Digitalisation of Tata Trust Under Corporate Social Responsibility Activities: - A Overview

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Abstract

The Trusts' work has long been guided by the mission of "Building a Nation of sustainable People and empowered communities." Through the Data Driven Governance portfolio, the Trusts take a systems strengthening approach, with a focus on the immense potential of data-reliant, citizen-centric planning. In this age, it has become important to recognize data and technology as cross-cutting layers, with the potential to bridge sectoral divides that characterized public policy approach to development-related issues .Data Driven Governance (DDG) carrying the Trusts mandate forward, has worked extensively to provide directed technology and capacity building support to rural and urban decision making systems, and inculcate data as a way of life in the government's DNA. This paper make an overview of Digitalization of corporate social responsibility activities perform by TATA TRUST by digital literacy.

Index Terms: - CSR- corporate social responsibility, DDG-data driven governance, SDGs- sustainable development goal.

INTRODUCTION

Digital technologies can unveil a new world of possibilities in social change and upliftment, and this is the intent of the Tata Trusts' Digital Transformation portfolio.

Digital technologies are an integral part of developmental planning as they help leverage higher levels of efficiency from limited resources and thus deliver greater scale and impact on the ground. Technologies such as data analytics can enable informed planning decisions and help focus developmental efforts where they are most needed. Both national and local-level programmes led by intelligent data could result in improved outcomes, while aiding in measuring, monitoring, and improving all aspects of development, including infrastructure, education, health care, livelihood and human welfare.

The digital world also opens up new improvement prospects for communities from economically weaker sections. Armed with digital skills, people can bridge the knowledge gap, and be empowered — for instance, by gaining information about government welfare schemes, developing market linkages for their products, learning about new livelihood opportunities and improving the quality of life. India is riding the digital wave. A study conducted by the Internet and Mobile Association of India (IAMAI) and Kantar IMRB reveals that the next wave of growth in mobile internet users in India is in fact going to come from rural India. Of the total number of 560 million internet users in the country, 251 million are from rural regions. With increasing literacy levels, changing lifestyles and habits, and almost 522 million mobile phone users, the rural economy is expected to grow at double the pace of its urban counterpart.

The Challenges

In rural India, access to the digital world has been slow, inconsistent and unbalanced. Women, for example, are generally discouraged from owning and operating devices such as mobile phones.

The Tata Trusts work towards addressing these traditional barriers and spreading digital literacy. The need of the hour is to provide these rural communities with the correct perspective of the medium, encourage its productive usage and help enrich their lives.

Digital adoption for governance has been on the rise, yet there is significant untapped potential to utilise technologies for development. For example, central, state and local authorities can revolutionise their decision-making process by basing it on accurate data. There are several challenges however, such as incomplete capture of data, data being disaggregated, disparity in the level of data granularity across jurisdictional boundaries, line departments and regions across the country, the inability to support accountability within similar data sets, and outdated information. These issues affect the quality of the targeted policy and decision-making.

Alignment with UN Sustainable Development Goals (SDGs)

The overall work of the Tata Trusts in the areas of data-based governance and digital literacy addresses the following United Nations Sustainable Development Goals:

- SDG 4: Quality education
- SDG 5: Gender equality
- SDG 8: Decent work and economic growth
- SDG 10: Reduced inequality
- SDG 11: Sustainable cities and communities
- SDG 17: Partnerships to achieve the SDG

The Trusts believe that by effectively combining implementation practices with technology, they can positively impact 100million lives by 2021.

LITERATURE REVIEW

Mieszkowicz in his paper "Planting Trees for Publicity—How Much Are They Worth?" said that most of the time companies do not even know that they are polluting environment more than they put any effort in environmental conservation CSR activities. Here while you promote your tree plantation or any other environmental conservation activity through any ad campaign than it would spread wider than who are the direct sufferer of its pollution. Similarly, in the research paper, "Understanding Corporate Social Responsibility as an Advertising Appeal:

A Theory of Planned Behavior Analysis "by Teresa Tan gives logic that at the age where you have to act ethically and there are a lot of eyes from society, competitor and government wide enough to judge you, may be positive word of mouth will be from its users only but if you gave any chance than negative word of mouth will be fatal to the company image. So, it can be said that communicating CSR may not be effective enough in comparison to the negative effect of not communicating CSR activities.

