative were the focus of the evaluation and analysis of these programs.

4.5 DATA ANALYSIS

The method used to gather the information affected the analysis of the findings. A thorough investigation was carried out in order to have a deeper knowledge of the users and how they carry out the actions in question in both scenarios. The information was examined for trends and patterns. They are especially curious about the obstacles and challenges that customers faced and how this impacted different users. One method for analysing the data is an affinity diagram. This method assists you in compiling all your research results so that you can start identifying patterns. The primary findings were recorded by the researchers using post-It notes, which were subsequently categorised according to the resources available.

5. RESULTS AND DISCUSSION

Important new information about the social and economic effects on the beneficiaries in the JJ colony in North and West Delhi was obtained from the assessment of the ABHA Project under Tata Power DDL's CSR activities.



The Tata Power DDL and its CSR initiatives are coordinated, implemented, and publicised on the ground by the ABHA Program's ground crew. Change agents are polled and their answers are collected from the three districts that make up the total of 60 ABHA. Twenty field coordinators' replies are also collected for evaluation.

5.1 EVALUATION OF ABHA CHANGE AGENTS AND THEIR ACTIVITIES IN GROUND

Interviews with 60 ABHA change agents who have worked for Tata Power for one to ten years showed that they are involved in CSR initiatives including recovery, home surveys, and bill delivery. Additionally, they are aggressively growing their CSR initiatives, which include tutorial programs, vocational training, and Women Literacy Initiatives. A large number of these agents were recipients of the WLC program, which enabled them to collaborate with Tata Power DDL and become change agents.

- One of the landmarks in comprehending the local requirements and delivering CSR initiatives on the ground is the ABHA program.
- The ABHA has a number of influential members who rose to the position of leadership via community empowerment programs, such as women literacy centres.
- With the right education and experience, ABHA can make a big difference in community development as agents of change.
- The replies indicate that customers' default payment was influenced by financial concerns and uncertain economic conditions.
- The efficiency of ABHA agents is affected by several circumstances, such as local collaboration and societal acceptability, and the daily working hours of these agents vary from one location to another.
- ABHA Agents, as advocates for social change, ought to be capable of speaking for all parts of society, prejudices and all.
- The company's services and corporate social responsibility activities were well-received by the local community.

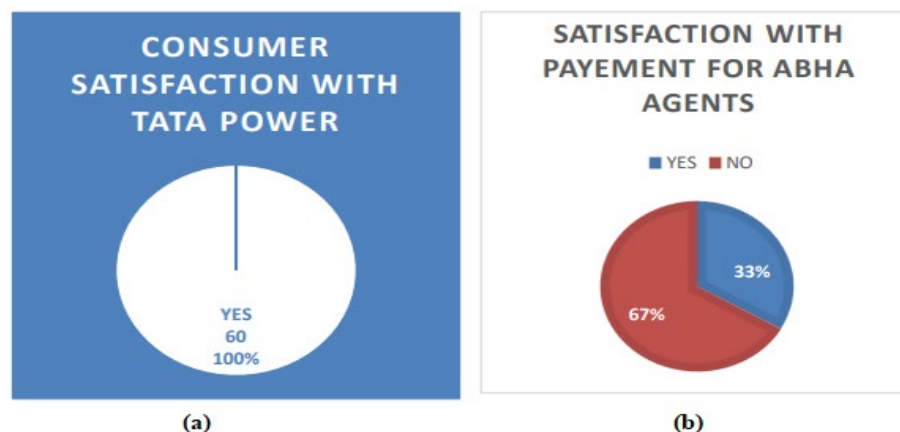


Figure 1: Consumer satisfaction (a) TATA power and (b) payment for ABHA agents

Through the Abha (Abhas) plan, which enables women to assume organisational and leadership responsibilities at JJ clusters, Tata Power DDL's Unnati project has had a tremendous influence on women. The Unnati group's ABHA program

emphasises skill transfer, livelihood development, and women's empowerment. In the workplace and for customers, ABHA employees speak for Tata Power, its industrial requirements, and its CSR programs. They are viewed as power brokers who work for a corporation with financial interests, collecting electricity bills and assisting with disconnections. The majority of the Unnati project's visions are attributed by the direct beneficiaries of the ABHA system to intangible benefits associated with respect, identity, role, and social standing. These women's greater access to their neighbourhood and culture makes it easier for them to play the role of an ABHA working in the field. These women's social standing and placement are greatly influenced by the ABHA network and communication channels, which fosters female solidarity throughout the community's social strata.

