



HINDUSTAN ZINC
Zinc & Silver of India



Perception Study of HZL CSR Projects

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- This report has been prepared solely for the purpose set out in the Memorandum of Understanding (MoU) signed between Renalysis Consultants Pvt. Ltd. (CSRBOX) and Hindustan Zinc Limited dated November 2023 to undertake the Impact Assessment of their “Infrastructure Development Project” implemented in the financial year 2018-23.
- This impact assessment is pursuant to the Companies (Corporate Social Responsibility Policy) Amendment Rules 2021, notification dated 22nd January 2021.
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- The premise of an impact assessment is ‘the objectives the project along with output and outcome indicators pre-set by the program design and implementation team. CSRBOX’s impact assessment framework was designed and executed in alignment with those objectives and indicators.

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List of Abbreviations

BRSR	Business Responsibility & Sustainability Reporting
CHC	Community Health Centre
CLZS	Chanderiya Lead Zinc Smelter
CSR	Corporate Social Responsibility
ESG	Environmental, Social, and Governance
FGDs	Focus Group Discussions
FIGs	Farmer Interest Groups
FPOs	Farmer Producer Organisations
HO	Head Office
HZL	Hindustan Zinc Limited
IDIs	In-depth Interviews
KII	Key Informant Interview
KM/KYD	Kayad Mines
PHC	Primary Health Centre
PRI	Panchayati Raj Institution
RAM	Rampura Agoocha Mines
RDC	Rajpura Dariba Complex
RO/ATMs	Reverse Osmosis/Automated Teller Machines
SDGs	Sustainable Development Goals
SEBI	Securities & Exchange Board of India
SHG	Self-Help Group
SLWM	Solid and Liquid Waste Management
ZM	Zawar Mines

Chapter 1

Project Background and Overview



Chapter 1: Project Background & Overview

This section provides an overview of the funding organization, the program cardinals and the detailed interventions in each thematic area.

1.1. CSR Initiatives of HZL

Hindustan Zinc is committed to the principles of harmonious and sustainable development, protecting human life, health and environment, ensuring social well-being and adding value to the communities. Establishing a robust CSR framework allows them to promptly and flexibly address the pressing requirements of marginalized communities. HZL has successfully pinpointed crucial measures to guide comprehensive development and progress across various outreach domains.

Aligned with their CSR vision, their initiatives revolve around the dual objectives of enhancing the quality of life and fostering economic well-being within the communities where they operate. These initiatives have been progressively developed into CSR verticals¹ as:

CSR Vertical 1	•Creating Sustainable Livelihoods for Farmers and Youth
CSR Vertical 2	•Empowering women through Grassroot Institutions
CSR Vertical 3	•Investing in Education of Underprivileged Children
CSR Vertical 4	•Ensuring access to Healthcare & Water
CSR Vertical 5	•Creating Community Assets
CSR Vertical 6	•Nurturing Sports & Culture
CSR Vertical 7	•Enhancing the Environment & Safety Proposition

¹ <https://www.hzlindia.com/wp-content/uploads/Integrated-Annual-Report-2022-23.pdf>

1.2. Snapshot of the CSR programmes of HZL

1.2.1. Sustainable Livelihoods for Farmers & Youth

The '**Project Samadhan**' initiative focuses on sustainable livelihoods for designated families through integrated farming systems and livestock development across 184 villages. It includes interventions like Farmer Producer Organisations (FPOs) and Farmer Interest Groups (FIGs), facilitating advanced agricultural practices and livestock support, benefiting over 29,000 families.

The '**Zinc Kaushal**' project addresses youth unemployment by providing industry-oriented skill training across 200+ villages in 7 districts, achieving a placement rate of 82%, with special provisions for inclusivity and entrepreneurship, offering diverse trades like Unarmed Security Guard and F and B services across 6 centres.

1.2.2. Empowering Women through Grass-root Institutions

Sakhi and **Sakhi Microenterprises** empower women economically and socially through grassroots institutions like federations, self-help groups, and microenterprises. Over 27,000 women benefited across 200+ villages in 8 districts through initiatives including trainings, microenterprise development, and savings achieved by self-help groups totalling to around ₹17.01 crore. Additionally, over 400 women were trained as trainers in various sectors.

1.2.3. Investing in Education of Underprivileged Children

Hindustan Zinc's extensive CSR initiatives cater to children's holistic development from birth to higher education completion. '**Khushi Nand Ghar**' enhances Anganwadi Centres, while '**Shiksha Sambal**' strengthens rural students' learning in government schools, yielding significant academic improvements.

'**Unchi Udaan**' fosters underprivileged students' admission into prestigious engineering institutions, with notable success stories.

'**Jeevan Tarang**' empowers persons with disabilities through capacity building and employment opportunities. Additionally, 'scholarships' initiative support academically talented girls for higher education.

1.2.4. Access to Healthcare & Water

Hindustan Zinc's '**Swasthya Sewa**' health program addresses rural health needs across 179 villages, 7 locations, and 8 districts, benefiting over 200,000 people. Initiatives include telemedicine services, mobile medical units offering doorstep healthcare, and support for early cancer screening through an oncology van.

In Rajasthan, where groundwater is scarce, potable drinking water is provided to relieve women from long treks for water. Through interventions such as installation of RO/ATMs and water tankers, clean water is made accessible across 7 districts, benefiting 229,000+ people.

1.2.5. Nurturing Sports & Culture

With a keen focus on sports and cultural enrichment, HZL's CSR initiatives aim to promote Rajasthan's heritage globally. Over 28,000 youth have benefitted from sports programs, notably '**Zinc Football**', where talents like Sahil Poonia and Mohammed Kaif have excelled internationally. Additionally, cultural events are hosted across regional, district, state, national,

and international platforms, engaging 382,000 individuals, thereby preserving Rajasthan's rich cultural legacy.

1.2.6. Enhancing the Environment & Safety Proposition

HZL prioritizes promoting a clean and secure environment for neighbouring communities through various initiatives. Efforts include extensive plantation drives, support for Udaipur city with a sewage treatment plant, and third-party assessments of climate-resilient practices. Notably, the **Miyawaki** initiative plants indigenous species, benefiting over 95,000 individuals, with 59,000 saplings planted and 180 master trainers trained in community cadre development. Additionally, outreach programs reached 6,000 people during National Road Safety Week.

1.3. Geographical Coverage of the Initiatives

The intervention geography is as depicted in the following table:



State	District	Block	Village
Rajasthan	Chittorgarh	Chittorgarh	Chittorgarh
	Rajsamand	Railmagra	Dariba
	Bhilwara	Hurda	Agoocha
	Udaipur	Girwa	Zawar
			Debari
	Ajmer	Ajmer	Kayad
Uttarakhand	Udham Singh Nagar	Udham Singh Nagar	Udham Singh Nagar

1.4. SDG Alignment of HZL programs

Thematic Area	SDGs				
Creating sustainable livelihood for farmers and youth					
					
Empowering Women through Grass-root Institutions					
Investing in Education of Underprivileged Children					
Access to Healthcare & Water					
Nurturing sports & culture					
Enhancing the Environment & Safety Proposition					

1.5. ESG Alignment of HZL programs

The programme's intervention also aligns with the ESG Sustainability Report of the corporate. Particularly, concerning the Business Responsibility & Sustainability Reporting Format (BRSR) shared by the Securities & Exchange Board of India (SEBI), the programme aligns with the principle mentioned below.



1.6. CSR Policy Alignment of HZL programs

Sub-section	Activities	Alignment with HZL's programmes
(i)	Eradicating hunger, poverty, and malnutrition, promoting health care, including preventive health care and sanitation, including contribution to the Swachh Bharat Kosh set up by the Central Government for the promotion of sanitation and making available safe drinking water	Complete
(ii)	Promoting education, including special education and employment enhancing vocation skills, especially among children, women, elderly, and the differently-abled and livelihood enhancement projects	Partial
(iii)	Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day-care centres, and other facilities for senior citizens, and measures for reducing inequalities faced by socially and economically backward groups	Complete
(iv)	Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry,	Partial

	conservation of natural resources, and maintaining the quality of soil, air, and water	
(v)	Protection of National Heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts	Partial
(vii)	Training to promote rural sports, nationally recognized sports, Paralympic sports, and Olympic sports	Complete
(x)	Rural Development Projects	Complete

Chapter 2

Design and Approach for Impact Assessment



Chapter 2: Design & Approach for Impact Assessment

In this section, we present a comprehensive overview of the approach and methodology employed in conducting the **perception study**. It encompasses the study's objectives, the research methodology adopted, and additional pertinent details crucial to understanding the study's framework and execution. These illustrations will help readers gain insights into the systematic approach undertaken to achieve the study's objectives and the robustness of the methodology utilized.

2.1. Objectives of the Study

The study aims to achieve the following objectives:

Objective 1

- Perform sentiment analysis on HZL interventions, leveraging digital text from social media platforms, to gauge the overall perception and emotional tone associated with the brand's initiatives.

Objective 2

- Analyse the perception of the community & other relevant stakeholders towards HZL's CSR

Objective 3

- Analyse the impact of individual CSR programs to understand changes brought about and suggest learnings/ improvements for the future

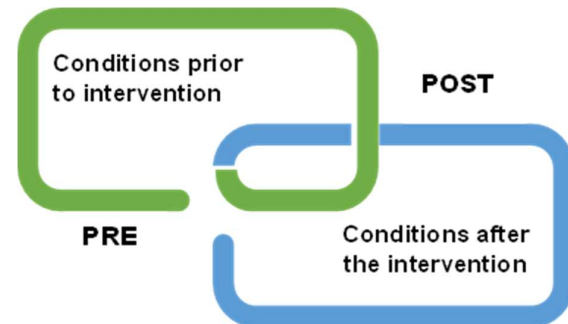
Objective 4

- Identify potential areas of improvement and provide short-term & long-term recommendations, suggestions & way forward to further enhance the impact of the CSR programmes

2.2. Evaluation Framework & Indicators

Given the objectives of the study and the key areas of inquiry, the design of the evaluation focused on learning as the prime objective. In this section, we present our approach to developing and executing a robust, dynamic, and result-oriented evaluation framework/design.

In order to measure the impact of the project, a pre-post-project evaluation approach was proposed for the study. This approach is dependent on the recall capacity of the respondents. Under this approach, the beneficiaries were asked about conditions prior to the project intervention and after the project intervention. The difference helped in understanding the contribution of the project to improving the intended condition of the beneficiary. This approach helped us comment on the contribution of the project to improving living standards, though it was not able to attribute the entire change to the project. Other external factors may also have played a role in bringing positive changes along with the



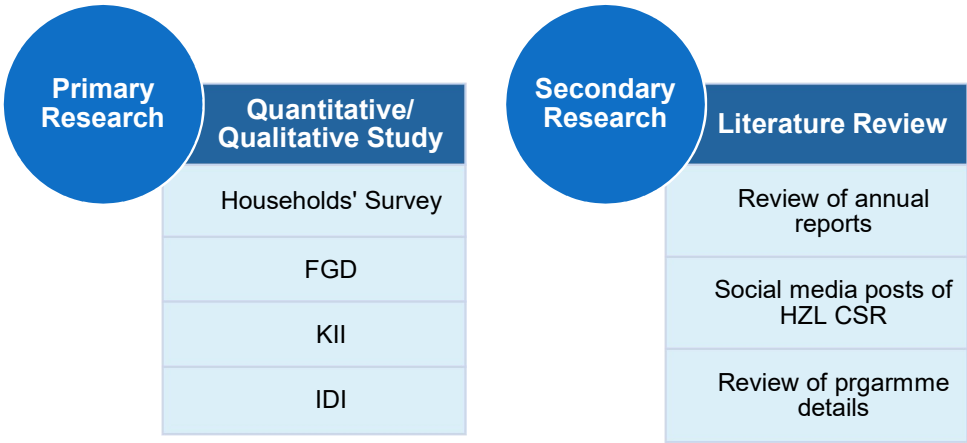
project. Hence, the contribution is assessed but attribution may not be entirely assigned to the project.

The evaluation was both forward-looking and forward-looking. Learning about topics essential to strategic decision-making and associated activities that impacted the capacity to accomplish intended outcomes was facilitated by strategic evaluations. This was proposed given our understanding that the program had been implemented using a range of thematic approaches in order to achieve an integrated village development process. As such, the evaluation encompassed the program's processes and outcomes and offered an evidence-based appraisal of its effectiveness and accomplishments. To achieve this, the logic model for the assessment was proposed. The use of the logic model approach across a larger program offered a standardised approach to evaluation whilst allowing for flexibility for different approaches to suit different local contexts (Helitzer et al., 2010). It helped create a valuable evidence base, by establishing what works for which groups in what contexts and informing the transferability of key learning. The logic model also helped to identify the key features of the program that contributed to “intended and unintended outcomes” (McLaughlin and Jordan, 1999).

2.3. Methodology

CSRBOX employed a two-pronged approach to data collection and review for the program assessment, incorporating primary data collected through both quantitative and qualitative methods with secondary data sources and literature. The study approach used for data collection and review is depicted in the figure below. To gain insight into the local context, the secondary study involved a review of annual reports, monitoring reports, and other studies and research by well-known organizations that were available in the public domain.

A **mixed-methods approach** entailing qualitative and quantitative methods of data collection and analysis was used in the **perception study**. In-depth interviews (IDIs) with PRI representatives, the water tanker in charge, community members, government officials, and other institute-associated stakeholders were conducted as part of the qualitative components.



The consultants examined a variety of project documents in addition to primary data collection, including the project proposal, baseline and project costs, implementation timelines, communication and M&E reports, and other pertinent reports and literature. The consultants also studied project implementation-related documents, specifying details of activities carried out, processes undertaken, no. of beneficiaries reached, and details of spent & unspent budgets under different budgetary heads.

2.3.1. Sentiment Analysis

Sentiment analysis is the process of analysing digital text to determine if the emotional tone of the message is positive, negative, or neutral. Sentiment analysis enables us to assess the content of the posts and gauge their impact and effectiveness.

- The Instagram, Twitter & Facebook Insights on individual posts
- Sentiment Analysis on YouTube reactions
- Average engagement in terms of reactions, comments and save across all the social media platforms.

The following data points will be collected to further understand the engagement pattern on social media platforms –

Platform	Particulars
Facebook	Total number of videos posted
	Total reactions for each post
	Total number of posts in each language (If posts are in regional languages)
	Total number of comments
	Total host response for comments
	Total number of positive feedback
YouTube	Total number of videos
	Number of views per video in each language
	Number of videos in each language
	Number of likes and dislikes per video
Instagram	Total number of videos posted
	Total reactions for each post
	Total number of posts in each language (If posts are in regional languages)
	Total number of comments
	Total host response for comments
	Total number of positive feedback
	Total accounts reached
	Total reach among followers
	Total reach among non-followers
	Total number of saves per post
	Total reactions for each post
	Total number of comments

	Total host response for comments
	Total number of positive feedback
X(Formerly Twitter)	Total number of videos posted
	Total reactions for each post
	Total number of posts in each language (If posts are in regional languages)
	Total number of comments
	Total host response for comments
	Total number of positive feedback
	Hashtag performance
	Total number of re-tweets per post

2.4. Stakeholder Mapping

The table illustrates the various stakeholder categories surveyed under the study:

Primary Stakeholders	Mode of Data Collection
Beneficiaries of infrastructures developed	Physical Survey
Secondary Stakeholders	Mode of Data Collection
Community members	FGDs
Project Sakhi representatives	FGDs
Teacher/ Headmaster	In-Depth Interview
PHC/ CHC/ Hospital Staff	In-Depth Interview
Water Tanker In-charge	In-Depth Interview
PRI Members	In-Depth Interview
Block Agricultural Officer	Key Informant Interview
State Agriculture Dept. Representative	Key Informant Interview
State Education Dept. Representative	Key Informant Interview
State Health Dept. Representative	Key Informant Interview
HZL Plant Team	Key Informant Interview

2.5. Sampling Approach

Geographic Sampling

The stratified random sampling technique was applied to ensure consistent representation from each location where the infrastructures were constructed. Additionally, it was ensured that data is collected from each geographic state.

State	District	Block	Village	Sample
Rajasthan	Chittorgarh	Chittorgarh	Chittorgarh	300
	Rajsamand	Railmagra	Dariba	300
	Bhilwara	Hurda	Agoocha	180
	Udaipur	Girwa	Zawar	180
			Debari	80
	Ajmer	Ajmer	Kayad	80
Uttarakhand	Udham Singh Nagar	Udham Singh Nagar	Udham Singh Nagar	80

Quantitative Sampling

The cumulative quantitative sample size was 1200 from all villages combined. However, the total number of samples collected was 1292, including 92 samples as buffer data captured. The sample distribution has been depicted in the table below.

State	District	Village	Sample (Target)	Sample (Actual)	Rationale
Rajasthan	Chittorgarh	Chittorgarh	300	332	50% of total
	Rajsamand	Dariba	300	314	
	Bhilwara	Agoocha	180	193	30% of total
	Udaipur	Zawar	180	188	
		Debari	80	86	

	Ajmer	Kayad	80	89	20% of total
Uttarakhand	Udham Singh Nagar	Udham Singh Nagar	80	90	

Qualitative Sampling

Detailed discussions were held with different stakeholders of the program. These discussions included In-Depth Interviews (IDIs) and Key Informant Interviews (KII) which helped in understanding the perspectives of the beneficiaries and other stakeholders towards the project and assessment of the impact created by HZL.

HZL Plants	Secondary stakeholder	No. of interactions	Type of interaction
All	Community members	7	FGD
All except PMP - Pantnagar Metal Plant, Uttarakhand	School teacher/ headmaster	6	IDI
RDC - Rajpura Dariba Complex, Rajsamand, RAM - Rampura Agoocha Mines, Bhilwara	PHC/CHC/hospital Staff	4	IDI
RDC - Rajpura Dariba Complex, Rajsamand	Youth	1	FGD
CLZS - Chanderiya Lead Zinc Smelter, Chittorgarh	Water tanker in charge	1	IDI
All	PRI members	7	IDI
All except PMP - Pantnagar Metal Plant, Uttarakhand	Water user group	6	FGD
RDC - Rajpura Dariba Complex, Rajsamand, KYD or KM - Kayad Mines, Ajmer	Community kitchen staff	2	IDI
ZM - Zawar Mines, Udaipur	Librarian	1	IDI
All	SHG/ Women group	7	FGD
All	Plant CSR team	7	KII

HO	HO CSR team	1	KII
Total		48	

2.6. Limitations of the Study

Although the primary data collection was completed in the specified timeframe, there were some hindrances faced by the team as such:

- Limited infrastructural interventions in '*Udham Singh Nagar*' led to a reduction in sample size, which was compensated by surveying additional respondents from '*Agoocha*'.
- Responses from '*Sukhwara*' and '*Kanthariya*' villages in the Chittorgarh district were constrained due to the unavailability of respondents during the day. Many respondents were farmers, particularly cultivating opium, a labour-intensive crop, resulting in them spending approximately 18 hours daily in field protection activities. Consequently, they were hesitant to spare time for surveys, necessitating the team to conduct surveys by visiting their agricultural fields.
- Some interactions with secondary stakeholders (government representatives) could not be conducted due to their unavailability at their office premises due to clashing dates with festivities such as '*Shivratri*'.

Chapter 3

Findings of Brand Perception Study (Chittorgarh)



Chapter 3: Brand Perception Findings from Chittorgarh

Brand equity is the incremental value that a brand has over and above its tangible goods or services. It is an intangible asset derived from consumer perception encompassing customer loyalty, reputation, and brand awareness. Robust brand equity denotes a positive distinction from rivals, which is manifested in customer trust, sentimentality, and eventually, purchasing decisions. In this study, Team CSRBOX assessed the brand equity of Hindustan Zinc Limited based on feedback provided by residents in the intervention villages.

3.1. Brand Perception Findings from Household Surveys

The survey findings demonstrate a resounding success in brand awareness initiatives (Fig.1).

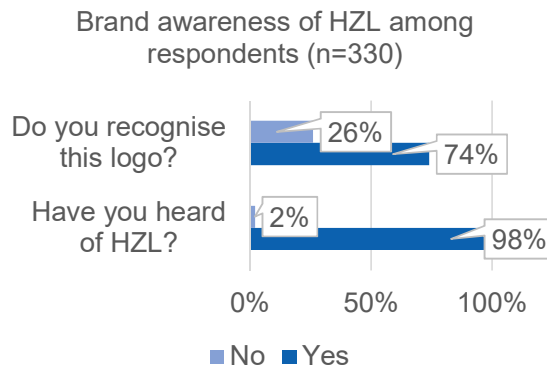


Figure 1: Brand Awareness of HZL among respondents

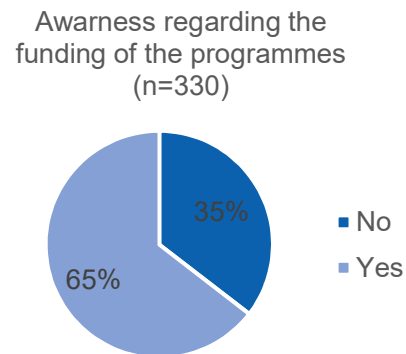


Figure 2: Awareness regarding the funding of the programmes by HZL

A significant 98% of the respondents indicated awareness of the interventions conducted by Hindustan Zinc Limited (HZL) within their villages. Brand logo recognition is also promising, with a significant 74% of participants acknowledging familiarity with the HZL logo. However, a cause for further exploration was that 26% of respondents did not recognise the logo.

The chart in Fig.2 provides insights into respondents' awareness of HZL as the funder for any of the programmes. 65% of the respondents identified Hindustan Zinc Limited (HZL) as the programme funder, indicating a strong level of programme recognition. However, 35% of the respondents did not recognise HZL's role, suggesting potential areas for improvement in programme visibility.

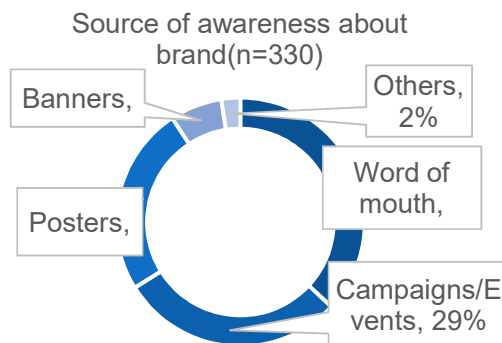


Figure 3: Source of awareness regarding 'HZL' brand

While the data presented in the charts above (Fig. 1 & Fig. 2) doesn't equate to a lack of brand awareness, it does suggest a disconnect between programme awareness and brand association. The observation was further supported by the finding that "word of mouth" was the most frequently cited source of brand awareness. This suggests that future efforts might benefit from a more strategic approach to brand communication, aiming to solidify the link between HZL's interventions and the company itself.

The analysis of brand awareness sources unveiled a multifaceted approach to brand communication within the villages. A resounding majority (37%) reported "word of mouth" as

the primary source of brand awareness, indicating the strong influence of community networks and the trust placed in personal recommendations within the local context and significant reliance on interpersonal communication and recommendations in spreading awareness about HZL. Additionally, 29% of respondents mentioned campaigns and events as a significant contributor to their awareness, followed by posters at 25% and banners at 7%. This highlights the effectiveness of both traditional outdoor advertising and targeted initiatives in conveying brand information. In essence, the data suggests a well-rounded strategy that leverages the power of community endorsement alongside the strategic use of visual media.

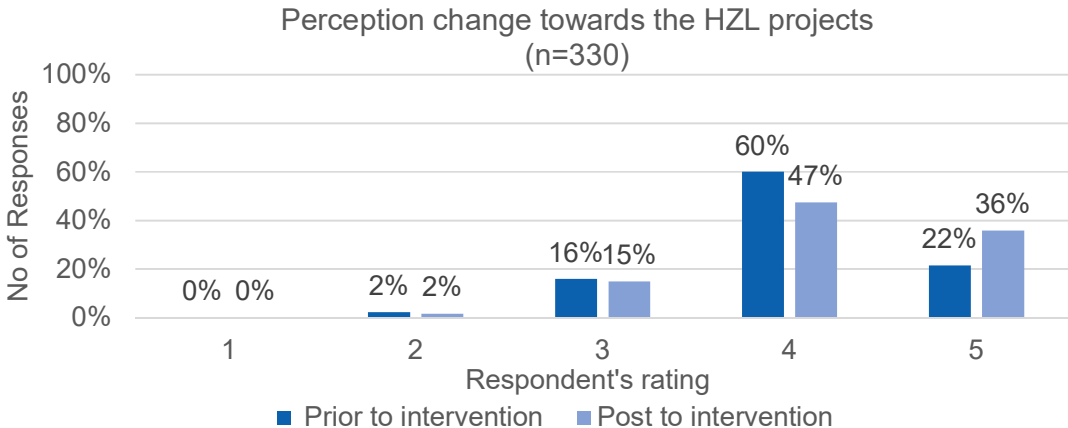


Figure 4: Rating of respondent's perception towards HZL projects prior to and post-interventions

A comparison of pre-and post-intervention ratings from the respondents yielded insightful data regarding perception towards HZL's projects. It is evident that prior to the interventions, more than 80% of the respondents already perceived the projects positively, 60% rating them at level 4 and 22% rating at level 5. These positive perceptions demonstrably strengthened post-

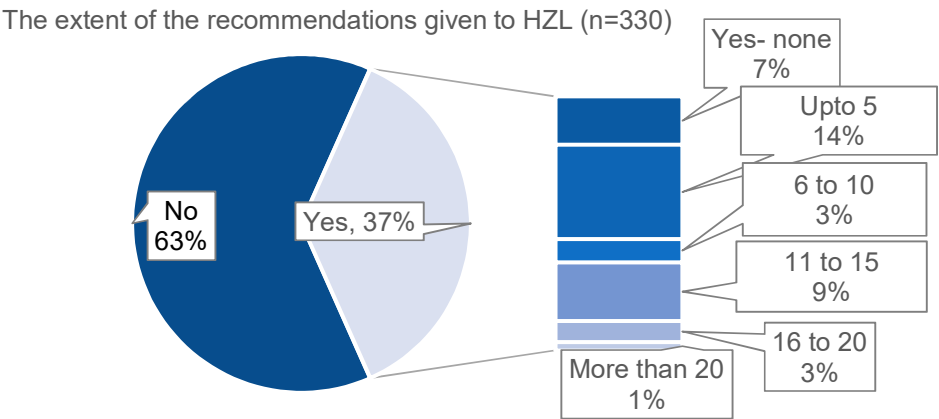


Figure 5: Extent of respondents informing about the HZL projects to others (friends, family, relatives, etc.)

intervention, with an impressive 83% of respondents rating the projects at level 4 or above. However, qualitative interviews revealed an interesting contrast. The respondents expressed satisfaction with the interventions, and a recurring theme emerged – a sentiment that HZL has brought about multiple positive development within the villages.

The findings regarding conveying information about interventions indicate varying levels of advocacy. The data from Fig 5. suggests that a majority, comprising 63% of the respondents, have not advocated or recommended the HZL interventions to others, while 37% have done so to varying degrees, with 14% to up to 5 individuals, 3% to 6 to 10 individuals, 9% to 11 to 15 individuals, 3% to 16 to 20 individuals and only 1% recommendations to more than 20 individuals.



Image 1: Conducting survey with primary stakeholders, Bhawanipura

The relatively low data indicating recommendations by respondents can be attributed to the nature of the interventions conducted during the assessment period. Primarily focused on creating community infrastructures for communal use, such interventions may not have prompted individuals to advocate for them to others. Unlike healthcare facilities or similar services that directly benefit individuals, community infrastructures may not necessitate recommendations for personal use. This suggests a nuanced understanding of advocacy behaviour, highlighting the relevance of interventions to individual needs when considering recommendations.



Image 2: Conducting survey with Dev Kishan Regar, Sarpanch, Nagri

During my tenure as Sarpanch, I've observed significant progress and development in our area, benefiting the residents. Initiatives such as the Samadhan livelihood program have particularly aided small and marginal farmers in villages like Biliya, Nagri, and Gurjar Khera. Moreover, infrastructure projects like the water ATM and tanker water supply have greatly improved access to clean drinking water. However, I believe there's still room for further development, such as connecting Nagri to Dhordia village via CC Road and installing more solar lights in strategic locations. Overall, we've made good and steady progress, and it's important to maintain this momentum.

- Dev Kishan Regar, Sarpanch, Nagri

In assessing familiarity with any of the programmes of HZL, responses indicate varying degrees of recognition among the respondents. While a small (1%) didn't recall any programme, and 5% were unfamiliar with all programmes.

Interestingly, specific programmes that enjoyed much higher recognition, such as Shiksha Sambal, Project Sakhi and Zink Kaushal, achieved familiarity rates between 52% and 66%.

However, lesser-known programmes include Samadhan-BAIF Institute of sustainable livelihood (5%) and Unchi Udaan (6%). This highlights the need to prioritise promoting lesser-known programmes while acknowledging the success of established ones.

Participation varied among respondents with notable engagement in programmes like Zink Kaushal (68%), Project Sakhi (55%) and Shiksha Sambal (51%).

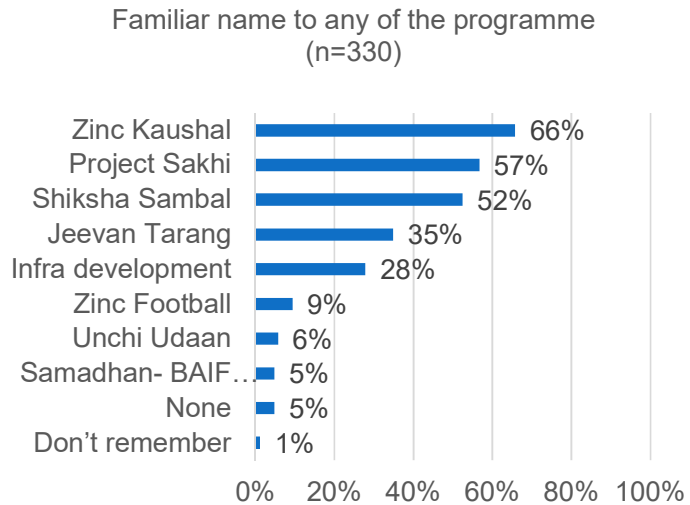


Figure 6: Familiarity of respondents with HZL programmes

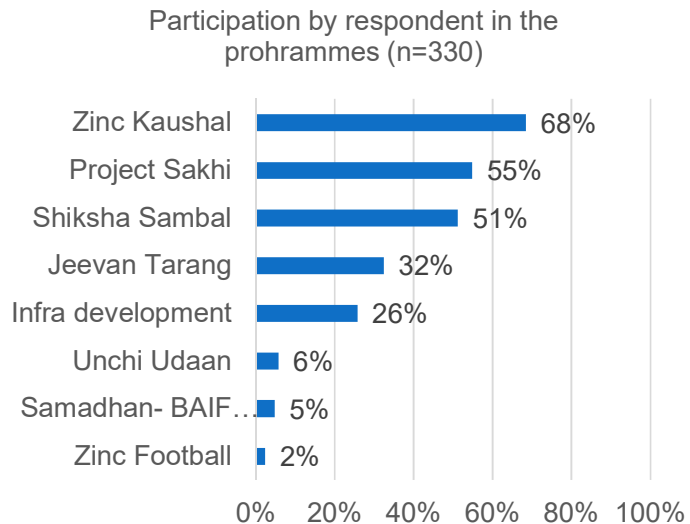


Figure 7: Participation of respondents in the programmes

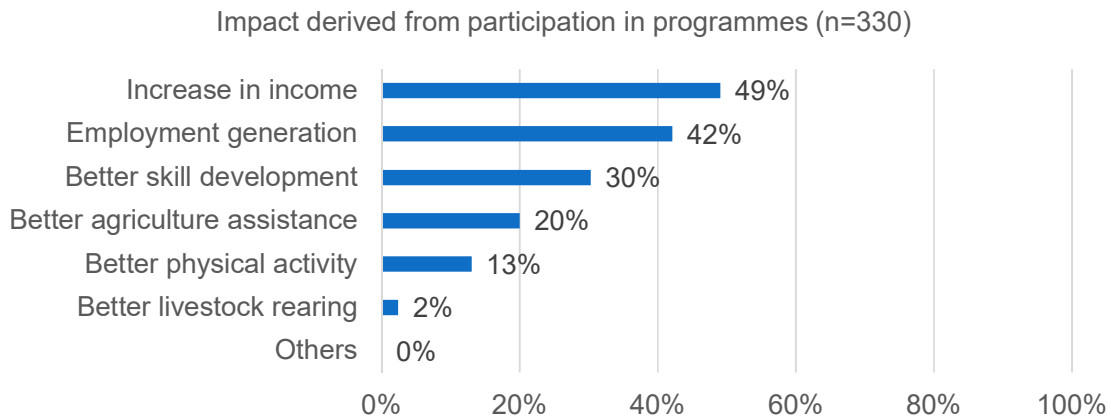


Figure 8: Impact derived from participation in the programmes

The findings for the perceived impact of HZL's projects reveal a range of benefits impacting various aspects of the life of the respondent families. A diverse range of impacts was reported, with notable percentages attributing the projects to an increase in income (49%) and employment generation (42%). Additionally, a substantial portion of respondents highlighted improvements in skill development (30%) and agricultural assistance (20%), signifying a focus on livelihood support. While less frequently mentioned ones are improvements in physical activity (13%) and livestock rearing (2%). This shows the multifaceted nature of the capacity-building programmes, thereby demonstrating their ability to positively impact various aspects of life within the communities they serve.

