

IMPACT ASSESSMENT REPORT of CSR project for setting up 2000 hoardings of 'Pradhan Mantri Sahaj Bijli Har Ghar Yojana' (**SAUBHAGYA SCHEME**) in the state of **JHARKHAND**



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ACKNOWLEDGEMENT

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A special thanks to the Jharkhand Urja Vikas Nigam Limited (JUVNL), for their invaluable assistance and cooperation were instrumental in the successful completion of this project. We are also deeply indebted to the local stakeholders, including small vendors, petrol pump employees, locals, urban people, small shop owners, villagers, and cab drivers, for their willingness to share their experiences. Their valuable feedback played a pivotal role in shaping our understanding of the project's impact and effectiveness. Our special thanks to Mr. Harindar Kumar Singh, GM of Jharkhand Urja Vikas Nigam Limited (JUVNL), for his immense cooperation and guidance throughout this impact assessment study.

Finally, we would like to acknowledge the tireless efforts and dedication of our colleagues. Their unwavering support and collaboration were essential in ensuring the timely and successful completion of this impact assessment study.

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EXECUTIVE SUMMARY

This impact assessment study assesses the CSR impact of putting up 2000 hoardings promoting the Pradhan Mantri Sahaj Bijli Har Ghar Yojana (SAUBHAGYA) in Jharkhand. The purpose was to examine the effectiveness of these hoardings in spreading knowledge about the strategy and expanding electricity connections throughout the state.

Some significant interpretations we may summarise from this effect assessment study are:

Increased awareness: The hoardings significantly increased awareness of SAUBHAGYA among target groups. The survey findings revealed a considerable improvement in comprehension of the scheme's benefits and application processes.

Positive Impact: The initiative expanded electricity connections, especially in rural and underdeveloped areas. All the data analysis revealed a correlation between hoarding presence and greater connection rates.

Community Engagement: The hoardings encouraged community conversation and participation with local authorities. Residents indicated they felt more empowered to advocate for energy access.

Challenges and recommendations: While the program was effective, issues including vandalism and restricted reach in distant locations were noted. Recommendations include improving monitoring methods, investigating alternate advertising channels in underprivileged areas, and using local language to increase accessibility.

1. BACKGROUND OF THE PROJECT

Background

In August 2013, the Din Dayal Upadhyay Gramin Jyoti Yojana (DDUGJY) was sanctioned by the Govt. of India with the aim of 100% Rural Electrification in India. The scheme has been taken off with the aim of electrification of every village. Despite 100% implementation of this initiative, many rural and urban homes remain unconnected due to a lack of consciousness. To electrify the un-electrified houses of individuals who cannot afford power under the DDUGJY program, the Government of India introduced the **Pradhan Mantri Har Ghar Sahaj Bijli Yojana, (SAUBHAGYA)** initiative, in September 2017 to attain last-mile connection across India. To raise awareness among communities and individuals, 2000 hoardings regarding this plan were placed throughout the state of Jharkhand.

Location:

Project Location:

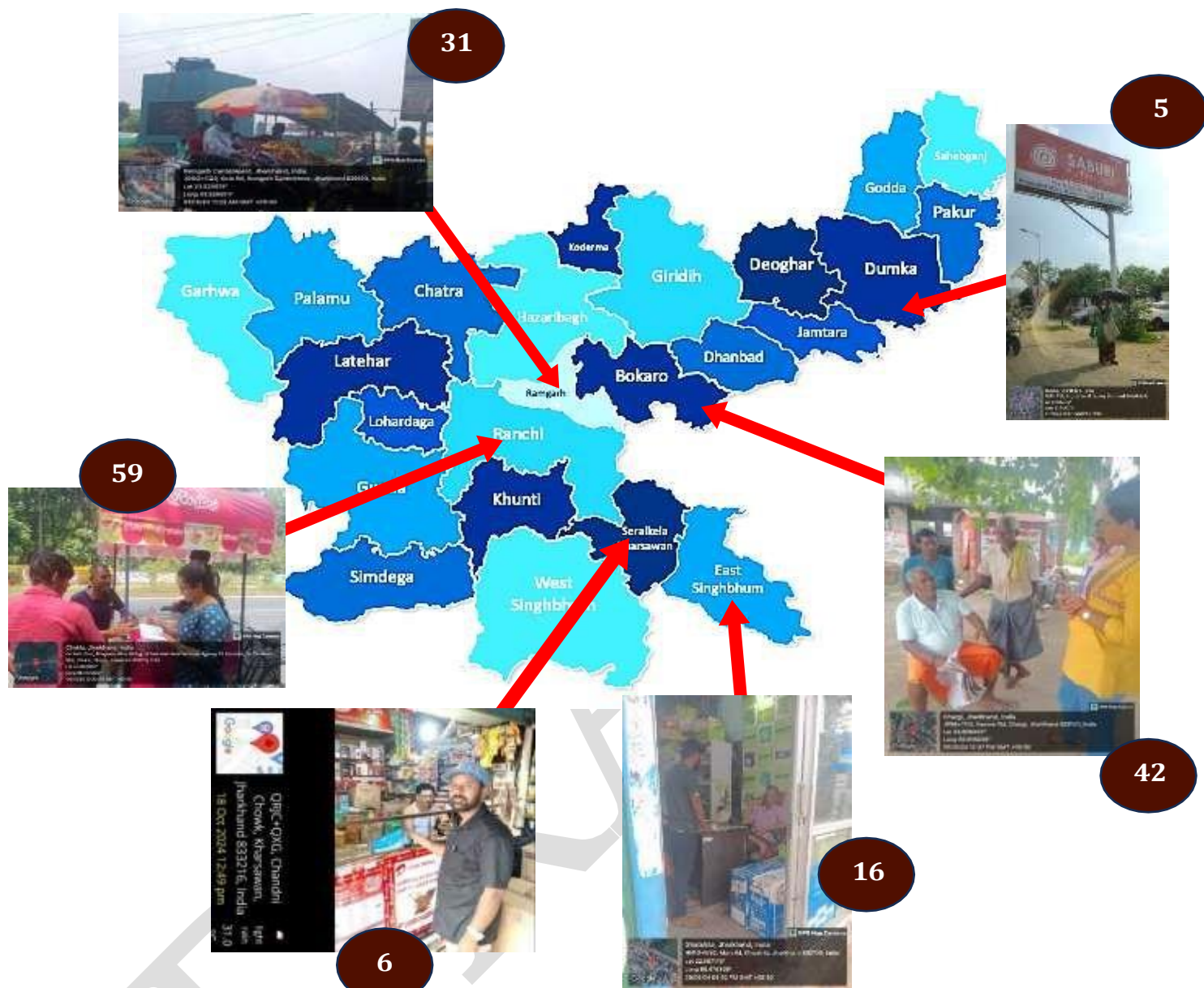
There is no specified location for this project. This Impact Assessment Report is supposed to depict the whole scenario of the State of Jharkhand. We have covered the 6 districts of Jharkhand out of total 24 districts (25%).

