

Handbook on Project Work in CSR

For

**Post Graduate Diploma in Corporate Social Responsibility
(PGDCSR)**

Handbook



ignou



"Education is a liberating force , and in our age it is also a democratizing force, cutting across the barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances "

- Indira Gandhi

MEDSP-051
Project Work in CSR

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**Post Graduate Diploma in Corporate Social Responsibility
(PGDCSR)**



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CONTENTS

	Page No :
1. Introduction	6
2. Objectives	6
3. Project Work in CSR	6
4. Case Study Method	7
5. Survey Method	11
6. Project Proposal	20
7. Project Report	23
8. Evaluation of Project Report	26
Annexure- I - Sample Topics for a Project Proposal	27
Annexure - II - Proforma for Approval of Project Proposal	29
Annexure - III - Certificate of Originality	30
Annexure - IV - Remuneration Bill for Guidance of Project Work	31
Annexure - V - Project Report Cover Page Example	32

1. INTRODUCTION

Dear Learner,

The Project Work in CSR (MEDSP-051) with 8 credits elected by you is going to be a new experience and intended to help you in learning by doing. Research for Project work in CSR is based on various types of information. The more valid is the source of information, the more reliable will be information received. The type of information to be collected depends upon the type of CSR research you are planning to do. Therefore as a CSR professional, you require a wide knowledge of kinds and sources of primary and secondary information.

What you have learned from theory courses of PGDCSR programme may help you in understanding basic principles, processes, issues, challenges, dynamics, planning, monitoring and evaluation of CSR programmes. Having studied the Fundamentals of CSR; CSR Process; CSR Implementation, and; CSR Projects and Programmes, it is appropriate that you should get familiarized with CSR activities / issues / programmes / projects at field level. This handbook shall help you to acquire not only information and knowledge, but also skill in analyzing CSR activities / issues / programmes / projects using either a case study or a survey method. Also, this handbook will be your guide and show you how to formulate a project proposal, conduct the study, write the project report and submit it for evaluation.

2. OBJECTIVES

After studying this handbook on Project Work in CSR, you should be able to:

- Understand the concepts of case study and survey methods.
- Identify a topic, formulate a project proposal, prepare tools, collect and analyze the data.
- Write the project report and submit it for evaluation.

3. PROJECT WORK IN CSR

Project work in CSR will enable you to enhance your skill in selecting a topic, preparing a project proposal, formulating tools for data collection, collecting data, and generating information for the report on a particular topic.

Various methods are applied for different projects. But in MEDSP-051, you are advised to use case study method or survey method. However, you can also use other methods, if you are comfortable with them.

The methods of scientific social research may broadly be divided into three parts:

- Quantitative methods – Using survey data (Interviews & Questionnaires)
- Qualitative methods – Case Study, Focus Group Discussion, Observation Study
- Mixed methods – Mix of above

In the theory course ‘MEDS-054 CSR Projects and Programmes’ we discussed the concepts like CSR programme planning, project formulation, monitoring and evaluation, measurement and sampling, data collection and analysis. In addition to them, the details on the case study and survey methods are briefly given below for your understanding.

4. CASE STUDY METHOD

The statistical survey methods are based on large scale collection of facts, while case study is based on intensive study of a single CSR initiative by a corporate or company being implemented by any of the implementing agencies. The case study is thus more intensive in nature. The field or study is comparatively limited but has more of depth in it. Case study method in social sciences is being used extensively in psychology, education, sociology, economics, political science, management, development studies and CSR studies.

‘Case study is defined as a method of exploring and analyzing in-depth the life of a social unit, be that a person, a family, an institution, cultural group or even entire community’.

Example 1: A Case Study on Corporate Social Responsibility in NESTLE, TATA, ITC

https://www.researchgate.net/publication/313837646_A_case_study_on_Corporate_Social_Responsibility_in_NESTLE_TATA_ITC

Example 2: An Assessment of Corporate Social Responsibility: Case Study of Sonalika Motors <https://www.ijrte.org/wp-content/uploads/papers/v7i6s5/F10650476S519.pdf>

4.1 Types of Case Studies

Case studies can be:

- a) *Explanatory case studies:* They measure casual relationships.
- b) *Descriptive case studies:* They are used to describe the context in which a programme is implemented and the nature of the programme itself.
- c) *Exploratory case studies:* They help to identify performance measures or pose hypothesis for further evaluation.

All CSR activities may not be amenable to case study method. Some of the kinds of CSR initiatives that may be studied by case study method are:

- CSR initiatives / development programmes under CSR, which have failed or succeeded.

Example: Critical Success Factors for Corporate Social Responsibility: A Public Sector Perspective

https://www.researchgate.net/publication/229897001_Critical_Success_Factors_for_Corporate_Social_Responsibility_a_Public_Sector_Perspective

- Social, economic and political consequences of CSR programmes.