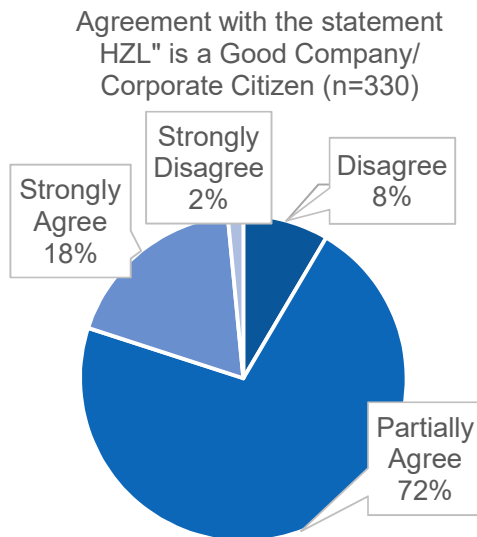


Figure 9: Agreement with the statement "HZL is a Good Company/Corporate Citizen"

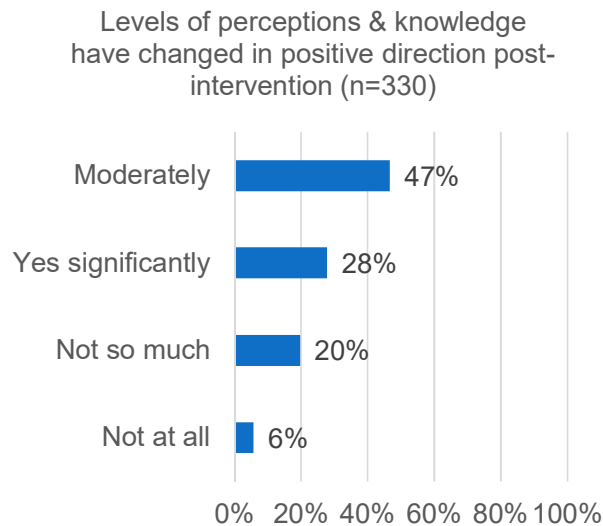


Figure 10: Levels of perceptions & knowledge have changed in a positive direction post-intervention

The data for respondents' perception regarding HZL as a good corporate citizen suggest a predominantly positive perception. Among the respondents, 72% expressed partial agreement with the statement that "HZL" is a good company or corporate citizen, while 18% strongly agreed. 10% disagreed with the statement.

Insights from analysis of changes in levels of perceptions and knowledge post-intervention show that 28% of respondents reported that their perceptions and knowledge had changed significantly in a positive direction, while 47% indicated a moderate change. Further, 26% reported no or minimal change.

While the respondents largely agree (Fig. 10) that HZL has made positive contributions through infrastructure development and programmes, they also express a desire for more extensive efforts. Emphasis on expanding infrastructure development, strengthening programme linkages within villages, and implementing targeted interventions can further enhance community perceptions and knowledge.

Improvement in Thematic Area Post CSR Intervention	Yes (in %)	No (in %)
Education Services	86	14
Environment Services	62	38
Agricultural Services	76	24

Water Services	87	13
Women empowerment	81	19

The data demonstrates significant positive feedback across various thematic areas of HZL's interventions, with water services receiving a high approval rate, with 87% of respondents acknowledging improvement, while only 13% reported otherwise. The positive perception was also revealed for education services, development of females, agricultural services and environmental services by 86%, 81%, 76% and 62% of respondents, respectively.

3.1.1. Analysis of ratings for infrastructure developments & programmes of HZL

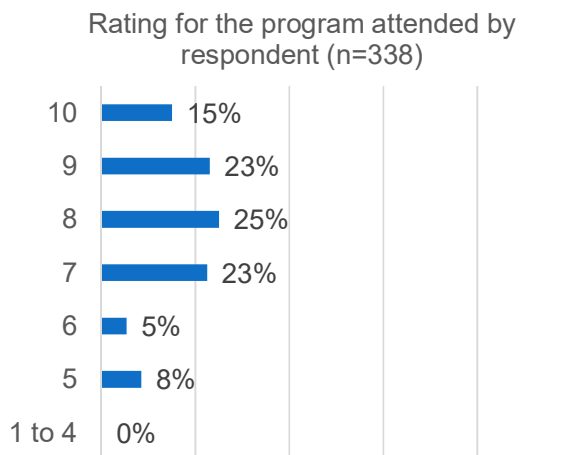


Figure 11: Rating for the programme attended by the respondent

Pertaining to the rating of HZL as a brand, its interventions and programmes reflect a prevailing sense of positivity among the respondents. The data is completely skewed towards a 'high' rating by the respondents in terms of the various programmes attended by them. At least 85% of respondents rated a minimum of 7 stars to the programmes, followed by minor ratings for a 6 star (5%) and a 5 star (8%). Apart from that, none of the respondents rated the programmes below a minimum of 5 stars, thereby solidifying the success of HZL programmes in the community.

3.2. Brand Perception Findings from Secondary Stakeholder Surveys

In this section, Team CSRBOX explores the views of the secondary stakeholders involved in the initiatives. Following the survey of households within the impacted community, a perception study was conducted with secondary stakeholders as well. These stakeholders include individuals like government officials, PRI representatives, etc., who can provide us with a broader perspective on HZL's work.

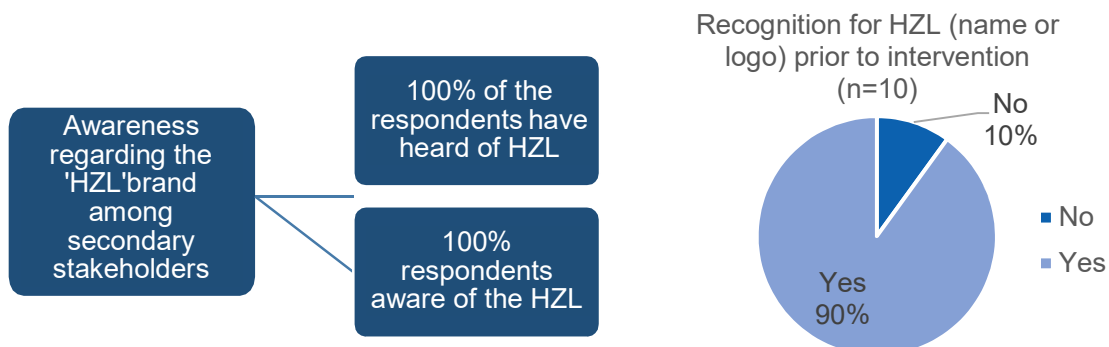


Figure 12: Recognition of 'HZL' brand among secondary stakeholders prior to and post-intervention

The findings from the analysis of the 'perception study' survey data collected from interaction with secondary stakeholders reveal that all respondents had heard of HZL and seen its logo prior to its interventions in their villages. This widespread awareness can be attributed to the

authoritative positions held by secondary stakeholders, such as government officials or PRI representatives, who have been associated with HZL since the establishment of the Chanderiya plant.

The perception of respondents towards the interventions represents a positive picture. Prior to the interventions, ratings provided by respondents varied, with 32% attributing a 3-star rating, 54% a 4-star rating, and 15% a 5-star rating. Following the interventions, a notable shift in perceptions was observed, with only 8% a 4-star rating and significant increase to 92% awarding a 5-star rating. This indicates a substantial improvement in the perceived effectiveness and impact of the interventions post-implementation.

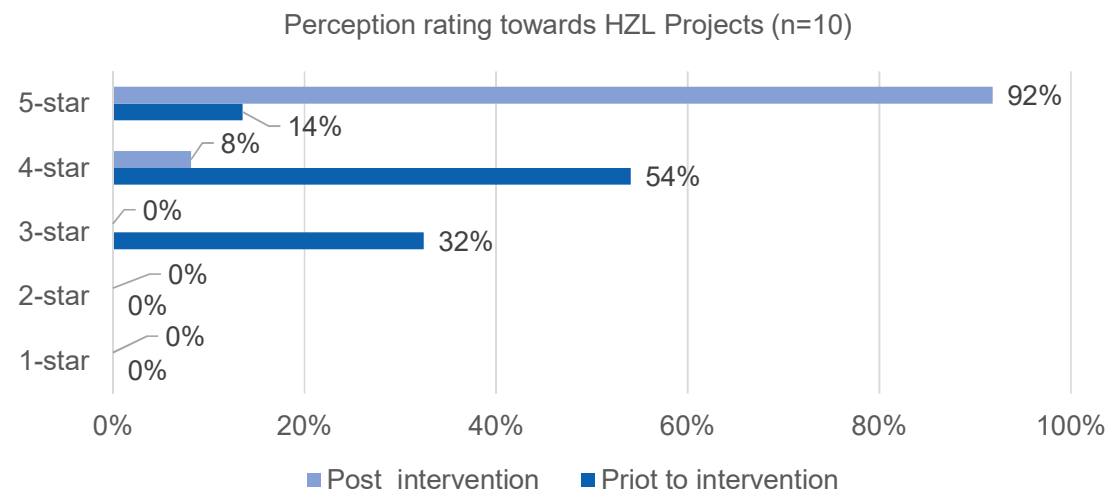


Figure 13: Perception rating towards HZL projects prior to and post intervention

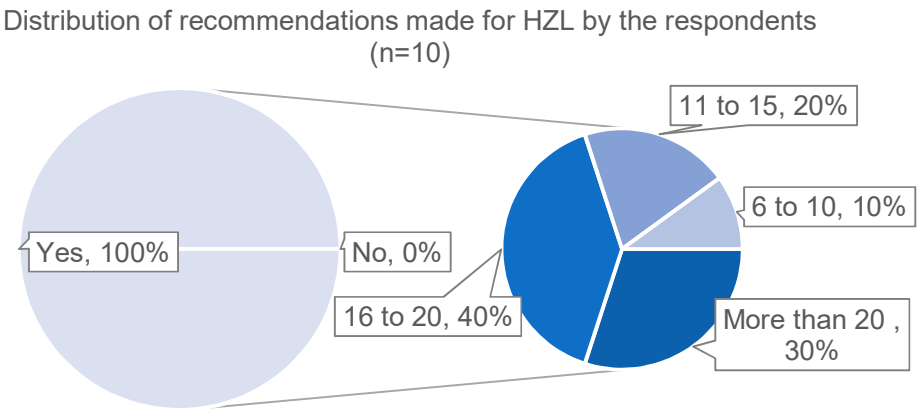


Figure 14: Respondents who recommended HZL programmes & interventions to beneficiaries

The findings reveal that all of the respondents (100%) have recommended the HZL programmes in their respective villages. Notably, among the respondents who promoted the programmes, a minimum of 6 individuals were reached out to by the respondents.

This higher endorsement rate can be attributed to the roles these stakeholders play. Block Agricultural Supervisors, Sarpanch & Ward members, Zinc Kaushal centre-in-charge, and Compounders at veterinary clinics all have broader community reach compared to individual households.



Image 3: Conducting survey with Dr Sumer Singh Shaktawat, Additional Director, Animal Husbandry Department

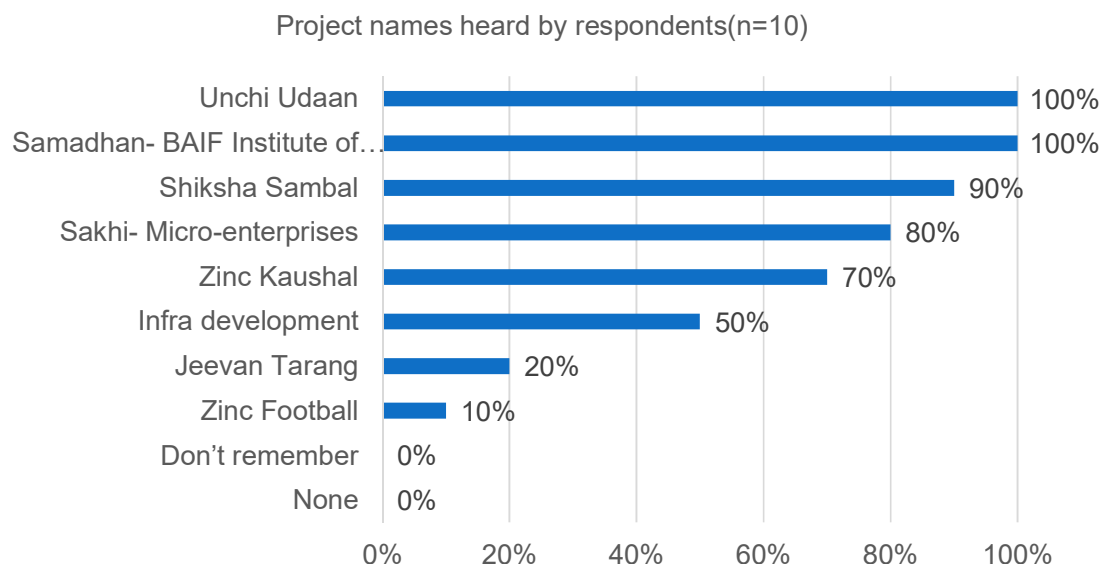


Figure 15: Name of the HZL programmes heard by the respondents

As learnt from the findings of households' perception above, the chart in Fig. 15 represents the picture regarding the most prevalent and discussed-about programmes run by HZL in their village. Almost all of the respondents answered that they know about the Unchi Udaan, Samadhan, Shiksha Sambal & Sakhi programmes run in their villages.

The infrastructure improvements at our school have been incredibly beneficial. Specifically, the solar electrification and the construction of the prayer shed have alleviated a significant financial burden on the school. Solar power not only saves costs but also ensures uninterrupted electricity supply. Additionally, with the new prayer shed, we no longer need to rent canvas tents for organising assemblies, as there is now ample shade available.

- Jamnalal Menaria, Shiksha Sahayak (Teacher), GSSS Suwaniya

The perception regarding HZL as a good corporate citizen among secondary stakeholders represents an almost similar story wherein all the respondents (100%) gave positive feedback. As 40% of the respondents answered 'moderately', it is indicative of the fact that they believe further penetration of the interventions is required in their villages.

Levels of perceptions and knowledge changed in the positive direction post-intervention (n=10)

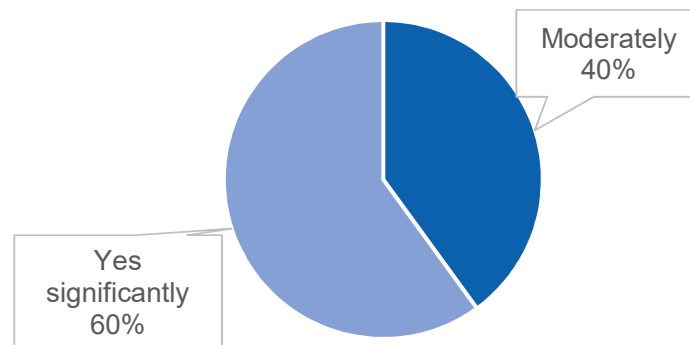


Figure 16: Levels of perceptions & knowledge have changed in positive direction post-intervention

3.2.1. Analysis of ratings for infrastructure developments & programmes of HZL

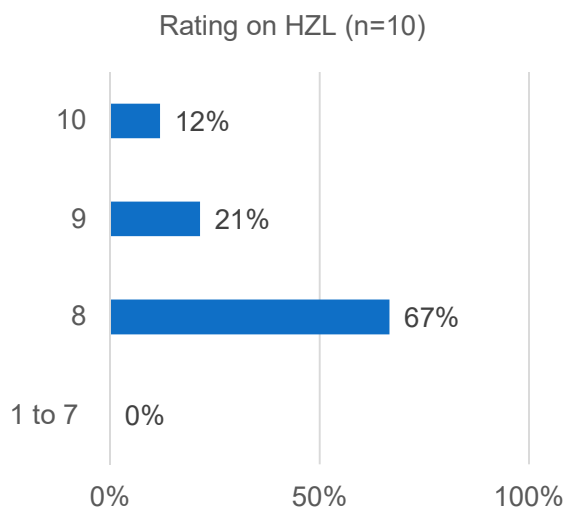


Figure 17: Overall rating for HZL

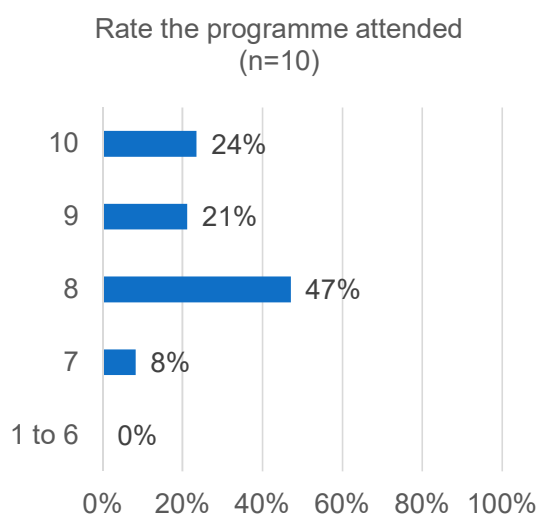


Figure 18: Ratings on programmes attended by the respondents

The data pertaining to the rating of HZL as a brand and its interventions and programmes reflects a prevailing sense of positivity among the respondents. As depicted in Figure 20, all the respondents (100%) assigned a rating of at least 8 stars to HZL. Notably, for respondents who attended the programmes, there were no ratings below 7 stars. These findings tell us about the success of HZL in terms of designing, planning and implementing the varied interventions. The findings also hint towards prolonged sustainability of the interventions and programmes as learnt by the surveyors.

Chapter 4

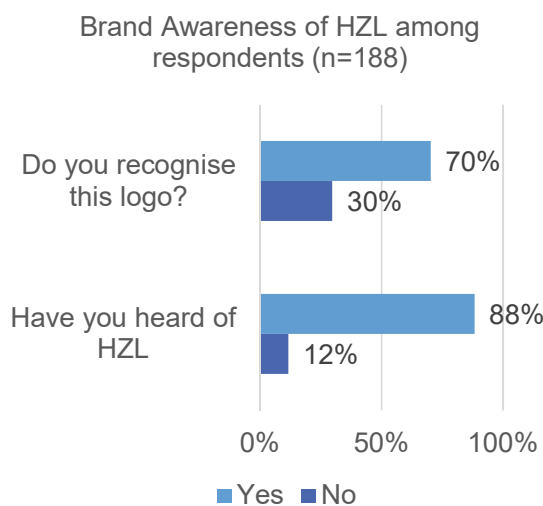
Findings of Brand Perception Study (Zawar)



Chapter 4: Brand Perception Findings from Zawar

Brand equity is the incremental value that a brand has over and above its tangible goods or services. It is an intangible asset derived from consumer perception encompassing customer loyalty, reputation, and brand awareness. Robust brand equity is characterised by a positive differentiation from competitors, which is evident in customer trust, sentiment, and, ultimately, purchasing decisions. In this study, Team CSRBOX assessed the brand equity of Hindustan Zinc Limited based on feedback provided by residents in the intervention villages.

4.1. Brand Perception Findings from Household Surveys



level of brand awareness within the community,

Figure 19: Brand Awareness of HZL

The survey findings reveal a commendable

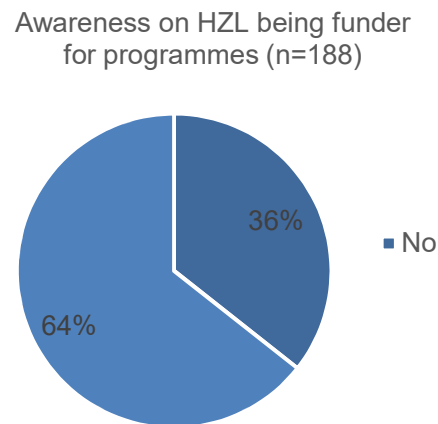
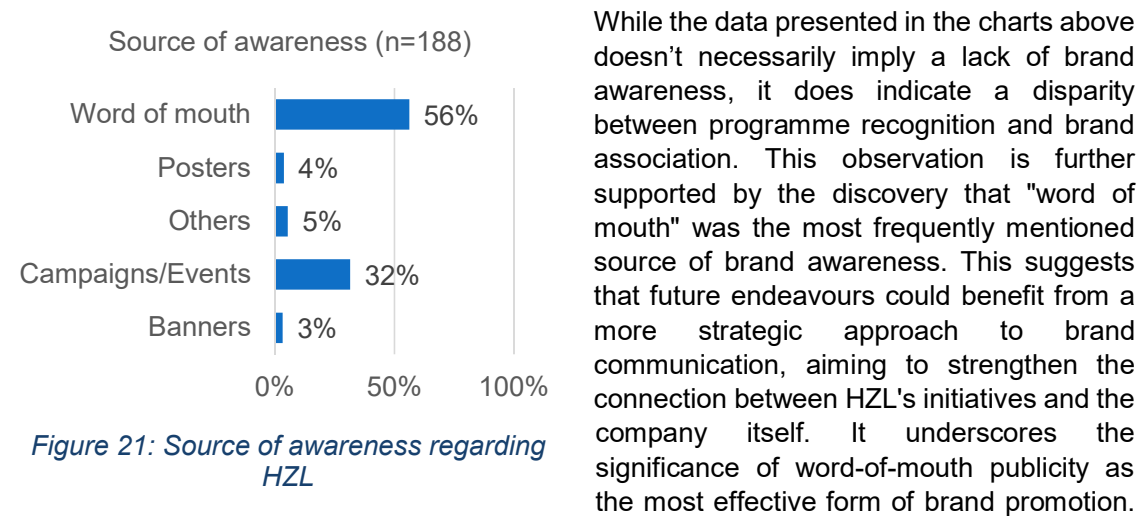


Figure 20: Awareness of HZL being funder

attributed to Hindustan Zinc Limited's (HZL) effective branding strategies. Nearly 90% of respondents demonstrated familiarity with HZL's presence in their localities. Notably, 70% of participants exhibited recognition of the HZL logo, indicating a substantial level of brand association. Nonetheless, there exists a noteworthy aspect warranting further investigation, as 30% of respondents did not identify the logo. This observation stems from the tendency of villagers to refer to HZL simply as "mines" rather than by its specific brand name. Additionally, the prevalent illiteracy among respondents serves as a significant impediment to logo recognition. While all respondents acknowledged the presence of a mine in their vicinity, they commonly omitted to associate it directly with the name HZL.

Community awareness regarding HZL's involvement as a funder for various programmes appears to lag behind brand recognition. While 64% of respondents correctly identified Hindustan Zinc Limited (HZL) as a programme funder, indicating a notable level of programme recognition, 36% did not acknowledge HZL's role. This underscores potential opportunities for enhancing programme visibility. The disparity in recognition can be attributed to several factors. Primarily, while beneficiaries of the programmes typically acknowledge HZL's active participation, some individuals simply associate it with "mines," causing confusion when specifically questioned about HZL. Notably, the largest subset of respondents unaware of HZL's role in these programmes comprises those who are not direct beneficiaries.

Furthermore, the lack of brand awareness among certain respondents is compounded by their inability to read, further limiting their understanding of HZL's involvement.



Enhancing this aspect requires increasing the number of both direct and indirect beneficiaries through comprehensive programmes designed to reach a larger demographic in each village.

The prominence of "word of mouth" as the primary channel for learning about HZL highlights the powerful influence of community networks and the trust placed in personal recommendations within the local context. Furthermore, with 32% of respondents attributing their awareness to campaigns and events, it is evident that targeted initiatives in disseminating brand information have played a significant role. Activities such as handing over functions and inaugurating new projects and infrastructure leave a lasting impression on the community. These events become talking points within the community, further amplifying the word-of-mouth publicity of HZL.

Furthermore, only 7% of respondents identified banners and posters as a notable contributor to their awareness. This underscores the limited effectiveness of traditional outdoor advertising methods, particularly in areas where literacy rates are low and reading abilities are limited. In essence, the data indicates the necessity of adopting a comprehensive strategy that not only harnesses the influence of community endorsement but also strategically utilises visual media. This approach acknowledges the importance of personal recommendations within the community while recognising the challenges posed by traditional advertising methods in areas with lower literacy levels.

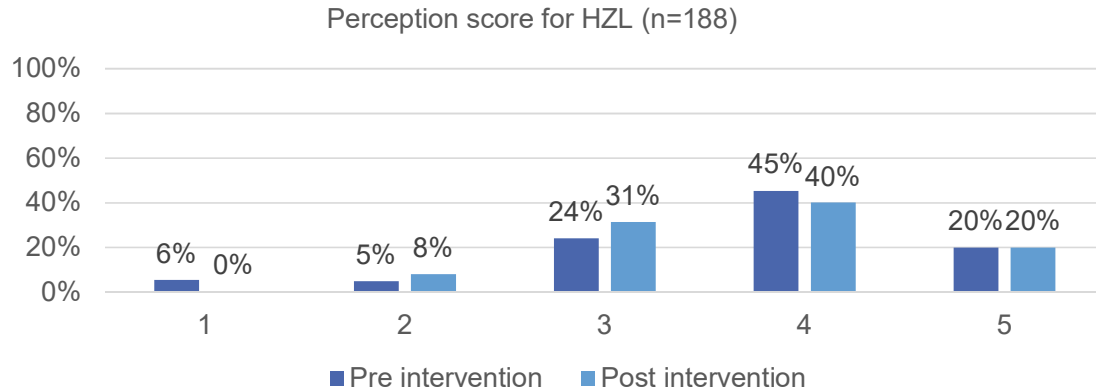


Figure 22: Perception score for HZL

A comparative analysis of pre- and post-CSR intervention ratings (1 being the lowest and 5 being the highest) from the respondents has provided valuable insights into perceptions regarding HZL's operations within their village. Initially, nearly 6% of respondents rated HZL's interventions poorly, attributing this to the belief that HZL had been extracting resources from their land and polluting the ecosystem without adequately contributing to the community. However, following the implementation of CSR projects by HZL, there was a notable decrease in poor ratings, with none reported post-intervention.

There is a visible trend indicating a reduction in poor ratings, with a shift towards average ratings reflecting overall satisfaction with the interventions. However, respondents also expressed a sentiment that there remains room for further development within the villages. Some villagers articulated awareness of Zawar mines being the second-largest zinc mines globally and voiced concerns about the perceived disparity between the benefits received by the community and the revenue generated by HZL in the area. There is a prevailing belief among villagers that a certain percentage of the revenue generated from the mines in Zawar should be allocated for the development of the local communities.

These findings underscore a significant opportunity for HZL to deepen engagement and tailor interventions to align with the evolving needs and sentiments of the community. This suggests the importance of ongoing dialogue and collaboration between HZL and the local populace to ensure that CSR initiatives effectively address community concerns and aspirations.

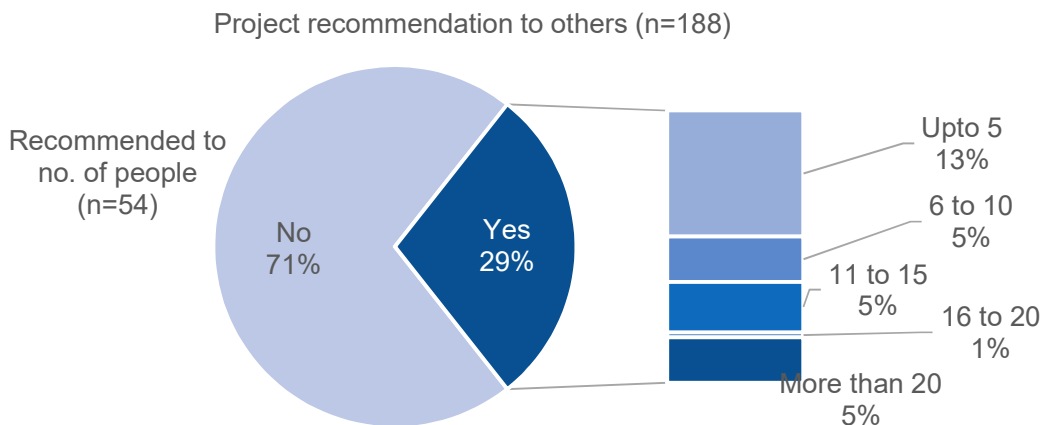
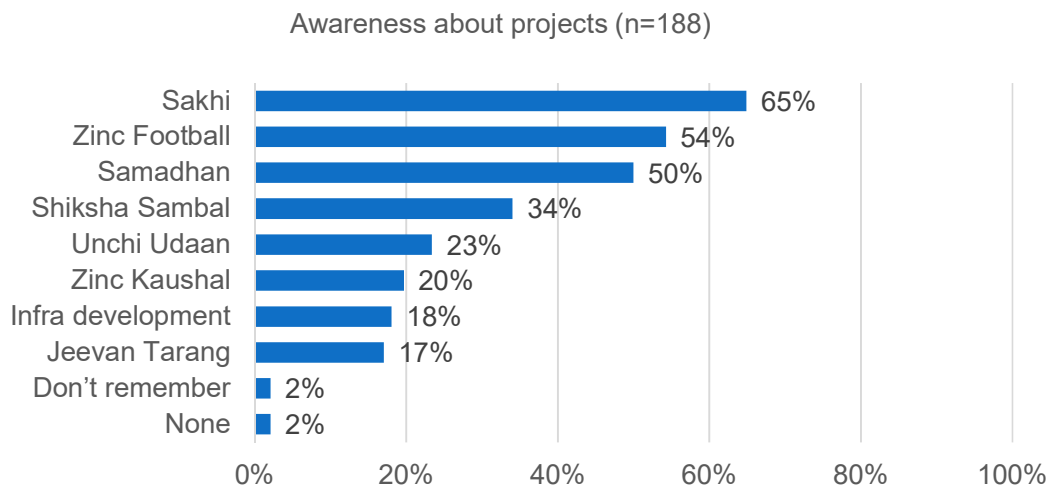


Figure 23: Project recommendation to others

The survey contained the question regarding project recommendation to see the value respondents placed on the intervention and wanting others to benefit from the interventions. The findings concerning recommendations regarding the interventions suggest minimal levels of advocacy. Approximately 71% of respondents reported that they had not recommended the interventions to anyone. A small proportion of respondents did report making recommendations to varying extents: 13% of respondents indicated recommending the interventions to at least five individuals each, while 5% had recommended them to 6 to 10 individuals, another 5% to 11 to 15 individuals, and a further 5% to more than 20 individuals, respectively.

The relatively low number of recommendations can be attributed to the fact that the direct beneficiaries mainly reside within the same locality, and the primary beneficiaries are also from the same localities, reducing the necessity for recommendations. Respondents also mentioned that they have been informally discussing the projects with family and friends, although not necessarily as explicit recommendations per se.

When evaluating familiarity with any of HZL's programmes, responses indicate differing levels of recognition among the respondents. A small percentage (2%) indicated no recollection of any programme, while a similar number of respondents (2%) reported being unfamiliar with all programmes.



Certain programmes such as Sakhi, Zinc football, Samadhan, and educational initiatives like Shiksha Sambal demonstrate higher recognition among respondents. This heightened awareness can be attributed to the greater involvement of beneficiaries in these projects. The dissemination of information primarily occurs through word-of-mouth promotion by the direct beneficiaries within the locality. Sakhi (Self-Help Group) groups, for instance, have a presence in all four villages surveyed, contributing to their widespread recognition. Zinc football, particularly in Zawar, enjoys significant popularity due to the zeal for football in the area, and Zawar serves as the academy for Zinc Football for all locations in Rajasthan. On the other hand, the lower awareness of programmes like Jeevan Tarang can be attributed to its non-functionality in the Zawar region. This lack of operational activity has likely led to reduced recognition of the programme among respondents.

Figure 24: Awareness regarding HZL intervention

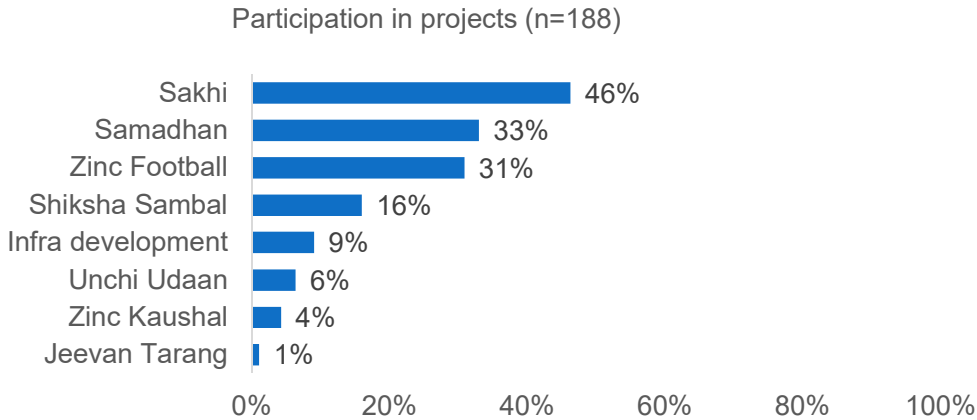


Figure 25: Participation rate in HZL CSR projects

Sakhi project has witnessed high participation, particularly notable for its contribution to women’s development in the Zawar region. During focus group discussions (FGDs) with Self-Help Group (Sakhi SHG) members, there was a distinct disinterest expressed towards joining the Rajeevika SHGs, which are administered by the state government. Conversely, there was a strong inclination to continue participation in the Sakhi SHGs facilitated by HZL.

The Samadhan project has been instrumental in bringing about transformative changes for small landholding farmers in Zawar. The project’s impact has been widely acknowledged among respondents, reflecting its significant role in enhancing agricultural practices and livelihoods.

The Shiksha Sambal initiative has been instrumental in providing benefits to students studying in government schools in Zawar. With the project operating across multiple schools in Zawar and adjacent regions, a considerable number of respondents have reported enjoying the benefits of improved educational opportunities facilitated by Shiksha Sambal.