Location (Districts) Covered during Impact Assessment Study:

1. Seraikella Kharsawan: We have visited the Seraikella market in Seraikella town.
2. East Singhbhum: We have visited Ghatshila & Musabani town of East Singhbhum.
3. Ranchi: We have visited Ranchi town, in Ranchi district, the capital city of Jharkhand.
4. Dumka: We have visited Dumka town in the Dumka district located on the North-east side
5. Ramgarh: Following this two-city visit, we visited Patratu, Ramgarh on the way to Bokaro from Ranchi.
6. Bokaro: We have visited Bokaro Steel City in the Bokaro district.

Districts Covered

The circle details signify the number of stakeholders covered in each district of Jharkhand



Location Covered for assessment:



Name of the district of Jharkhand	Number of stakeholders Covered
RAMGARH	31
SERAIKELLA-KHARSAWAN	6
RANCHI	59
EAST SINGHBHUM	16
BOKARO	42
DUMKA	5

2. RESEARCH METHODOLOGY

Objective:

The objective of the study is-

- 1) To assess the impact of the awareness created by the 2000 hoardings, which contain information about the Pradhan Mantri Sahaj Bijli Har Ghar Yojna or SAUBHAGYA scheme in the state of Jharkhand.
- 2) Know whether the common people have the information and awareness about the scheme.

Methodology:

To examine the impact of the awareness raised by 2000 hoardings as part of this CSR Project, a hybrid methodology was used, using both qualitative and quantitative research techniques for data collecting. Using these tools, the team interacted with recipients and other stakeholders.

Following data collection and analysis, the important data results were compiled into a consolidated report for management review. PFC supervised this investigation. We also employed a feedback mechanism to offer an overall overview of the implementation's efficacy and efficiency in terms of producing the targeted project outcomes with reference input.



The deliverables of the study cover the following:

- Impact Assessment of the SAUBHAGYA scheme of this CSR Project.
- Case Studies from the consumers of the scheme.
- Short videos of consumers and geo-tagged photographs.

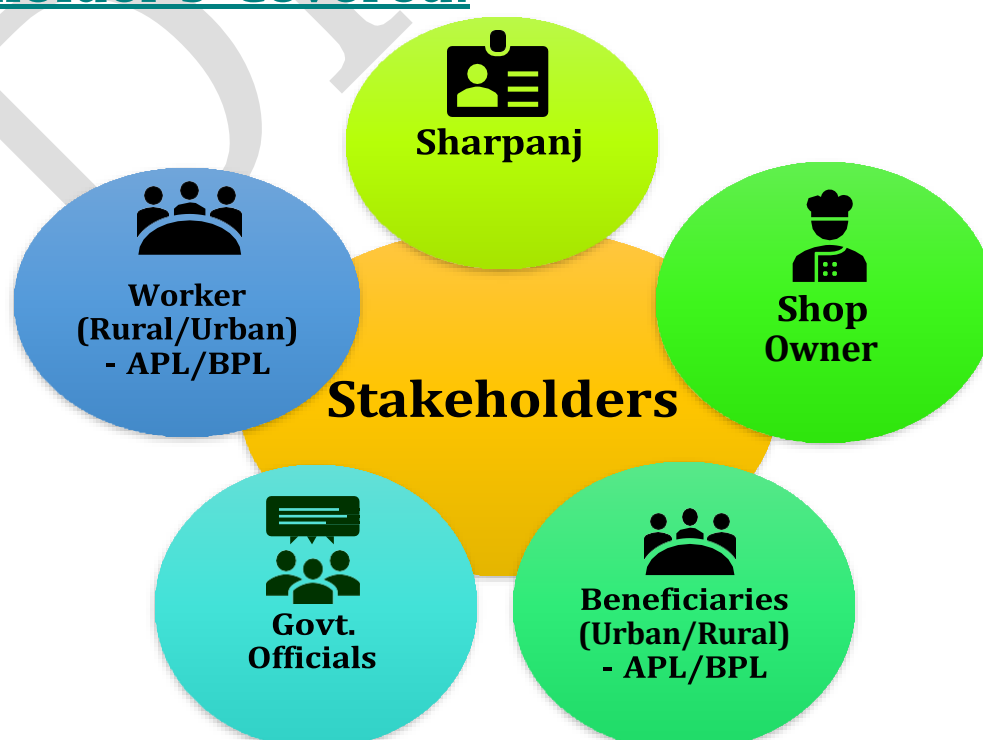
Scope of Work:

- To assess the awareness towards the SAUBHAGYA scheme of Govt. of India, with a display of 2000 hoardings in the state of Jharkhand.
- To assess the benefit of the interventions to various stakeholders of the activities.

Research Design:

Name of the Project	: CSR Project for setting up 2000 hoardings of Pradhan Mantri Har Ghar Sahaj Bijli Yojna (SAUBHAGYA) in the state of Jharkhand
Project cost	₹ 48.75cr
Project Partner	: Jharkhand Bijli Vitran Nigam Limited
Research Methodology	: Descriptive Research Design
Sampling Technique	: Purposive Sampling
Number of Stakeholders Covered	: 159
Number of Districts Covered	: 6 out of 24 (25% of the total number of districts)
Qualitative method used	: Focused Group Discussion, Key Informative Interview, Stakeholder's Engagement

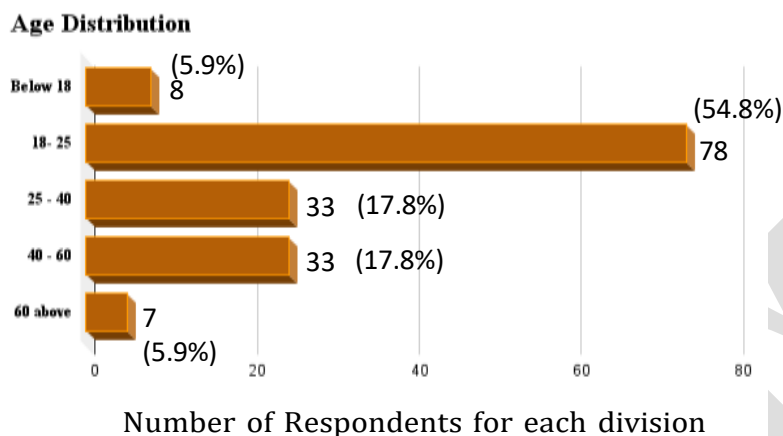
Stakeholder's Covered:



Various Strata Result:

Total respondents: 159

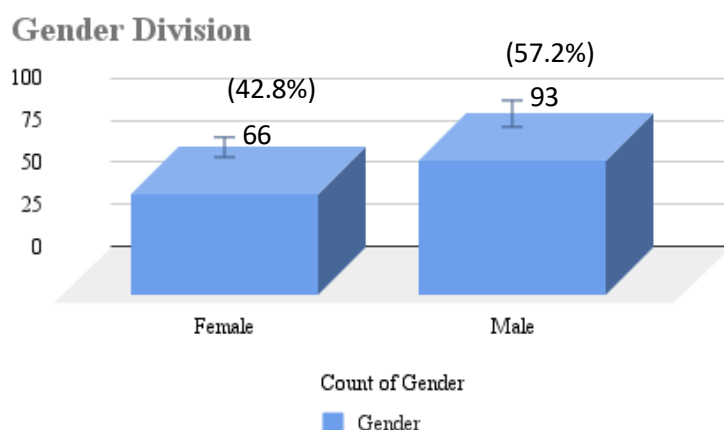
Age Distribution of the Respondent:



Comment:

Among the respondents, 54.8% of people are in the age group 18-25 age category, 17.8% are from the 25-40 and 40-60 age category, 5.9% are below 18 age group and 3.7% are from above 60 group categories.