Example: Corporate Social Responsibility for Social Impact: Approach to Measure Social Impact using CSR Impact Index

https://www.researchgate.net/publication/237637826_Corporate_Social_Responsibility_for_Social_ImpactApproach_to_Measure_Social_Impact_using_CSR_Impact_Index

The CSR case studies rely on multiple sources of information and methods to provide a complete picture as possible of the particular case. In other words, the CSR case study aims at studying everything about something, rather than something about everything.

4.2 Characteristics of a Case Study

Unit of study in the case study method may be an individual CSR initiative by an institution or a group of institutions. In spite of the varying size of the unit of study, the fundamental point is that each unit is taken as a whole. Case study aims at deep and detailed study of the unit. Because of the nature of studying change in specific, precise and detailed manner, case study method is termed as “social microscope”.

As the study is more detailed and extends over a wider expanse of time, the number of units has to be small. There can be no hard and fast rule about it. They are not selected according to some scientific technique of sampling although an attempt is made to select as representative unit as possible. Please refer the theory course ‘MEDS-054 CSR Projects and Programmes’ reading material on ‘Sampling’ for more details on sampling.

The case study method is mainly qualitative in character. Therefore, you have to rely more upon your own power of observation and sense of logic rather than the facts themselves.

4.3 Importance of Case Study Method

- i) Case study helps in formulating valid hypothesis.
- ii) It helps in refining the tools of data collection for other research methods and also for finalizing the sample frame.
- iii) It helps to know the peculiarities of the group as well as individual units, the type of response likely to be available and the likes and dislikes of the people.
- iv) Case study enlarges the range of personal experience of the researcher as the whole range of subject’s life is studied unlike the survey where the researcher’s knowledge is limited to the particular aspect only.

4.4 How to Conduct Case Study?

Whatever be the design of case study, the steps for conducting a case study are same. The various steps that are involved in any case study are:

- **Introduction:** This should contain the objectives and purposes of conducting the study.
- **Existing Situation:** It is to describe the existing situation of the case under investigation through direct observation or measurement.

Example: To make a case study of a CSR initiative, first the existing condition of such initiative should be investigated.

- **Course of Events:** The next step is to determine the most probable antecedents or course of events of the case and to formulate a definite hypothesis or set of hypothesis through knowledge of similar cases.

Example: From the present condition of the CSR initiative, we draw the probable antecedents of the case; say the factors for success or failure, group dynamics etc.

- **Cause and Effect Relation:** The fourth step is the verification of hypothesis or finding cause and effect relationship. The case is checked for the presence or absence of the antecedents or events that support or apply to the case.

Example: A knowledge of the history of the CSR initiative helps in verification. Many documents like annual reports, communication with stakeholders, other records etc. are useful sources.

- **Direct Observation:** Interview, check lists, score cards, rating scales, objective tests or other measuring devices etc. can be employed to secure necessary data. If hypothesis is verified, it follows the next step, if it is rejected, a fresh start has to be made through the formulation of another hypothesis.
- **Further Validation of the Diagnosis:** The next step is directed towards a further validation of the diagnosis. This is achieved through the remedial step of removing the causes found and through making necessary adjustments. The effect of the changes introduced has to be observed carefully.
- **Follow-up of the Case:** The phenomenon under study is re-measured after a significant period of time to ascertain, if any changes have been produced or not, by the modifications introduced. If the change is a positive, the diagnosis is taken to be correct.
- **Summary of the Findings:** Findings have to be summarized precisely and clearly.
- **Conclusions and Generalizations:** The conclusions and generalization drawn should be continuously attempted and clearly focused.

4.5 How to Write a Case Study?

The case study cannot be written according to any particular form or in any special style. A casual free type of report is to be preferred to formal type. The length will vary with the case and the use to be made of the study. The report should not be lengthy and irrelevant material need not be included. Avoid technical terminology and loose generalizations. Possible care should be taken to avoid some common sources of inaccuracies such as:

- Errors in perception as to what is seen and heard.
- Falsification of memory.
- Unconscious omissions.

- Tendency to dramatize.
- Projection of one's own ideas, attitudes, values and the like into report.
- Inclination to pay special attention to unusual and striking incidents and to neglect the common and small details that may have special significance in the light of the whole.
- Generalizations and conclusions should be developed from the data rather than from theories.
- A balance has to be struck between the completeness necessary for objectivity and brevity essential for clarity.

4.6 Advantages of Case Studies

- Good for addressing *how* and *why* questions.
- Gives concreteness to problems and solutions.
- Can be used to study evolutionary or decision-making processes.
- Provides in-depth information on a single setting, group or organization.
- Can be tailored to specific situations.
- Can provide background information as a guide for further study.
- Contributes insight into relationships and personal feelings.
- Draws out underlying assumptions and general knowledge.
- Can be used as a supplement to other methods.

4.7 Limitations of Case Studies

- Case study procedures are not standardized. Case studies of the same unit made by two investigators may differ in a number of important aspects.
- The reliability and validity of case study material cannot be checked to any great extent through the use of statistical methods.
- The researcher develops a tendency towards *ad hoc* theorizing. In place of finding some scientific explanation to a particular phenomenon, researcher tries to find some commonsense explanation for it.
- Time consuming and requires a large amount of data.
- Results may not be generalizable to a larger population
- May provide data on only one or two aspects of a problem.
- Requires good observational, recording and reporting skills.
- Information may be subjective because of investigator bias.