Image 4: FGD with Sakhi SHG



Image 5: Beneficiary of Samadhan's livestock assistance



Image 6: Beneficiaries of Zinc Football with their runners up trophy



Image 7: Samadhan beneficiary who received agriculture assistance

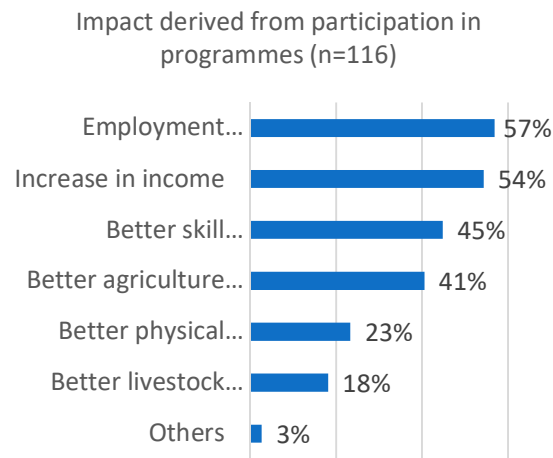


Figure 26: Impact derived from participation in programmes

The findings regarding the perceived impact of HZL's projects reveal a wide range of benefits affecting various aspects of the lives of respondent families. A diverse array of impacts was reported, with significant percentages attributing the projects to employment generation (57%), increased income (54%), and skill development (28%), indicating a clear emphasis on livelihood support. This connection can be directly linked to the Sakhi project by HZL.

A substantial portion of respondents highlighted improvements in agricultural assistance (41%) and enhancements in livestock rearing (18%), which are directly

associated with the Samadhan project by HZL. Less frequently mentioned impacts, such as better physical activity (13%), are attributed to initiatives like Zinc football. These findings underscore the multifaceted nature of capacity-building programmes, demonstrating their ability to positively influence various aspects of life within the communities they serve.

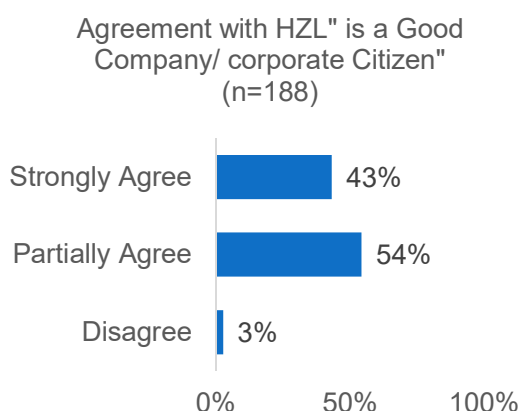


Figure 27: Agreement with HZL "is a Good Company/ Corporate Citizen"

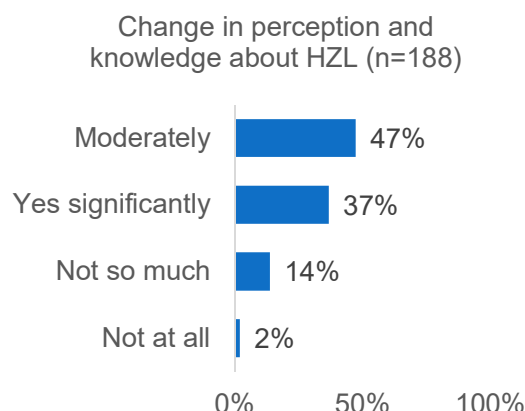


Figure 28: Change in perception and knowledge about HZL

The data regarding respondents' perceptions of HZL as a good company or corporate citizen suggest a predominantly positive outlook. Among the respondents, 54% expressed partial agreement with the statement that "HZL" is a good company or corporate citizen, while 43% strongly agreed. A negligible proportion, only 3%, disagreed with the statement.

Insights gleaned from the analysis of changes in levels of perceptions and knowledge post-intervention reveal significant shifts. Notably, 37% of respondents reported experiencing a substantial positive change, while 47% indicated a moderate change. Only a small proportion, 14%, reported no or minimal change. This trend is largely attributed to the perception among villagers that HZL has not been adequately contributing to the village's development.

While respondents acknowledge the positive contributions made by HZL through infrastructure development and programmes, there is a prevailing sentiment for more comprehensive efforts. There is a clear emphasis on the need to expand infrastructure development, strengthen programme linkages within villages, and implement targeted interventions to further enhance community perceptions and knowledge.

Improvement in Thematic Area Post CSR Intervention	Yes (in %)	No (in %)
Education Services	85	15
Environment Services	4	96
Agricultural Services	58	42
Health Services	22	78
Women empowerment	76	24

The data underscores significant positive feedback across various thematic areas of HZL's interventions, with education services receiving notably high approval, as evidenced by 85%

of respondents acknowledging improvement. This improvement is attributed to infrastructure development in multiple locations near the Zawar area, coupled with initiatives like Nandh Ghar, Shiksha Sambal, and Unchi Udan, all of which have contributed to enhancing the educational journey of students in the region.

Similarly, agricultural services and the development of females garnered positive perceptions from 58% and 76% of respondents, respectively. These positive sentiments are linked to initiatives such as the Samadhan project for farmers and the Sakhi project aimed at empowering women within the community.

However, a negative sentiment was attached to environmental services, with respondents expressing concerns about the perceived environmental impact of HZL's operations. They highlighted issues such as fluoride contamination affecting water usability, land infertility due to nearby operations, and the unsuitability of water bodies for livestock consumption. Additionally, concerns were raised regarding groundwater level depletion attributed to HZL operations in the area.

It is important to note that while these observations may be speculative, they reflect genuine concerns among the community. Addressing these concerns is crucial for HZL authorities to mitigate any potential communal tension and foster a harmonious relationship with the community.

The women empowerment through Sakhi is really commendable. I can see a very evident shift in the mentality of women now who were reserved to their homes; Now they have found a source of income and play a major role in decision making in their homes

-Prakash Chandra Meena, Sarpanch, Zawar

4.1.1. Analysis of ratings for infrastructure developments & programmes of HZL

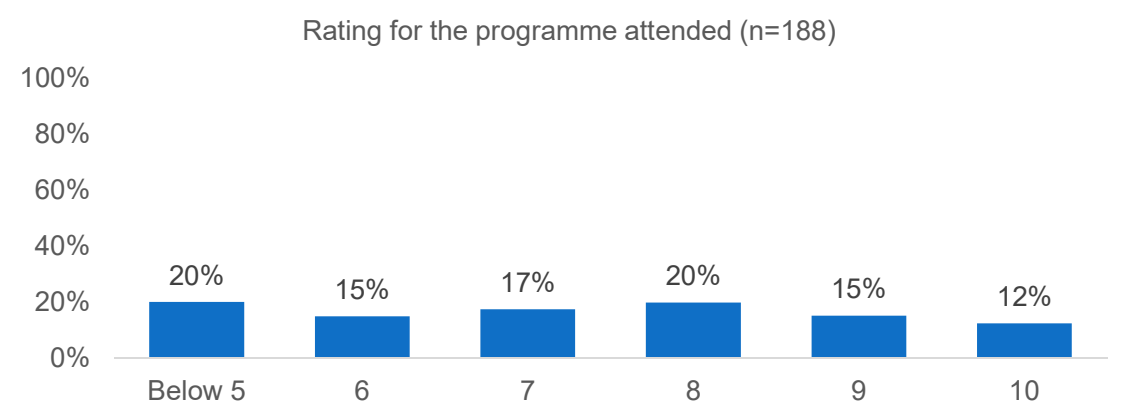


Figure 29: Rating for the HZL programme attended by respondents

In regard to the rating of HZL as a brand and its interventions and programmes, the data overwhelmingly indicates a prevailing sense of positivity among respondents. The majority of responses skewed towards a 'high' rating, with more than 80% rating the programmes and infrastructure development above 5 on a scale of 1-10 (1 being the lowest and 10 being the

highest). This high rating can be attributed to beneficiaries who have directly utilised the major infrastructure developments and programmes facilitated by HZL.

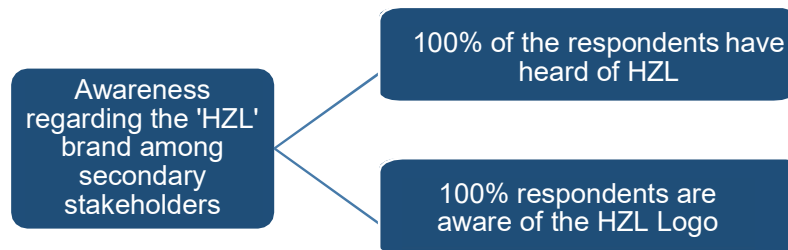
There were relatively lower ratings from beneficiaries who were unable to benefit from the majority of the programmes, such as infrastructure developments. Additionally, the survey team observed a bias in ratings among those living close to the mines, who tended to give lower ratings due to concerns about environmental contamination caused by HZL and disturbances caused by mining operations. Similarly, households where employment opportunities were not provided by HZL tended to rate lower, indicating a potential bias in their assessments.

We want employment from HZL. That is my only grievance to HZL. Employment for at least for one in every house

-Resident from Zawar village

4.2. Brand Perception Findings from Secondary Stakeholder Surveys

In this section, Team CSRBOX explores the views of those indirectly affected by the initiatives. Following the survey of households within the impacted community, a perception study was conducted with [secondary stakeholders](#) as well. These stakeholders include individuals like government officials, PRI representatives and Principals of schools, who can provide us with a broader perspective on HZL's work.



The findings derived from the analysis of the 'perception study' survey data collected from interactions with secondary stakeholders indicate a widespread awareness of HZL among all respondents, along with recognition of its logo prior to interventions in their villages. This broad awareness can be attributed to the influential positions held by secondary stakeholders, such as government officials or PRI representatives, who have maintained associations with HZL since the establishment of Zawar Mines.

The perception of respondents towards the interventions reflects a positive trend. Prior to the interventions, ratings provided by respondents varied, with 5% assigning a 1-star rating, 9% a 2-star rating, and 25% a 3-star rating, while only 36% rated 4 stars or above. Following the interventions, a notable shift in perceptions was observed: only 27% awarded a 3-star rating, while 13% awarded a 4-star rating. There was a significant increase to 78% awarding a 5-star rating. This indicates a substantial improvement in the perceived effectiveness and impact of the interventions post-implementation.

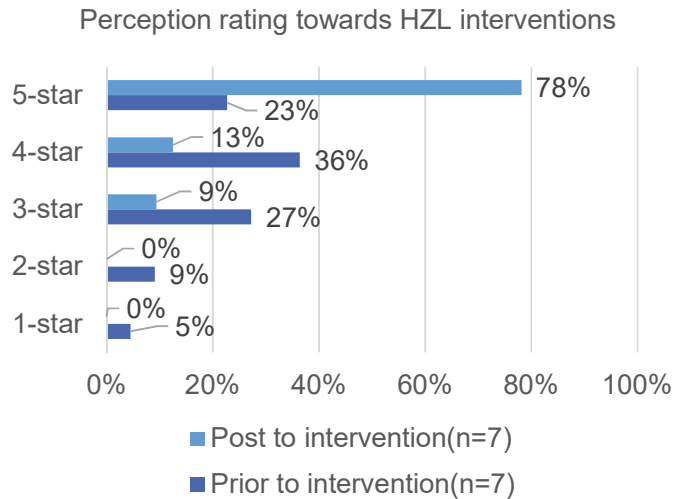


Figure 30: Perception rating towards HZL interventions

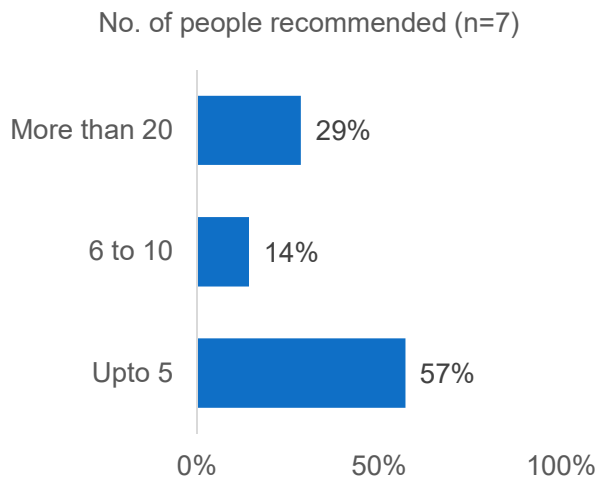


Figure 31: No. of people recommended

The findings reveal that all respondents, encompassing 100% of the sample, have advocated for HZL programmes within their respective villages and beyond. Particularly noteworthy is the fact that among those endorsing the programmes, a significant portion of PRI representatives indicated recommending the programmes to more than 20 individuals, constituting 29% of the survey. This heightened endorsement rate can be attributed to the influential roles these stakeholders hold within their communities. Sarpanch and Ward members, for instance, possess a broader community reach and are well-positioned to observe the

impact of the programmes firsthand. Their roles enable them to share positive experiences with a wider network, thus amplifying the advocacy for HZL programmes. Conversely, teachers and principals, while also endorsing the interventions, have limited reach, primarily within nearby schools, resulting in relatively lower numbers in comparison.

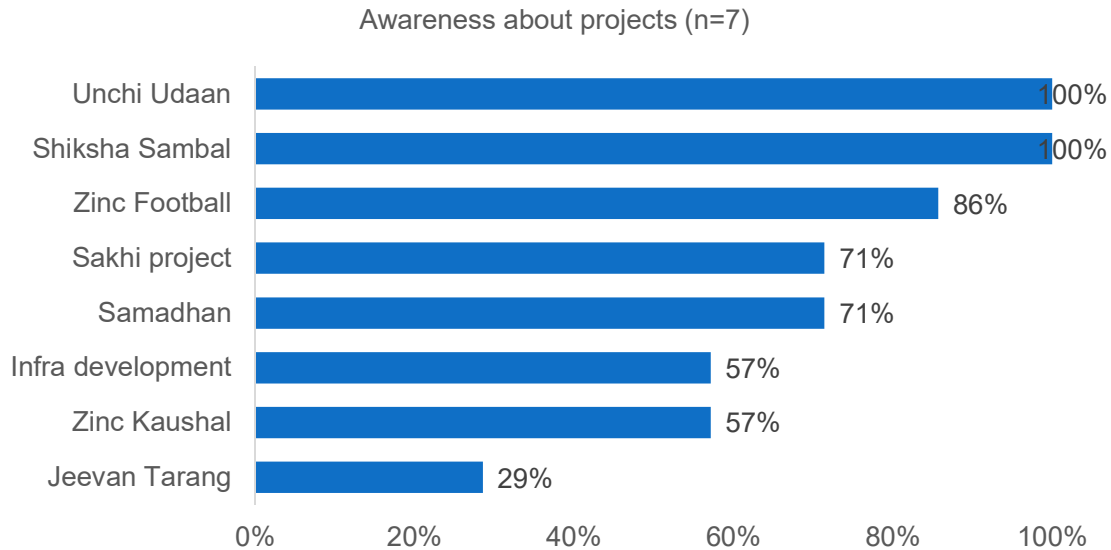
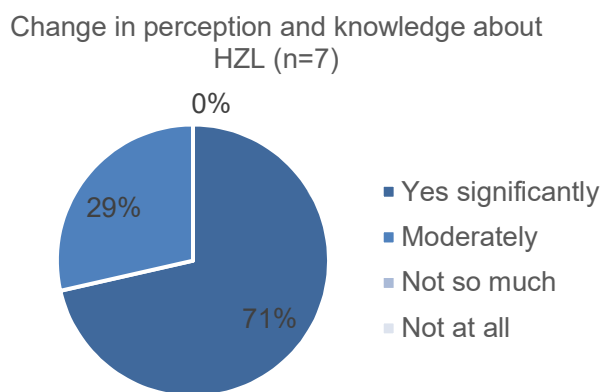


Figure 32: Awareness about HZL project

All respondents affirmed their awareness of educational activities conducted by HZL, including the Unchi Udaan and Shiksha Sambal programmes implemented in their villages. Additionally, the Sakhi and Samadhan programme attained a commendable 71% popularity among respondents.



Regarding perception change among secondary stakeholders regarding HZL, the data demonstrates unanimous positive feedback, with 100% of respondents expressing satisfaction. However, a portion of respondents (29%) provided moderate ratings, indicating their belief that further penetration of interventions is necessary within their villages.

Figure 33: Change in perception and knowledge about HZL

When questioned about the core of HZL's business, a majority of respondents responded "we are localities and have been seeing the HZL operations for a long time" and "we know what they are mining for and this is the second largest zinc mines in the world"; indicating their awareness of the organisation's primary operations in mining.

Following discussions with stakeholders, several points were highlighted to the survey team:

- **Environmental Issues:** Certain respondents raised concerns about environmental pollution in the area, attributing it to the release of effluents by HZL. The respondents have raised concerns regarding the water quality and usability. They even mentioned the water is not usable even for livestock.
- **Pulmonary Diseases:** They were associating Lung and breathing difficulties with the mines.
- **Groundwater level reduction:** The villagers think there is a reduction in the groundwater levels due to the mine's operations.
- **Employment-related grievances:** The major grievances from most of the respondents and PRI representatives were employment. Mostly, everyone in the locality wanted to be employed by HZL.
- **Damages and disturbance due to mining operation:** The respondents have mentioned the blasting from the mines has created cracks in their homes due to the intensity of the blasts. They also mentioned that the blasts scare their children and pets.

There is some pollution in the village but it's the trade of we are willing to take for the employment HZL is providing for the major chunk of the households in Zawar. The HZL mines keep our economies up and running

-Prakash Chandra Meena, Sarpanch, Zawar

The villagers are angry about the fact that HZL employees' people from outside states who settle in their villages when the skilled ones from their villages are unemployed.

-Chuni Lal Meena, Sarpanch, Chanawda



Image 8: Cracks on walls due to blasting in the mines

4.2.1. Analysis of ratings for infrastructure developments & programmes of HZL

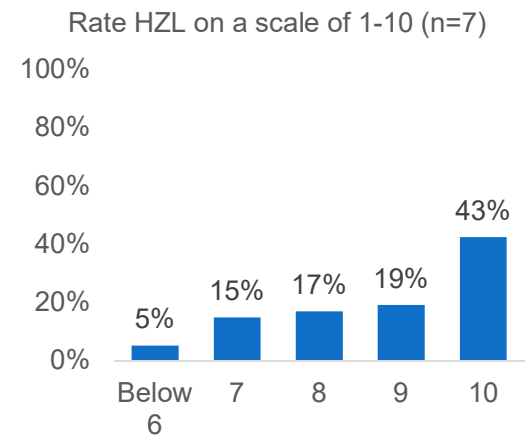


Figure 34: Rating for HZL

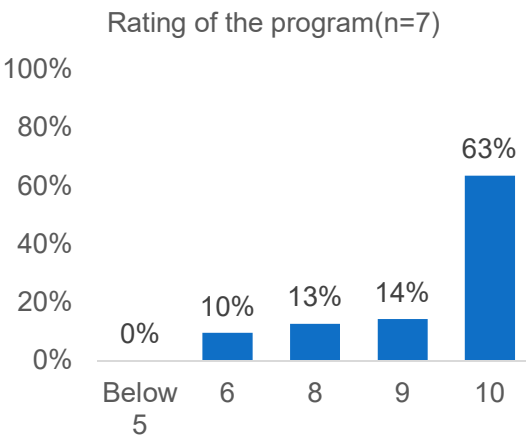


Figure 35: HZL programme rating

The data concerning the rating of HZL as a brand and its interventions and programmes portrays a prevailing sense of positivity among respondents. Remarkably, over 75% of respondents assigned a rating of at least 8 stars to HZL. Particularly noteworthy is the fact that for respondents who attended the programmes, there were no ratings below 6 stars. These findings underscore the success of HZL in designing, planning, and implementing diverse interventions. Furthermore, they suggest the potential for prolonged sustainability of these interventions and programmes, as indicated by the survey findings.

Chapter 5

Findings of Brand Perception Study

(Debari)



Chapter 5: Brand Perception Findings from Debari

Brand equity is the incremental value that a brand has over and above its tangible goods or services. It is an intangible asset derived from consumer perception encompassing customer loyalty, reputation, and brand awareness. Robust brand equity is characterised by a positive differentiation from competitors, which is evident in customer trust, sentiment, and, ultimately, purchasing decisions. In this study, Team CSRBOX assessed the brand equity of Hindustan Zinc Limited based on feedback provided by residents in the intervention villages.

5.1. Brand Perception Findings from Household Surveys

Awareness about HZL (n=86)

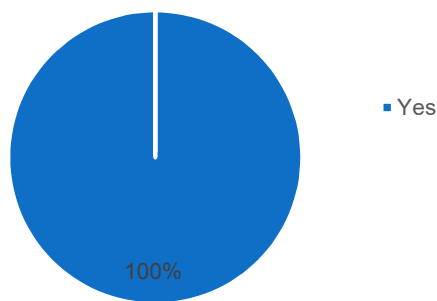


Figure 36: Brand Awareness of HZL

Recognition to HZL logo (n=86)

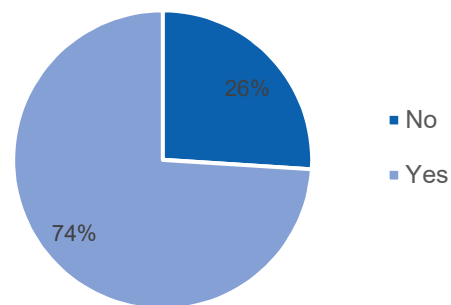


Figure 37: Awareness of HZL being funder

The survey findings reveal a commendable level of brand awareness within the community, attributed to Hindustan Zinc Limited's (HZL) effective branding strategies. 100% of respondents demonstrated familiarity with HZL's presence in their localities. Notably, 74% of participants exhibited recognition of the HZL logo, indicating a substantial level of brand association. Nonetheless, there exists a noteworthy aspect warranting further investigation, as 26% of respondents did not identify the logo. This observation stems from the tendency of villagers to refer to HZL simply as "mines" rather than by its specific brand name. Additionally, the prevalent illiteracy among respondents serves as a significant impediment to logo recognition. While all respondents acknowledged the presence of a mine in their vicinity, they commonly omitted to associate it directly with the name HZL.

Community awareness regarding HZL's involvement as a funder for various programmes appears to lag a little behind brand recognition. While 80% of respondents correctly identified Hindustan Zinc Limited (HZL) as a programme funder, indicating a notable level of programme recognition, 20% did not acknowledge HZL's role. This underscores potential opportunities for enhancing programme visibility. The disparity in recognition can be attributed to several factors. Primarily, while beneficiaries of the

Awareness on HZL being funder for programmes (n=86)

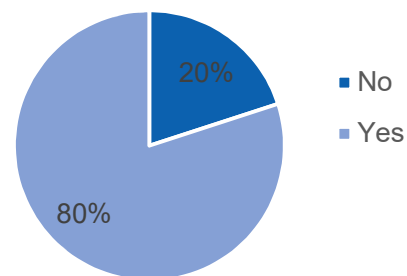
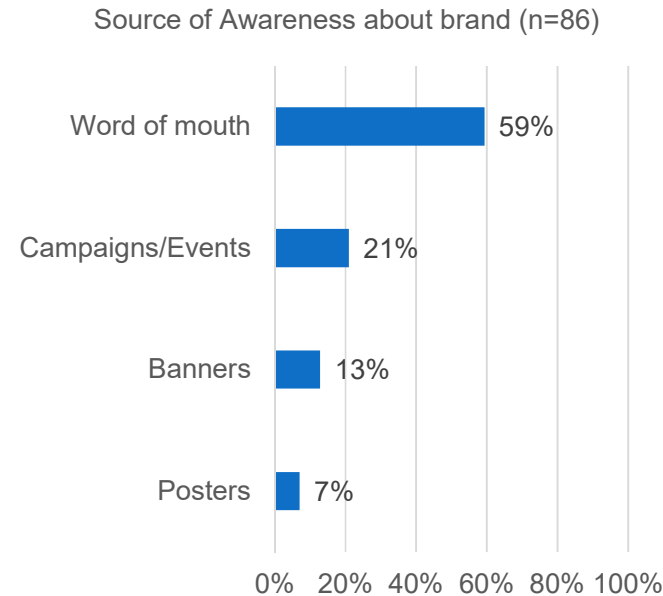


Figure 38: Awareness of HZL being funder

programmes typically acknowledge HZL's active participation, some individuals simply associate it with "mines," causing confusion when specifically questioned about HZL. Notably, the largest subset of respondents unaware of HZL's role in these programmes comprises those who are not direct beneficiaries. Furthermore, the lack of brand awareness among certain respondents is compounded by their inability to read, further limiting their

understanding of HZL's involvement.



While the data presented in the charts above doesn't necessarily imply a lack of brand awareness, it does indicate a disparity between programme recognition and brand association. This observation is further supported by the discovery that "word of mouth" was the most frequently mentioned source of brand awareness. This suggests that future endeavours could benefit from a more strategic approach to brand communication, aiming to strengthen the connection between HZL's

Figure 39: Source of awareness regarding HZL

initiatives and the company itself. It underscores the significance of word-

of-mouth publicity as the most effective form of brand promotion. Enhancing this aspect requires increasing the number of both direct and indirect beneficiaries through comprehensive programmes designed to reach a larger demographic in each village.

The prominence of "word of mouth" as the primary channel for learning about HZL highlights the powerful influence of community networks and the trust placed in personal recommendations within the local context. Furthermore, with 21% of respondents attributing their awareness to campaigns and events, it is evident that targeted initiatives in disseminating brand information have played a significant role. Activities such as handing over functions and inaugurating new projects and infrastructure leave a lasting impression on the community. These events become talking points within the community, further amplifying the word-of-mouth publicity of HZL.

Furthermore, only 13% and 7% of respondents identified banners and posters, respectively, as a notable contributor to their awareness. This underscores the limited effectiveness of traditional outdoor advertising methods, particularly in areas where literacy rates are low and reading abilities are limited. In essence, the data indicates the necessity of adopting a comprehensive strategy that not only harnesses the influence of community endorsement but also strategically utilises visual media. This approach acknowledges the importance of personal recommendations within the community while recognising the challenges posed by traditional advertising methods in areas with lower literacy levels.

Perception score of HZL (n=86)

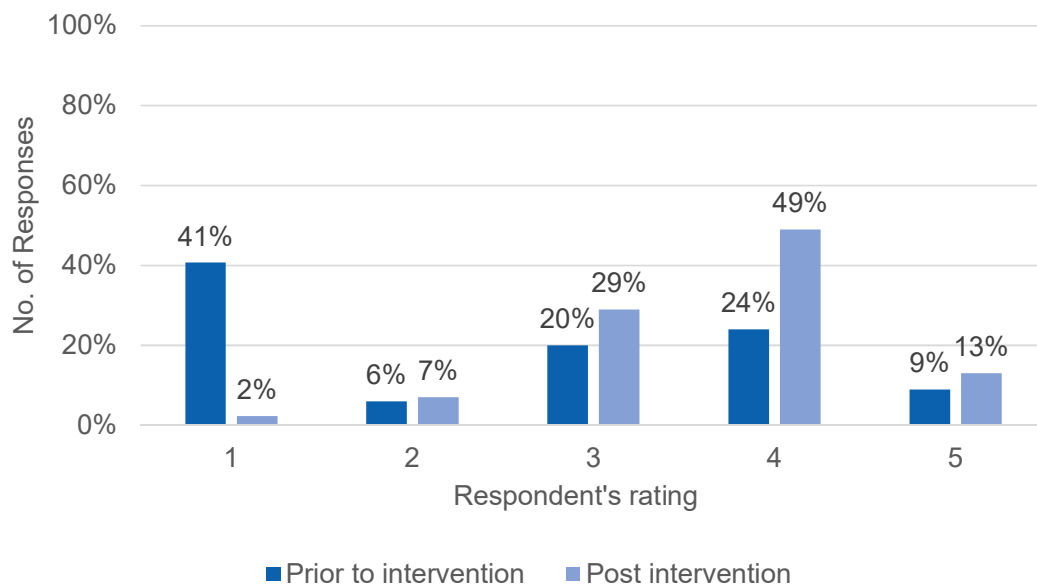


Figure 40: Perception score for HZL

A comparative analysis of pre- and post-CSR intervention ratings from the respondents has provided valuable insights into perceptions regarding HZL's operations within their village, where 1 denoted the lease score, and 5 is valued as the highest score. Initially, nearly 41% of respondents rated HZL's interventions poorly, attributing this to the belief that HZL had been extracting resources from their land and polluting the ecosystem without adequately contributing to the community. However, following the implementation of CSR projects by HZL, there was a notable decrease in poor ratings, with only 2% reported post-intervention.

There is a visible trend indicating a reduction in poor ratings, with a shift towards average ratings reflecting overall satisfaction with the interventions. However, respondents also expressed a sentiment that there remains room for further development within the villages. Some villagers articulated awareness of Debari mines being one big zinc mine globally and voiced concerns about the perceived disparity between the benefits received by the community and the revenue generated by HZL in the area.

These findings underscore a significant opportunity for HZL to deepen engagement and tailor interventions to align with the evolving needs and sentiments of the community. This suggests the importance of ongoing dialogue and collaboration between HZL and the local populace to ensure that CSR initiatives effectively address community concerns and aspirations.

The extent of the recommendations given to HZL (n=86)

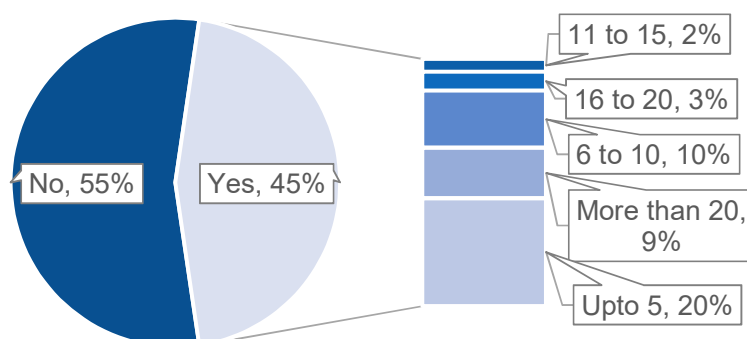


Figure 41: Project recommendation to others

The findings concerning recommendations regarding the interventions suggest minimal levels of advocacy. Approximately 55% of respondents reported that they had not recommended the interventions to anyone. A small proportion of respondents did report making recommendations to varying extents: 20% of respondents indicated recommending the interventions to at least five individuals each, while 10% had recommended them to 6 to 10 individuals, another 2% to 11 to 15 individuals, and a further 9% to more than 20 individuals, respectively.

The relatively low number of recommendations can be attributed to the fact that the direct beneficiaries mainly reside within the same locality, and the primary beneficiaries are also from the same localities, reducing the necessity for recommendations. Respondents also mentioned that they have been informally discussing the projects with family and friends, although not necessarily as explicit recommendations per se.

When evaluating familiarity with any of HZL's programmes, responses indicate differing levels of recognition among the respondents. A small percentage (1%) indicated being unfamiliar with all programmes.

Awareness about projects (n=86)

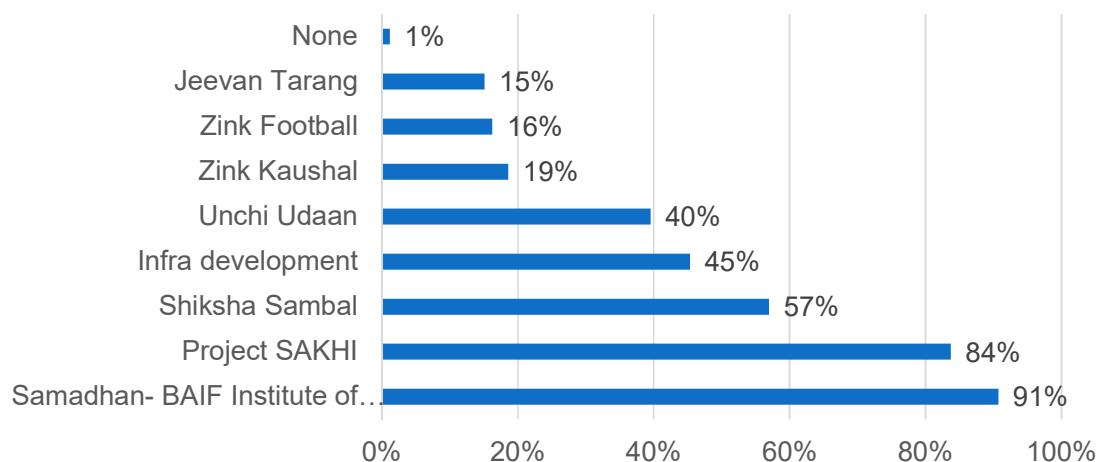


Figure 42: Awareness of the HZL projects

Certain programmes such as Samadhan, SAKHI, Shiksha Sambhal, and infrastructure development initiatives demonstrated higher recognition among respondents. This heightened awareness can be attributed to the greater involvement of beneficiaries in these projects. The dissemination of information primarily occurs through word-of-mouth promotion by the direct beneficiaries within the locality. Sakhi (Self-Help Group) groups, for instance, have a presence in all four villages surveyed, contributing to their widespread recognition. On the other hand, the lower awareness of programmes like Jeevan Tarang can be attributed to its non-functionality in the Debari region. This lack of operational activity has likely led to reduced recognition of the programme among respondents.



Image 9: Sakhi stitching unit

The Samadhan project has been instrumental in bringing about transformative changes for small landholding farmers in Debari. The project's impact has been widely acknowledged among respondents, reflecting its significant role in enhancing agricultural practices and livelihoods.