Drew Neisse in his article, CSR is not a marketing strategy" puts a different idea that CSR is grown and encouraged as a culture not as marketing tool. Intentionally no CSR activities are focused on marketing benefit but yes it is surely to prevent unwanted happenings.

Andreasknaut in his online published paper, "how CSR should understand digitalization" explains about the importance of using digital network in owns behalf. Whatever you do will be seen, so do what you want the world to see you as. Same way an online site Talentsoft has also focused on the evidence based decision which is only possible if you show what you did.Susan McPherson, Forbes, gives her logic that digitalization can create competition between companies for positioning and sustainability.

G.Gorgiana and M. mike in their study, "New corporate responsibilities in the digital economy", they put a new idea regarding the other aspect of going digital in marketing. A well said statement, "With the addition of power, adds the responsibility also", becomes clear here. With the development of technology and digitization, not only the opportunities and benefits have added, but also additional responsibilities and consciousness is required.

RESEARCH OBJECTIVES

- To know that how Tata Trust corporate social responsiblity activities work towards addressing digital literacy among the rural areas.
- To know that in which way Tata Trust corporate social responsibility activities work towards the Data Driven Governance.

RESEARCH METHODOLOGY

This paper will be based on the review of online sources and various other secondarily available data. This paper draws conclusion in support of various articles, published journals, international papers, research papers, scholarly published articles, books, library consults, Google sites, magazines and many other. Thus the methodology used to reach up to the conclusion for set objectives are secondary reliable sources of information and the sources are all disclosed in bibliography part. Additionally for detail study of the trend of using digital media for advertising and specially ads with CSR performance content are analysed by following many ad series in various sites and of some specific organizations in YouTube, Facebook, Saavn, etc.

Overview of Digital Literacy

According to a World Bank report, increasing mobile penetration by a mere 10 per cent will increase per capita GDP in developing countries by 0.81 per cent. Growing mobile phone penetration in rural regions will lead to the next wave of growth in the adoption of digital technology. The opportunity is ripe for designing early-level interventions to help rural communities discover the power of the digital medium and the internet in a structured and guided manner. However, in order to achieve this, traditional societal barriers that women face, concerning exposure to technology and handling of gadgets, have to be overcome.

More than 66 per cent of India's population lives in rural areas, of which close to 70 per cent depends on agriculture for its livelihood. They have little or no access to education, transport, financial services and the Internet. This is a huge barrier to encouraging rural entrepreneurship, implementing digital and financial inclusion, and building rural capacities and livelihoods. Enhancing the scope of digital penetration to rural communities would help in expanding the scope of the various initiatives that are already in place to help develop greater prosperity for all.

Internet Saathi

Today, the Trusts have built a strong network of close to 60,000 *saathis*, who have imparted digital literacy to more than 20 million women across 200,000 villages. The *saathis* also share critical information such as weather updates and relief measures during disasters such as floods and cyclones with fellow villagers.

These women also serve as a link between the rural community and the Trusts, and play a vital role in providing the Trusts information about the patterns of internet usage in the communities they work. They fulfil objectives of portfolios that have cross-linkages with the Trusts' digital intervention programmes. For example, the internet *saathis* collect the field level data that feeds into the Aspirational districts program.

The Trusts have established a Foundation for Rural Entrepreneurship Development (FREND) for the implementation of the Internet Saathi and livelihoods programme in rural communities. Through FREND, the Internet Saathi programme is evolving into its second phase – with the Trusts opening up the platform for other partners to participate. This would not just empower these women *saathis* by engaging them in transformative work, but also provide a livelihood opportunity – one that would help them sustain their network. The *saathis* are also contributing in a WASH programme in Gujarat, creating awareness of good practices and menstrual hygiene

The hub endeavours to cater to every stage of a woman's entrepreneurial journey – from novice to established, by not only providing income earning opportunities, but also providing support elements that often make all the difference to the success and scalability of an enterprise.

The vision of FREND is to have a one lakh digital entrepreneurs with income opportunity of rupees one lakh per annum by 2022. With over 53 per cent of women trained by internet *saathis* using the internet to upskill themselves, the Internet Saathi programme has given latent entrepreneurial aspirations the opportunity to flourish.

The Internet Saathi impact study conducted by IPSOS revealed that 45 per cent of the women believe they have increased their income by learning new skills, and 57 per cent women feel they have learnt better ways of investing their money. Women were twice as more likely to express themselves in village level meetings and 3.5 times more likely to join other social causes.