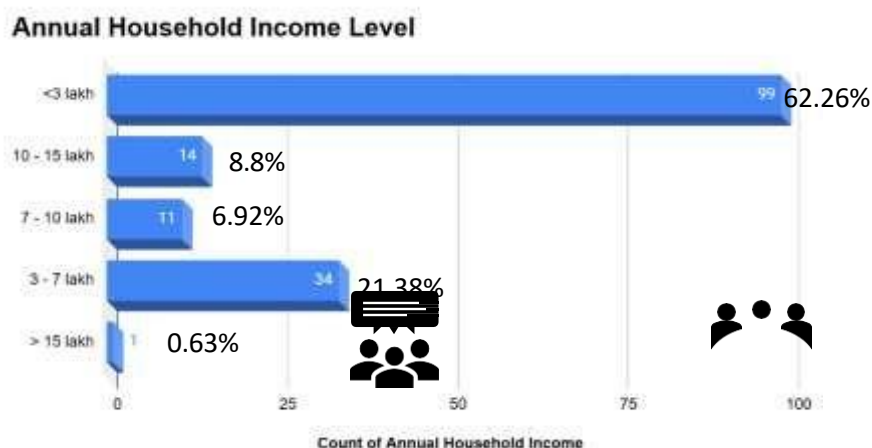
Age Division of Respondent:



Comment:

In short, among all the respondents, 57.2% are male and 42.8 % are female. This shows that females are equally participating and aware of this scheme as well.

Income level of the Consumers:



Comment:

Among the respondents, more than 62.26% (99nos) of people have less than 3 lakh income. Around 21.38% (34nos) have level of income within 3 to 7 Lakh and only 16.34% have an income level of more than 7 lakh.

3. ACTION PLAN & VISITS

Serial No.	Date	Activities Performed
1	12.09.2024	<u>Developing a Suitable Strategy</u> Minutely studied every detail about the SAUBHAGYA scheme and developed a comprehensive suitable strategy for visiting the five targeted districts.
2	17.09.2024	A Google form was created and circulated to the community in the five identified districts of the state of Jharkhand. Further, for the Focused Group Discussion, a plan was made. The Google form has been created to collect different types of information from the respondents. Such as- <u>Demographic Detail:</u> The age, Gender, Occupation, and Annual Income of the consumer belongs to the state of Jharkhand. <u>Awareness of the Scheme:</u> Whether respondents are aware of the scheme or not and from where they have got the information. <u>Information regarding Hoardings of the Scheme:</u> Whether the respondents have seen the hoardings regarding the scheme. <u>Perception regarding Hoarding of the Scheme:</u> What is the perception of respondents regarding the awareness of the scheme among the APL and BPL categories? <u>Perception regarding the CSR Project:</u> People's perception regarding the CSR project and its way of interacting with different types of people.
3	21.09.2024 & 22.09.2024	<u>Visiting Different Districts</u> Visited the two districts of Jharkhand such as Seraikella Kharsawan and East Singhbhum. Met all categories of people in the mentioned localities, and interacted with them about the scheme and its awareness through hoardings. Appropriate photos have been captured. We finalized the specific dates with the GM of the Jharkhand Distribution Board for the meeting.

4	04.10.2024 & 05.10.2024	Visiting Different Districts Visited three other districts such as Ranchi, Ramgarh, Dumka and Bokaro. On 4th October we visited different locations of Ranchi and met people of different occupations. We also met different employees of DISCOM (JUVNL) and GM HK Singh and talked about the implementation of the scheme and also took the beneficiary list from them. On 5th October we met the concerned people of Ramgarh and Bokaro to know their perspective and perception regarding the scheme. During all these visits we also interviewed the beneficiaries with FGD.
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Figure 1: Seraikella Kharsawan, Jharkhand



Figure 2: Shop Owner Interaction, Seraikella Kharsawan, Jharkhand



Figure 3: Musabani Main Market, East Singhbhum



Figure 4: Ghatshila Main Road, East Singhbhum



Figure 5: Beneficiary Interview, Ranchi, Jharkhand



Figure 6: Beneficiary Interview, Ormanjhi, Ranchi, Jharkhand



Figure 7: Khelgaon, Ranchi, Jharkhand



Figure 8: Ratu Road Chowk, Ranchi



Figure 9: Dumka, Jharkhand

RAMGARGH



Figure 10: Patratu, Ramgarh



Figure 11: Turning Point, Patratu, Ramgarh



Figure 12: Chargi, Bokaro

BOKARO

Figure 13: Railway Station, Bokaro



4. IMPACT ASSESSMENT OF CSR PROJECT

Name of the project	CSR Project for setting up of 2000 hoardings of “Pradhan Mantri Sahaj Bijli Har Ghar Yojana” (SAUBHAGYA) in the state of Jharkhand.
Project Cost	₹ 48.75cr



Detailed analysis based on the OECD Framework:

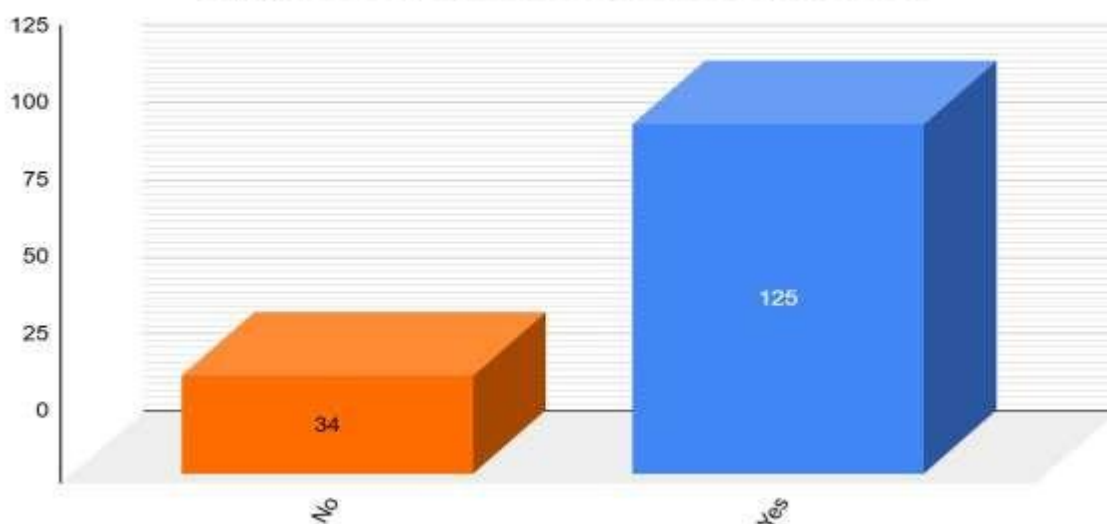
1 Star – STRONGLY DISAGREE, 2 Star – DISAGREE, 3 Star – NEUTRAL, 4 Star – AGREE, 5 Star – STRONGLY AGREE