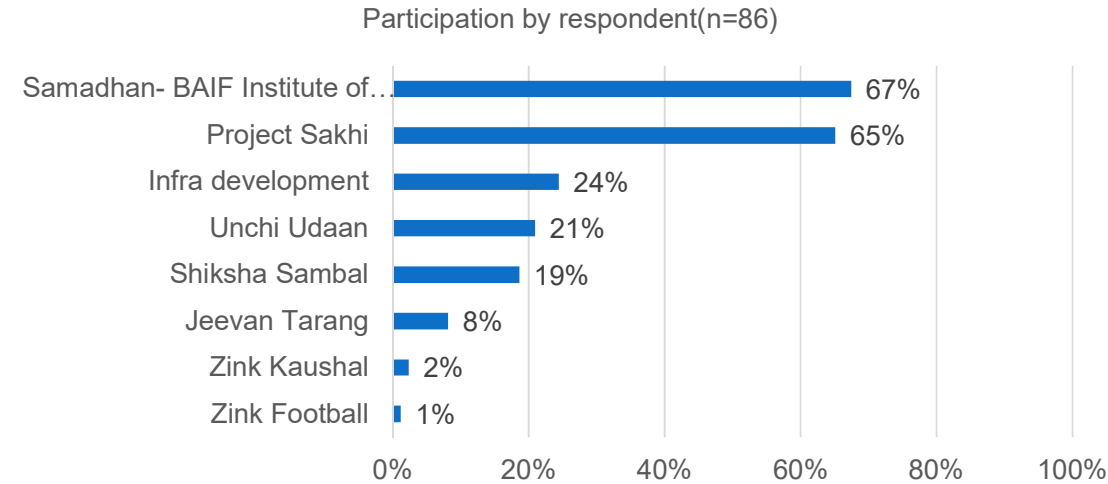
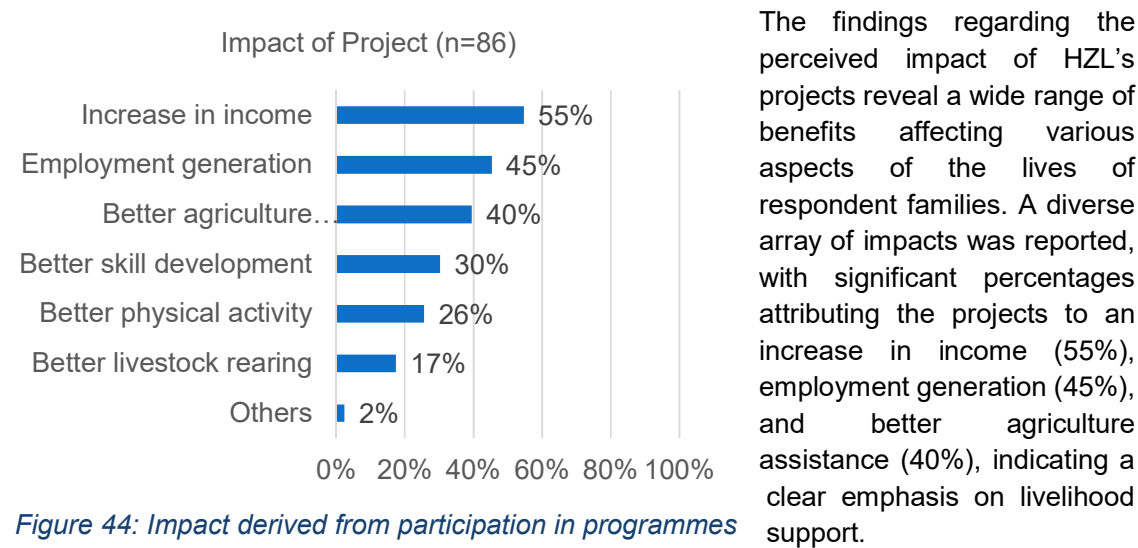


Figure 43: Participation rate in HZL CSR projects

Additionally, project Sakhi has witnessed high participation, particularly notable for its contribution to women's development in the Debari region. During the FGDs, it came to light that women groups have gained high skills in stitching and making paver blocks. It was also mentioned that the women's groups are sending stitched clothes to big brands like Fab India.

The Shiksha Sambal initiative has been instrumental in providing benefits to students studying in government schools in Debari. With the project operating across multiple schools in Debari

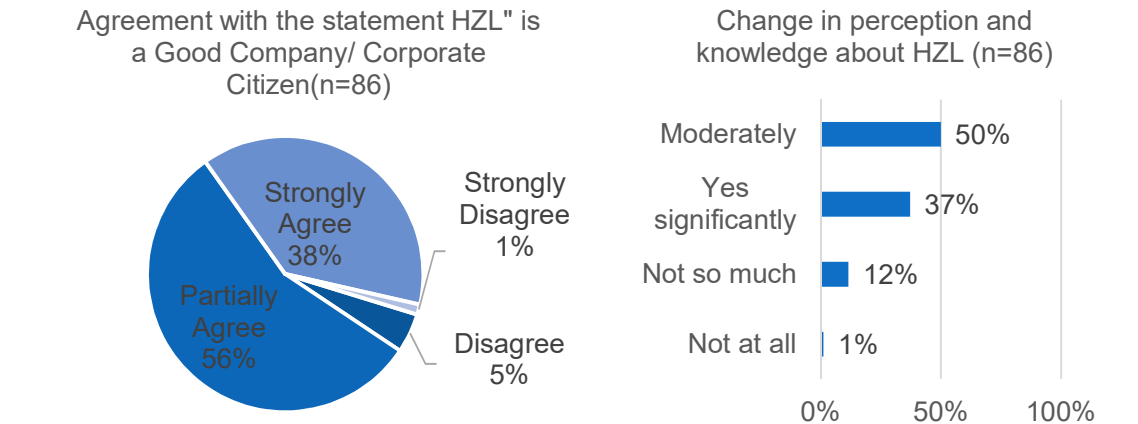
and adjacent regions, a considerable number of respondents have reported enjoying the benefits of improved educational opportunities facilitated by Shiksha Sambal.



A substantial portion of respondents highlighted improvements in skill development (30%), physical activity (26%) and enhancements in livestock rearing (17%). These findings underscore the multifaceted nature of capacity-building programmes, demonstrating their ability to positively influence various aspects of life within the communities they serve.

The data regarding respondents' perceptions of HZL as a good company or corporate citizen suggest a predominantly positive outlook. Among the respondents, 56% expressed partial agreement with the statement that "HZL" is a good company or corporate citizen, while 38% strongly agreed. A negligible proportion, only 4%, disagreed with the statement.

Insights gleaned from the analysis of changes in levels of perceptions and knowledge post-intervention reveal significant shifts. Notably, 37% of respondents reported experiencing a substantial positive change, while 50% indicated a moderate change. Only a small proportion, 12%, reported no or minimal change. This trend is largely attributed to the perception among villagers that HZL has not been adequately contributing to the village's development.



While respondents acknowledge the positive contributions made by HZL through infrastructure development and programmes, there is a prevailing sentiment for more comprehensive efforts. There is a clear emphasis on the need to expand infrastructure development, strengthen programme linkages within villages, and implement targeted interventions to further enhance community perceptions and knowledge.

Improvement in Thematic Area Post CSR Intervention	Yes (in%)	No (in%)
Education Services	76	24
Environment Services	35	65
Agricultural Services	66	34
Health Services	16	84
Women empowerment	87	13

The data underscores significant positive feedback across various thematic areas of HZL's interventions, with women empowerment receiving notably high approval, as evidenced by 87% of respondents acknowledging improvement. This improvement is attributed to the project SAKHI, enabling women to develop and grow in the community.

Similarly, agricultural services and the education program garnered positive perceptions from 66% and 76% of respondents, respectively. These positive sentiments are linked to initiatives such as the Samadhan project for farmers and the Siksha Sambhal aimed at empowering women within the community.

However, a negative sentiment was attached to health and environmental services, with respondents expressing concerns about the perceived environmental impact of HZL's operations. The beneficiaries mentioned during the FGDs, that due to the smelter situated very near to their village, there is a huge amount of pollution in the village. The pollution leads to a burning sensation in the eyes of the villagers most of the time.



Image 10: Interaction with Project Sakhi members

It is important to note that while these observations may be speculative, they reflect genuine concerns among the community. Addressing these concerns is crucial for HZL authorities to mitigate any potential communal tension and foster a harmonious relationship with the community.

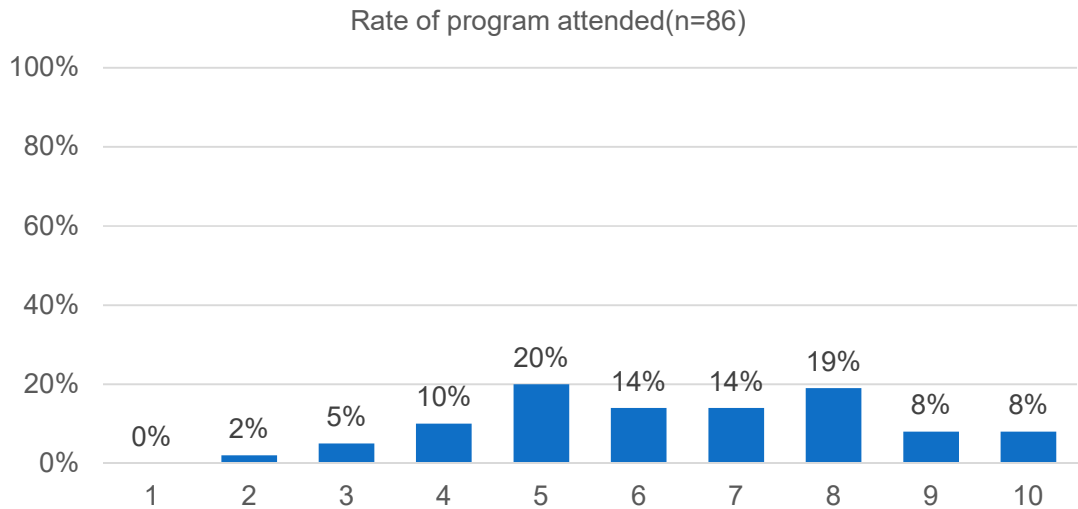
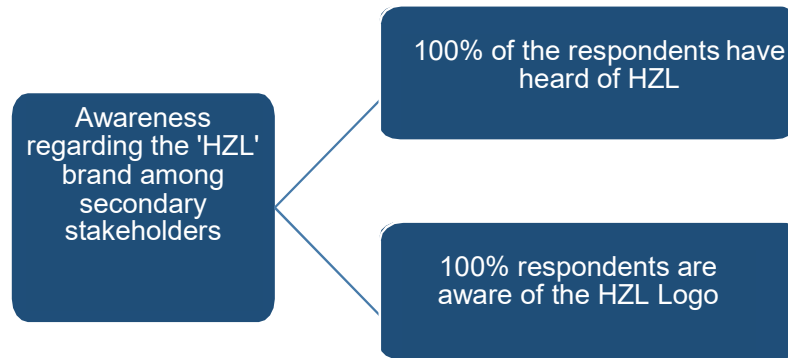


Figure 47: Rating for the HZL programme attended by respondents

The data on programme ratings attended by respondents (n=86) indicates a generally positive perception of the programs run by HZL, with the majority of attendees providing ratings between 5 and 8. Approximately 79% of respondents rated the programmes as satisfactory or above, with significant proportions assigning ratings of 5, 6, and 7. While moderate ratings (4 and 8) were also prevalent, constituting 29% of responses, lower ratings (1, 2, and 3) were relatively rare, comprising only 7% of the total. This suggests that while the majority of attendees found the programmes satisfactory, there is still room for improvement to enhance overall satisfaction levels. The relatively balanced distribution of ratings implies varied opinions among respondents, highlighting the importance of ongoing efforts to refine and optimise programme offerings to meet the diverse needs and expectations of attendees.

5.2. Brand Perception Findings from Secondary Stakeholder Surveys

In this section, Team CSRBOX explores the views of those indirectly affected by the initiatives. Following the survey of households within the impacted community, a perception study was conducted with [secondary stakeholders](#) as well. These stakeholders include individuals like government officials, PRI representatives and Principals of schools, who can provide us with a broader perspective on HZL's work.



The findings derived from the analysis of the 'perception study' survey data collected from interactions with secondary stakeholders indicate a widespread awareness of HZL among all respondents, along with recognition of its logo prior to interventions in their villages. This broad awareness can be attributed to the influential positions held by secondary stakeholders, such as government officials or PRI representatives, who have maintained associations with HZL since the establishment of Debari Mines.

The perception of respondents towards the interventions reflects a positive trend. Prior to the interventions, ratings provided by respondents varied, with 17% assigning a below 3-star rating, 17% a 4-star rating, and 67% a 5-star rating. Following the interventions, a notable shift in perceptions was observed. There was an increase to 83%, awarding a 5-star rating. This indicates a substantial improvement in the perceived effectiveness and impact of the interventions post-implementation.

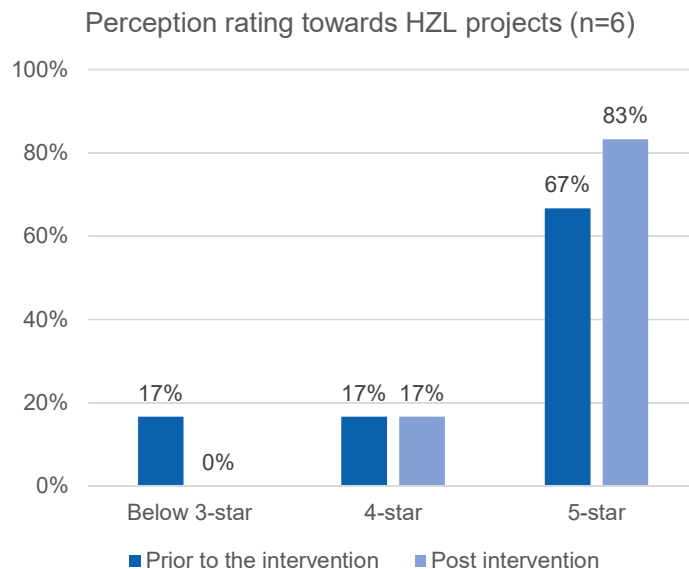


Figure 48: Perception rating towards HZL interventions

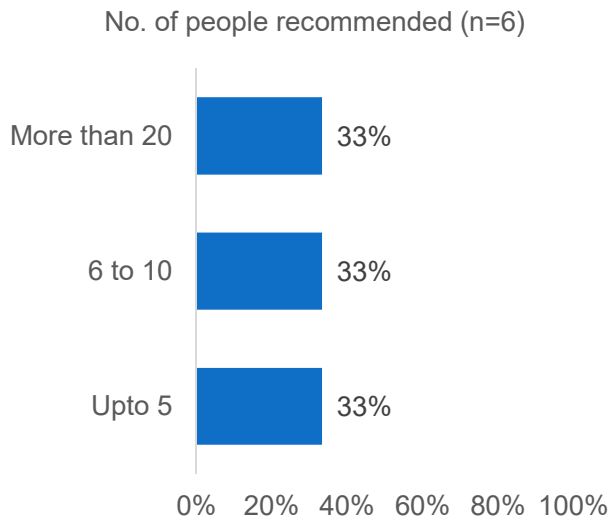


Figure 49: No. of people recommended

interventions, have limited reach, primarily within nearby schools, resulting in relatively lower numbers in comparison.

The findings reveal that all respondents, encompassing 100% of the sample, have advocated for HZL programmes within their respective villages and beyond. Particularly noteworthy is the fact that among those endorsing the programmes, a significant recommendation to more than 20 individuals constituted 33% of the survey. This heightened endorsement rate can be attributed to the influential roles these stakeholders hold within their communities. Their roles enable them to share positive experiences with a wider network, thus amplifying the advocacy for HZL programmes. Conversely, teachers and principals, while also endorsing the

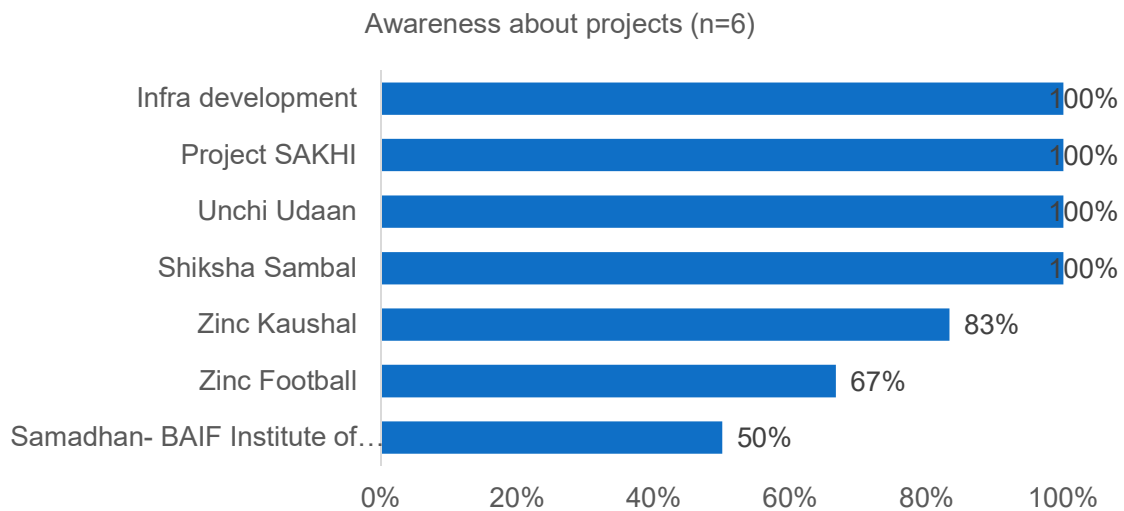
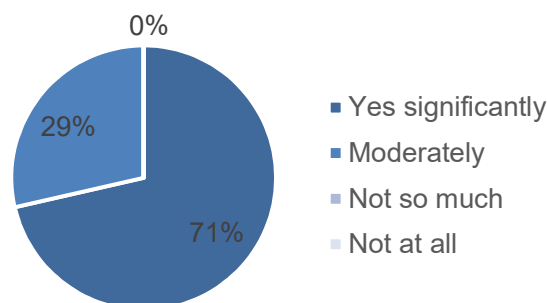


Figure 50: Awareness about projects

All respondents affirmed their awareness of educational activities conducted by HZL, including the infrastructure development, project SAKHI, Unchi Udaan and Shiksha Sambal programmes implemented in their villages. Additionally, Zink Kaushal and Project Zinc Football attained a commendable 83% and 67%, respectively, in popularity among respondents.

Change in perception and knowledge about HZL (n=7)



Regarding perception change among secondary stakeholders regarding HZL, the data demonstrates unanimous positive feedback, with 100% of respondents expressing satisfaction. Additionally, 100% of respondents rate significant change in positive perception towards the brand based on all the interventions performed in the village.

Figure 51: Change in perception and knowledge about HZL

When questioned about the core of HZL's business, a majority of respondents responded, "We believe that they make silver here after they extract some material from mines in the other area".

Following discussions with stakeholders, several points were highlighted to the survey team: soil quality,

- **Environmental Issues:** Certain respondents raised concerns about environmental pollution in the area, attributing it to the release of gases that give them a burning sensation in their eyes.
- **Groundwater level reduction:** The villagers think there is a reduction in the groundwater levels due to the smelter's operations.
- **Employment-related grievances:** The major grievances from most of the respondents and PRI representatives were employment. Mostly, everyone in the locality wanted to be employed by HZL.

5.2.1. Analysis of ratings for infrastructure developments & programmes of HZL

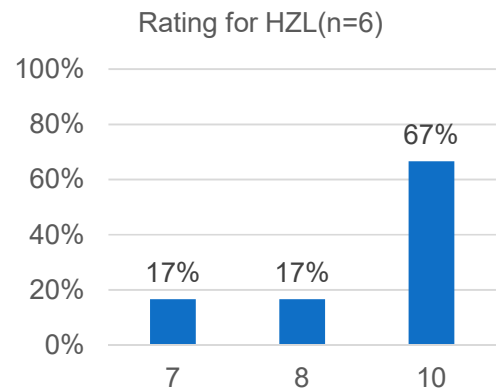


Figure 52: Rating for HZL

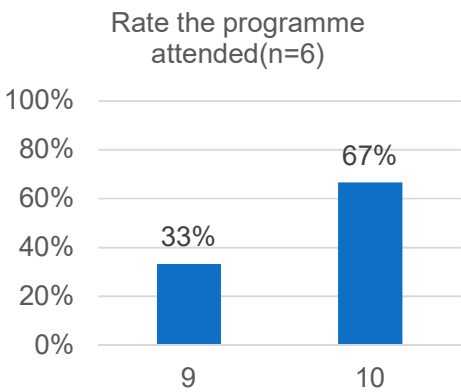


Figure 53: HZL programme rating

The data concerning the rating of HZL as a brand and its interventions and programmes portrays a prevailing sense of positivity among respondents. 1 ranking to the lowest score and 10 valuing to the highest score. Remarkably, over 67% of respondents assigned a rating of 10 stars to HZL. Particularly noteworthy is the fact that for respondents who attended the programmes, there were no ratings below 9 stars. These findings underscore the success of HZL in designing, planning, and implementing diverse interventions. Furthermore, they suggest the potential for prolonged sustainability of these interventions and programmes, as indicated by the survey findings.



Image 11: Interaction with HZL CSR team, Debari

Chapter 6

Findings of Brand Perception Study (Kayad)



Chapter 6: Brand Perception Findings from Kayad

Brand equity is the incremental value that a brand has over and above its tangible goods or services. It is an intangible asset derived from consumer perception encompassing customer loyalty, reputation, and brand awareness. Robust brand equity denotes a positive distinction from rivals, which is manifested in customer trust, sentimentality, and eventually, purchasing decisions. In this study, Team CSRBOX has assessed the brand equity of Hindustan Zinc Limited based on feedback provided by residents in the intervention villages.

6.1. Brand Perception Findings from Household Surveys

The survey findings demonstrate a resounding success in brand awareness initiatives (Fig.

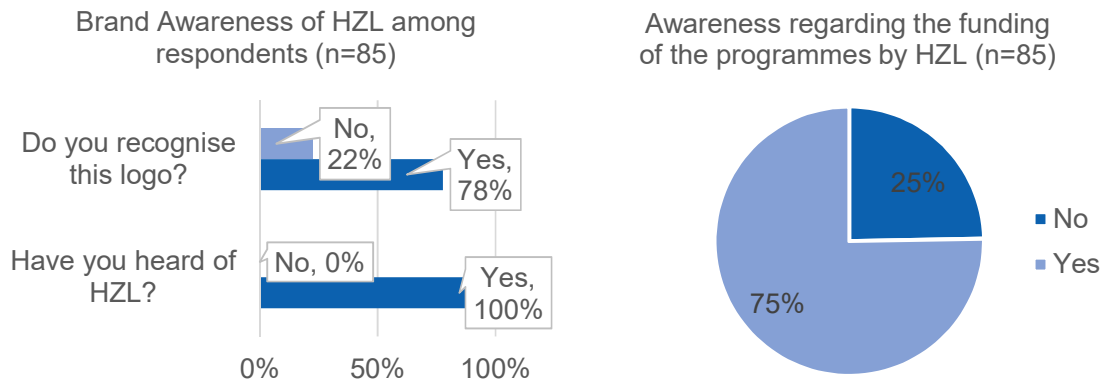


Figure 54: Brand awareness of HZL among respondents

Figure 55: Awareness regarding the funding of the programmes by HZL

1). All respondents (Yes, 100%) indicated awareness of the interventions conducted by Hindustan Zinc Limited (HZL) within their villages. Brand logo recognition is also promising, with a significant 78% of participants acknowledging familiarity with the HZL logo. However, a cause for further exploration was the 22% of respondents who did not recognise the logo.

The chart in Fig. 2, provides insights into respondents' awareness of HZL as the funder for any of the programmes. 75% of respondents identified Hindustan Zinc Limited (HZL) as the programme funder, indicating a strong level of programme recognition. However, 25% of respondents did not recognise HZL's role, suggesting potential areas for improvement in programme visibility.

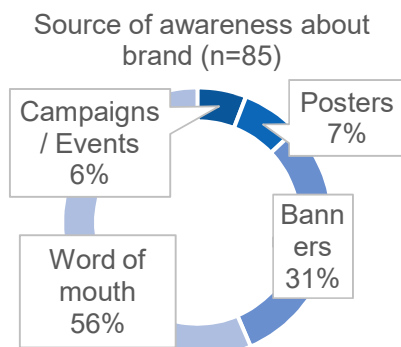


Figure 56: Source of awareness regarding 'HZL' brand

While the data presented in the charts above (Fig. 1 & Fig. 2) doesn't necessarily equate to a lack of brand awareness, it does suggest a disconnect between programme awareness and brand association. The observation is further supported by the finding that "word of mouth" was the most frequently cited source of brand awareness. This suggests that future efforts might benefit from a more strategic approach to brand communication, aiming to solidify the link between HZL's interventions and the company itself.

The analysis of brand awareness sources unveiled a multifaceted approach to brand communication within the villages. A resounding majority (56%) reported

“word of mouth” as the primary channel for learning about HZL, indicating the strong influence of community networks and the trust placed in personal recommendations within the local context. Additionally, 31% of respondents mentioned banners as a significant contributor to their awareness, followed by posters at 7% and campaigns/events at 6%. This highlights the effectiveness of both traditional outdoor advertising and targeted initiatives in conveying brand information. In essence, the data suggests a well-rounded strategy that leverages the power of community endorsement alongside the strategic use of visual media.

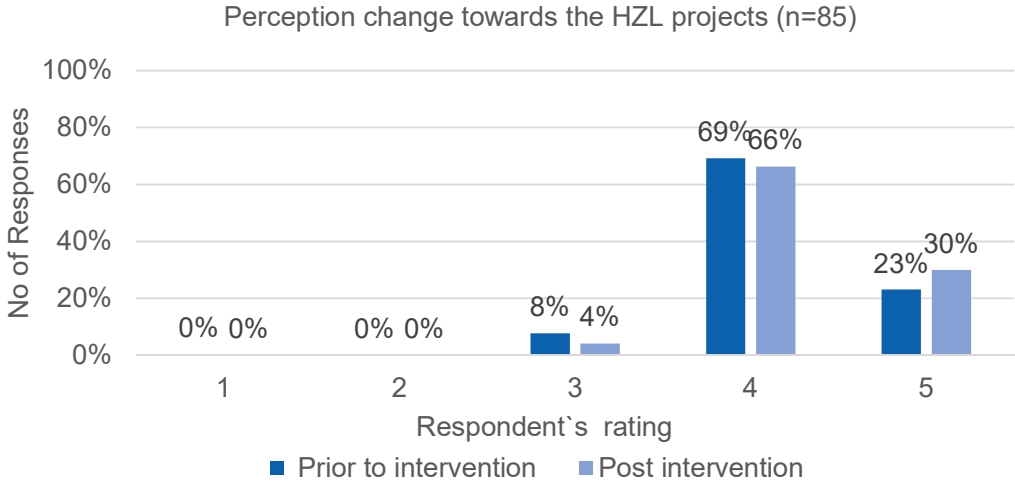


Figure 57: Rating of respondent's perception towards HZL projects prior to and post-interventions

A comparison of pre-and post-intervention ratings from the respondents yielded insightful data regarding perceptions towards HZL's projects. It is evident that prior to the interventions, more than 90% of respondents already perceived the projects positively, with 69% rating them at level 4 and 23% at level 5. These positive perceptions demonstrably strengthened post-intervention, with an impressive 96% of respondents rating the projects at level 4 or above. However, qualitative interviews revealed an interesting contrast. While respondents expressed satisfaction with the interventions, a recurring theme emerged – a sentiment that there was room for further development within the villages. This finding suggests a valuable

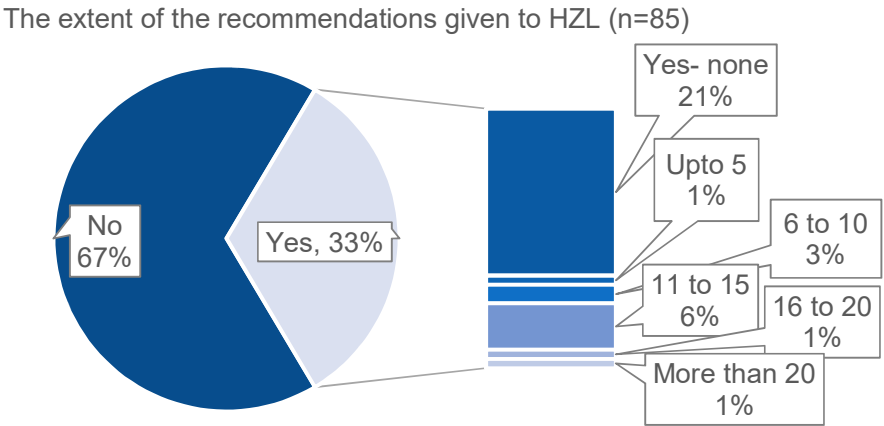


Figure 58: Extent of respondents informing about the HZL projects to others (friends, family, relatives, etc.)

opportunity for HZL to engage further and tailor interventions to the evolving needs of the community.

The findings regarding conveying information about interventions, indicate varying levels of advocacy. Most of the respondents, nearly 88% reported not having recommended the interventions to anyone. A small number of respondents reported recommending the interventions to varying degrees, with at least 1% of respondents each indicating recommendations for up to 5 individuals, 6 to 10 individuals, 16 to 20 individuals, and more than 20 individuals, respectively.

The relatively low data indicating recommendations by respondents can be attributed to the nature of the interventions conducted during the assessment period. Primarily focused on creating community infrastructures for communal use, such interventions may not have prompted individuals to advocate for them to others. Unlike healthcare facilities or similar services that directly benefit individuals, community infrastructures may not necessitate recommendations for personal use. This suggests a nuanced understanding of advocacy behaviour, highlighting the relevance of interventions to individual needs when considering recommendations.



Image 12: Fencing of cremation grounds undertaken by HZL, Kayad

In assessing familiarity with any of the programmes of HZL, responses indicate varying degrees of recognition among the respondents. While a small percentage (1%) didn't recall any programme, a more significant portion (29%) were unfamiliar with all programmes.

Interestingly, specific programmes enjoyed much higher recognition such as the Unchi Udaan, Shiksha Sambal, Zink Kaushal, and Sakhi-Micro-enterprises achieved familiarity rates between 52% and 84%. However, lesser-known programmes include Infra development (1%) and Samadhan-BAIF Institute of sustainable livelihood (5%). This highlights the need to prioritise promoting lesser-known programmes while acknowledging the success of established ones. Participation varied among respondents, with notable engagement in programmes like Zink Kaushal (82%), and Jeevan Tarang (67%), Shiksha Sambal (66%), and Unchi Udaan (55%).

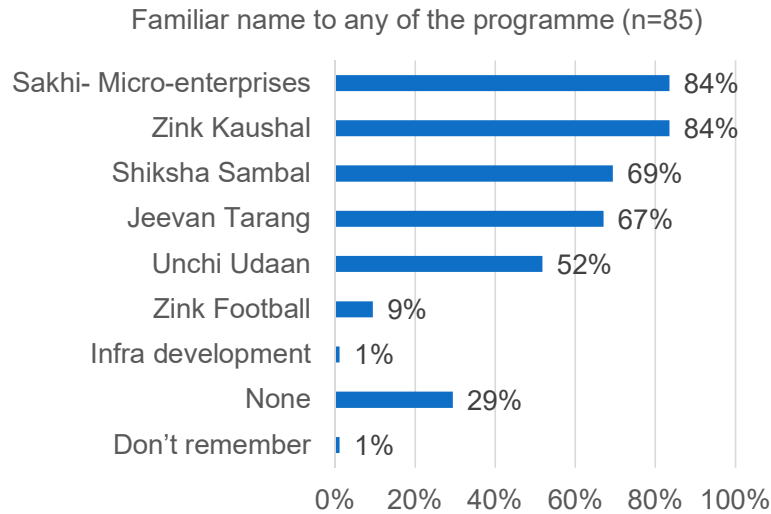


Figure 59: Familiarity of respondents with HZL programmes

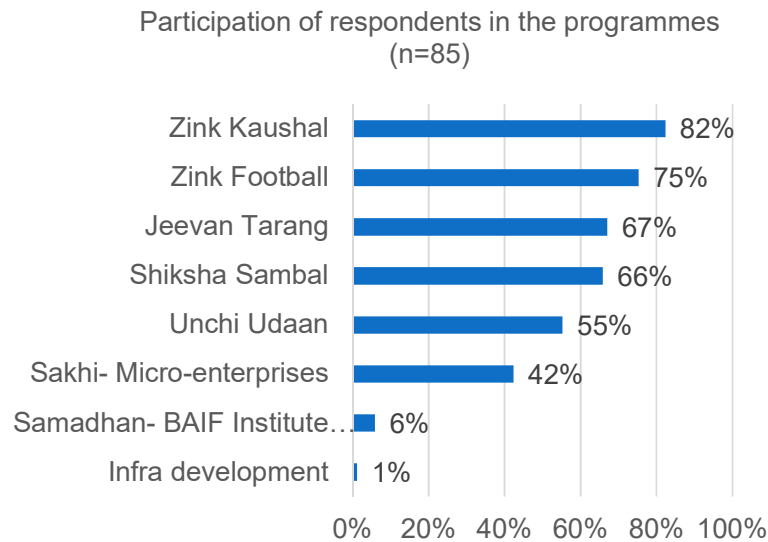


Figure 60: Participation of respondents in the programmes

While significant infrastructural improvements and program implementations have occurred in the beneficiary villages, a majority of respondents indicated unawareness, particularly regarding the 'infrastructure developments' and 'Samadhan' farmer program. The survey team observed that while respondents could recall program names after stating the benefits, the same was not true for infrastructure development and the Samadhan program. This lack of awareness may stem from respondents' inability to recall or a genuine lack of information. To address this, targeted awareness campaigns can be organized by HZL to educate respondents about the specific benefits of participating in the Samadhan program and the improvements in infrastructure.