However, in spite of such limitations, some authorities consider the case study as one of the most useful research methods for documenting CSR initiatives from the developmental point of view.

5. SURVEY METHOD

The word survey is derived from two words ‘*Sur*’ or ‘*Sor*’ meaning ‘See’ and ‘*Veior*’ meaning ‘Over’. Survey, in simple terms means to “look over” or “see over”. Social survey is a process by which quantitative facts are collected about the social aspects of a community’s composition and activities. In other words, it is a fact finding study dealing with nature and problems of the community *vis-a-vis* CSR initiatives. Survey studies provide knowledge about the nature of objects, events and persons.

Surveys are a very popular method of collecting data and require a carefully designed questionnaire / interview schedule administered by mail, telephone or personal interviews. Surveys can be used to collect data on CSR beneficiaries’ knowledge, attitudes, skills and aspirations, adoption of practices, programme benefits, evaluation and impacts. It is the responsibility of the evaluator to ensure that ethical standards are maintained. This means that participation is voluntary and survey results are made public in a way that maintains confidentiality.

In the context of CSR, a survey may be conducted to assess the needs of the stakeholders to undertake CSR activities, evaluation of CSR activities conducted etc. When it comes to subject matter, the surveys are concerned with the demographic characteristics, the social environment, the activities on opinions and attitudes of some CSR beneficiaries. Thus, we see that CSR surveys involve a complex variety of objectives, functions and methods.

5.1 Characteristics of Survey

- It deals with the immediate needs or problems which can be addressed by CSR initiatives.
- It has a limited geographical scope.
- It has a purpose.
- Facts collected through survey may form the basis of further research.
- It is remedial in nature.

5.2 Objectives of Survey

- Collect data related to various issues / problems of development.
- Describe/ explain a phenomenon.
- Attain useful knowledge.
- Test hypothesis.

- Attain knowledge of cause and effect relationship.
- Study the economic conditions and factors responsible for these conditions.
- Evaluate the CSR programmes and assess the benefits derived from it.
- Ultimately helps in bringing about development through CSR.

5.3 Steps in Survey

- Selecting the problem / intervention
- Definition of aim
- Determination of scope
- Definition of time limits
- Examination of the means of information
- Determination of the unit of survey
- Determination of the amount of refinement
- Preparedness of respondents
- Construction of tools for data collection
- Field work and data collection
- Processing and analysis of collected data
- Interpretation and report writing

5.4 Types of Surveys

Surveys may be classified according to subject matter, technique of data collection, area covered, regularity etc.

i) General and Specific Surveys

General survey is conducted for collecting general information about any population or institution in a general way without any particular objective or hypothesis at hand.

Example: Census survey undertaken by the Government for supplying regular data on socio-economic problems.

Specific survey is conducted to study specific problems or particular aspect of the community. Therefore, specific surveys are more pointed and only such information as is directly related to the particular purpose is collected.

Example: Assessing development needs.

ii) Direct and Indirect Surveys

In case of direct surveys quantification is possible, whereas in indirect surveys quantitative description may not be possible.

Example: Direct survey - Demographic surveys

Indirect survey - Health and nutrition status surveys

iii) Census Survey and Sample Survey

In the census survey, all units are covered separately and studied. Whereas, in sample survey, only some representative unit is studied. Compared to census survey, sample survey consumes less time, energy and money, but it is valid only if the sample is true representative of population.

iv) Primary and Secondary Survey

In the primary survey, the task of survey is taken up afresh and the surveyor sets the goals and collects relevant facts. But if some facts are already available and there is no need to examine them afresh by a new survey then the survey is called secondary survey. Primary survey is far more reliable than the secondary survey.

v) Initial and Repetitive Survey

If the survey is being made for the first time it is called initial survey and if it is being made second or third time it is called repetitive survey.

Example for Initial Survey - Bench mark survey to document status of CSR beneficiaries before CSR intervention.

Example for Repetitive Survey - Survey to study the impact of a CSR programme.

vi) Preliminary and Final Survey

A preliminary survey is called as 'pilot study'. It occupies the place of fore runner of the final survey. The purpose of this survey is to get the first hand knowledge of the universe to be surveyed. It helps a person to get acquainted with the problem and the nature of the respondents, to prepare the schedule or questionnaire and organizing the survey on proper lines. Final survey is conducted after the completion of pilot survey.

vii) Official, Semi-official and Private Survey

Official surveys are conducted by the government through its various departments. The surveys conducted by quasi-government institutions like university, corporations, boards etc., are semi-official surveys. If the survey is conducted by non government persons or agency, it is called private survey.

viii) Public and Confidential Survey

Some surveys are not personal in nature and accordingly no secrecy is maintained in the collection of data or publication of results. These surveys are therefore known as public

surveys. If the nature of the survey is such that information collected or source of information is not to be revealed to public, the survey is confidential.

ix) Widespread and Limited Survey

In widespread survey, a very large area or multiple purposes is involved, whereas in a limited survey only a small area and usually a specific aspect or problem is studied. The latter is comparatively more reliable.

x) Postal and Personal Survey

When the data is collected through dispatch of questionnaires by post, it is known as postal survey whereas, if the information is collected through direct interview of the respondents usually through a schedule, it is known as personal survey.

xi) Regular and Ad-hoc survey

Regular surveys are repeated after regular intervals without fail. Majority of such surveys are mainly economic in nature.