RELEVANCE: ★★★★★ 4.1/5

Question 1:

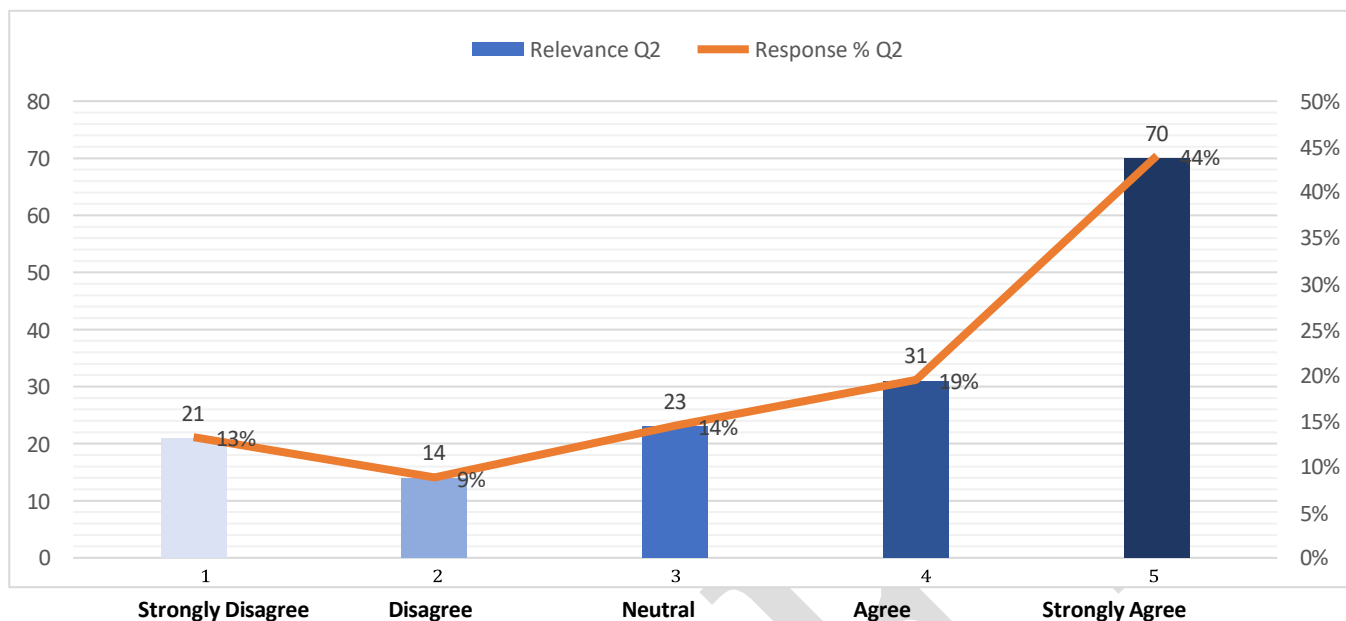
Are you aware of the SAUBHAGYA scheme?

Awareness of SAUBHAGYA scheme



Question 2:

What was the primary medium through which you learned about the SAUBHAGYA scheme, and how relevant was it in your decision to seek benefits?



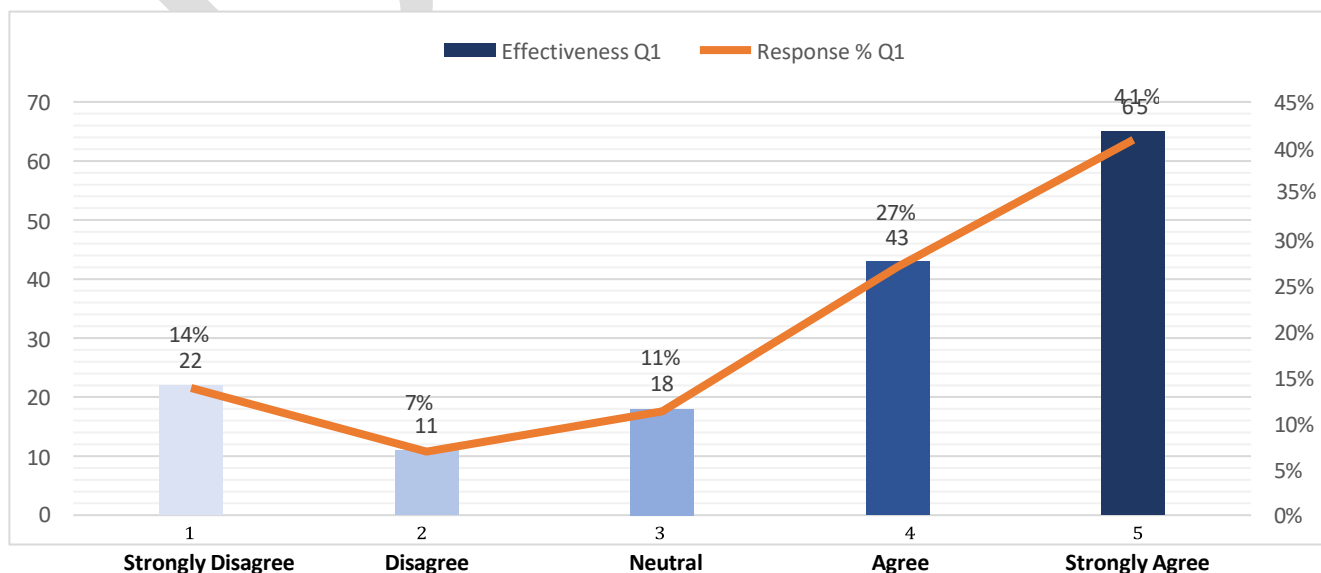
Explanation:

The 2000 hoardings of the scheme “Pradhan Mantri Sahaj Bijli Har Gahr Yojana” (SAUBHAGYA) in the state of Jharkhand had been set up for the awareness of common people. However, the sampling result showed that a good number of people are aware of the scheme. But they took the awareness about the scheme from Newspaper, Social-Media,