It is worth noting that respondents' engagement with Zink Football may partly stem from its historical presence in the area, predating the assessment period. To avoid confusion, respondents were instructed to consider all programmes they or someone in their household had participated in at any point in time, rather than limiting responses to developments within the last five years.

The findings for the perceived impact of HZL’s projects reveal a range of benefits impacting various aspects of life of the respondent families. A diverse range of impacts was reported, with notable percentages attributing the projects to employment generation (74%) and an increase in income (80%). Additionally, a substantial portion of respondents highlighted improvements in agricultural assistance (42%) and skill development (28%), signifying a focus on livelihood support. While less frequently mentioned ones were, improvements in livestock rearing (4%) and physical activity (13%). This shows the multifaceted nature of the capacity building programmes, thereby demonstrating their ability to positively impact various aspects of life within the communities they serve.

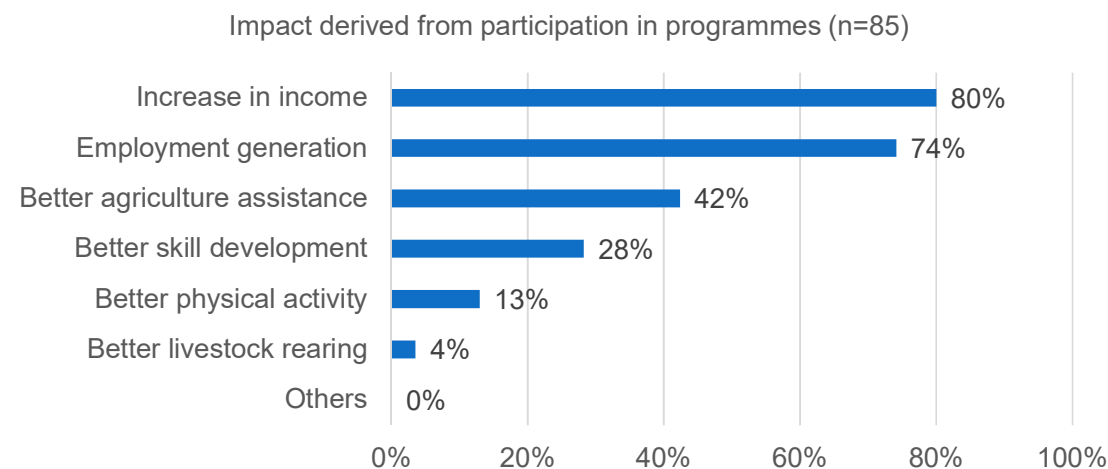


Figure 61: Impact derived from participation in the programmes



Image 13: Representatives of the Sakhi-enterprise, Pickle unit, Kayad

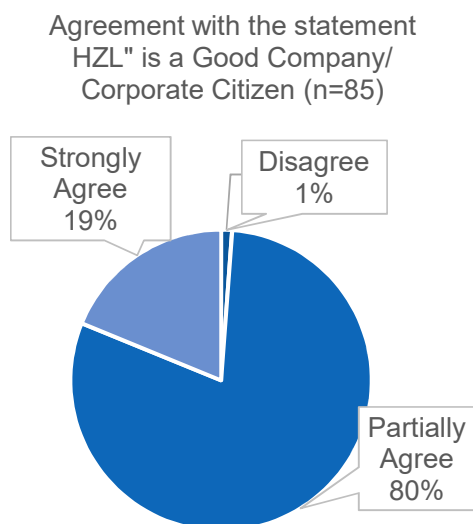


Figure 62: Agreement with the statement "HZL" is a Good Company/Corporate Citizen"

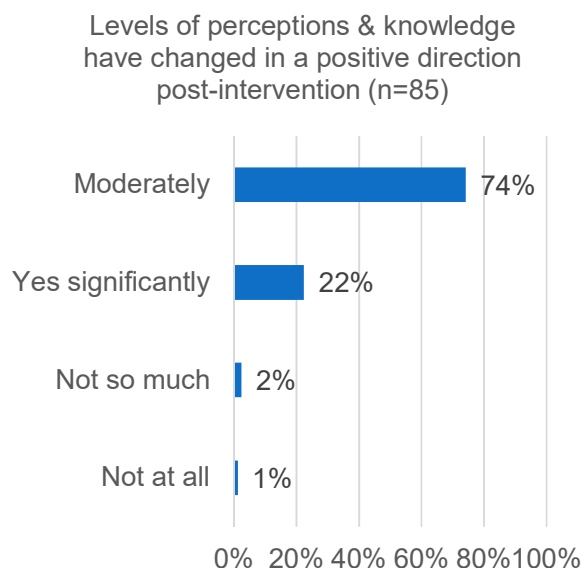


Figure 63: Levels of perceptions & knowledge have changed in a positive direction post-intervention

The data for respondents' perception regarding HZL as a good corporate citizen suggest a predominantly positive perception. Among the respondents, 80% expressed partial agreement with the statement that "HZL" is a good company or corporate citizen, while 19% strongly agreed. A negligible proportion (1%) disagreed with the statement.

Insights from analysis of changes in levels of perceptions and knowledge post-intervention, show that 22% of respondents reported that their perceptions and knowledge had changed significantly in a positive direction, while 74% indicated a moderate change. Only a small proportion (3%) reported no or minimal change.

While the respondents largely agree (Fig. 9) that HZL has made positive contributions through infrastructure development and programmes, they also express a desire for more extensive efforts. Emphasis on expanding infrastructure development, strengthening programme linkages within villages, and implementing targeted interventions can further enhance community perceptions and knowledge.

Improvement in Thematic Area Post CSR Intervention	Yes (in %)	No (in %)
Education Services	94	6
Environment Services	93	7
Agricultural Services	88	12
Water Services	91	9
Women empowerment	94	6

The data demonstrates significant positive feedback across various thematic areas of HZL's interventions, with Education services receiving a high approval rate, with 94% of respondents acknowledging improvement, while only 6% reported otherwise. The positive perception was also revealed for environmental services, agricultural services, water services, and development of females by 93%, 88%, 91%, and 94% of respondents, respectively.

6.1.1. Analysis of ratings for infrastructure developments & programmes of HZL

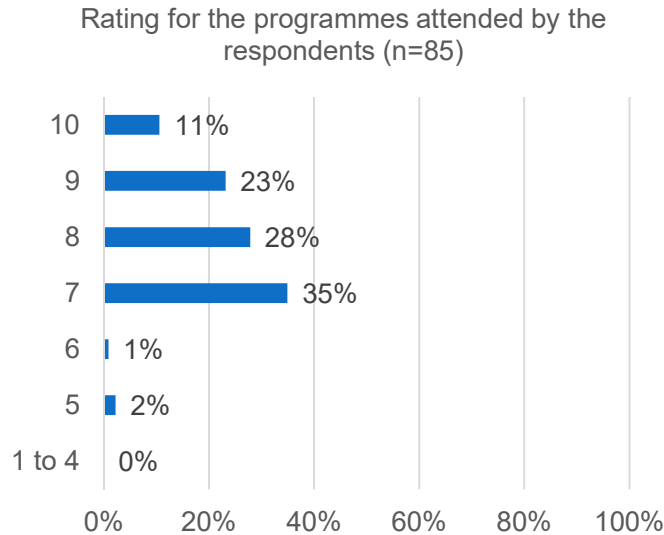


Figure 64: Rating for the programme attended by respondent

Pertaining to the rating of HZL as a brand and its interventions and programmes reflect a prevailing sense of positivity among the respondents. The data is completely skewed towards a 'high' rating by the respondents in terms of the various programmes attended by them. At least 95% of respondents rated a minimum of 7 stars to the programmes, followed by minor ratings for a 6 star (1%) and a 5 star (2%). Apart from that, none of the respondents rated the programmes below a minimum of 5 stars; thereby solidifying the success of HZL programmes in the community.

6.2. Brand Perception Findings from Secondary Stakeholder Surveys

In this section, Team CSRBOX explores the views of those indirectly affected by the initiatives. Following the survey of households within the impacted community, a perception study was conducted with [secondary stakeholders](#) as well. These stakeholders include individuals like government officials, PRI representatives, etc., who can provide us a broader perspective on HZL's work.

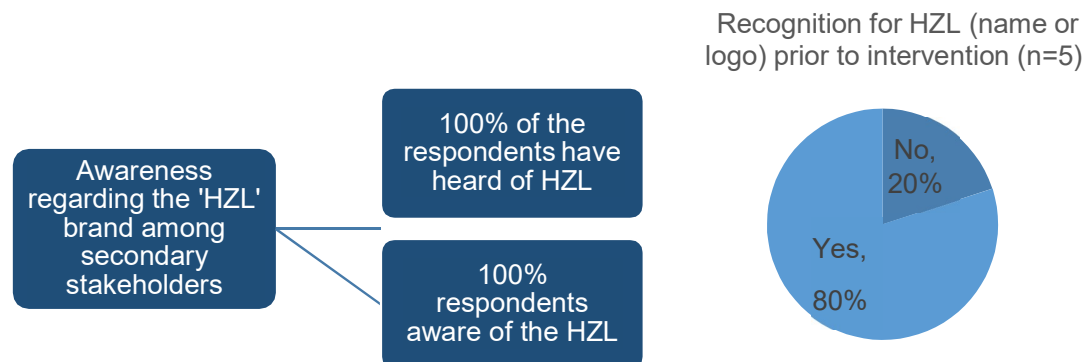


Figure 65: Recognition of 'HZL' brand among secondary stakeholders prior to and post-intervention

The findings from the analysis of the 'perception study' survey data collected from interaction with secondary stakeholders' reveal that all respondents had heard of HZL and seen its logo prior to its interventions in their villages. This widespread awareness can be attributed to the authoritative positions held by secondary stakeholders, such as government officials or PRI representatives, who have been associated with HZL since the establishment of Kayad Mines.

The perception of respondents towards the interventions represents a positive picture. Prior to the interventions, ratings provided by respondents varied, with 32% attributing a 3-star rating, 42% a 4-star rating, and 26% a 5-star rating. Furthermore, it is important to consider that since the programs were not operational, and "word-of-mouth" was the primary source of information for respondents regarding the programs, there may be doubts regarding the credibility of the source of information, potentially leading to limited positive ratings.

However, following the interventions, a **notable shift** in perceptions was observed, with only 14% awarding a 3-star rating, 18% a 4-star rating, and a significant increase to 68% awarding a 5-star rating. This indicates a substantial **improvement** in the perceived **effectiveness** and **impact** of the interventions post-implementation.

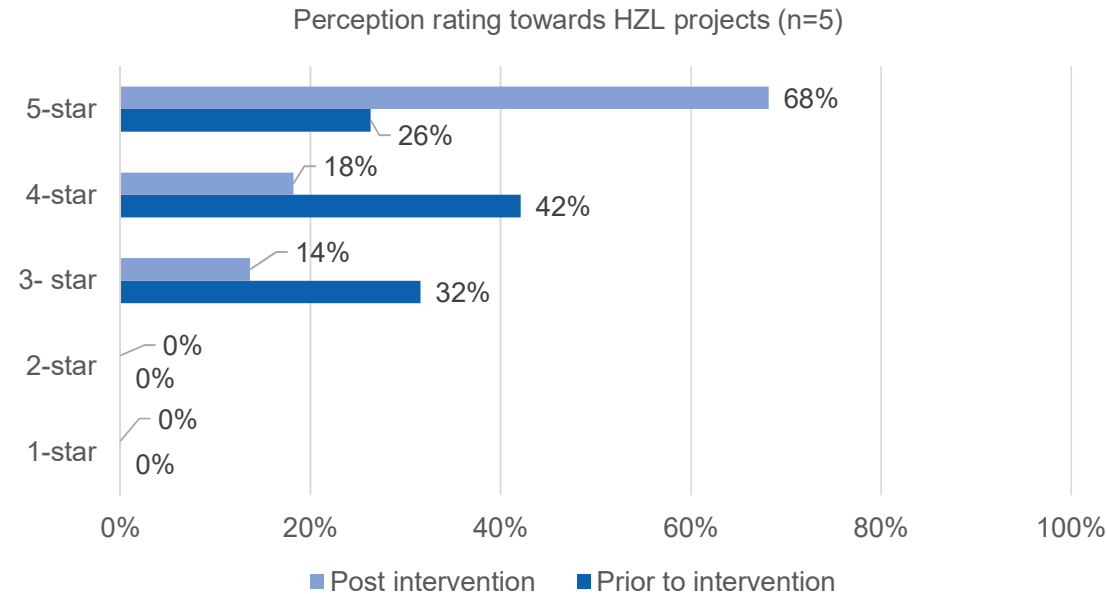


Figure 366: Perception rating towards HZL projects prior to and post intervention

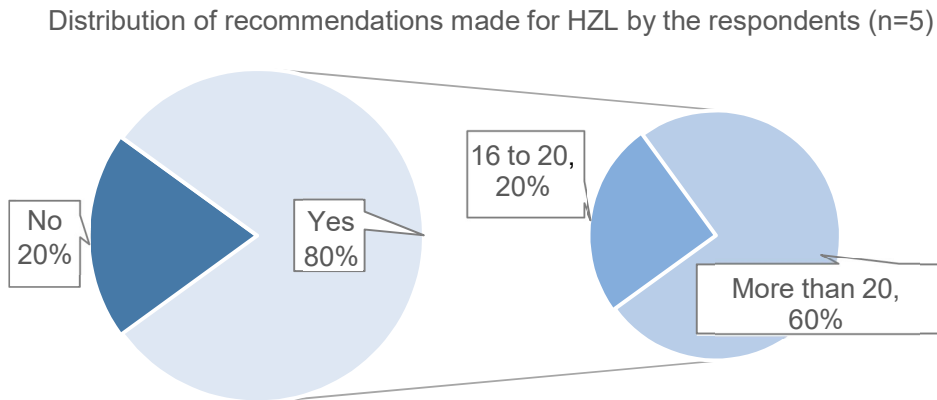


Figure 67: Respondents who recommended HZL programmes & interventions to beneficiaries

The findings reveal that 80% of the respondents have recommended the HZL programmes in their respective villages, while 20% of the respondents have not done so. Notably, among the 80% of respondents who promoted the programmes, had reported reaching out to at least 16 individuals, themselves, to advertise the same.

This higher endorsement rate can be attributed to the roles these stakeholders play. Block Agricultural Supervisors, Sarpanch & Ward members, Zinc Kaushal center-in-charge, and Compounders at veterinary clinics all have broader community reach compared to individual households. Their positions allow them to witness the programme's impact first-hand and share their positive experiences with a wider network.

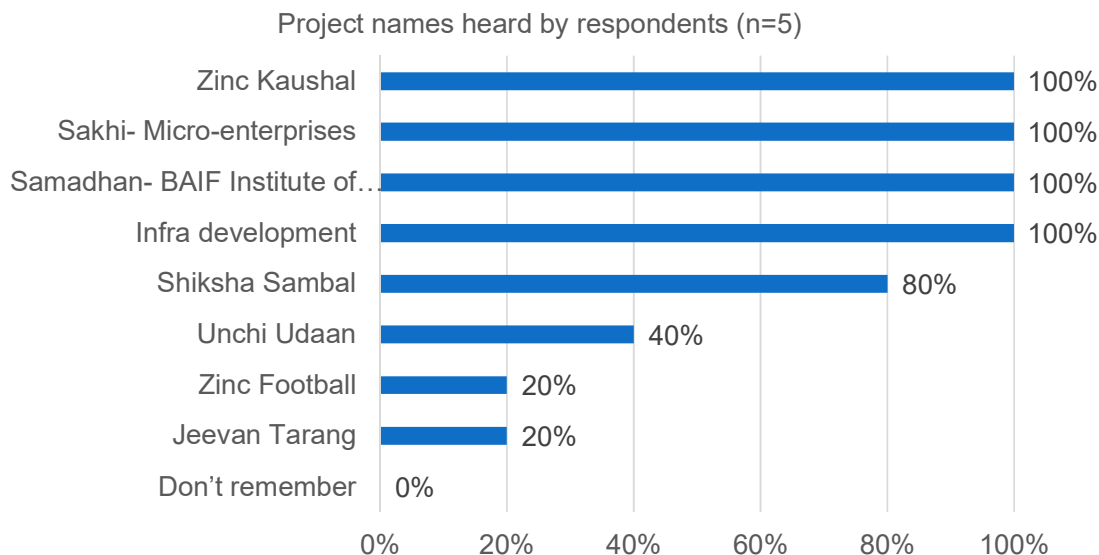


Figure 68: Name of the HZL programmes heard by the respondents

As learnt from the findings of households' perception above, the chart in Fig. 5 represents the picture regarding the most prevalent and discussed-about programmes run by HZL in their village. All of the respondents answered that they know about the Samadhan, Sakhi microenterprises, Zinc Kaushal and Infrastructure development programmes run in their villages. Also, the Shiksha Sambal programme was able to garner 80% popularity among the respondents.

When questioned about the core of HZL's business, a majority of respondents responded affirmatively (80%). Further inquiry revealed that they stated, "Mitti se Zasta (Zinc in Hindi) nikalti hai," indicating their awareness of the organisation's primary operations in mining.

The perception regarding HZL as a good corporate citizen among secondary stakeholders represents an almost similar story wherein at least 80% of the respondents gave a positive feedback. As most of the respondents answered 'moderately' (60%), it is indicative of the fact that they believe further penetration of the interventions is required in their villages.

Following discussions with stakeholders, several points were highlighted to the survey team:

- **Environmental Issues:** Some respondents expressed concerns about environmental issues in the region, suggesting a potential impact from rainwater runoff from the mines.

Levels of perceptions & knowledge have changed in positive direction post-intervention (n=5)

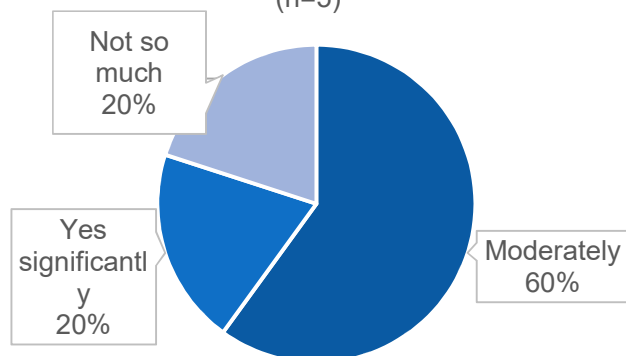


Figure 69: Levels of perceptions & knowledge have changed in positive direction post-intervention

However, HZL examined the water released, in the presence of local Sarpanch, and found that water quality tests yielded normal results.

- **Compensation for Displaced Families:** Government officials interviewed also shed light on the perception of HZL among families displaced during the establishment of Kayad Mines. They noted that these families felt inadequately compensated compared to what was promised before selling their lands.

- According to the claims of the respondents, there seems to be a misconception regarding the relocation & compensation for families affected by the establishment of Kayad Mines. Contrary to the claims made, the relocation process followed legal procedures, and the compensation offered to the families was in line with government-regulated land rates. Therefore, it appears that these assertions are unfounded and may stem from misinformation or miscommunication.

6.2.1. Analysis of ratings for infrastructure developments & programmes of HZL

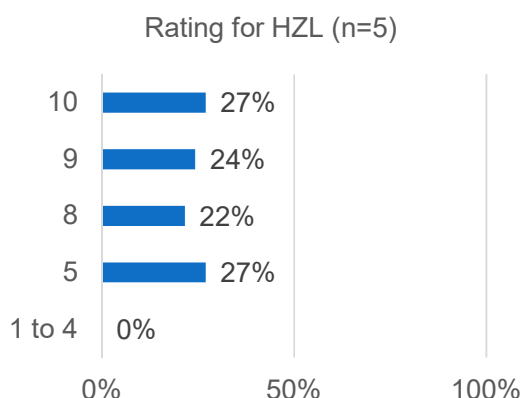


Figure 70: Overall rating for HZL

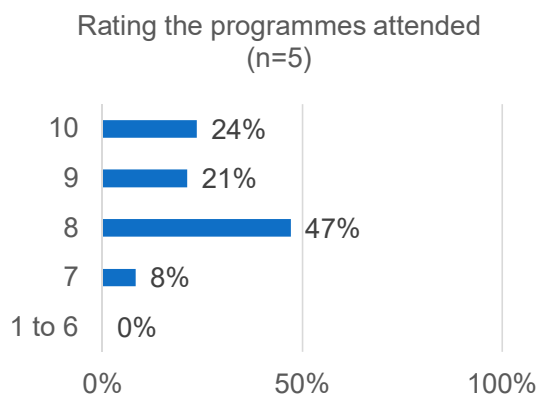


Figure 71: Ratings on programmes attended by respondents

The data pertaining to the rating of HZL as a brand and its interventions and programmes reflects a prevailing sense of positivity among the respondents. As depicted in Figure 7, over 70% of respondents assigned a rating of at least 8 stars to HZL. Notably, for respondents who attended the programmes, there were no ratings below 7 stars. These findings tell us about the success of HZL in terms of designing, planning and implementing the varied interventions. The findings also hint towards prolonged sustainability of the interventions and programmes as learnt by the surveyors.

Chapter 7

Findings of Brand Perception Study (Dariba)



Chapter 7: Brand Perception Findings from Dariba

Brand equity is the incremental value that a brand has over and above its tangible goods or services. It is an intangible asset derived from consumer perception encompassing customer loyalty, reputation, and brand awareness. Robust brand equity denotes a positive distinction from rivals, which is manifested in customer trust, sentimentality, and, eventually, purchasing decisions. In this study, Team CSRBOX assessed the brand equity of Hindustan Zinc Limited based on feedback provided by residents in the intervention villages.

7.1. Brand Perception Findings from Household Surveys

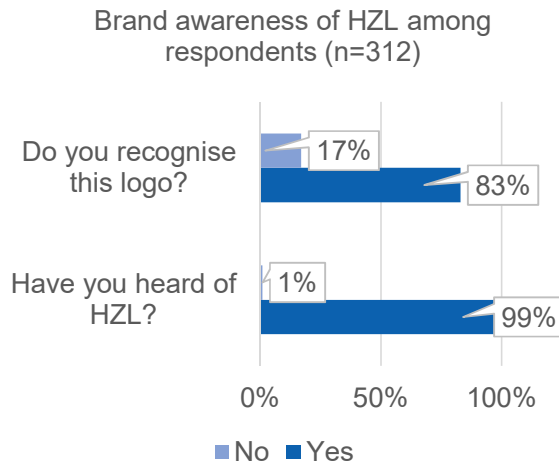


Figure 72: Brand Awareness of HZL among respondents

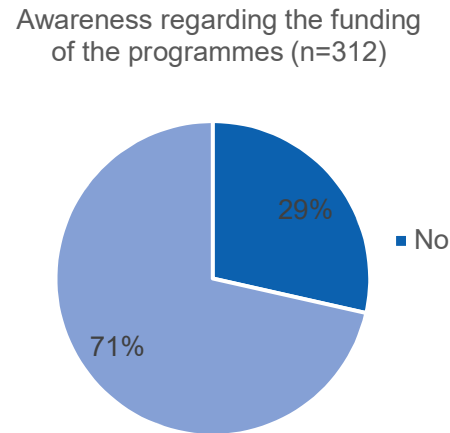


Figure 73: Awareness regarding the funding of the programmes by HZL

The survey findings demonstrate a resounding success in brand awareness initiatives (Fig. 1). A significant 99% of the respondents indicated awareness about Hindustan Zinc Limited (HZL). Brand logo recognition is also promising, with a significant 83% of participants acknowledging familiarity with the HZL logo. However, a cause for further exploration was that 17% of respondents did not recognise the logo.

The chart in Fig.2 provides insights into respondents' awareness of HZL as the funder for any of the programmes. 71% of the respondents identified Hindustan Zinc Limited (HZL) as the programme funder, indicating a strong level of programme recognition. However, 29% of the respondents did not recognise HZL's role, suggesting potential areas for improvement in programme visibility.

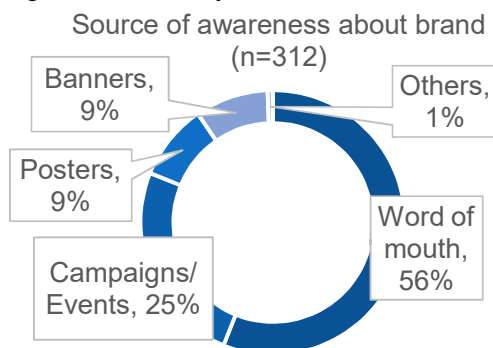


Figure 74: Source of awareness regarding 'HZL' brand

While the data presented in the charts above (Fig. 1 & Fig. 2) doesn't equate to a lack of brand awareness, it does suggest a disconnect between programme awareness and brand association. The observation was further supported by the finding that "word of mouth" was the most frequently cited source of brand awareness. This suggests that future efforts might benefit from a more strategic approach to brand communication, aiming

to solidify the link between HZL’s interventions and the company itself.

The analysis of brand awareness sources unveiled a multifaceted approach to brand communication within the villages. A resounding majority (56%) reported “word of mouth” as the primary source of brand awareness, indicating the strong influence of community networks and the trust placed in personal recommendations within the local context. Additionally, 25% of respondents mentioned campaigns and events as a significant contributor to their awareness, followed by posters at 9% and banners at 9%. This highlights the effectiveness of both traditional outdoor advertising and targeted initiatives in conveying brand information. In essence, the data suggests a well-rounded strategy that leverages the power of community endorsement alongside the strategic use of visual media.

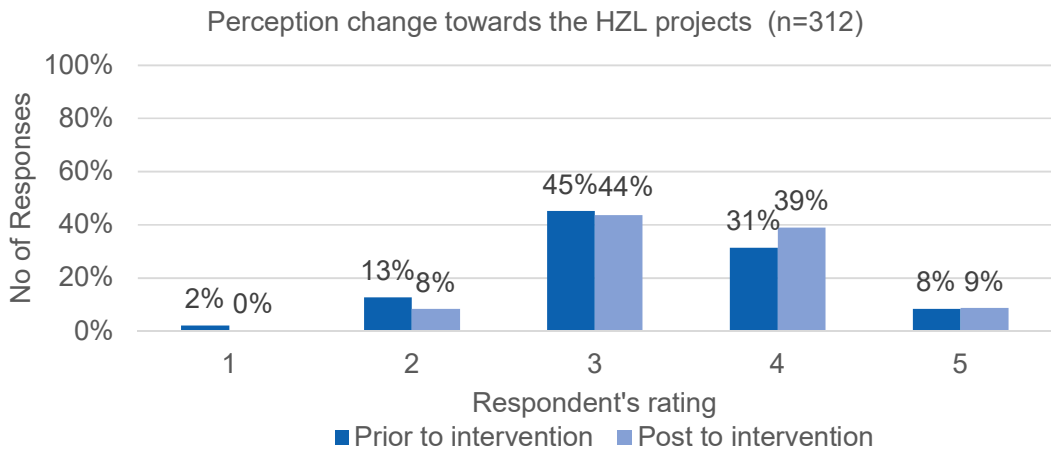


Figure 75: Rating of respondent's perception towards HZL projects prior to and post-interventions

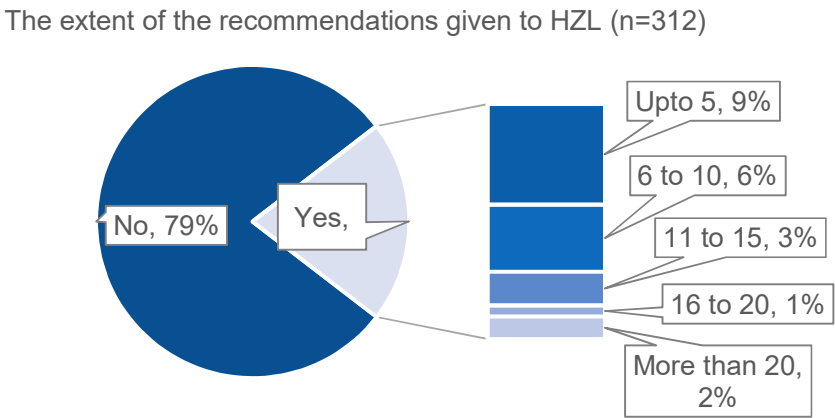


Figure 76: Extent of respondents informing about the HZL projects to others (friends, family, relatives, etc.)

A comparison of pre-and post-intervention ratings from the respondents yielded insightful data regarding perception towards HZL’s projects. It is evident that prior to the interventions, more than 80% of the respondents already perceived the projects positively, 45% rating them at level 3, 31% rating them at level 4 and 8% rating at level 5. These positive perceptions demonstrably strengthened post-intervention, with an impressive 92% of respondents rating

the projects at level 3 or above. However, qualitative interviews revealed an interesting contrast. While respondents expressed satisfaction with the interventions, a recurring theme emerged – a sentiment that there was room for further development within the villages. This finding suggests a valuable opportunity for HZL to engage further and tailor interventions to the evolving needs of the community.

The findings regarding conveying information about interventions indicate varying levels of advocacy. The data from Fig 5. suggests that a majority, comprising 79% of the respondents, have not advocated or recommended the HZL interventions to others, while 21% have done so to varying degrees, with 9% to up to 5 individuals, 6% to 6 to 10 individuals, 3% to 11 to 15 individuals, only 1% to 16 to 20 individuals and recommendations to more than 20 individuals each.

The relatively low data indicating recommendations by respondents can be attributed to the nature of the interventions conducted during the assessment period. Primarily focused on creating community infrastructures for communal use, such interventions may not have prompted individuals to advocate for them to others. Unlike healthcare facilities or similar services that directly benefit individuals, community infrastructures may not necessitate recommendations for personal use. This suggests a nuanced understanding of advocacy behaviour, highlighting the relevance of interventions to individual needs when considering recommendations.



Image 14: Zinc Kaushal Centre, Dariba



Image 15: Miyawaki Plantation, Dariba

In assessing familiarity with any of the programmes of HZL, responses indicate varying degrees of recognition among the respondents. While everyone remembered the programme, and only 3% were unfamiliar with all programmes.

Interestingly, specific programmes that enjoyed much higher recognition, such as Project “Sakhi”, Shiksha Sambal and Samadhan- BAIF Institute of Sustainable Livelihood, achieved familiarity rates between 61% and 81%.

However, lesser-known programmes include Jeevan Tarang (19%) and Unchi Udaan (27%). This highlights the need to prioritise promoting lesser-known programmes while acknowledging the success of established ones.

Participation varied among respondents with notable engagement in programmes like Project “Sakhi” (48%) and Samadhan- BAIF Institute of Sustainable Livelihood (35%).

Familiar name to any of the programme (n=312)

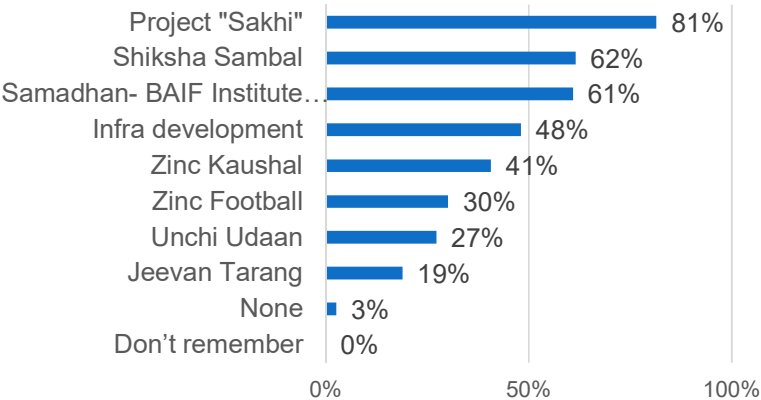


Figure 77: Familiarity of respondents with HZL programmes

Participation by respondents in the programmes (n=312)

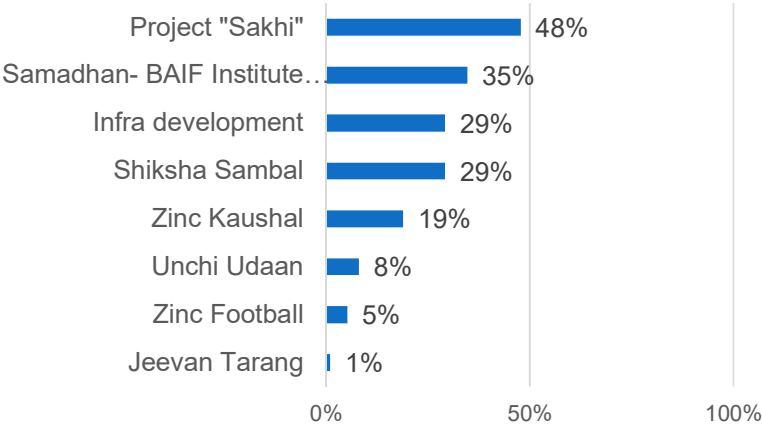


Figure 78: Participation of respondents in the programmes



Image 16: Interaction with Block Agriculture Officer, Dariba

The Samadhan team invites us during events/meetings, and we do give our input. But I feel there is a need to improve our coordination and coherence so that we can improve our activities and reach more marginalised farmers.