Although the ABHA plan is a great illustration of multi-agency collaboration in CSR and development projects, there are worries that the Shalimar Bagh project may have a detrimental effect on work ethics and financial stability. Each district has around fifty Abhas, who are community women who assist Tata Power in collecting payments.

- Over three years, 80% have been affiliated with Tata Power.
- 20% have joined during the past six months or a year.
- 75% have made contact via seniors serving as Abhas or coordinators who previously held that position.
- Almost all of them (99%) work between two and four hours every day.
- The majority of clients are happy with the services provided by Tata Power.
- Since at least one person in every home is able to pay online, 85% of customers—i.e., the individuals living in the community—are satisfied with this method of payment.
- The majority of Abhas expressed their ease and satisfaction with working online.

Pitampura and Model Town Abha workers are dissatisfied with their low pay, which is out of proportion to the amount of labour they do. They are tasked with conducting daily household surveys and bill recovery. A recovery incentive of 55 rupees is added to the base salary of 1400 rupees each month. Although most workers are content with their salary, they believe it is insufficient for the labour they do. To encourage themselves, some employees ask for presents. While the partnered NGO in Model Town is not working with the workers, the partnered NGO in that town is helpful and cooperative. Employees at Abha feel singled out and frequently aren't given a voice. Being an Abha strengthens them, granting them dignity and self-assurance while engaging with others. But the NGO partner in Pitampura appears to be impolite and unresponsive.

- A typical day for an abha worker consists of two or three hours of work.
- Every single responder brought up the fact that Tata Power customers are happy with the service they receive.
- According to Abha workers, the main reasons customers don't pay are because they're having money problems or claim not to have received the bill.
- When asked if they felt comfortable making payments online, respondents were evenly split. They made note of the fact that certain buyers feel at ease while others are not.

Their work's challenges are essentially tied to the responses people have when they seek rehabilitation. When they go for recuperation, they often do not encounter any hostility because people know them, but occasionally they are treated rudely and told not to return repeatedly begging for money. Young Abha employees also claimed that they occasionally get teasing when they go to work.

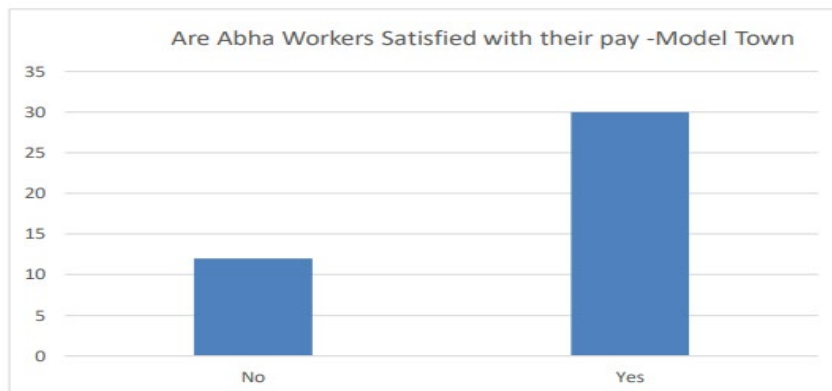


Figure 2: Abha workers satisfaction with pay- Model Town

Out of 42 respondents 12 said No and 20 said Yes in Model Town.