Example: Census, economic survey, etc.

The ad-hoc surveys are conducted for specific purpose once for all. It is mostly used for testing the hypothesis.

5.5 General Procedures for a Survey Interview

Minimizing Interviewer Bias

- Maintain a neat appearance.
- Follow the sampling plan to locate respondents.
- Be considerate and honest with the respondent.
- Understand the purpose of the study.
- Ask questions exactly as written.
- Record responses accurately.
- Be familiar with the research instrument.
- Follow sampling instructions.
- Check work for completeness.

Initiating Contact

- Introduce yourself, show your credentials.
- Remind respondent of the advance letter / e-mail / telephonic request, if any sent a few days earlier.
- Explain the purpose of the survey.

- Assure the respondent that his/her answers will remain confidential.
- Explain how respondents were chosen.

Guidelines for Interviewing

- Choose respondents following the sampling criteria.
- Conduct the interview or select a mutually convenient time to return.
- To avoid distractions, try to conduct the interview without an audience.
- Remind participants that the interview is voluntary and their responses are confidential.
- Establish rapport by expressing appreciation of the respondent's responses and willingness to participate.
- Read questions as they appear in the questionnaire and record answers accurately.
- Do not express your opinions.
- If an answer to an open-ended question is incomplete or appears irrelevant, probe to get a clearer response.
- If a respondent refuses to answer a question, do not insist to get an answer. It may jeopardize the entire interview.

5.6 Methods of Survey

a) Telephone Survey

In the telephone survey a prepared questionnaire is read to a selected group of people to get the response. The survey sample is often selected from a telephone directory or other lists. People on the list are interviewed one at a time over the phone.

Advantages

- Saves time and resources.
- Widespread respondents can be contacted with high response rate.
- Can address more complex questions than mail questionnaires.
- Quick and efficient source of data.
- Selection of a specific respondent is easier.
- Personal touch.

Disadvantages

- Questions must be clear and concise.
- They require interviewing skills and a trained supervisor.
- Exclusion of households without telephones or with unlisted numbers.
- Timing of calls is critical and may introduce bias.

Implementing a Telephone Survey

- Arrange the facilities for survey.
- Identify the sample and their telephone numbers.
- Send an advance letter / e-mail, if addresses are available with information on when you will be likely to contact respondents, during working or non-working hours and how much time you need.
- Prepare well on the background information about the survey to answer respondents questions, if any.
- Develop an interview schedule.
- Decide on the number of calls to make to each number. In local surveys six to seven calls are customary.
- Decide how to handle refusals.
- Stick to the time schedule.

Sample Call Sheet for Telephone Interviews

A call-sheet is used for each number chosen from the sampling frame. The interviewer records information that allows the supervisor to decide what to do with each number that has been processed. Call sheets are attached to questionnaires after an interview is completed.

Telephone Interview Call Sheet				
Survey title: -----				
Questionnaire identification number -----				
Area code & number () ----- & -----				
Contact attempts	Date	Time	Result code & comments	Interviewer I.D.
1				
2				
3				
4				
5				
6				
Additional comments				
Code	Result Codes			

	No answer after seven rings
	Busy, after one immediate redial
	Answering machine (residence)
	Household language barrier
	Answered by non-resident
	Household refusal
	Disconnected or other non-working number
	Temporarily disconnected
	Business or other non-residence
	No one meeting eligibility requirement
	Contact only
	Selected respondent temporarily unavailable
	Selected respondent unavailable during field period
	Selected respondent unavailable because of physical/mental handicap
	Language barrier with selected respondent
	Refusal by selected respondent
	Partial interview
	Respondent contacted - completed interview
	Other

Sample Help Sheet for Interviewers

Name of sponsoring agency:	
Purpose of study:	
Contact person for survey:	
Size of survey:	
Identity of interviewer:	
How respondents name was obtained:	
Issues of confidentiality:	
How to get a copy of results:	
How will results be used:	

(Source: Murari Suvedi, Kirk Heinze and Diane Ruonavaara, 2008. How to Conduct Evaluation of Extension Programmes, Introductory Training Manual for Extension Educators, Michigan State University, USA.)

b) Mail Survey

A mail survey or postal survey is the most frequently used type of survey in evaluation of CSR programmes with least resources.

Advantages

- Can cover a large sample size over a widely dispersed population.
- Provides a visual display of questions.
- Free of interviewer bias.
- Enables respondents to give thoughtful answers and control the pace and sequence of response.
- Relatively inexpensive.