Block Agriculture officer, Railmaqra

The findings for the perceived impact of HZL's projects reveal a range of benefits impacting various aspects of the life of the respondent families. A diverse range of impacts was reported, with notable percentages attributing the projects to improvement in skill development (40%) and employment generation (37%). Additionally, a substantial portion of respondents highlighted an increase in income (35%) and improvements in agricultural assistance (26%), signifying a focus on livelihood support. While less frequently mentioned ones are improvements in physical activity (17%) and livestock rearing (10%). This shows the multifaceted nature of the capacity-building programmes, thereby demonstrating their ability to positively impact various aspects of life within the communities they serve.

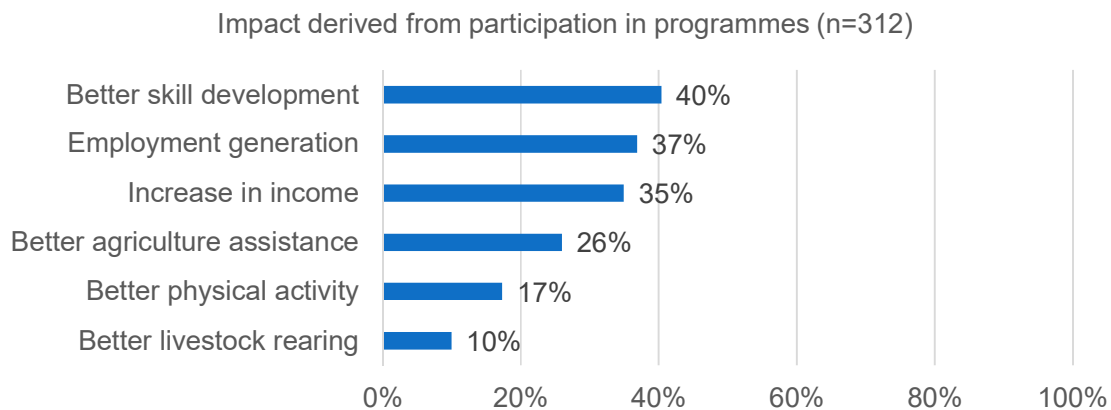


Figure 79: Impact derived from participation in the programmes

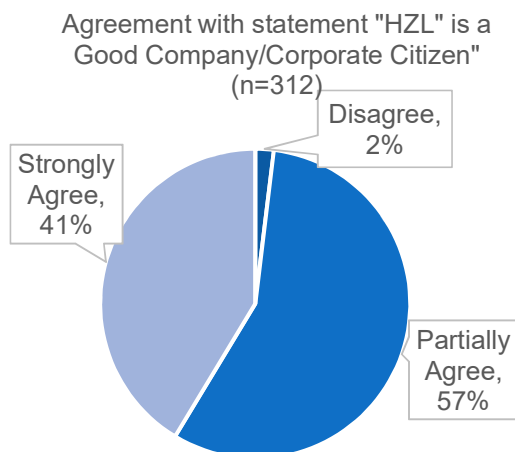


Figure 80: Agreement with the statement "HZL" is a Good Company/ Corporate Citizen

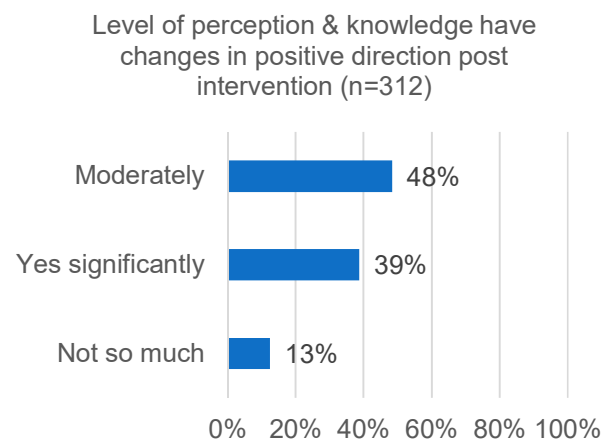


Figure 81: Levels of perceptions & knowledge have changed in positive direction post-intervention

The data for respondents' perception regarding HZL as a good corporate citizen suggest a predominantly positive perception. Among the respondents, 57% expressed partial agreement

with the statement that "HZL" is a good company or corporate citizen, while 41% strongly agreed. A negligible proportion (2%) disagreed with the statement.

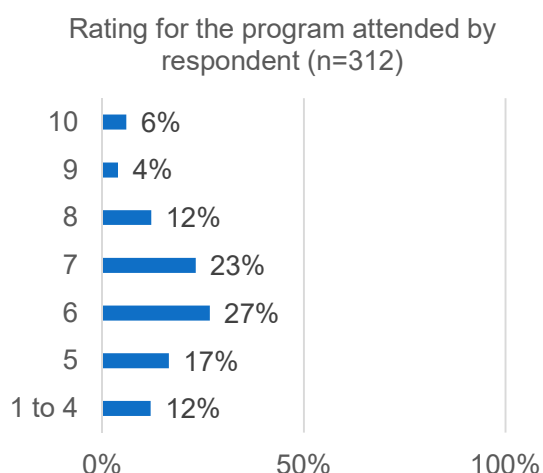
Insights from analysis of changes in levels of perceptions and knowledge post-intervention show that 39% of respondents reported that their perceptions and knowledge had changed significantly in a positive direction, while 48% indicated a moderate change. Further, 13% reported no or minimal change.

While the respondents largely agree (Fig. 10) that HZL has made positive contributions through infrastructure development and programmes, they also express a desire for more extensive efforts. Emphasis on expanding infrastructure development, strengthening programme linkages within villages, and implementing targeted interventions can further enhance community perceptions and knowledge.

Improvement in Thematic Area Post CSR Intervention	Yes (in %)	No (in %)
Education Services	96	04
Environment Services	49	54
Agricultural Services	64	36
Water Services	79	21
Women empowerment	85	15

The data demonstrates significant positive feedback across various thematic areas of HZL's interventions, with education services receiving a high approval rate, with 96% of respondents acknowledging improvement, while only 4% reported otherwise. The positive perception was also revealed for the development of females, water services, agricultural services, and environment services by 85%, 79%, 64% and 49% of respondents, respectively.

7.1.1. Analysis of ratings for infrastructure developments & programmes of HZL



Pertaining to the rating of HZL as a brand, its interventions and programmes reflect a prevailing sense of positivity among the respondents. The data is completely skewed towards a 'high' rating by the respondents in terms of the various programmes attended by them. At least 72% of respondents rated a minimum of 6 stars to the programmes, followed by minor ratings for 5 stars (17%). In addition, only 12% of the respondents rated the programmes below a minimum of 5 stars,

Figure 82: Rating for the programme attended by the respondent

indicating areas where HZL can potentially make improvements.



Image 17: FGD with Youth



Image 18: Vedanta Stadium by HZL in Dariba

The Vedanta stadium by HZL is a great initiative since we lacked ground to play. HZL converted a grazing ground to a stadium where youth can play and others come for walking and running focusing on fitness.

FGD with Youth

7.2. Brand Perception Findings from Secondary Stakeholder Surveys

In this section, Team CSRBOX explores the views of those indirectly affected by the initiatives. Following the survey of households within the impacted community, a perception study was conducted with secondary stakeholders as well. These stakeholders include individuals like government officials, PRI representatives, etc., who can provide us with a broader perspective on HZL's work.

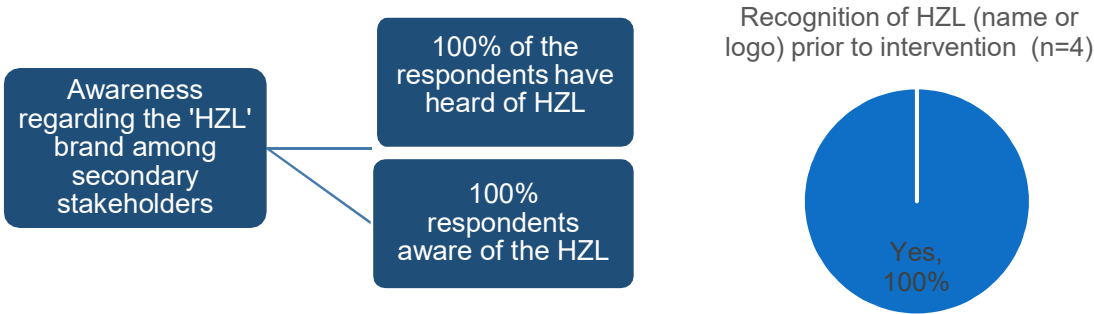


Figure 83: Recognition of 'HZL' brand among secondary stakeholders prior to and post-intervention

The findings from the analysis of the 'perception study' survey data collected from interaction with secondary stakeholders reveal that all respondents had heard of HZL and seen its logo prior to its interventions in their villages. This widespread awareness can be attributed to the authoritative positions held by secondary stakeholders, such as government officials or PRI representatives, who have been associated with HZL since the establishment of Dariba Mines and Smelter.

The perception of respondents towards the interventions represents a positive picture. Prior to the interventions, ratings provided by respondents varied, with 8% attributing a 1-star rating, 15% a 2-star rating, and 77% a 5-star rating. Following the interventions, a notable shift in perceptions was observed, with a significant increase to 88%, awarding a 5-star rating. This indicates a substantial improvement in the perceived effectiveness and impact of the interventions post-implementation.

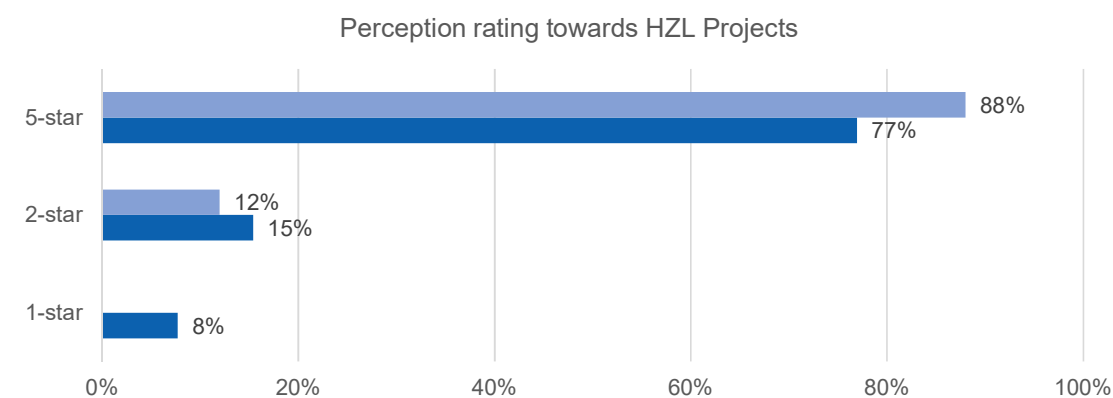


Figure 84: Perception rating towards HZL projects prior to and post intervention

Distribution of recommendation made for HZL by the respondents (n=4)

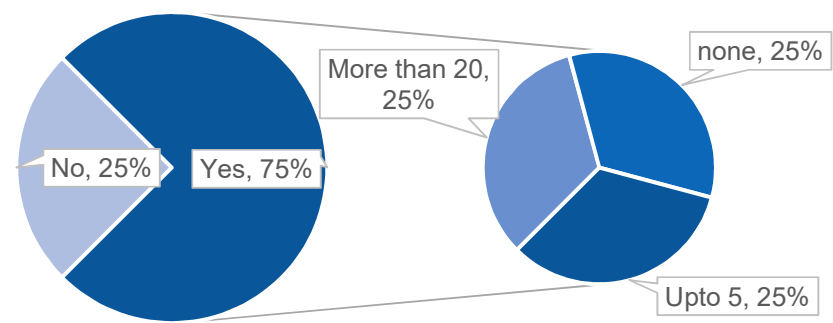


Figure 85: Respondents who recommended HZL programmes & interventions to beneficiaries

The findings reveal that 75% of the respondents have recommended the HZL programmes in their respective villages, while 25% of the respondents have not done so. Notably, among the respondents who promoted the programmes, 25% have recommended them to more than 20 individuals, and 25% have recommended the programmes to up to 5 individuals.

This higher endorsement rate can be attributed to the roles these stakeholders play. Block Agricultural Supervisors, Sarpanch & Ward members, Zinc Kaushal centre-in-charge, and

Compounders at veterinary clinics all have broader community reach compared to individual households.



Sakhi project has been really helpful for us. We have been saving money in the SHG and we loan it to someone who needs the money. The interest in the loan is also shared among the members. Some of us are doing small enterprises with the help of Sakhi. Running enterprises like E-mitra.

FGD with SHG(Sakhi), Khadbamaniya

Image 19: FGD with Sakhi

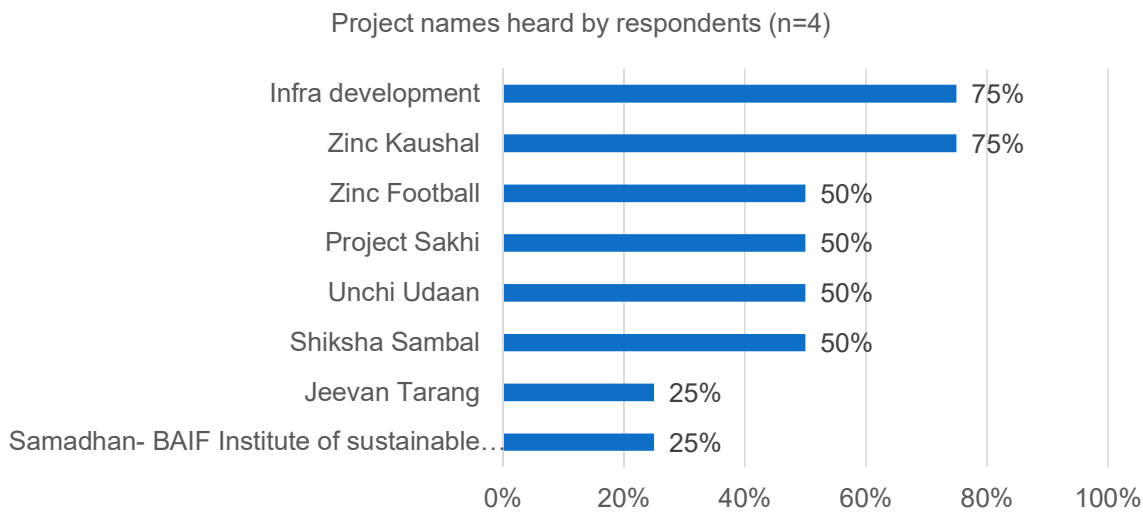


Figure 86: Name of the HZL programmes heard by the respondents

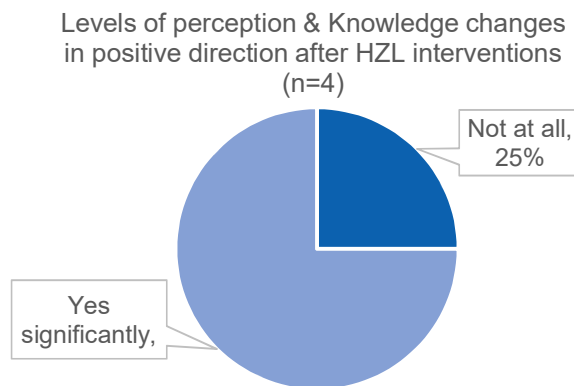
As learnt from the findings of households' perception above, the chart in Fig. 21 represents the picture regarding the most prevalent and discussed-about programmes run by HZL in their village. A significant 75% of the respondents answered that they know about Infrastructure development, 75% of the respondents knew about Zinc Kaushal, and 50% of the respondents responded that they know about Zinc Football programmes run in their villages. Also, the Unchi Udaan, Project Sakhi and Shiksha Sambal programmes were able to garner 50% popularity each among the respondents.

The student-teacher ratio was less before 1 year and Shiksha Sambal has helped in bridging that gap.

Principal, Government Higher Secondary School, Rajpura

I have not seen much pulmonary disease patterns in the last 4-5 years. This could be because of some pollution reduction work done by HZL but I am not completely aware of the technicalities.

Dr Sanjeev Mishra, Zinc Hospital, Dariba



The perception regarding HZL as a good corporate citizen among secondary stakeholders represents an almost similar story wherein all the respondents (100%) gave positive feedback. As 40% of the respondents answered 'moderately', it is indicative of the fact that they believe further penetration of the interventions is required in their villages.

Figure 87: Levels of perception & knowledge changed in the positive direction post-intervention

Following discussions with stakeholders, several points were highlighted to the survey team:

- **Environmental Issues:** Certain respondents raised concerns about environmental pollution in the area, attributing it to the release of effluents by HZL. The respondents have raised concerns regarding water quality and usability.
- **Pulmonary Diseases:** They were associating Lung and breathing difficulties with the mines.
- **Groundwater level reduction:** The villagers think there is a reduction in the groundwater levels due to the mine's operations.
- **Employment-related grievances:** The major grievances from most of the respondents and PRI representatives were employment. Mostly, everyone in the locality wanted to be employed by HZL.
- **Damages and disturbances due to mining operation:** The respondents have mentioned that they experience disturbances due to blasts in mines.
- **Degradation of Farmlands:** The respondents also stated that the mining operations have resulted in contamination of soil, including soil erosion and contamination of water bodies.

7.2.1. Analysis of ratings for infrastructure developments & programmes of HZL

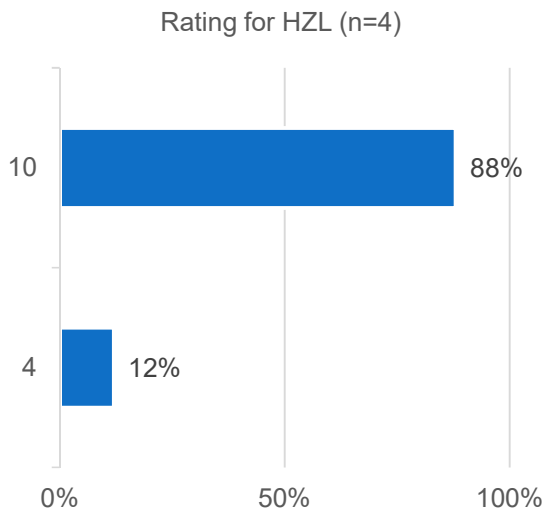


Figure 88: Overall rating for HZL

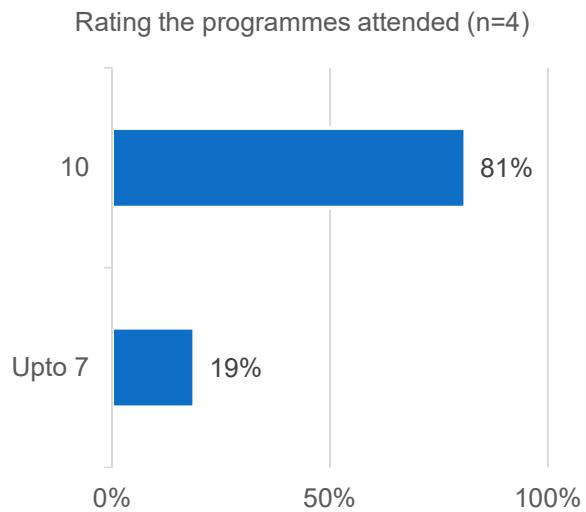


Figure 89: HZL programme rating

The data pertaining to the rating of HZL as a brand and its interventions and programmes reflects a prevailing sense of positivity among the respondents. As depicted in Figure 23, 88% of the respondents assigned a rating of 10 stars to HZL. Notably, for respondents who attended the programmes, there were no ratings below 7 stars. These findings tell us about the success of HZL in terms of designing, planning and implementing the varied interventions. The findings also hint towards prolonged sustainability of the interventions and programmes as learnt by the surveyors.

Chapter 8

Findings of Brand Perception Study (Agucha)



Chapter 8: Brand Perception Findings from Agucha

Brand equity is the incremental value that a brand has over and above its tangible goods or services. It is an intangible asset derived from consumer perception encompassing customer loyalty, reputation, and brand awareness. Robust brand equity denotes a positive distinction from rivals, which is manifested in customer trust, sentimentality, and, eventually, purchasing decisions. In this study, Team CSRBOX assessed the brand equity of Hindustan Zinc Limited based on feedback provided by residents in the intervention villages.

8.1. Brand Perception Findings from Household Surveys

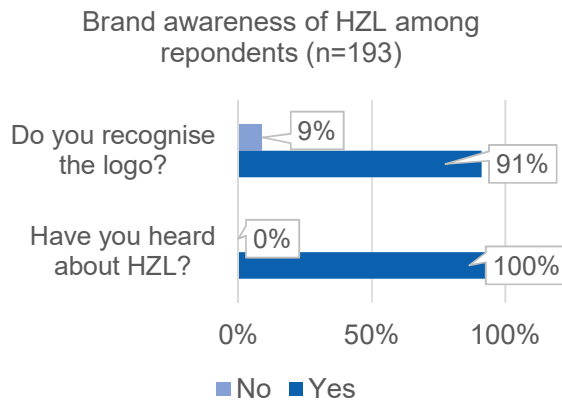


Figure 90: Brand awareness of HZL among respondents

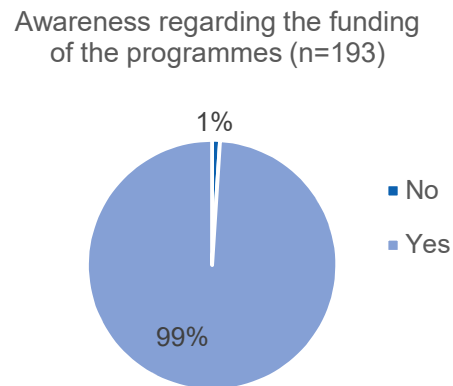


Figure 91: Awareness regarding the funding of the programmes by HZL

The survey findings demonstrate a resounding success in brand awareness initiatives (Fig. 1). All the respondents (Yes, 100%) indicated awareness about Hindustan Zinc Limited (HZL). Brand logo recognition is also promising, with a significant 91% of participants acknowledging familiarity with the HZL logo. However, a cause for further exploration was that 9% of respondents did not recognise the logo.

The chart in Fig.2 provides insights into respondents' awareness of HZL as the funder for any of the programmes. 91% of the respondents identified Hindustan Zinc Limited (HZL) as the programme funder, indicating a strong level of programme recognition. However, a negligible 1% of the respondents did not recognise HZL's role.

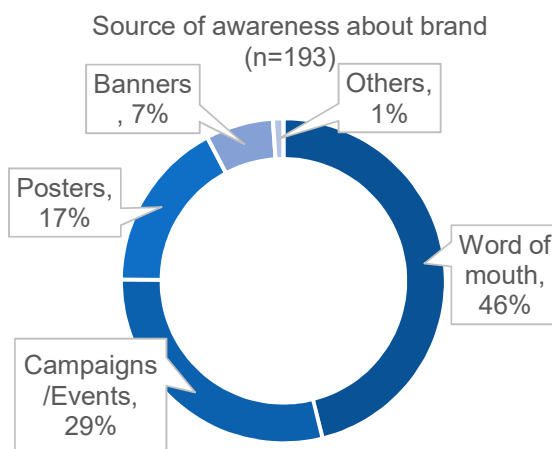


Figure 92: Source of awareness regarding 'HZL' brand

While the data presented in the charts above (Fig. 1 & Fig. 2) doesn't equate to a lack of brand awareness, it does suggest a disconnect between programme awareness and brand association. The observation was further supported by the finding that "word of mouth" was the most frequently cited source of brand awareness with 46% of the respondents. This suggests that future efforts might benefit from a more strategic approach to brand communication, aiming to strengthen the link between HZL's interventions and the company itself.

It underscores the significance of word-of-mouth publicity as the most effective form of brand promotion. Enhancing this aspect requires increasing the number of both direct and indirect beneficiaries through comprehensive programmes designed to reach a larger demographic in each village.

The prominence of "word of mouth" as the primary channel for learning about HZL highlights the powerful influence of community networks and the trust placed in personal recommendations within the local context. Furthermore, with 29% of respondents attributing their awareness to campaigns and events, it is evident that targeted initiatives in disseminating brand information have played a significant role. Activities such as handing over functions and inaugurating new projects and infrastructure leave a lasting impression on the community.

Furthermore, 17% of respondents identified posters as a notable contributor to their awareness, followed by banners at 7%. This highlights the effectiveness of both traditional outdoor advertising and targeted initiatives in conveying brand information. In essence, the data suggests a well-rounded strategy that leverages the power of community endorsement alongside the strategic use of visual media. In essence, the data indicates the necessity of adopting a comprehensive strategy that not only harnesses the influence of community endorsement but also strategically utilises visual media. This approach acknowledges the importance of personal recommendations within the community while recognising the challenges posed by traditional advertising methods in areas with lower literacy levels.

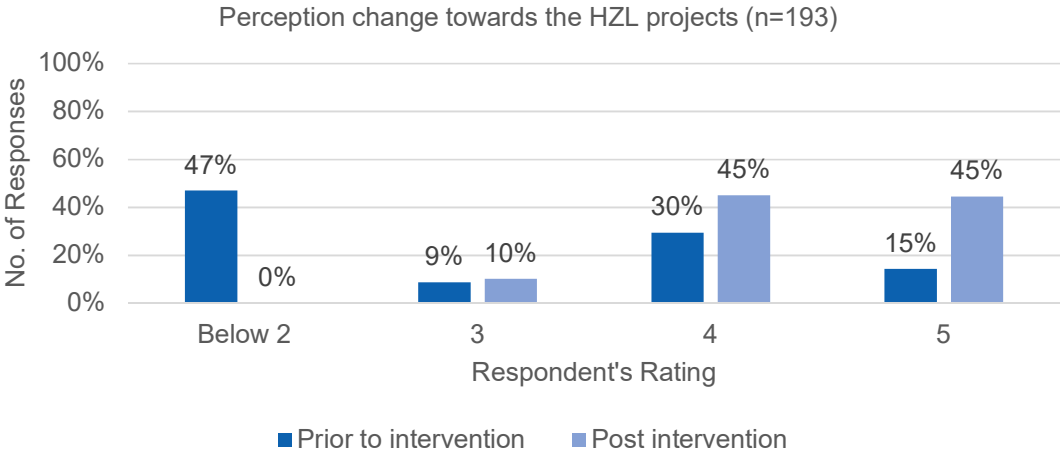


Figure 93: Rating of respondent's perception towards HZL projects prior to and post interventions

A comparison of pre-and post-intervention ratings from the respondents yielded insightful data regarding perception towards HZL's projects. It is evident that prior to the interventions, more than 80% of the respondents already perceived the projects positively, 45% rating them at level 3, 31% rating them at level 4 and 8% rating at level 5. These positive perceptions demonstrably strengthened post-intervention, with an impressive 92% of respondents rating the projects at level 3 or above. However, qualitative interviews revealed an interesting contrast. While respondents expressed satisfaction with the interventions, a recurring theme emerged – a sentiment that there was room for further development within the villages. This finding suggests a valuable opportunity for HZL to engage further and tailor interventions to the evolving needs of the community.

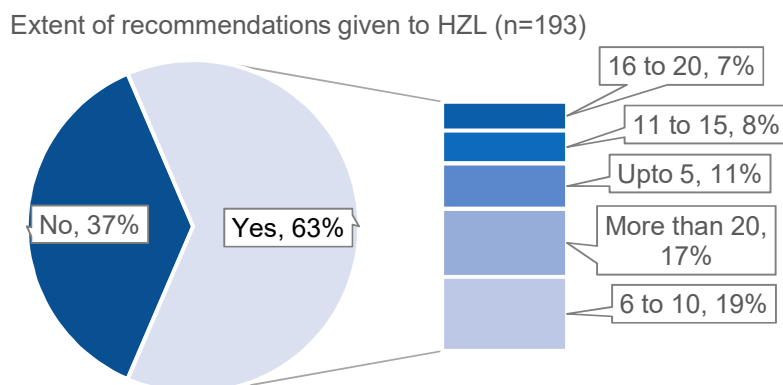


Figure 94: Extent of respondents informing about the HZL projects to others (friends, family, relatives, etc.)

The findings regarding conveying information about interventions indicate varying levels of advocacy. The data from Fig 5. suggests that a majority, comprising 63% of the respondents, have actively advocated or endorsed the HZL interventions to others, doing it to different extents. Specifically, 11% recommended them to up to 5 individuals, 19% to 6 to 10 individuals, 8% to 11 to 15 individuals, only 7% to 16 to 20 individuals, and a further 17% of recommendations were made to more than 20 individuals.

The significant majority of respondents, 63%, advocating for HZL interventions to varying extents reflects a multifaceted array of underlying motivations. This widespread endorsement may stem from the perceived effectiveness of the interventions, either through personal experiences or witnessed positive outcomes within their communities. Trust in the programme's objectives and methods could also underpin their recommendations, bolstered by a belief in the potential benefits these interventions offer. Primarily focused on creating community infrastructures for communal use, such interventions collectively contribute to the high rate of recommendations observed among the respondents, reflecting a deep-seated belief in the efficacy and value of HZL interventions within their respective communities.



Image 20: Zinc Kaushal Kendra

In assessing familiarity with any of the programmes of HZL, responses indicate varying degrees of recognition among the respondents. While everyone remembered and was unfamiliar with the programmes.

Interestingly, specific programmes that enjoyed much higher recognition, such as Project “Sakhi”, Shiksha Sambal and Samadhan- BAIF Institute of Sustainable Livelihood, achieved familiarity rates between 83% and 96%.

However, lesser-known programmes include Jeevan Tarang (22%) and Zinc Football (34%). This highlights the need to prioritise promoting lesser-known programmes while acknowledging the success of established ones. Participation varied among respondents with notable engagement in programmes like Project “Sakhi” (67%) and Samadhan- BAIF Institute of Sustainable Livelihood (67%).

The findings for the perceived impact of HZL’s projects reveal a range of benefits impacting various aspects of the life of the respondent families. A diverse range of impacts was reported, with notable percentages attributing the projects to an increase in income (64%) and employment generation (61%). Additionally, a substantial portion of respondents highlighted improvements in agricultural assistance (51%) and improvements in skill development (48%), signifying a focus on livelihood support. While less frequently mentioned ones are improvements in physical activity (32%) and livestock rearing (28%). This shows the multifaceted nature of the capacity-building programmes, thereby demonstrating their ability to positively impact various aspects of life within the communities they serve.

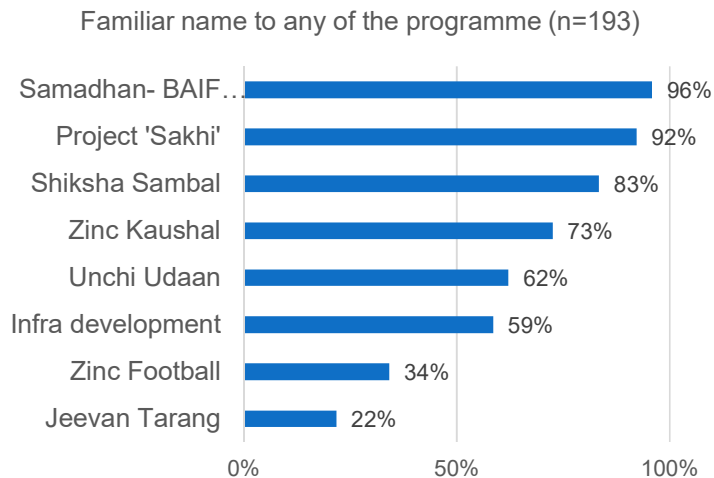


Figure 95: Familiarity of respondents with HZL programme

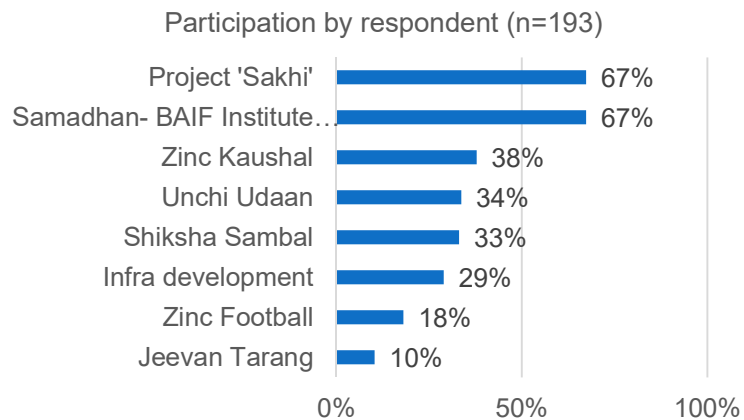


Figure 96: Participation of respondents in the programmes

Sakhi is the best programme done by HZL. This programme has empowered our women, fostering self-reliance and more vocal which is how a community progresses, when both genders have equal rights and responsibilities which propels the community towards prosperity.

Krishna Singh, Pradhan, Hurda



Image 21: FGD with SHG in Khotiya village

HZL's commendable efforts in benefiting humans are truly noteworthy. However, I propose an extension of their initiatives to include the welfare of animals and livestock. While the Samadhan project addresses some concerns, I strongly advocate for an expansion of activities such as animal health camps and vaccination drives. By prioritising the well-being of our animal companions, we can further enhance our impact and create a more holistic approach to community development.