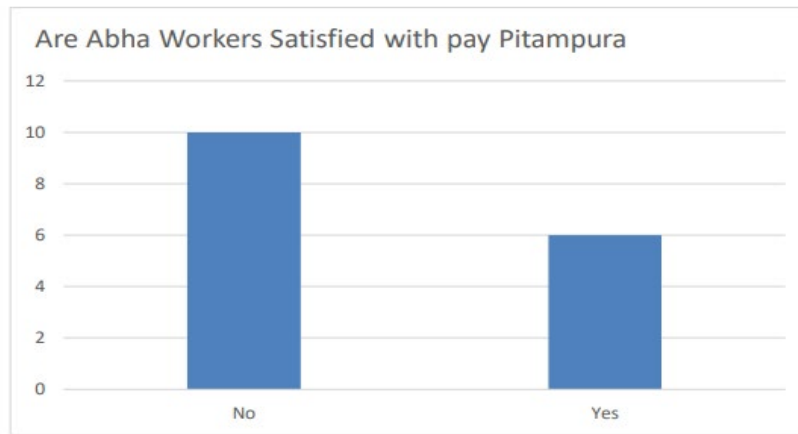


Figure 3: Abha workers satisfaction with pay Pitampura

Out of 16 Abha Workers from Pitampura 10 said No and 6 said Yes.

According to a study conducted among 55 ABHAS in Keshav Puram, J.J. Colony, and Moti Nagar, ABHA employees are upbeat and self-driven, spending two to three hours a day to educate customers about TATA programs and help with online electrical bill payments. They consider this work to be secure and financially independent, and during the COVID-19 pandemic, Tata has given less educated segments of society access to earning power. Some employees, especially young females, have said that they would want a pay increase or alternative employment possibilities because they are the only providers for their families. They further point out that most of the customers in these locations are workers, which causes late payments. For the Moti Nagar region, they ask for light men and outside assistance. Although online bill payment is appreciated by both customers and Abha employees, in-person interactions are still encouraged to guarantee on-time payment.

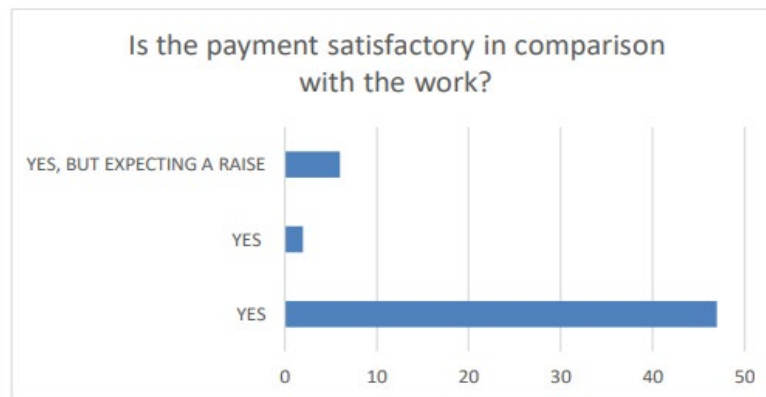


Figure 4: Payment satisfaction with work

In a survey comparing employee satisfaction with pay, 47% of participants said they were happy with their present salary, whilst 3% said they were happy but also anticipated a rise. This indicates that most people are happy, although a tiny percentage hope for more financial progress.



Figure 5: Personal experience of Abha Worker

47% of respondents said they had a favourable experience after joining Abha Worker, with many calling it "good" or "very good." Furthermore, 1% stated that the position has increased their confidence and flexibility in their job, while 2% expressed happiness but stressed their want for a pay rise.