Disadvantages

- Questionnaire must be short and carefully designed.
- Response rate is highly dependent on the number of contacts made with the respondent and the timing of the mailing.
- Little control over the completeness of the response.
- Those who reply may not be representative of the target population.
- Pre-testing of the questionnaire is necessary to avoid costly mistakes.
- Requires time to collect data.
- Requires a literate population and a reliable postal system.

Implementing a Mail Survey

- Design a written questionnaire with identification number.
- Pre-test questionnaire to assure validity and reliability.
- Select the sample from the population.
- Two weeks before mailing the survey, send an advance letter
- Mail the questionnaire including a cover letter and a stamped, self-addressed envelope
- Send a postcard a week or so later, thanking those who responded and reminding those who did not return the questionnaires
- Three weeks after mailing the first questionnaire, send a follow-up letter stating that a response has not been received, including a replacement questionnaire and a stamped, self-addressed envelope.
- In developing the mailing schedule avoid holidays.
- For most purposes, a 60 to 90 percent return rate is considered satisfactory.

c) Personal Survey

Personal or face-to-face surveys are conducted by talking individually to respondents and systematically recording their answers to each question.

Advantages

- Can be used with a highly dispersed population.
- Suited for populations where a representative sample cannot be drawn.
- Can be used where there is a low literacy rate.
- High degree of control over who answers the survey.
- Interviewer can increase the willingness of respondents to answer questions.
- Visual aids can be used to facilitate understanding of survey questions.
- Questions can be fairly complex.

Disadvantages

- Expensive and time-consuming.
- Interviewers must be carefully selected and receive adequate training.
- Requires a good supervisor.

Implementing a Personal Survey

- Send an advance letter, if names and addresses are available with details on the survey, dates and time of your visit.
- An introductory letter explaining the purpose of the survey to be left with the respondent.
- Identify and train interviewers.
- Notify public officials about the survey.
- Supervisor should be available by telephone while the survey is being carried out to handle any problems that may arise.
- Supervisor should meet regularly with interviewers to edit questionnaires and answer any questions interviewers may have. Costly errors, misunderstandings, and cheating by interviewers can be detected at this time.

d) Online Survey

Online surveys or internet surveys are very popular now for data collection, where a set of survey questions is sent out to a target sample to respond online using internet. The primary reason for the growth seen in the implementation of online survey is that they are extremely low cost and conducting an online survey is convenient due to the sheer magnitude of reach. Over the past decade, researchers have started preferring conducting

surveys using an online survey tool as they can send out surveys from the desktops or laptops and their target audience can respond to these surveys whenever possible. Online surveys are administered using email, social media etc. For efficient data collection, you must choose an advanced and efficient online survey platform (Source: <https://www.questionpro.com/blog/what-are-online-surveys/>).

5.7 Advantages of Surveys

- Survey is the only practical way to collect any type of information.
- Survey facilitates drawing generalization about large population.
- It helps the researcher to find out the new problems.
- Survey helps to construct plan for the development of the society
- It permits fairly complex questions and allows for anonymity of respondents.
- Easy to reach a large number of people.
- Surveys are useful when the population is widely dispersed.

5.8 Limitations of Surveys

- Expensive and time consuming
- A survey does not easily prove a cause-and-effect relationship.
- Surveys are difficult to use in cross-cultural settings.
- Using surveys requires a fairly literate population.
- It can be difficult to find an accurate and up-to-date list of potential respondents.

6. PROJECT PROPOSAL

The steps involved in MEDSP-051 Project Proposal are:

1) Select the Topic by Considering the Following Points

- Suitability of the topic.
- Relevance of the topic to the CSR.
- Time available at your disposal.
- Feasibility of data collection within the given time limit.
- Challenges involved in the data collection and how to meet them.
- Cost involved in the data collection.
- Communication facilities and local language.

The Project Proposal should clearly state: Title, Introduction, Objectives, Problem Statement, Research Methodology (with locale, sampling, data collection instruments

and statistical tools to be used), Limitations if any, and References. For formulation of good proposal, please refer MEDS-054 - Block I course material.

Some of the broad areas and suggested topics for project proposals are given in **Annexure-I**.

2) Select a Supervisor and Consult the Supervisor for Guidance in Topic Finalization

The eligible project supervisors include:

- a) IGNOU Academic Counsellors at Learner Support Centres for PGDCSR / MADVS programmes with relevant experience.
- b) Teachers / Researchers / Development Professionals in CSR / Development Studies or related disciplines like Extension Education, Social Work, Economics, Sociology, Public Administration, Political Science, Rural Development etc (PhD preferred or M.Phil / Masters with 5 years experience).
- c) Faculty at the Headquarters (School of Extension and Development Studies).

In case the proposed supervisor is not acceptable to the School of Extension and Development Studies, the student shall be advised so, and in such cases the student should change the supervisor and resubmit the proposal. The student will submit project proposal afresh with the signature of the new supervisor, as it will be considered as a new proposal. Similarly, if a student wants to change his/her supervisor for any reason, he/she would be required to submit the project proposal along with the signature of the new supervisor on a new project proposal proforma, as it would be considered as a new proposal.