EFFECTIVENESS: ★★★★★ 4.1/5

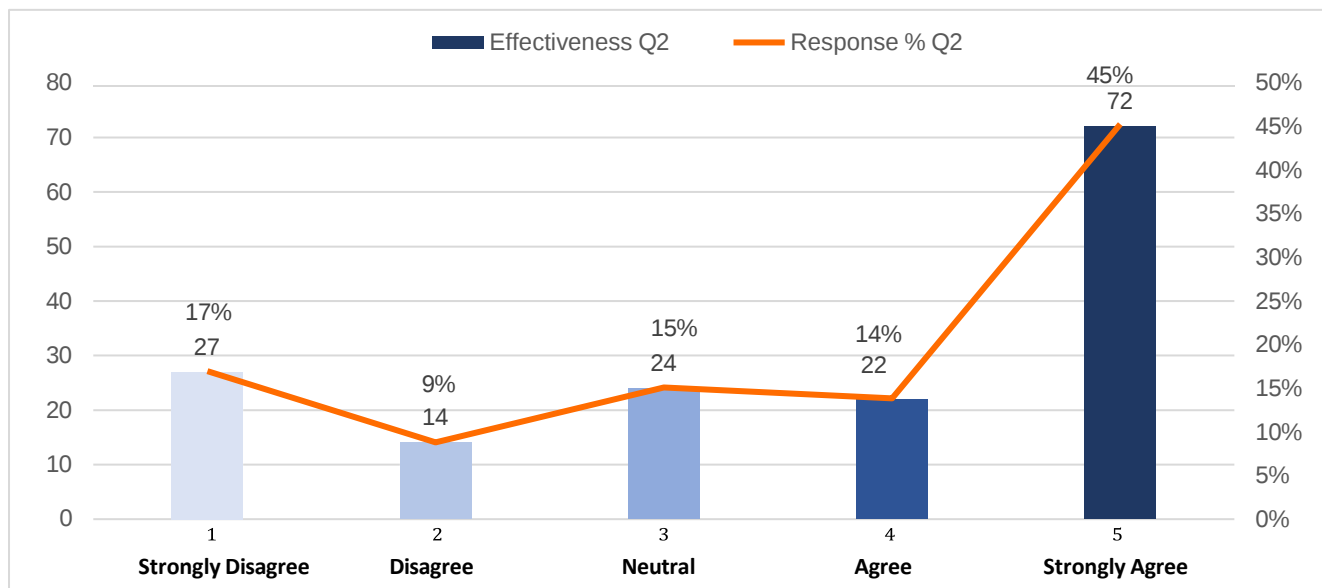
Question 1:

To what extent has the display of 2000 hoardings increased your awareness of the SAUBHAGYA scheme?



Question 2:

How effectively did the hoardings communicate the benefits of the SAUBHAGYA scheme to the community?



Explanation:

This project became highly effective for the Jharkhand people. The eligible consumers are very aware of the scheme and most of them took the benefit of the scheme. By setting up hoardings in all public locations, it became easy for people to know about the scheme. However, few fail to understand the specific theme of the scheme from the hoardings.

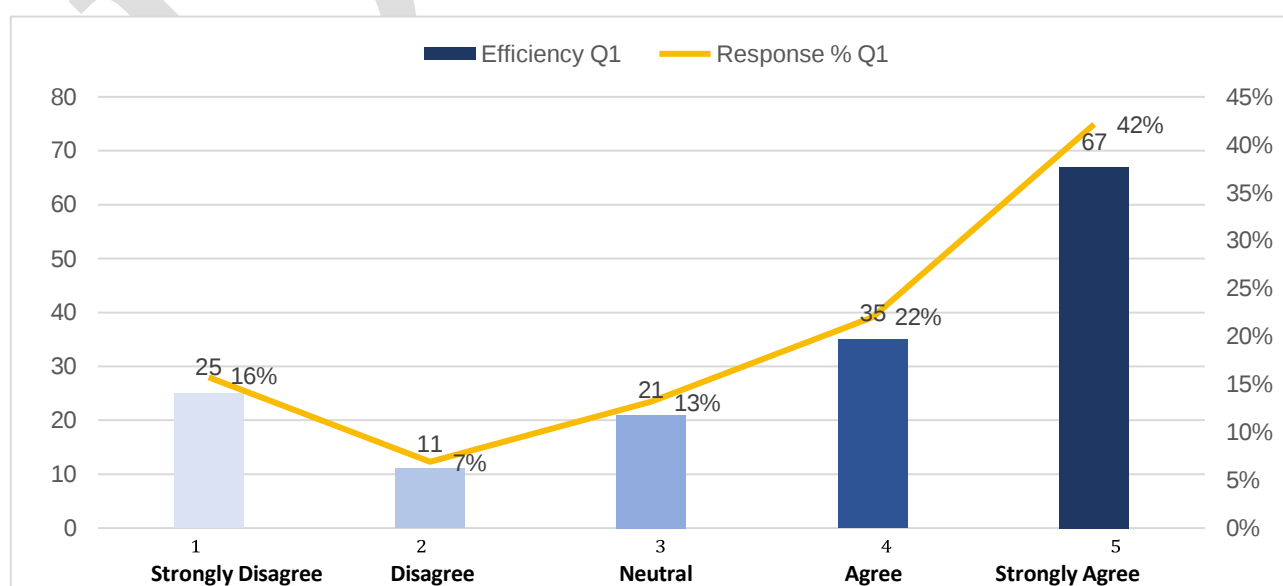
EFFICIENCY:



4.3/5

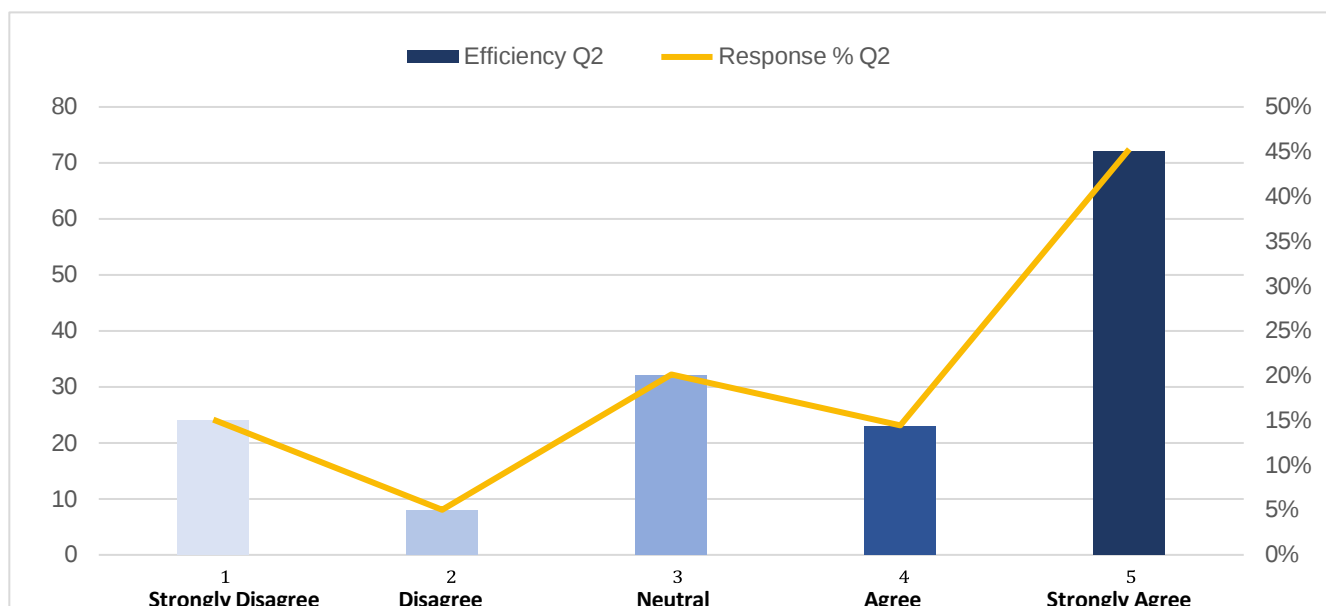
Question 1:

How efficient was the placement of hoardings in ensuring maximum visibility and awareness of the SAUBHAGYA scheme?



Question 2:

How would you rate the clarity and efficiency of the messaging on the hoardings?



Explanation:

The positioning of the hoardings was not appropriately fixed at strategic locations which is inferred from the responses. However, the recall of the hoarding images is still in their memory.