The Internet Saathi Impact Study 2018 conducted by TNS reveals the following:

- 70 per cent women accessed the internet for the first time via the Internet Saathi programme.

- 1 in 3 women believe that the Saathi programme has positively impacted their personal and children's education.

- 30 per cent of people have improved access to health care enjoying improved health.

- 53 per cent is the uplift seen in upskilling.

- 2 in 10 women go on to start their own business with an average revenue of over Rs 4,000 per month.

Data- Driven Governance of Tata Trust

The Tata Trusts' Data-Driven Governance (DDG) portfolio aims to strengthen rural and urban decision systems through the use of data and technology. The Trusts have been providing functional and technical support to governments for carrying out data-intensive planning as a means to supplement decision-making, leading to the creation of the DELTA (Data, Evaluation, Learning, Technology, and Analysis) framework.

Beginning with a single gram panchayat in 2015, the footprint of the Trusts' data-driven governance programme now extends across 85 districts in 27 states, and has covered a population of 2.5 million through on-ground surveys.

The Trusts then went on to operationalise DELTA plus, which aims at establishing last mile linkages and providing direct benefits to 56,000 households and 66,000 individuals. With focus on capacity-building, the Trusts' DDG team has trained 500+ administrative officers on the utility of data for decision-making, and as many as 5,600 local volunteers have been trained on digital data collection. The success of DELTA has led to some key large-scale implementation and has opened new horizons for partnerships, such as the Government of Maharashtra's Village Social Transformation mission, NITI Aayog's Transformation of Aspirational Districts (TAD) programme, and an ongoing Jamshedpur Kalinganagar corridor development in partnership with Tata steel.

Additionally, the DDG team has engaged with identified Urban Local Bodies (ULBs) to potentially break down data silos in individual government departments by institutionalizing a standardized data collection framework (ISO 37120) through the City Data for India Initiative. Pune, Jamshedpur and Surat were the pilot cities. Recently, Ahmedabad, Bhubaneshwar, Bhopal, Chennai and Vijayawada have joined the initiative. The Trusts' City Data officer pilot in Pune has been adopted and scaled-up by the Smart Cities Mission, which has nominated 100 City data officers in all smart cities. The Trusts' investments in the DIGIT platform of the e-Governments Foundation has led to the development of the National Urban Innovation Stack.

Initiatives under Data Driven Governance

Transforming Aspirational Districts (TAD)

- In the first half of 2018, the Trusts partnered with NITI Aayog for transforming 112 districts in 27 states through convergence of central and state schemes, collaboration of central and state-level 'Prabhari' officers and district collectors, and a competition among districts driven by mass movement.

- The role of the Trusts is to support the collection, monitoring and evaluation of data across 85 districts in 27 states. FREND, a Section 8 company set-up by the Trusts in collaboration with Google India, is the implementation partner.

Jamshedpur-Kalinganagar Corridor – DELTA Microplanning

The success of the Tata Trusts' DELTA programme and its scalability across geographies paved way for a unique micro-planning initiative. The Trusts, along with Tata Steel, implemented the framework for data-intensive microplanning for the Jamshedpur-Kalinganagar corridor, to positively impact a population of 366,000 people in the region.

Under this programme, the district administrations of the East Singhbhum, West Singhbhum, and Saraikela-Kharsawan districts in Jharkhand, and Jajpur and Kendujhar in Odisha have flagged-off the facilitation of micro planning in 72 *gram panchayats* covering 450 villages**.**

Digital Education Guarantee Card (DEGC)

The objective of this programme is to build primary and secondary data sources for 1,200 migrant children in and around the Someshwar Sugar Factory near Baramati, Pune with the aid of a local implementation partner. Based on the data collected, need-based plans are created and executed through effective usage of project resources and the funds leveraged from government and private sectors. Policy and administrative-related support for the initiative is given through linkage with the Maharashtra State Council of Educational Research and Training (SCERT) and the Primary Education

Urban Engagements

City Data for India Initiative

The City Data for India initiative supports the Trusts' portfolio in urban areas. The initiative identifies urban local bodies (ULBs) and supports them in breaking down data silos in individual departments by institutionalising a standardised data collection framework (ISO 37120). The City Data for India initiative was launched by the Trusts in 2016, in association with World Council on City Data (WCCD) and PwC, with an objective of inculcating a culture of data-driven decision-making in Indian cities. Pune, Jamshedpur and Surat were the pioneer cities that achieved the WCCD ISO 37120 certification under this initiative. Later, five more cities joined the initiative – Ahmedabad, Bhubaneswar, Bhopal, Chennai and Vijayawada.