In case of academic counsellors, it should be clearly mentioned the courses he/she is counselling for, and since when, along with the name and code of the study centre, he/she is attached with. The project supervisor will be paid a token honorarium of Rs.300/- by the University for guiding the student (University may revise the honorarium from time to time).

Responsibilities of Supervisors

- To provide guidance regarding selecting a focused topic.
- To encourage learners to study / refer books / journals / newspapers / magazines; discuss with experts in the area to find out some topics of their interest.
- To provide the information about the settings where the empirical data (if needed) for the project can be collected.
- To provide information about the related literature.
- To motivate learners from time to time & to provide them required help whenever they need.
- Encourage learners to work originally, not to copy or reproduce; and to proceed systematically.

- Give letter of authorization which would enable/help student to collect the data for research (The authorization letter can also be given by the concerned study centre/ regional centre).

3) Project Proposal Submission and Approval

After selection of the supervisor and finalising the topic, student should send:

- Filled in Project Proposal Proforma signed by the supervisor (Annexure-II)
- One copy of the typed Project Proposal (3 to 5 pages) and
- Bio-data of the supervisor (2 pages with complete contact details, academic background, work experience etc) for approval by speed post to:

Project Coordinator (PGDCSR)
School of Extension and Development Studies (SOEDS)
Block 15-F, IGNOU
Maidan Garhi
New Delhi-110068

Please write 'Project Proposal-MEDSP-051' on the top right hand corner of the envelop.

Students are advised to retain a copy of the synopsis. Students admitted in January session are advised to submit project proposal by 30th April and those admitted in July session by 31st October for timely approval of the project proposal, submission of project report, evaluation of project report and completion of the programme. However, students who miss these dates can submit project proposals throughout the year for approval, with related delay in completion of the programme.

4) Communication of Approval

A written communication regarding the approval/non-approval of the project will be sent to the student within four weeks of the receipt of the proposal in the School through e-mail / post.

5) Resubmission of Project Proposal

In case of non-approval of the proposal, the comments/suggestions for reformulating the project will be communicated to the student. In such case the revised project proposal should be submitted with revised project proposal proforma and a copy of the rejected project proposal, project proposal proforma bearing the comments of the evaluator and P.P. No. (Project Proposal Number) allotted.

7. PROJECT REPORT

1. Formulation

- The length of the report may be about 30 to 40 typed pages (1.5 line spacing), not exceeding approximately 10,000 words (excluding appendices and exhibits). However, 10% variation on either side is permissible.
- Each project report must include:
 - 1st Page - Title page (See the example -Annexure V)
 - 2nd Page - Approved Project Proposal Proforma (Annexure II)
 - 3rd Page - Certificate of originality signed by student and supervisor (Annexure III)
 - Introduction (with Objectives and Problem Statement)
 - Methodology (with locale, sampling, data collection instruments and statistical tools used)
 - Results and Discussion
 - Summary
 - References, and
 - Appendix.

(Please refer MEDS-054 for details on data collection, analysis and report writing).

2. Submission of Project Report

One typed hard bound / spiral bound copy of the project report (about 30-40 pages) is to be submitted with a cover letter to:

**Assistant Registrar (Project Section)
Students Evaluation Division
IGNOU
Maidan Garhi
New Delhi-110 068**

Along with the cover letter, please enclose your supervisor's Remuneration Bill for Guidance of Project Work (Annexure IV).

University may provide online uploading link for submitting softcopy of the Project report in PDF format. Please check IGNOU website for the link. If softcopy is uploaded, you need not submit the hardcopy.

Project Report can be submitted any time throughout the year. If a Project Report is submitted between 1st December to 31st May then the result will be declared along with June Term-end examinations. If a Project Report is submitted between 1st June to 30th

November then the result will be declared along with December Term-end examinations. Accordingly the suggested deadlines for project report submissions are:

- May 31st for Evaluation along with June Term End Examinations.
- November 30th for Evaluation along with December Term End Examinations.

Some Important Notes While Preparing the Project Proposal

- 1) Send only one copy of the Project Proposal, and retain a copy with you.
- 2) "MEDSP-051" should be written prominently on the envelope and should be sent to:
Project Coordinator (PGDCSR)
School of Extension and Development Studies (SOEDS)
Block 15-F
IGNOU
Maidan Garhi
New Delhi-110068
- 3) Ensure the inclusion of the following while submitting the Proposal:
 - a. Proforma for approval of project proposal, duly filled and signed by both, the student and the supervisor (**Annexure –II**) .
 - b. Bio-data of the supervisor duly signed by him/her with details on date of birth, full office and residential addresses along with contact telephone numbers, academic qualifications including year of passing and work experience along with designation and name of the organisation.
 - c. Project proposal.
- 4) The Project Proposal should include: Title, Introduction, Objectives, Problem Statement, Research Methodology (with locale, sampling, data collection instruments and statistical tools to be used), Limitations if any, and References.