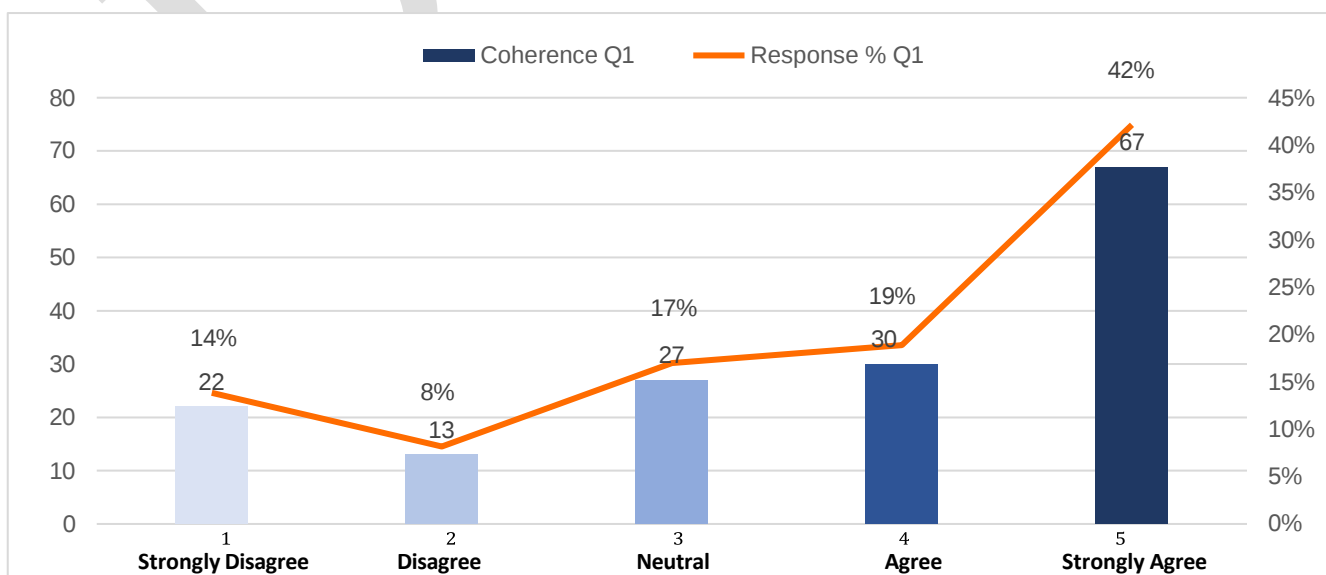
COHERENCE:



4/5

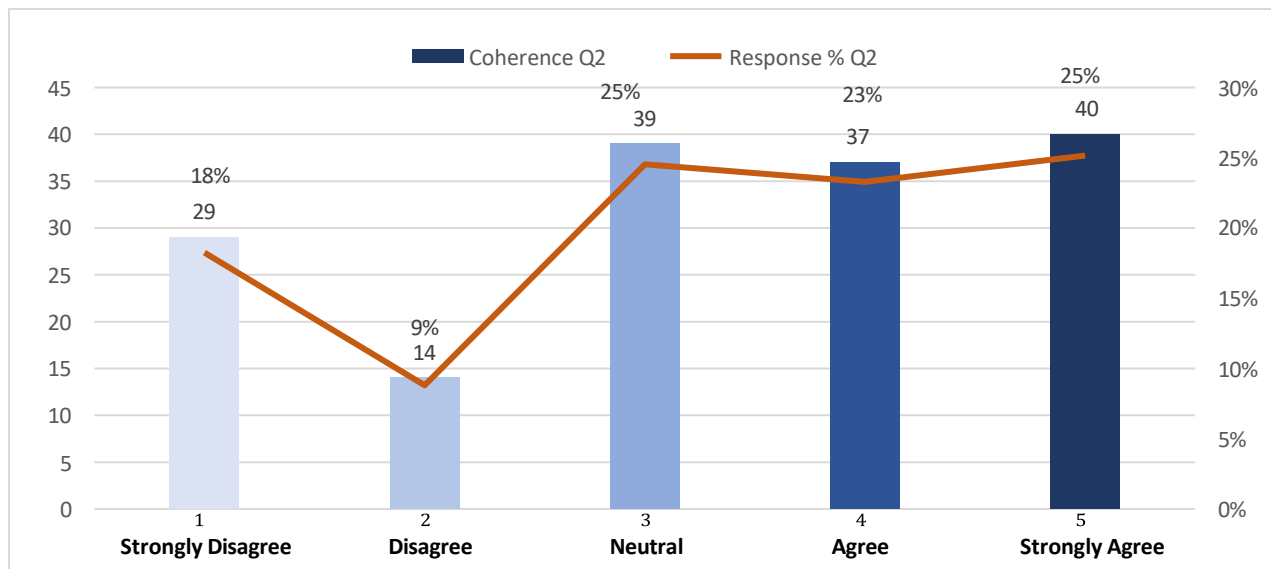
Question 1:

How coherent do you find the hoarding messages about the objectives of the SAUBHAGYA scheme?



Question 2:

Have you encountered any inconsistencies between the information provided on the hoardings and other official sources of the SAUBHAGYA scheme?



Explanation:

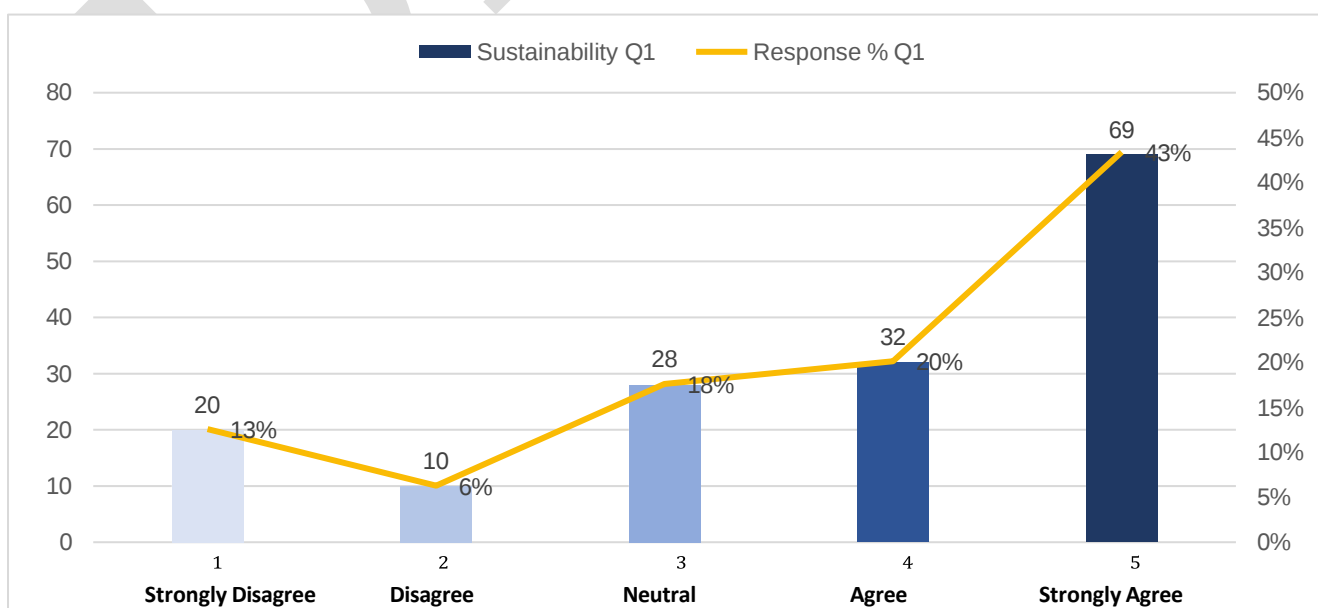
The coherence of the hoarding messages implied by the respondents is good. However, the inconsistencies of the message with that of the other sources are not very perceptible to them.