Pramod Kumar Tailor, Livestock extension officer

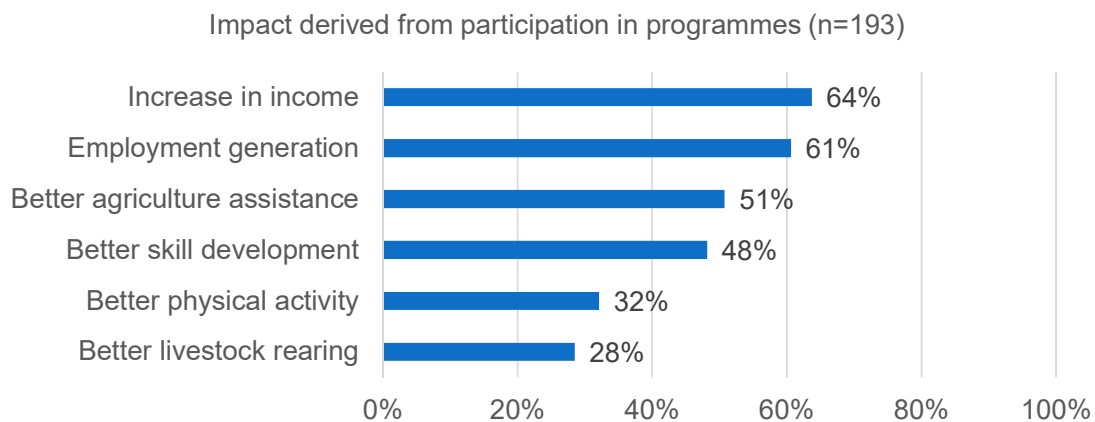


Figure 97: Impact derived from participation in the programmes

The data for respondents' perception regarding HZL as a good corporate citizen suggest a predominantly positive perception. Figure 9 demonstrates that among the respondents, 23% expressed partial agreement with the statement that "HZL" is a good company or corporate citizen, while 77% strongly agreed. A negligible proportion (1%) disagreed with the statement.

Insights from analysis of changes in levels of perceptions and knowledge post-intervention (fig. 10) show that 73% of respondents reported that their perceptions and knowledge had changed significantly in a positive direction, while 23% indicated a moderate change. Further, 5% reported no or minimal change.

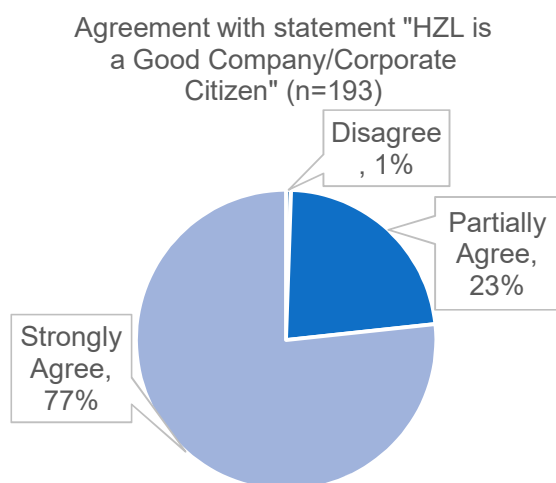


Figure 98: Agreement with the statement "HZL is a good company/ Corporate Citizen"

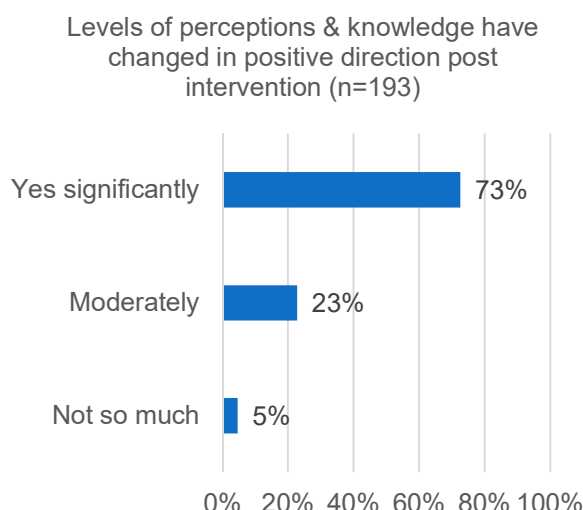


Figure 99: Levels of perceptions & knowledge have changed in positive direction post-intervention

While the respondents largely agree that HZL has made positive contributions through infrastructure development and programmes, they also express a desire for more extensive efforts. Emphasis on expanding infrastructure development, strengthening programme linkages within villages, and implementing targeted interventions can further enhance community perceptions and knowledge.

Improvement in Thematic Area Post CSR Intervention	Yes (in %)	No (in %)
Education Services	92	08
Environment Services	72	28
Agricultural Services	88	12
Water Services	64	36
Women empowerment	95	05

The data demonstrates significant positive feedback across various thematic areas of HZL's interventions, with the empowerment of females receiving a high approval rate, with 95% of respondents acknowledging improvement, while only 5% reported otherwise. The positive perception was also revealed for the education services, agricultural services, environment services and water services by 92%, 88%, 72% and 64% of respondents, respectively.

8.1.1. Analysis of ratings for infrastructure developments & programmes of HZL

With regards to the rating of HZL as a brand, its interventions and programmes reflect a prevailing sense of positivity among the respondents. The data is completely skewed towards a 'high' rating by the respondents in terms of the various programmes attended by them. More than 90% of respondents rated a minimum of 7 stars to the programmes. In addition, none of the respondents rated the programmes below 6 stars, thereby solidifying the success of HZL programmes in the community.

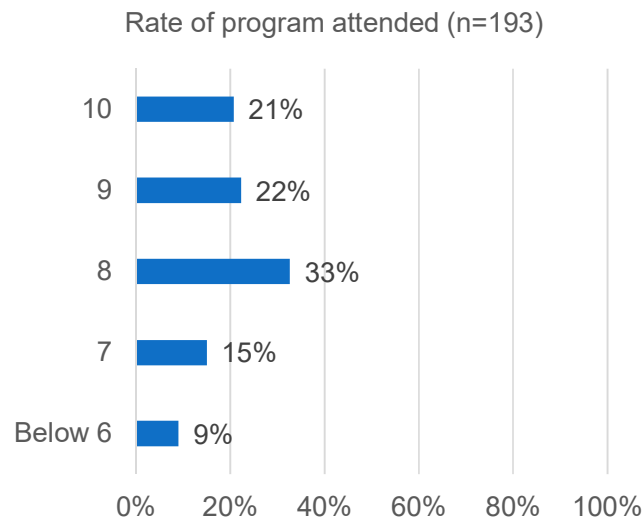


Figure 100: Rating for the programme attended by the respondent

8.2. Brand Perception Findings from Secondary Stakeholder Surveys

In this section, Team CSRBOX explores the views of those indirectly affected by the initiatives. Following the survey of households within the impacted community, a perception study was conducted with secondary stakeholders as well. These stakeholders include individuals like government officials, PRI representatives, etc., who can provide a broader perspective on HZL's work.



Figure 101: Recognition of 'HZL' brand among secondary stakeholders prior to and post-intervention

The findings from the analysis of the 'perception study' survey data collected from interaction with secondary stakeholders reveal that all respondents had heard of HZL, and more than 90% of the respondents had seen its logo prior to its interventions in their villages. This widespread awareness can be attributed to the authoritative positions held by secondary stakeholders, such as government officials or PRI representatives, who have been associated with HZL since the establishment of Rampura Agucha Mines.

The perception of respondents towards the interventions represents a positive picture. Prior to the interventions, ratings provided by respondents varied, with 6% attributing below 3-star rating, 31% a 4-star rating, and 63% a 5-star rating. Following the interventions, a notable shift in perceptions was observed, with a significant increase to 81%, awarding a 5-star rating. This indicates a substantial improvement in the perceived effectiveness and impact of the interventions post-implementation.

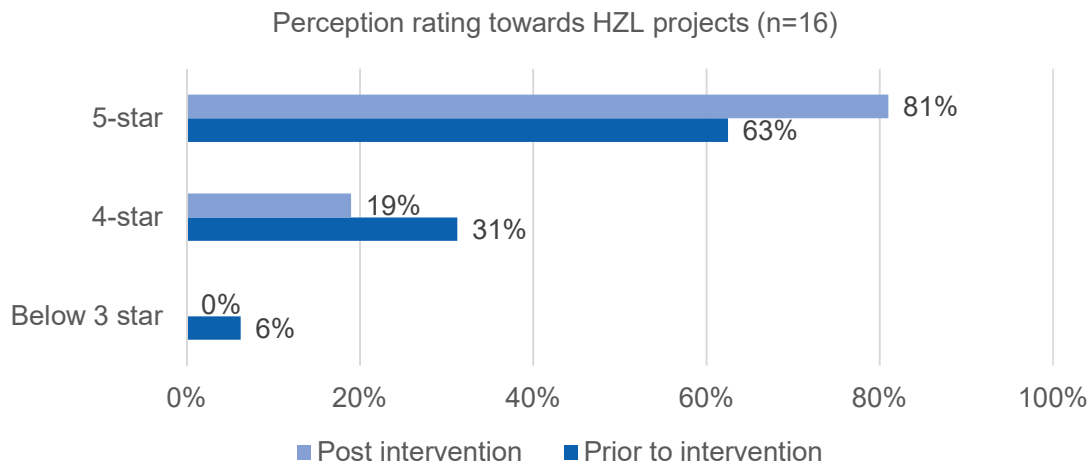


Figure 102: Perception rating towards HZL projects prior to and post intervention

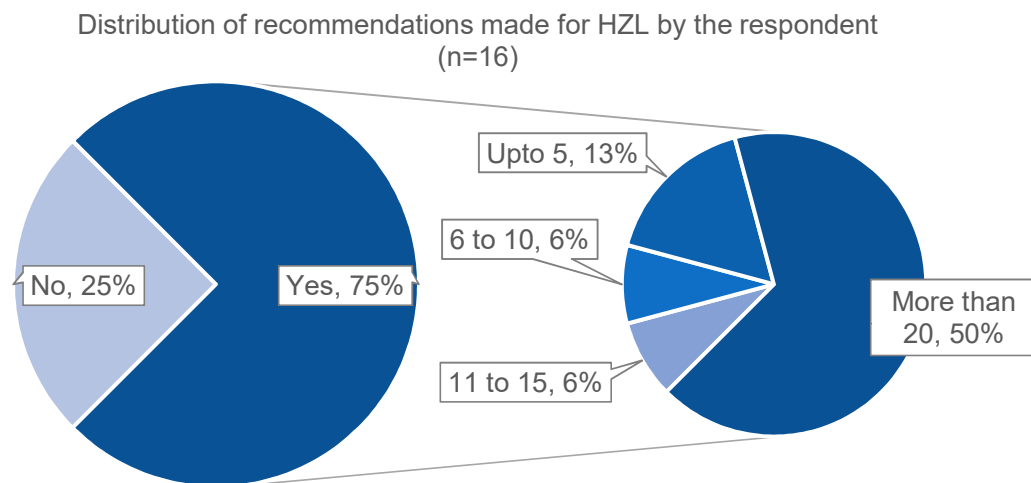


Figure 103: Respondents who recommended HZL programmes & interventions to beneficiaries

The findings reveal that 75% of the respondents have recommended the HZL programmes in their respective villages, while 25% of the respondents have not done so. Notably, among the respondents who promoted the programmes, 13% have recommended them to up to 5 individuals, 6% have recommended them to 6 to 10 individuals, 6% have recommended them to 11 to 15 individuals, and 50% have recommended the programmes to more than 20 individuals.

When the occasion calls for it, we are confident in reaching out to HZL, given their comprehensive involvement in every facet of our village. Their unwavering assistance thus far has proven invaluable.

Neta ram Mali, Upa Sarpanch, Khotiya



Image 22: Interaction with block agriculture supervisor, Soni Jhant



Image 23: Interaction with Ex Sarpanch, Hurda

This higher endorsement rate can be attributed to the roles these stakeholders play. Block Agricultural Supervisors, Sarpanch & Ward members, Zinc Kaushal centre-in-charge, and Compounders at veterinary clinics all have broader community reach compared to individual households.

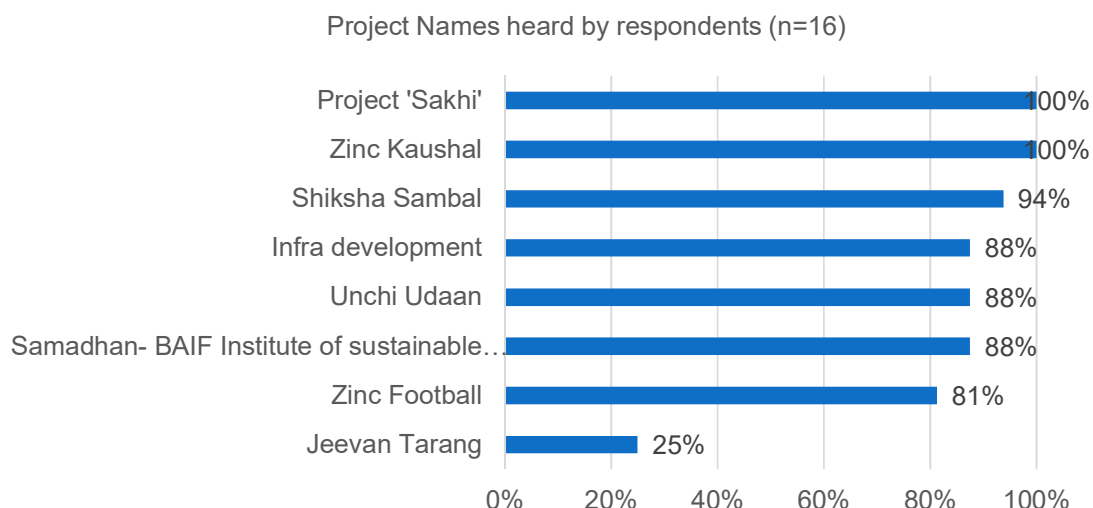
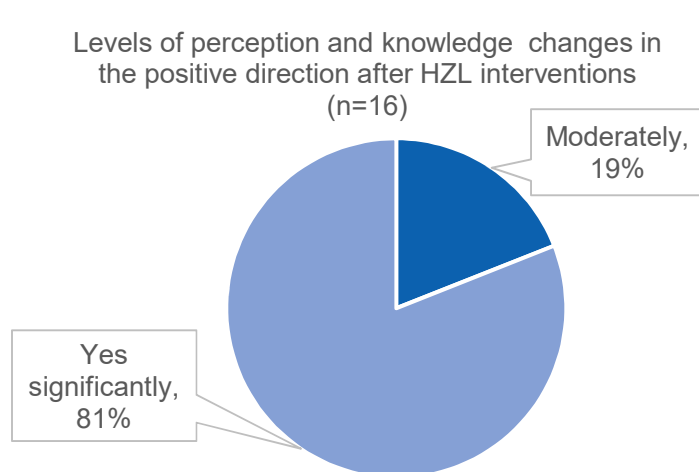


Figure 104: Name of the HZL programmes heard by the respondents

As learnt from the findings of households' perception above, the chart in Fig. 15 represents the picture regarding the most prevalent and discussed-about programmes run by HZL in their village. All of the respondents answered that they know about the Project 'Sakhi' and Zinc Kaushal programmes run in their villages. Also, the Shiksha Sambal programme was able to garner 94% popularity among the respondents. Also, the Unchi Udaan, Project Sakhi and Shiksha Sambal programmes were able to garner 50% popularity each among the respondents.



The perception regarding HZL as a good corporate citizen among secondary stakeholders represents an almost similar story wherein at least 80% of the respondents gave positive feedback. As most of the respondents answered 'moderately' (60%), it is indicative of the fact that they believe further penetration of the interventions is required in their villages.

Figure 105: Levels of perception & knowledge have changed in positive direction post-intervention



Image 24: IDI with Chief Block Education Officer

The Shiksha Sambal initiative is greatly benefiting six government schools in Hurda by providing additional teachers for math, science, and English. Moreover, the provision of extra workbooks and reference materials enhances the educational journey of the students.

Chief Block education officer, Hurda

Following discussions with stakeholders, several points were highlighted to the survey team:

- **Environmental Issues:** Certain respondents raised concerns about environmental pollution in the area, attributing it to the release of effluents by HZL. The respondents have raised concerns regarding the water quality and usability.
- **Pulmonary Diseases:** They were associating Lung and breathing difficulties with the mines.
- **Employment-related grievances:** The major grievances from most of the respondents and PRI representatives were employment. Mostly, everyone in the locality wanted to be employed by HZL.
- **Groundwater level reduction:** The villagers think there is a reduction in the groundwater levels due to the mine's operations. It's noteworthy, however, that Rajasthan, by virtue of its geographical characteristics, already faces challenges with low groundwater levels.

8.2.1. Analysis of ratings for infrastructure developments & programmes of HZL

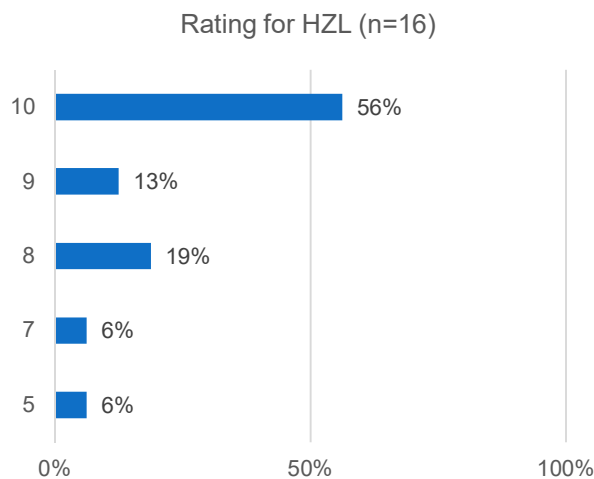


Figure 106: Overall rating for HZL

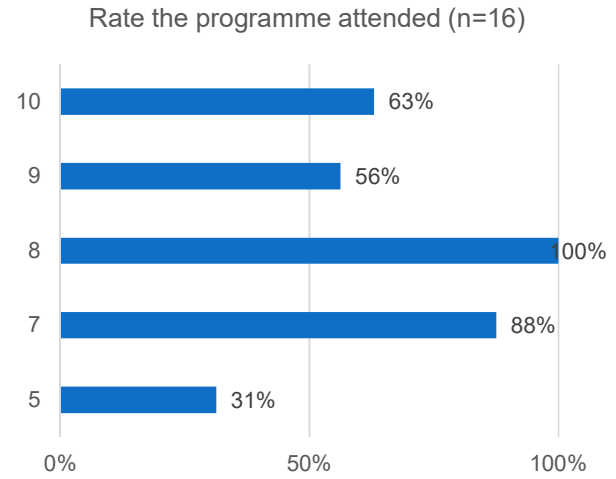


Figure 107: Ratings on programmes attended by respondents

The data about the rating of HZL as a brand and its interventions and programmes reflects a prevailing sense of positivity among the respondents. As depicted in Figure 17, over 85% of respondents assigned a rating of at least 8 stars to HZL. Notably, for respondents who attended the programmes, there were no ratings below 5 stars. These findings tell us about the success of HZL in terms of designing, planning and implementing the varied interventions. The findings also hint towards prolonged sustainability of the interventions and programmes as learnt by the surveyors.

Chapter 9

Findings of Brand Perception Study (Udham Singh Nagar)



Chapter 9: Brand Perception Findings from Udham Singh Nagar

Brand equity refers to the additional value a brand holds beyond its tangible products or services. It's an intangible asset shaped by consumer perceptions, including loyalty, reputation, and brand recognition. Strong brand equity reflects a favourable differentiation from competitors, evident in customer trust, emotional connection, and ultimately, purchase behaviour. In this study, we've evaluated the brand equity of Hindustan Zinc Limited through feedback gathered from residents in the intervention villages.

9.1. Brand Perception Findings from Household Surveys

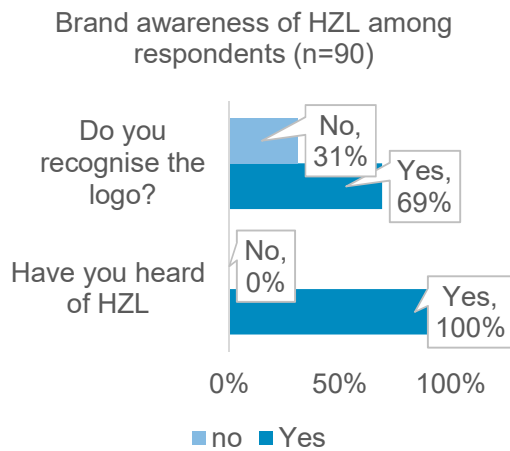


Figure 108: Brand awareness of HZL among respondents

Awareness regarding funding of the programs by HZL (n=90)

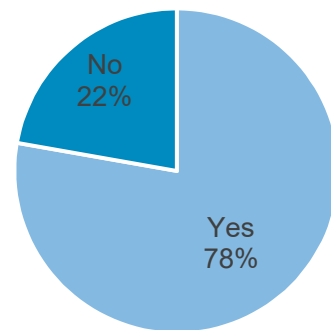


Figure 109: Awareness regarding the funding of the programmes by HZL

The survey findings demonstrate a resounding success in brand awareness initiatives. All respondents (Yes, 100%) indicated awareness of the interventions conducted by Hindustan Zinc Limited (HZL) within their villages. Brand logo recognition is also promising, with a significant 69% of participants acknowledging familiarity with the HZL logo. However, a cause for further exploration was the 31% of respondents who did not recognize the logo.

The chart in Fig. 2 provides insights into respondents' awareness of HZL as the funder for any of the programmes. 78% of respondents identified Hindustan Zinc Limited (HZL) as the programme funder, indicating a strong level of programme recognition. However, 22% of respondents did not recognise HZL's role, suggesting potential areas for improvement in programme visibility.

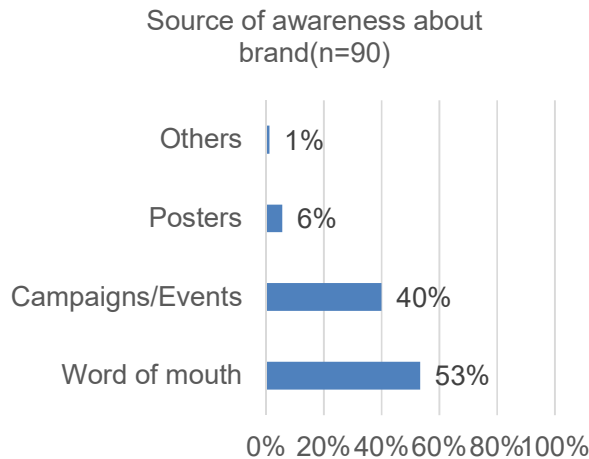


Figure 110: Source of awareness regarding 'HZL' brand

within the villages. A over half of the respondents (53%) reported "word of mouth" as the primary channel for learning about HZL, indicating the strong influence of community networks and the trust placed in personal recommendations within the local context. Additionally, 40% of respondents mentioned **camp and events** conducted by HZL as a significant contributor to their awareness, followed by posters at 6%. This highlights the effectiveness of both traditional outdoor advertising and targeted initiatives in conveying brand information. In essence, the data suggests a well-rounded strategy that leverages the power of community endorsement alongside the strategic use of visual media.

A comparison between pre-and post-intervention ratings provided valuable insights into the perceptions of villagers towards HZL's projects. Initially, the perception was generally positive, with 68% rating them 5 out of 5 and 17% rating 4 out of 5. FGDs indicated that HZL's work in surrounding villages contributed to a perception of "doing good"

"We heard from people in another village about a health van that comes to help them. We thought it was a good idea and wanted it to come to our village too. Now, it comes to our village every week, and we are happy to have this service."

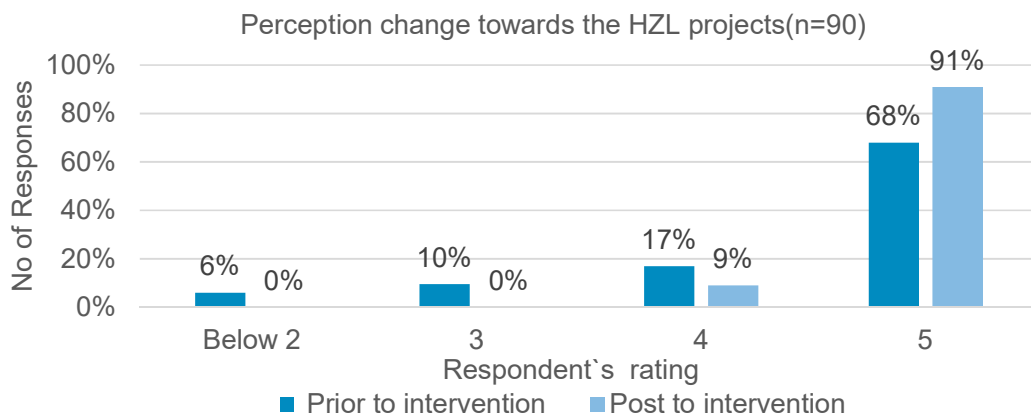


Figure 111: Rating of respondent's perception towards HZL projects prior to and post interventions

While the data presented in the charts doesn't necessarily equate to a lack of brand awareness, it does suggest a disconnect between programme awareness and brand association. The observation is further supported by the finding that "word of mouth" was the most frequently cited source of brand awareness. This suggests that future efforts might benefit from a more strategic approach to brand communication, aiming to solidify the link between HZL's interventions and the company itself.

The analysis of brand awareness sources unveiled a multifaceted approach to brand communication

among people. Subsequently, after the implementation of various projects in the village, villagers' perceptions improved even further, with nobody rating the company below 4. The 17% who rated 4 mainly expressed expectations for employment

The findings show that different levels of advocacy exist when sharing information about interventions. 44% of respondents did not recommend the interventions to anyone. On the other hand, 56% referred at least five people. Furthermore, over 20% per cent of individuals recommended the programmes to more than five people. Major recommendations occurred when there were financial benefits involved. For instance, women in Sakhi groups shared information about how Self-Help Groups (SHGs) helped them save money and access loans at lower interest rates. This led them to encourage other women in the village to join the Sakhi programme. Similarly, students who benefited from the Zinc Kaushal programme and secured jobs in the automobile industry shared their success with others. This increase in employment and income motivated more students to join the academy, referred by their friends who had previously graduated from the programme.

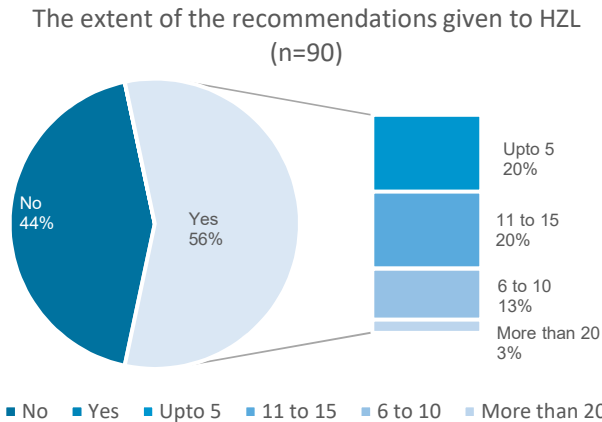


Figure 112: Extent of respondents informing about the HZL projects to others (friends, family, relatives, etc.)

With few interventions occurring in the region, the community was only acquainted with select projects conducted by HZL. Among them, the Sakhi programme stood out as the most effective and popular initiative. The financial empowerment it provides to women in the community has notably increased awareness about the programme, with 73% of respondents acknowledging its impact.

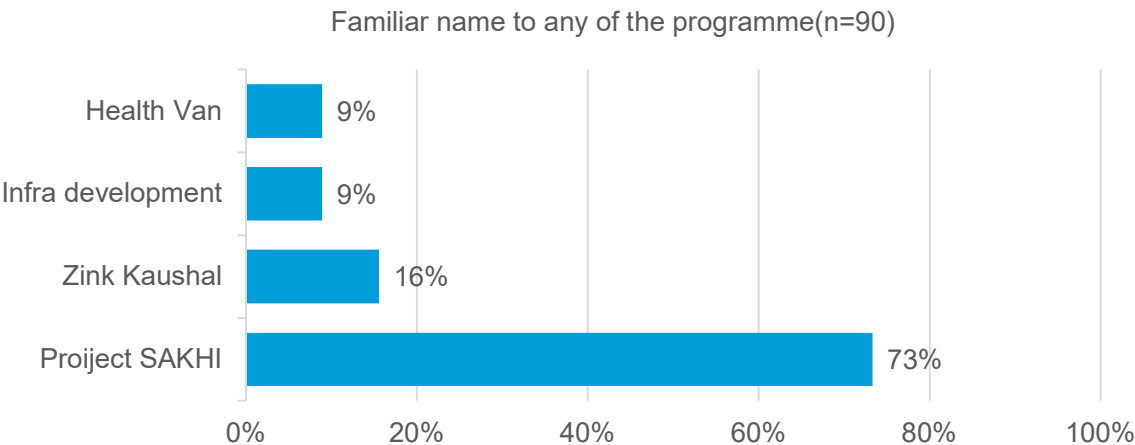


Figure 113: Familiarity of respondents with HZL programme

Additionally, it was found that the majority of individuals who were aware of the programmes were also participants in the respective programmes. In contrast, although 9% of respondents

were aware of the health van operated by HZL in the community, only 1% benefited from it. This could be attributed to the fact that the health van initiative was introduced four to five years ago; however, it stopped for a year between (2022-23) due to administrative reasons. Since its resumption in late 2023, people have once again begun to recognise its presence within the community and are utilizing its services.

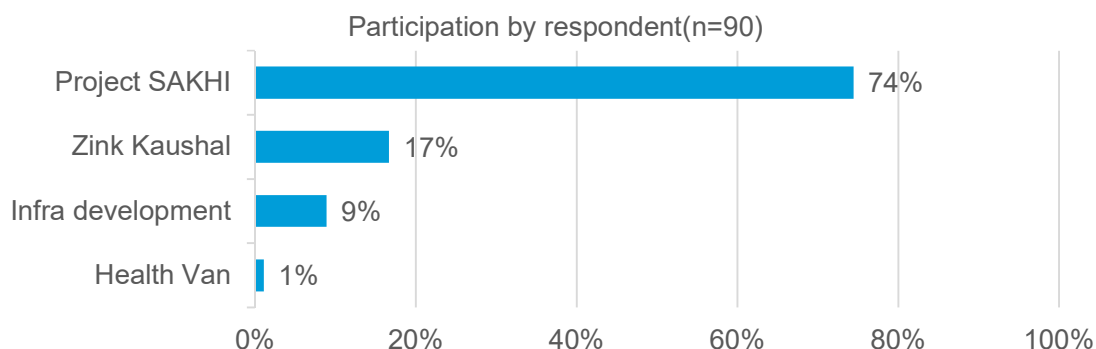


Figure 114: Participation of respondents in the programmes

The findings regarding the perceived impact of HZL's projects indicate a variety of benefits affecting various aspects of the lives of respondent families. A wide range of impacts was reported, with significant percentages attributing the projects to **income generation** (64%) and **skill development** (46%). Additionally, a notable portion of respondents highlighted improvements in agricultural assistance (14%). The high impact on income increase can be attributed to the Sakhi project, which enables women in the community to engage in activities such as poultry and fishery, leading to a rise in income. In contrast, only 4% mentioned employment generation. This finding aligns with discussions from the focus group discussions (FGDs), indicating that the major employment opportunities were taken by beneficiaries of the

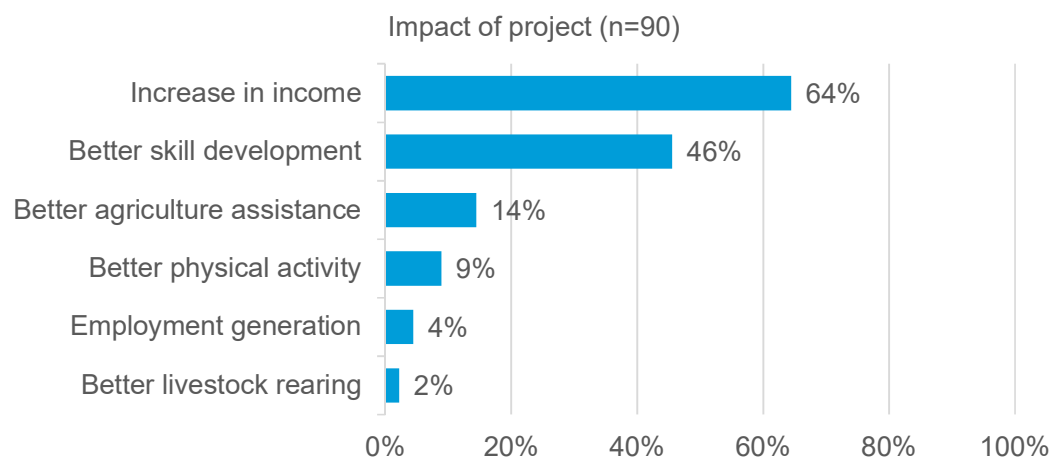


Figure 115: Impact derived from participation in the programmes

"When I first got to know about the SHG group, I was not interested as I thought someone will take the money any run away. However, people from Manjari Foundation regularly came for awareness and training. Then I finally decided to give it a try and now, 4 years later, I have recently taken loan to start a shop of my own in the village and start my business of daily groceries".

Zinc Kaushal programme, while beneficiaries of the Sakhi programme were not engaging with employment in the skilled sectors.

The data for respondents' perception regarding HZL as a good corporate citizen suggest a predominantly positive perception. Among the respondents, 80% expressed partial agreement with the statement that "HZL" is a good company or corporate citizen, while 19% strongly agreed. A negligible proportion (1%) disagreed with the statement.

Insights from analysis of changes in levels of perceptions and knowledge post-intervention show that 22% of respondents reported that their perceptions and knowledge had changed significantly in a positive direction, while 74% indicated a moderate change. Only a small proportion (3%) reported no or minimal change.