Some Important Notes While Preparing the Project Report

- 1) The language to be followed for the project work is English.
- 2) The hard bound / spiral bound project report should be submitted in original in A-4 Size (29 x 20 cm), typed in 1.5 line space by Registered / Speed post to:
Assistant Registrar (Project Section)
Students Evaluation Division
IGNOU
Maidan Garhi
New Delhi-110 068
- 3) Mention on the top of the envelop "**PROJECT REPORT- MEDSP-051**". This will facilitate sorting out Project Reports received in Project Section for various Programmes.
- 4) University may provide online uploading link for submitting softcopy of the Project

report in PDF format. Please check IGNOU website for the link. If softcopy is uploaded, you need not submit the hardcopy.

- 5) Students should keep a copy of the Project Report with them. The evaluated Project Report will not be returned to the student.

Format for Project Report

The report should be in the following order.

Title: The cover page of the report should indicate project course code: MEDSP-051, title of the project, name of the student, enrolment number, address, school name and year (see **Annexure V** for model cover page).

Approved Project Proposal Proforma (as second page- see **Annexure-II for format**)

Originality Certificate: Duly signed by the student and supervisor (as third page - see **Annexure-III for format**).

Acknowledgements, if any:

Table of Contents:

Introduction: This section will introduce the problem. It should be able to give an idea to the reader what the topic is all about, how did the topic emerge, and what made the researcher take up the topic. The introduction must contain the objectives and rationale for the research.

Review of the Literature: Review of literature is a collective body of works done by earlier researchers and published in the form of books, journals, articles. It helps in generating ideas and developing significant questions for the research work.

Methodology: Methodology includes sample, tests/tools, statistical analysis. The size and nature of the sample will depend on the topic selected. Tests/ tools are to be selected based on the objectives of the research. The data collected with the help of the tests/ tools is then analyzed by using appropriate statistical techniques.

Result and Discussion: The findings of the research after the statistical analysis of data are reported in tabular and graphical form. These are then discussed in the light of the existing research studies. The implication of the findings are also discussed.

Conclusion: Under this heading, the learner has to conclude the findings of research.

Limitations: Constraints and limitations of the research are mentioned here.

Suggestions For Further Work: Based on the research findings, the learner can give suggestions for further research in the particular area, if required.

References (APA style): References have to be written in APA format. These should be alphabetically listed.

Books

Anastasi, A. (1968). *Psychological Testing*. London: MacMillan Company.

Journal Article

Dennison, B. (1984). Bringing corporate culture to the bottomline. *Organizational Dynamics*, 13, 22-24.

Neelameghan, A. (1990). Sri Ranganathan's impact on knowledge organisation tools. *Information Studies*, 6(2), 77-80.

Book Chapter

Khan, A.W. (2005). Distance education for development. In: Garg, S. et.al. (Eds.) *Open and distance education in global environment: Opportunities for collaboration*. New Delhi: Viva Books.

Websites

<http://www.mcb.co.uk/apmforum> (accessed on 17.06.2021)

Appendices:

- Interview Schedule / Questionnaire used for the purpose of the research.

The Supervisor may send the bill for Project Guidance in the format given in **Annexure IV** while submitting the project report for evaluation. It should be enclosed with project report submission cover letter.

8. EVALUATION OF PROJECT REPORT

The maximum marks for the Project Report is 100. For successful completion of the Project, a learner should secure a minimum of 40% marks. There is no viva or assignment for the Project Work. The external examiner will be selected by the Student Evaluation Division from the approved list provided by School of Extension and Development Studies.

Sample Topics for a Project Proposal

In order to enable you to choose a topic for your Project Work: MEDSP-051, we have listed below some areas. This does not imply that you will choose only from these areas. These are just sample areas, which are meant to provide you with ideas and will guide you in selecting a topic of your interest in that area.

1. A case study on CSR in NESTLE (or any organization or corporate company of your choice)
2. Assessment of corporate social responsibility: A case study of Sonalika motors (or any organization or corporate company of your choice)
3. Critical success factors for corporate social responsibility: A public sector perspective
4. Social, economic and political consequences of CSR programmes
5. CSR for social impact: Approach to measure social impact using CSR impact index
6. Perceptions of stakeholders on CSR activities of Delhi Metro (or any organization or corporate company of your choice)
7. Impact of CSR on livelihood security of community
8. Evaluation of CSR activities of NTPC (or any organization or corporate company of your choice)
9. Satisfaction of beneficiaries on CSR services (housing or sanitation or education services etc. of your choice)
10. CSR needs assessment (on any development issue)
11. CSR activities of NTPC - Swot analysis (or any organization or corporate company of your choice)
12. CSR policy - A critical analysis
13. Internal organisational factors influencing corporate social and ethical reporting
14. User's perceptions of corporate social responsibility and accountability
15. Corporate social responsibility reporting in India: A descriptive analysis.
16. The evolution of CSR in India
17. The views of corporate managers on the current status and future prospects for social reporting
18. A content analysis of CSR reports of listed companies
19. CSR reporting research in the Indian academia: A critical review
20. CSR among Indian firms: An empirical investigation
21. Motivations for CSR reporting – An analysis