SUSTAINABILITY:

★★★★★ 5/5

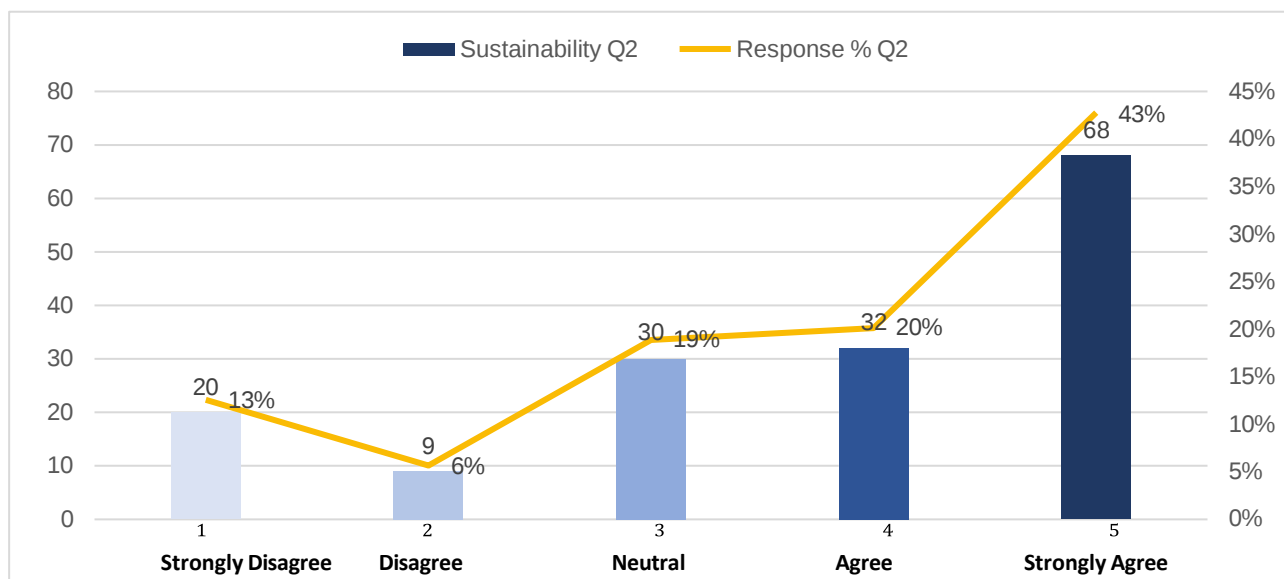
Question 1:

To what extent has the awareness of the hoardings resulted in long-term benefits and engagement with the SAUBHAGYA scheme?



Question 2:

How sustainable has the impact of the hoardings in the long-term effect?



Explanation:

The post-effect impact of the Saubhagya Scheme has resulted in 100% electrification in Jharkhand. Therefore, the sustainability and the positive impact among the beneficiaries are evident, this is also reflected in the responses.

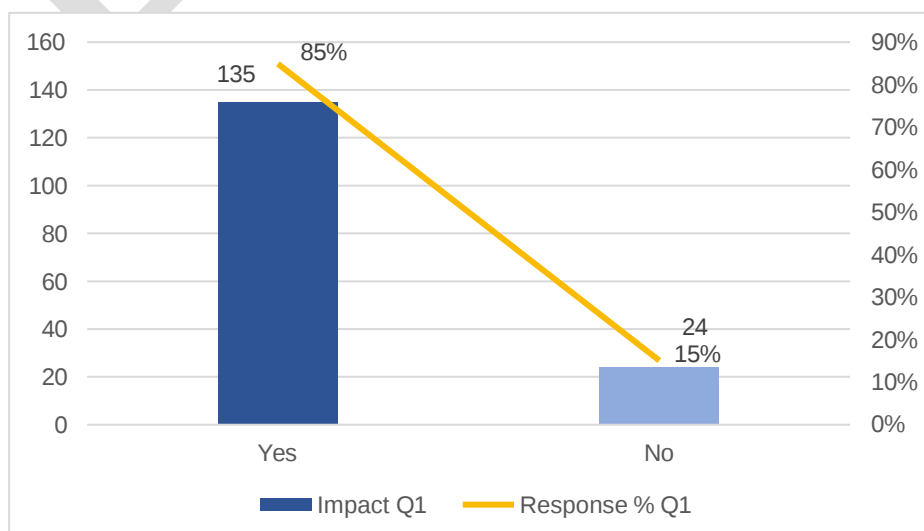
IMPACT: ★★★★★ 4/5

Question 1:

Have the hoardings influenced your decision to register for the benefits under the SAUBHAGYA scheme?

Question 2:

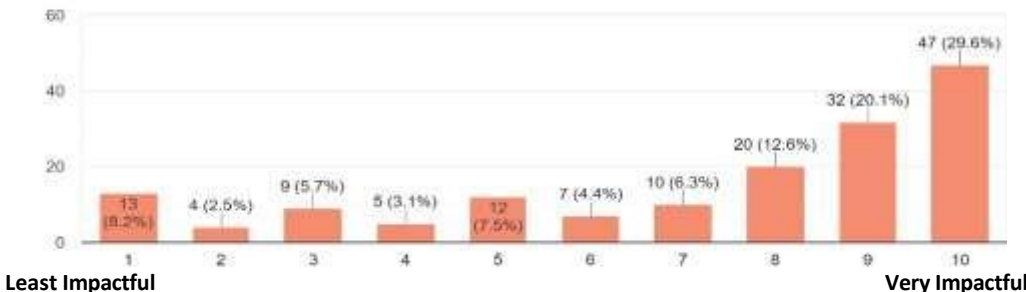
In what ways have the hoardings contributed to increasing the positive impact of the SAUBHAGYA scheme in your community (APL, BPL, and EWS)?



