

CSR Need Assessment

Corporate Social Responsibility(CSR) is a process in NALCO where NALCO tries to integrate Social and Environmental concerns in its Business. These activities mostly mandated by Company laws and in some cases, it is an initiative by the Company.

Planning & Need of Assessment: Before getting into the details of the CSR activities, proper planning is carried out along with the budget. The roles and responsibilities of the team members decided and the first task of this initiative is need assessment for the CSR Project. Without assessing the exact needs of the community, the project doesn't remain sustainable and the impact also would be minimum. The socio-political impact, environmental issues, condition of infrastructure, health facilities, education awareness and level, availability of food and water, public transport & sanitation requirements are to be assessed before the CSR project kicks-off. A thorough need assessment is required to make it effective for the community and to showcase the corporate philanthropy. The context of the initiative is important for the society at large to see the benefits.

Recurring Assessment: It is important to outline the pre and post project scenarios to make sure that the project is going to improve the community's social well-being after implementation. In many cases, this does not remain a one-time activity and the progress needs to be tracked along with the assessment of expected outcome. This means that the assessment is going to be a continuous process at frequent intervals. The change in community needs is also an important factor.

How Need Assessment is conducted?

There are multiple ways in which NALCO conducts this need assessment.

Research: Internet-based research is the first thing is today's World to start any new project and the same applies to a CSR Project also. With the ease of finding information on the internet, all available information about the need of particular town, area, or community through various reports and news is captured. Authentic reports created and published by Government or NGOs are mostly relied upon.

Talking to Individuals: Surveys are an important part of any social need assessments and talking to people on the ground is extremely important. Own volunteers go to field and note down the question-answer sessions or record them to provide some valuable feedback.

Talking to Groups: Focus Group discussions are an effective way to find out common issues like lack of Health facilities or scarcity of drinking water.

Use of available Assets: Assets like natural resources, manpower, environmental conditions, work already performed by other organisations or Government to resolve a particular issue, etc. This information strengthens assessment needs in a way that can used and mapped the assets in the benefit of the project and community.

Stakeholder engagement: There are multiple stakeholders involved in a community project. The funding Company, Local Government, Local politicians and most important are the community for which the project is going to be implemented. Involving all of them and engaging them is an important task for the success of the project.