The ISO 37120 certification is an assurance that these cities have sufficient city-level data to enhance service deliveries to their residents. This is also an objective under the central government's Smart Cities Initiative.

DELTA Framework

The DELTA (Data, Evaluation, Learning, Technology, and Analysis) framework was created to support governments for carrying out data-intensive planning as a means to supplement decision-making. The success of this framework has led to some key large-scale implementation, and has opened new partnership horizons, such as the Government of Maharashtra's village social transformation mission, and NITI Aayog's Transformation of Aspirational Districts programme.

Supporting Parliamentarians on Analysis and Research in the Constituency (SPARC)

The Tata Trusts, through their implementation partner Swaniti, established the 'Supporting Parliamentarians on Analysis and Research in the Constituency' (SPARC) fellowship in 2016. The initiative places professionally trained individuals as support staff for members of parliament, to enable them to track and drive development in their respective constituencies. Associates are responsible not just for designing a programme relevant to the constituency but also for overcoming specific issues by mobilising funds and/or piloting solution(s) that can be scaled-up across the constituency. The associates focus on specific development programmes in the area of gender, health, education and livelihood. In the first year of the fellowship, the programme covered 23 states with 20 fellows working in 20 constituencies in 16 states is the implementation partner.

FINDINGS AND CONCLUSION

Digital route to success The Internet Saathi Programme, a Tata Trusts-Google initiative, helps women to expand their businesses and finances by teaching them the utility of internet services

Rohini Sandeep Shirke runs a small bee-keeping unit in Adulpeth village in Satara, Maharashtra. When she began her small business in 2014, she sold the honey to her neighbours, friends and relatives. "I used to sell 25 to 50 bottle of honey a year," she says. All that changed in 2016, when she was introduced to the Tata Trusts' Internet Saathi Programme (ISP).

The Trusts launched this digital awareness programme in 2015, in collaboration with Google India, to address the huge online gender gap in rural India. Women were trained to use the internet and equipped with data-enabled devices and the 'saathis', as they are called, went on to work as trainers to help other women in their villages begin their digital journey.

Key achievements of data driven

- A post-survey District Variation Report of 85 aspirational districts was prepared and submitted to NITI Aayog. This has facilitated a discourse over data authenticity and reliability under the TAD programme.

- Over 700,000 individuals from over 4,000 villages and over 10,000 institutions from 85 districts were covered in the data which had 42 different indicators.

- A total of 205 training batches were organised during two rounds of surveys and 1,150 local field team members were also trained in two rounds.

- A customised mobile app was developed to collect data using dynamic technology and in-field randomisation for sampling.

- Content for the surveys and training sessions were adapted in 17 regional languages to cater to the regional diversity and needs of 27 states.

- A trained project team consisting of 80 staff members, along with 557 community volunteers deployed for the completion of DELTA micro planning along the corridor.

- Data collection through the DELTA app and PRA was completed in 440 villages covering more than 92,671 households, 623 *anganwadi* centres, 600 schools, and 62 health facilities in 71 gram panchayats of Jharkhand and Odisha. The qualitative data collection process was completed in all 68 *gram panchayats* using PRA tools.

- Close to 2,500 school migrant children have been reached.

- Around 1,800 children who had dropped out earlier, have been mainstreamed in schools.

- The Trusts are working towards developing the concept of a migrant-friendly village to facilitate the GPDP planning process in Maharashtra soon.

Rural women typically form community networks and organize activities for the groups. The   Tata Trusts' Internet Saathi programme, launched in 2015 in collaboration with Google, encourages these women to serve as agents for change by taking the lead in promoting digital literacy within their rural communities. In short, the programme helps to create a cadre of digitally-trained women in rural communities who train other women, thereby building a growing network of trainers who impart digital literacy to rural citizens.

 The Tata Trusts are focusing on bringing innovative technologies and approaches across different sectors to enhance the quality of life in rural communities.Under the goal of digital literacy, the Trusts provide guided online experiences that help users discover and mine information that is most useful and relevant to their life – information that will eventually decrease the current information gap faced in the region. The Trusts are successfully nurturing a growing community of digitally-savvy women who act as proponents and torch-bearers of the digital literacy programme. Armed with the newly-acquired digital skills, these women feel liberated and acknowledge that their work has now become remunerative and satisfying.

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