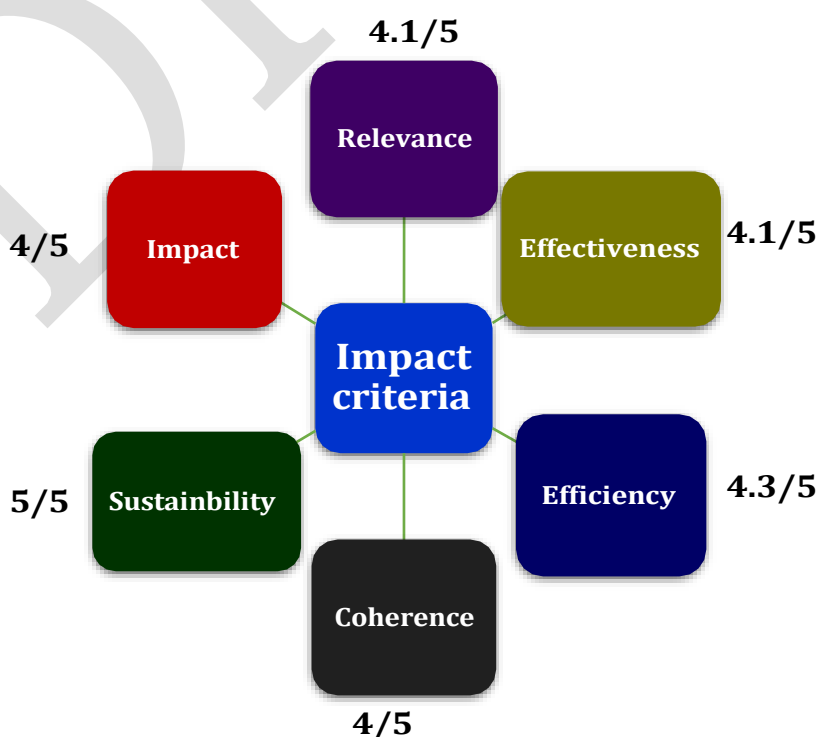
Explanation:

Majorly, it is being observed that all communities belonging to EPL, BPL, and EWS have registered under the scheme and availed of the benefits. It is evident from above the hoardings played a major role in the positive impact of the scheme.

Overall Impact Rating: 8/10 ★★★★★★☆☆☆☆

The outcome from the Stakeholders	Understandings
14. How do you rate Impact Assessment of CSR Project for setting up 2000 hoardings of "Pradhan Mantri Sahaj Bijli Har Ghar Yojana" or "SAUBHAGYA" scheme by PFC? 159 responses  Least Impactful Very Impactful	The overall rating from the stakeholders is 8 out of 10. As more people benefitted from the scheme, their lives were changed by this. The CSR activity has also been imposed in a very structured manner as shown through data.

Overview of OECD Ratings:



5. CASE STUDIES



Swapna Munda, Petrol Pump Employee, BPL Category resident of Hochar Village, Ranchi.

Before 2019, she did not have access to electricity in her household. However, in 2019, the issue was resolved through the SAUBHAGYA scheme implemented by PFC. Her parents were informed about the "Pradhan Mantri Har Ghar Sahaj Bijli Yojana" by government officials, through which they received an electricity connection along with five LED lamps at no cost. She expressed great satisfaction, attributing the availability of electricity as a significant factor in successfully completing her education.



Ashoke Prasad Mahto, Small Vendor, BPL Category, resident of Hazaribagh.

He shared that prior to 2019, there was no electricity connection in his household. However, in 2019, the SAUBHAGYA scheme introduced by PFC addressed this issue. He learned about the "Pradhan Mantri Har Ghar Sahaj Bijli Yojana" through government officials and subsequently received an electricity connection along with one LED lamp and a DC fan at no cost. He expressed his gratitude, noting that the provision of free electricity has significantly enhanced his family's quality of life. With a reduced financial burden related to electricity, he can now allocate his resources to other essential needs, contributing to an overall improvement in their living standards.



Uday Shankar Gupta, Small Vendor, APL Category resident of Ranchi.

He reported an annual income of less than ₹3 lakh and noted that his household in a rural area of Ranchi did not have access to electricity until 2017. However, in 2017, he learned about the government scheme through a local official and obtained an electricity connection by making a one-time payment of ₹500. He highlighted that this development has significantly improved his family's living conditions. Additionally, he expressed satisfaction that, with the support of the SAUBHAGYA scheme, he can now provide a better lifestyle for his children, something that was previously not possible without electricity.



Sumita Devi, House wife, APL Category, resident of Ramgarh.

Her husband provided the information during the interview, stating that prior to 2017, their household did not have an electricity connection. However, under the SAUBHAGYA scheme, they received an electricity connection along with two LED lamps by making a one-time payment of ₹700. He emphasized that this access to electricity has significantly transformed their lifestyle. Previously, they relied solely on daylight for daily activities, but with the availability of electricity, they now have greater flexibility in managing their tasks. He also highlighted the positive impact on their children, who can now study in a well-lit environment, contributing to their overall development.



Harindar Kumar Singh, General Manager, Jharkhand Urja Vikas Nigam Ltd.

He noted that in many areas, consumers are not adequately equipped to access electricity connections, raising concerns about energy efficiency in rural regions of Jharkhand. Additionally, he highlighted the challenge of inconsistent billing practices, which hampers the ability to ensure reliable service across all locations. To address these issues, efforts are underway to install smart meters and digitize the system, aiming to enhance transparency, improve billing accuracy, and promote efficient energy usage.



Ratu Road, Ranchi

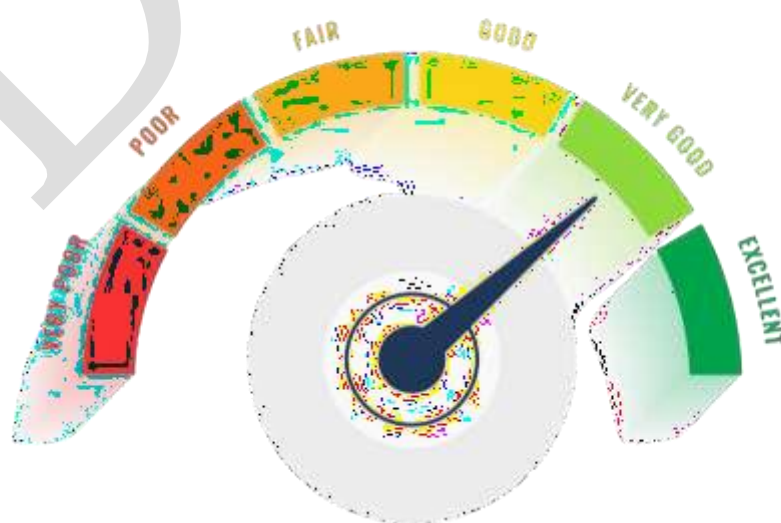
6. CONCLUSION

This Impact Assessment report indicates the positive impact of the CSR activity of setting up 2000 hoardings of Pradhan Mantri Sahaj Bijli Har Ghar Yojana (SAUBHAGYA) in the state of Jharkhand, funded through PFC Ltd. Although the hoardings were not at appropriate locations, which was missed by some groups of common people, the major objectives of the project were accomplished.

This report holds some noticeable key findings. Those are-

- 1) Despite being limited to BPL, APL, and EWS categories, the plan is well recognized.
- 2) The awareness scheme is well prevalent and impacted the common people.
- 3) Community people are interested in discussing and learning about the plan.
- 4) Despite the removal of hoardings years ago, many individuals are still aware of the scheme.

Finally, after adopting the all six components of OECD framework, the detailed analysis is being arrived along with the reviews from the people directly supports the fact conclusively the CSR scheme has a long-term positive effect, evidenced the record of 100% electrification of Jharkhand.



OVERALL ASSESSMENT SCORE

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