22. Determinants of corporate social disclosure in India
23. An analysis of corporate social responsibility in India
24. CSR and its impact on the Indian education sector (or any other sector of your choice)
25. CSR and education sector: Issues and remedies (or any other sector of your choice)
26. Constraints in implementation of CSR
27. A study on CSR with special reference to selected banks in Karnataka (or any other sector or state of your choice)
28. Approaches for CSR implementation by different corporate companies – A critical analysis
29. A study on India's Top10 corporate spenders towards CSR activities
30. A study of CSR practices in Indian industry
31. Role of NGOs in CSR – A case study of PRADAN - Professional Assistance for Development Action (or any other NGO of your choice)



ignou
THE PEOPLE'S
UNIVERSITY

Project Proposal No. :
(To be assigned by the School)



School of Extension and Development Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi- 110068

PROFORMA FOR APPROVAL OF PROJECT PROPOSAL (MEDSP-051)

Enrolment No. :	Study Centre Code:
E- mail :	Regional Centre Code:
Mobile No:	
Name and Address of the Student: (Write your address clearly. Approved project proposal will be sent to this address)	
Title of the Project	
Name, Designation and Address of the Supervisor	
Is the Supervisor an Academic Counsellor of PGDCSR / MADVS?	Yes / No
If Yes, Name and Code of the Study Centre	

Signature of Student

Signature of Supervisor

Date:

Date :

Please do not forget to enclose the project proposal and the Bio-data of the Supervisor. In case the complete and signed Bio-Data of the Supervisor (Even if the proposed supervisor is an academic counsellor of IGNOU's PGDCSR /MADVS Programme) is not enclosed, the proposal will not be entertained

(For Office Use only)

Project Proposal	Supervisor
Approved	Approved
Not approved	Not approved

Comments/Suggestions if any on the Project Proposal

(Signature of Faculty)

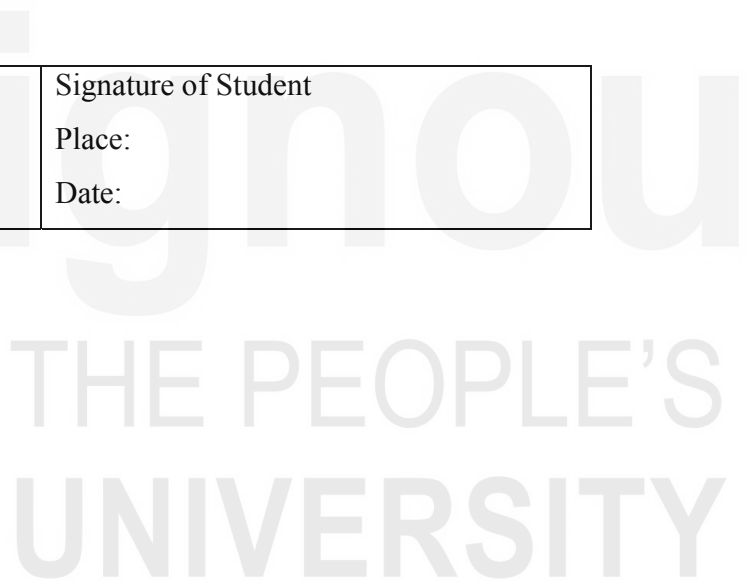
School of Extension and Development Studies

CERTIFICATE OF ORIGINALITY

This is to certify that the project titled " -----
-----"

is an original work of the student and is being submitted in partial fulfilment for the award of the PG Diploma in Corporate Social Responsibility (PGDCSR) of Indira Gandhi National Open University (IGNOU). This report has not been submitted earlier either to this University or to any other University/Institution for the fulfilment of the requirement of a course of study.

Signature of Supervisor	Signature of Student
Place:	Place:
Date:	Date:



Annexure IV



The remuneration bill has to be submitted after or along with the submission of the Project Report.

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
STUDENT EVALUATION DIVISION
MAIDAN GARHI, NEW DELHI-110068

REMUNERATION BILL FOR GUIDANCE OF PROJECT WORK (MEDSP-051)

1. Programme Title : PG Diploma in Corporate Social Responsibility (PGDCSR)

2. Name of the Supervisor:

3. Residential Address :

4. Designation :

5. Official Address :

6. Telephone No: Off: _____ Mob: _____

S.NO.	PROJECT	ENROLMENT NO.	NAME OF THE STUDENT(S)	AMOUNT
Total				

Certified that I have guided the student for his / her Project Work: MEDSP-051.

Dated _____

Signature of the Supervisor

Note: The remuneration payable for guidance of Project Work is Rs. 300/- per student.

Certified that the above Project Supervisor was approved and recommended by the concerned school of study and above claim may be admitted.

Dy. Registrar/Asst. Registrar

Section Officer

Dealing Assistant

Project Report: MEDSP-051

**On
The CSR among Indian Firms: An Empirical
Investigation**

**Submitted for the Award of
PG Diploma in Corporate Social Responsibility
(PGDCSR)**

By

**Name : -----
Enrol. No: -----**



**School of Extension and Development Studies
Indira Gandhi National Open University
New Delhi-110068**

November 2021