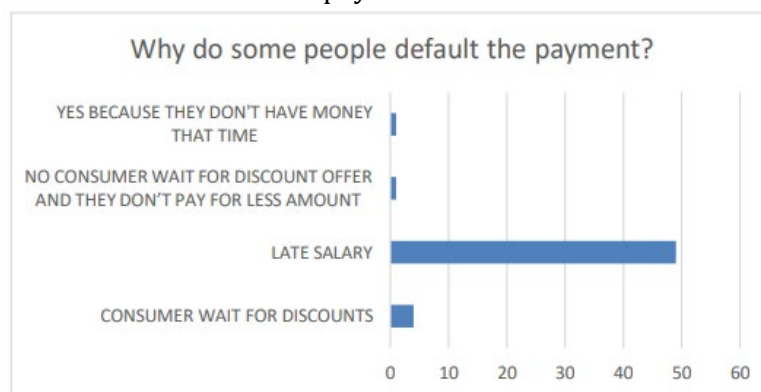


Figure 6: Why people default the payment

The main reason why so many people miss payments is that 46% of them have salary delays, which makes it difficult for them to make their financial commitments on time. Approximately 2% of buyers often wait for sales in the hopes of saving money before making purchases. About 1% of people don't have the money when they need to pay, and another 1% choose not to pay in hopes of receiving a better deal later.

As change agents, ABHA should be fairly compensated for their contributions to community development. Local beneficiaries gradually progress from schemes to leadership positions; prompt training and skill development can help ABHA agents advance to the required leadership positions in the community. When recruiting ABHA agents, diversity and local composition should be considered. There are some places in the neighbourhood that are outside the purview of some programs.

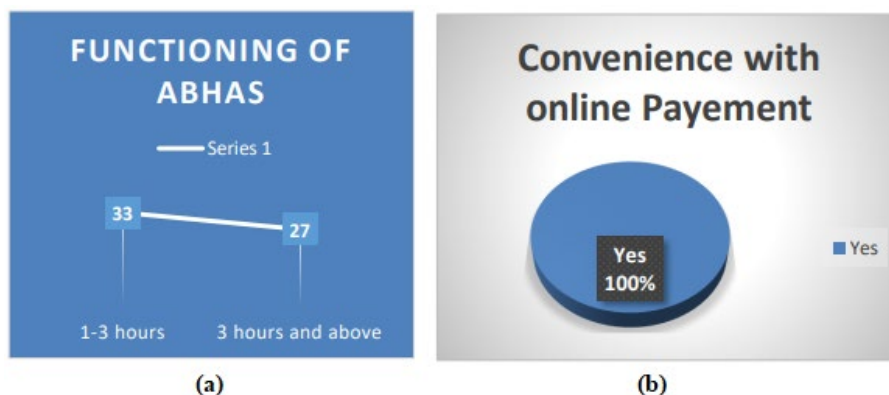


Figure 7: (a) Functioning of ABHAS (b) Online payment convenience

Bill distribution, payment collection, ten-house surveys, and ground-level CSR initiative coordination are among the everyday duties of ABHA, Change agents. The members of ABHA on the ground come from a variety of backgrounds and have one to eight years of experience in local development and community service. Customers and ABHA are used to paying their bills online; in fact, they were shown to be happier and more at ease while doing so. The daily and weekly tasks performed by ABHA agents differed depending on the location. When extra resources were required for a particular cluster. Additionally, the daily working hours ranged from one to six hours.

6. CONCLUSION

The assessment of the ABHA project under the CSR activities of Tata Power DDL shows the social and economic benefits to the people in North and West Delhi. The ethnographic study, underscores several areas of positive change in living standards, education, and social integration. Beneficiaries stated that the project has helped them to have more stable income, better employment status and higher income levels. But it also revealed some issues such as the issues in implementation, and the differences in the level of participation of the community. The study implies that even though the ABHA project has impacted many aspects of community life, feedback from different beneficiaries is crucial to enhance and modify CSR. There are issues such as, local stakeholder involvement in the planning and implementation of projects could also be a way of increasing their efficiency and durability. This evaluation calls for the need to have a

special approach towards the implementation of CSR since every community is different. Combined, the ABHA project is a case study for future CSR projects that envision long-term societal and economic value for deprived regions, and the role of a company in improving the stability of a community.

CONFLICT OF INTERESTS

None.

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