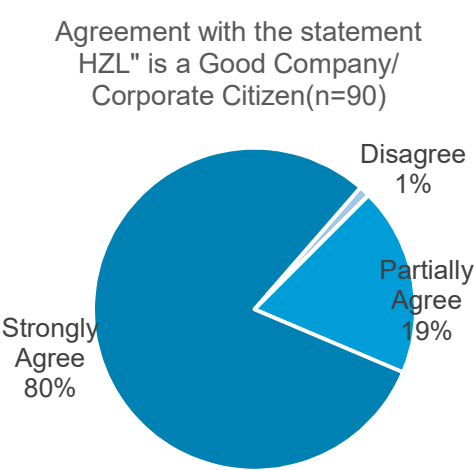


Figure 116: Agreement with the statement "HZL is a good company/Corporate Citizen"

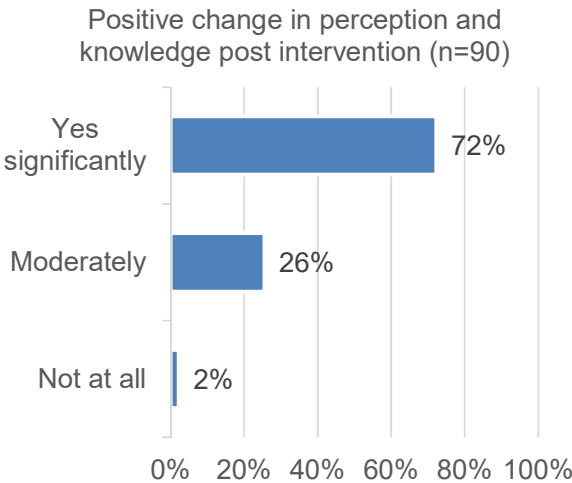


Figure 117: Levels of perceptions & knowledge have changed in positive direction post-intervention

While the respondents generally acknowledge the positive contributions made by HZL in their community, they also express a desire for more extensive efforts. There is a call for expanding infrastructure development, strengthening programme linkages within villages, and implementing targeted interventions to further enhance community perceptions and knowledge.

The data demonstrates significant positive feedback across various thematic areas of HZL's interventions, with women empowerment being unanimously agreed upon by respondents as the most impactful and beneficial intervention through the Sakhi project. Positive perception was also revealed for environmental services, with 79% of respondents acknowledging initiatives such as tree plantation drives conducted by HZL in the past. However, due to limited intervention in infrastructure development, there has been minimal improvement in this area according to respondents as mentioned in the below table.

9.2. Brand Perception findings from secondary stakeholder surveys

In this section, the views of those indirectly affected by the initiatives are explored. Following the survey of households within the impacted community, a perception study with secondary stakeholders was conducted as well. These stakeholders include individuals like government officials, PRI representatives, implementation agency representatives, etc., who provided a broader perspective on HZL's work.

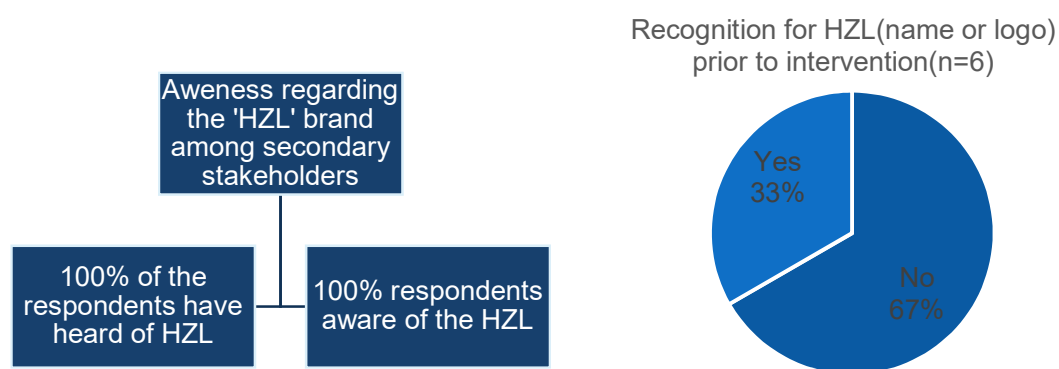


Figure 118: Recognition of 'HZL' brand among secondary stakeholders prior to and post-intervention

The findings from the analysis of the 'perception study' survey data collected from interaction with secondary stakeholders reveal that all of the respondents had heard of HZL and seen its logo prior to its interventions in their villages. This widespread awareness can be attributed to the authoritative positions held by secondary stakeholders, such as government officials, PRI representatives or implementation agencies, who have been associated with HZL since the CSR project implementation of HZL, Udham Singh Nagar.

The perception of respondents towards the interventions represents a positive picture. Prior to the interventions, ratings provided by respondents varied, with 54% attributing a 3-star rating and 45% a 5-star rating. Following the interventions, a **notable shift** in perceptions was observed, with only 1% awarding a 3-star rating, 16% a 4-star rating, and a significant increase to 80% awarding a 5-star rating. This indicates a substantial **improvement** in the perceived **effectiveness** and **impact** of the interventions post-implementation.

Improvement in the thematic area post-CSR intervention	No (in%)	Yes (in%)
Education service	4%	96%
Women Empowerment	0%	100%
Environment Services	21%	79%
Infrastructure Development	81%	19%

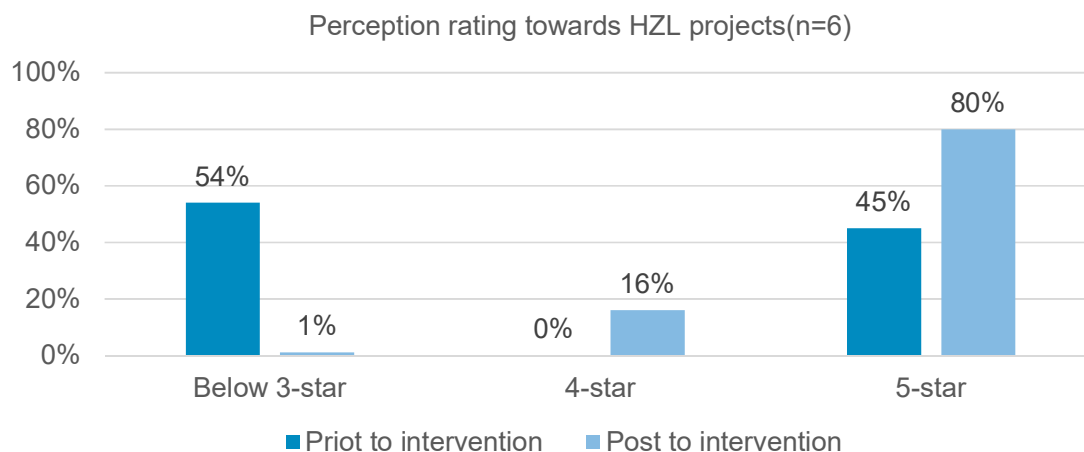


Figure 119: Perception rating towards HZL projects prior to and post intervention

The findings reveal that 66% of the respondents have recommended the HZL programme in their respective villages while 34% of the respondents have not done so. Notably, among those who promoted the programmes, a minimum of at least 5 individuals were reached out to by the respondents.

Dispersion of number for recommendation for HZL by respondent(n=6)

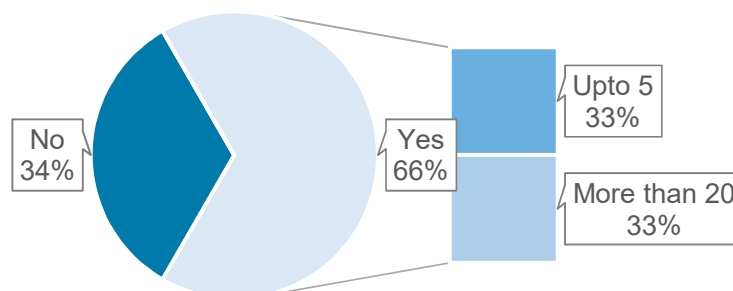


Figure 120: Respondents who recommended HZL programmes & interventions to beneficiaries

The higher endorsement rate observed can be attributed to the influential roles played by various stakeholders. District Programme Officers, Sarpanches, Zinc Kaushal centre-in-charges, Team leads of Manjri Foundation, Principals, and lab in charge all possess extensive community reach compared to individual households. Their positions enable them to directly witness the impact of the programmes and share their positive experiences with a wider network.

Furthermore, it was found that the SAKHI project is widely recognised by secondary stakeholders. Additionally, 50% of respondents were aware of the Anganwadi and school infrastructure development projects, primarily because they were also beneficiaries of these facilities.

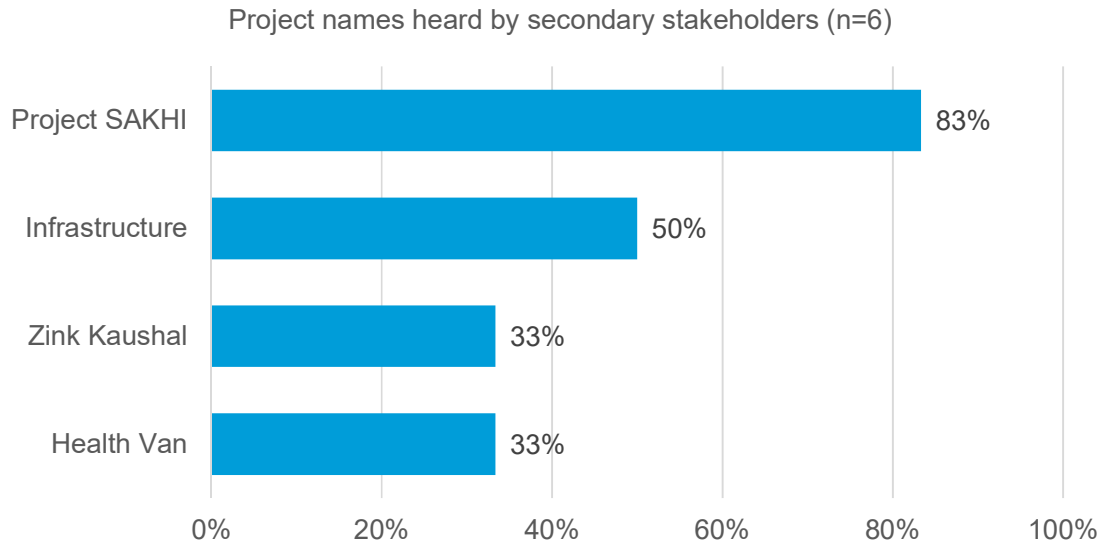


Figure 121: Name of the HZL programmes heard by the respondents

The perception of HZL as a responsible corporate citizen among secondary stakeholders follows a consistent pattern, with approximately 83% of respondents providing positive feedback. Only 17% disagreed with the statement, representing a single respondent who was relatively new to their knowledge of HZL.

Regarding the data about the rating of HZL as a brand and its interventions and programmes, the respondents had mixed responses to share. Whereas the majority liked the work HZL is doing in the community, 1-2 people had a low rating as they not be much aware of the HZL work.

Agreement with the statement "HZL" is a good company/ corporate citizen(n=6)

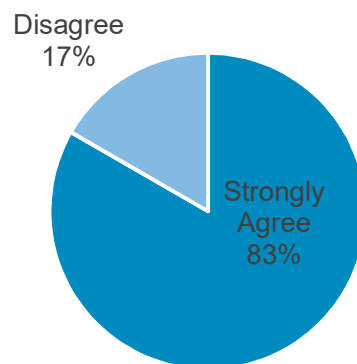


Figure 122: Agreement with the statement HZL "is a good company/ corporate citizen"

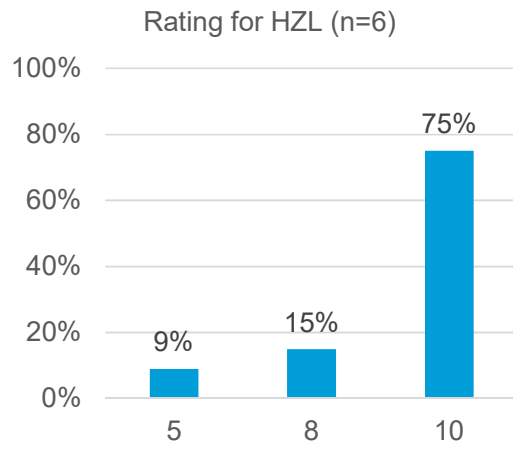


Figure 123: Overall rating for HZL

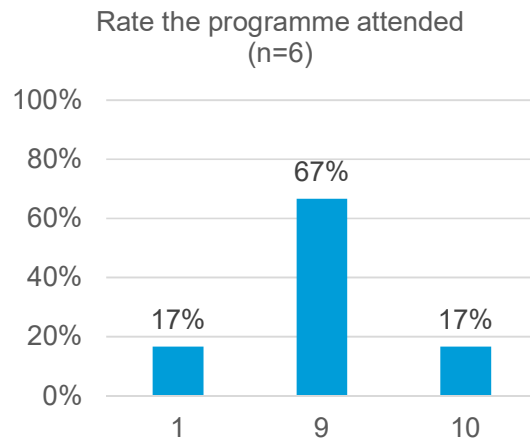


Figure 124: Ratings on programmes attended by respondents

Chapter 10

Sentiment Analysis



Chapter 10: Introduction to Sentiment analysis

Sentiment analysis is a qualitative and linguistic method used to determine whether a text is subjective or objective (neutral). Additionally, if the text is found to be subjective, sentiment analysis classifies it as having positive or negative connotations. This analysis is also synonymous with social listening and opinion mining, as it helps in ascertaining user response and overall engagement. In the context of this perception study, sentiment analysis of social media posts will give an understanding of HZL's online perception and engagement. In contemporary contexts, social media is leveraged to build strong brand identities and recognition. This sentiment analysis will provide insights that may contribute to building a stronger brand presence online.

10.1. Methodology Overview

The methodology encompassed an analysis across social media platforms, including Facebook, Instagram, YouTube, and X, specifically examining HZL's CSR-related posts during the Financial Year 2022-2023. The following steps were undertaken in the methodology:

- Data reflecting engagement metrics such as likes, shares, and views were aggregated from the relevant posts available publicly.
- Comments were extracted from posts across the aforementioned platforms.
- These comments were then processed through a text classification programme that employs machine learning algorithms.
- Each comment was assigned a positive, negative, or neutral classification based on the presence of certain keywords by the software.
- In the word clouds, frequently occurring terms from the dataset are prominently displayed with larger font sizes, while less common terms are depicted in smaller fonts. This visual representation emphasizes the prevalence of certain words within the dataset.

10.2. Data and Discussion per Platform

10.2.1. Instagram

The maximum number of likes and comments on an Instagram post under the theme of CSR are 12,786 and 64, respectively. However, the average per post comes out to be 412 likes and 2 comments.

Total number of Posts, (n=410)	Maximum	Average
Likes	2060	106
Comments	300	7
Shares	40	1

Data visualisation with Word Cloud



Figure 125: Word cloud based on theme of topics for Instagram post

Instagram: Sentiment Analysis

Total number of posts: 299

Sentiments	Total count	Percentage
Positive	187	51%
Neutral	169	47%
Negative	8	2%
Grand total for number of comments	364	100%

Sentiment analysis suggests that 51% of comments on Instagram were positive, 47% were neutral, and 2% were negative. While most of the sentiment was positive, there was a high volume of neutral comments on these posts. A high volume of neutral comments is a sign of spam or irrelevant comments.

Neutral comments are also a sign of users who may either shift to positive or negative sentiments.

Sentiments analysis for Instagram comments(n=364)

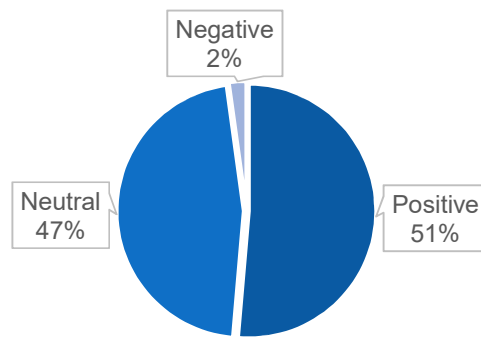


Figure 126: Sentiments identified by investigating the comments on Instagram



Figure 127: Example of neutral /spam comments

These comments, while potentially irrelevant, indicate that user sentiment could be on the cusp of shifting in either a positive or negative direction. This phenomenon often occurs as spammers seek to leverage HZL's recognized brand presence for their own publicity or to gain views, taking advantage of the company's substantial user interaction on its social media posts.

Instagram: Top performing post

During the analysis, it was also found that some of the top-performing posts were related to Hindustan Zinc activities, calendars, or topical posts.

Number of Likes	Topics
12,786	Hindustan Zinc FY 22 Highlights
6,330	Partnership between Vedanta Resources Limited, Hindustan Zinc, and Rajasthan Cricket Association to develop India's 2nd largest cricket stadium
5,996	Republic Day 2023
4,376	Q3FY23 Results
3,588	Mental Health Awareness

However, some of them were not tagged with appropriate hashtags which may be a missed opportunity in bringing awareness to the brand and increasing organic engagement.



Figure 128. Example of post without HZL hashtag

Instagram: Word Cloud



Figure 129. Word cloud on comments from Instagram posts

- 'Congratulations' is a positive comment that has been used across multiple posts. This also suggests that posts that share achievements attract more engagement.
- The highlight of words such as 'good', 'proud', and 'nice' are also indicative of positive engagement and sentiments on Instagram.
- The mention of 'Hindustan' and 'Zinc' being highlighted suggests that users have mentioned the name of the company in their comments, indicative of good brand recall and recognition.

10.2.2. Facebook

Over 2000 comments were extracted from 400+ Facebook posts. The maximum number of likes, comments, and shares on a Facebook post under the theme of CSR are 2060, 300, and 40, respectively. However, the average per post comes out to be 106 for likes and 7 for comments.

Total Number of Posts(n=410)	Maximum	Average
Likes	2060	106
Comments	300	7
Shares	40	1

A large number of these posts cater to highlighting employees, recognitions and awards, environment, and development. A word cloud based on the themes of the posts suggests that some initiatives (such as the Football, Marathon, and Volleyball) and thematic posts, such as festivals (Diwali, Holi) or summits, have seen a high volume of posting.

Data visualisation with Word Cloud



Figure 130: Word cloud based on theme of topics for Facebook post

Facebook: Sentiment Analysis

Total number of Posts, (n=410)

Sentiments	Total count	Percentage
Negative	22	1%
Neutral	188	8%
Positive	2111	91%
Grand total for the number of comments	2321	100%

Observations:

A sentiment analysis suggests that 91% of comments on Facebook were positive, 8% were neutral, and 1% were negative.

Comments on Facebook reflect that audiences have organically interacted in the comments sections and expressed overwhelmingly positive reactions.

Sentiments analysis for Facebook comments(n=2321)

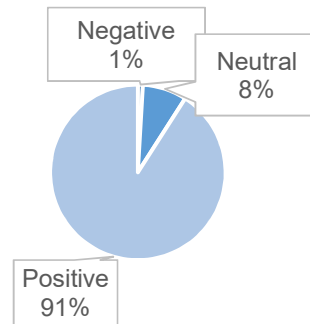
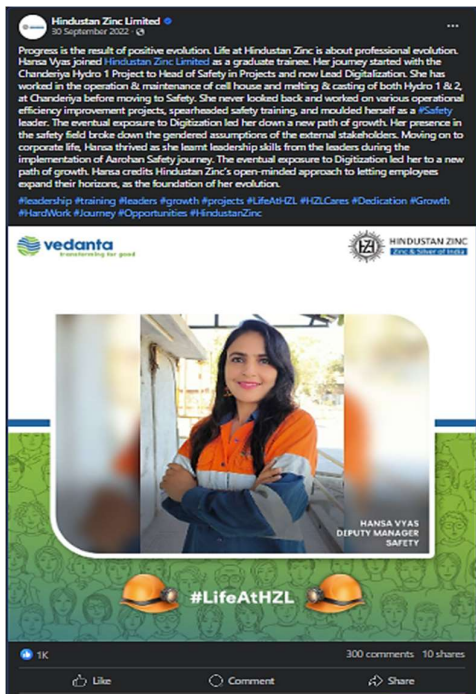


Figure 131: Sentiments found by investigating the comments on Facebook



There has been a large volume of engagement on Facebook, as the maximum number of comments received on a post has reached 300 in count.

A low rate of negative and neutral comments suggests that as a platform, the audience on Facebook has perceived HZL's initiatives positively and expressed the same in their reactions.

This is also indicative of fewer spam or irrelevant comments and a more meaningful engagement on the platform.

Figure 132: Post with maximum engagement

Facebook: Top performing post

Number of Likes	Topics
2060	Highlights of Hindustan Zinc's #FY22
1000	Life at Hindustan Zinc
966	World Water Day
859	Employee engagement
835	Sustainability

During the analysis, it was also found that some of the top-performing posts were related to Hindustan Zinc employee-centric activities. Posts related to 'Life at HZL' and people practice have also garnered high engagement. One cause for this may be due to high relatability or recognition. Audiences are often able to show people through their pictures and names, which invites engagement.

Facebook: Data visualisation with Word Cloud

This word cloud based on the comments reveals some of the keywords that audiences have used.



Figure 133: Word cloud on comments from Facebook posts

Posts related to achievements have received the most engagement, leading to words like 'congratulations' and 'congrats' being highlighted. The word cloud, in consistency with the sentiment analysis, shows that positive terms have been used in high volume, owing to the size of words like 'good', 'great', 'best', 'proud', etc.

10.2.3. Platform: X

Sentiment analysis was conducted on a curated selection of over 200 posts associated with HZL's CSR activities, primarily tagged with #HZLCares. Comments from other users were exclusively analysed, setting aside those that were continuations of HZL's post, thus providing a limited yet relevant sample for analysis.

The posts under scrutiny reached up to 961 likes and reposted or quoted a maximum of 174 times, with a single repost receiving up to 9 comments. On average, post garnered 16 likes and 3 repost, with comments not frequently occurring.

Total Number of Posts (n=267)	Maximum	Average
Likes	961	16
Comments	9	0
Repost/Quotes	174	3

The word cloud serves as a data visualisation tool designed to succinctly encapsulate the primary topics addressed in the sentiment analysis of X discussions related to HZL's CSR initiatives.



Figure 134: Word cloud on themes from \mathbb{X} post content

℥: Sentiment Analysis

Total number of Posts, (n=268)

Labels	Total Count	Percentage
Negative	1	2%
Neutral	25	39%
Positive	27	59%
Grand Total	53	100%

Observations:

The sentiment analysis of ℥ suggests similar to Instagram, while most post were positive, the margin between positive and neutral comments is marginal. Similarly, a large volume of neutral post encourages a more platform-oriented approach to enable positive organic engagement.

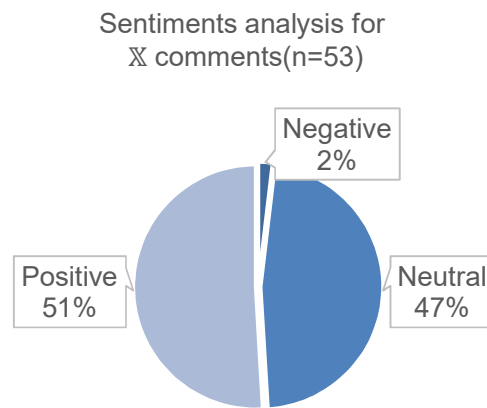


Figure 135: Sentiments shown by investigating the comments on ℥

℥: Top performing post

Number of Likes	Topic
961	Highlights from Q1FY23,
734	Results from FY22
450	Sustainability with Zinc Parivar

10.2.4. YouTube

On YouTube, a limited dataset precluded a comprehensive sentiment analysis, with only ten posts available for review. Basic analytics were performed to understand audience engagement through views.

The YouTube campaign viewership was as follows:

Total Number of Posts,(n=10)	Maximum	Average
Views	41000	9780
Likes	7	3
Comments	3	0

YouTube viewership data for the various campaigns

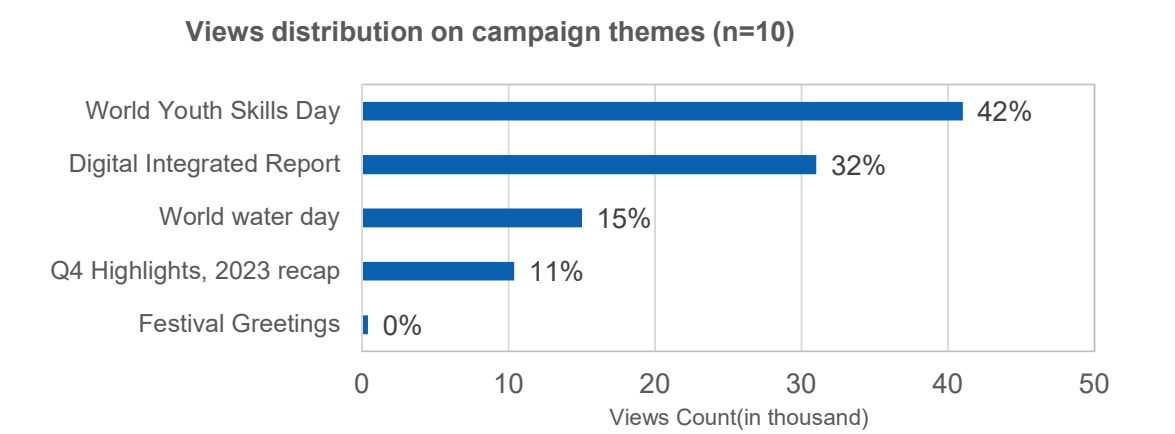


Figure 136: Theme based breakdown of Views on YouTube

- The 'World Youth Skills Day' campaign commanded the majority of viewership, accounting for 42% of total views, indicative of significant interest in topics related to youth and skill development.
- The 'Digital Integrated Report' was also well-received, securing 32% of the views, which suggests content detailing corporate achievements and strategies is highly valued by the audience.
- Meanwhile, 'World Water Day' and the 'Q4 Highlights, 2023 recap' campaigns achieved more modest engagement, with 15% and 11% of views, respectively, pointing to a niche audience engaged with environmental issues and company progress.

- The absence of views for the 'Festival Greetings' campaign suggests a disconnect with the audience, hinting at a potential gap in content strategy or promotion for cultural celebrations.
- Interestingly, the 'Festival Greetings' campaign did not resonate with the audience, as shown by the 0% viewership. This could imply a need for more engaging content around cultural festivities or a reassessment of the campaign's promotional strategy.

Overall, the viewership distribution points to a trend where educational and insightful content tends to engage a larger YouTube audience.

10.3. Comparative Analysis Across Platforms

Across all examined social media platforms, Facebook and Instagram have exhibited the highest levels of engagement for HZL's CSR initiatives. The following table encapsulates the engagement metrics across platforms:

Platform	Posts	Maximum Engagement	Average Engagement	Key Observations
Facebook	412	Likes: 2,060 / Comments: 300 / Shares: 40	Likes: 106 / Comments: 7	Highest engagement; positive sentiment
Instagram	299	Likes: 12,786 / Comments: 64	Likes: 412 / Comments: 2	Strong visual engagement
℥	267	Likes: 961 / Repost: 173	Likes: 16 / Reposts: 0	Room for growth
YouTube	10	Views: 41,000	Likes: 3 / Comments: 0	Untapped potential for video storytelling

- Notably, Facebook stands out as the leading platform, where organic interactions in the comments section reflect an overwhelmingly positive reception of HZL's CSR efforts. The significant interaction volume suggests robust community engagement and a predominantly positive sentiment toward the brand.
- Instagram's success illustrates the power of visual content, which attracts considerable attention and engagement, signalling that the platform's visual orientation aligns well with HZL's CSR communication.
- Platform ℥, although lower in engagement metrics, offers opportunities to foster discussions and could benefit from strategic partnerships with influencers to boost engagement.
- YouTube, despite a smaller content pool, has demonstrated significant viewership, indicating a strong potential for long-form CSR content that could further enhance HZL's online presence.

10.4. Recommendations for Enhancing Social Media Engagement

To amplify its social media engagement, HZL must navigate each platform's nuanced landscape, from content preferences and algorithmic biases to audience demographics.

1. **Strategic Content Alignment:** Develop a content strategy that is both unified across platforms and tailored to leverage the specific strengths of each. This approach should blend interactive features with compelling narratives to capture attention and foster audience participation.

- Instagram – Visual Engagement
 - Prioritise the creation of visually compelling content, such as infographics and short videos, to showcase HZL's CSR efforts, exploiting Instagram's high visual engagement potential.
- Facebook – Interactive Discussions
 - Leverage Facebook's community features to initiate interactive elements like polls, live Q&A sessions, and discussions, enhancing community engagement around CSR activities.
- X – Influencer Collaborations
 - Collaborate with influencers and thought leaders in the CSR and sustainability space on X to widen reach, enhance message credibility, and stimulate meaningful conversations around HZL's initiatives.
- YouTube – Storytelling
 - Utilise YouTube's platform for deep storytelling through documentaries, interviews, and behind-the-scenes content that provides insightful glimpses into HZL's CSR projects and their impacts, thereby resonating deeply with the audience.

2. **Cross-Platform Promotion:** Implement a cross-platform promotional strategy that ensures content visibility across all platforms. Use the unique strengths of each platform to tease and direct traffic to content hosted on other platforms, creating a cohesive ecosystem of engagement.

3. **Data-Driven Optimisation:** Regularly analyse engagement data from each platform to understand what content performs best where. Use these insights to optimise future content strategies, ensuring that each post is crafted to meet the specific preferences and behaviours of the audience on each platform.

4. **Enhanced Hashtag Utilisation:**

Optimise the use of relevant hashtags to increase brand visibility and organic reach. Addressing the oversight of not tagging content appropriately can unlock new avenues for engagement.

5. **Innovative CSR Campaigns:**

Introduce social media campaigns that encourage online engagement, such as taking pledges or promoting sustainable practices through user tagging, to amplify CSR program visibility and participation.

By adopting these strategic recommendations, HZL is positioned to not only strengthen its engagement across vital social media platforms but also to enhance its CSR narrative. This comprehensive approach ensures HZL's CSR efforts are communicated effectively, captivating a wide audience and making a significant, lasting impression.

Recommendations for the programme



Chapter 11: Recommendations for the programmes

The Perception study drew out the brand-equity indicators showcasing the positive impact of the programme as stated by the beneficiaries. As per interactions with multiple stakeholders in the programmes, government officers from the health, education, agriculture department, and observations made during the field visit, the team presents its recommendations for the ongoing interventions.

11.1. Recommendation from Chittorgarh

Current Situation	Recommendation
Women respondents from SHGs formed under Project Sakhi have expressed a desire for skill training in areas such as stitching. They see this as an opportunity to generate additional income for their households.	To meet the expressed need for skill training, HZL may implement stitching training programs for the SHG women. Alternatively, they may also consider launching the ongoing 'Sakhi Microenterprise' intervention such as in Kayad.
Respondents, inspired by the successes of programmes like 'Khushi Nand Ghar,' 'Shikhsa Sambal,' and 'Unchi Udaan,' expressed a demand for private tuition teachers to teach science and mathematics to their children.	HZL may explore the possibility of providing private tuition teachers for science and mathematics subjects in the community.
Government representatives at the agricultural department advocate for making iterations to the Samadhan programme to rotate beneficiaries regularly, ensuring that benefits are distributed equitably among farmers. They also emphasized the necessity of enhancing market linkages for crops, particularly for farmers cultivating exotic varieties.	HZL may periodically review and update the Samadhan programme to facilitate the rotation of beneficiaries. Also, efforts may be made to strengthen market linkages for crops, especially those considered exotic, by facilitating farmers' access to markets under the Samadhan programme itself.

11.2. Recommendations from Zawar

Current Situation	Recommendation
Women respondents from SHGs formed under Project Sakhi have expressed a desire for skill training in areas such as stitching, papad making, achar making, soap making, etc.	To meet the expressed need for skill training, HZL may implement training programs for the SHG women.
The community is not included when there are infrastructure work going on.	HZL can give employment to the local communities when there is any infrastructure work carried out. This can

	improve the brand perception among the community. This can reduce the complaint of communities regarding employment opportunities from HZL
Communities associate major environmental issues like air pollution and water contamination with HZL	There is some negative perception among the communities regarding pollution. HZL needs to address these issues with proper evidences and facts to bring a positive perception regarding HZL

11.3. Recommendations from Debari

Current Situation	Recommendation
The teachers and principal in Debari requested Shiksha Sambal program to start from class 6th	Class 6th is a crucial time in student's educational journey since new subjects are added and new syllabus takes place. It would be really helpful for students if extra attention to these students are given through Shiksha Sambal. This can help the students to get their basics right in subject like maths and science.
During the FGD with SHG members they expressed the need for more skilling programs for women so they can earn from their homes.	The Sakhi SHG can increase a multitude of different skilling programs which can lead to additional income for women working in their homes.
Communities associate major environmental issues like air pollution and water contamination with HZL	There is some negative perception among the communities regarding pollution. HZL needs to address these issues with proper evidences and facts to bring a positive perception regarding HZL

11.4. Recommendations from Kayad

Current Situation	Recommendation
Due to a scarcity of adequate healthcare facilities locally, respondents are compelled to travel more than 20 kilometres to Ajmer city to access proper healthcare.	HZL may extend efforts to improve the local healthcare infrastructure, or they may introduce the 'Mobile Medical Unit' intervention in Kayad to provide accessible and timely medical services to the residents
With the increase in population in Kayad, particularly following the foundation of Kayad mines, respondents have expressed mounting concerns about the lack of	HZL may create a designated dumping ground in the area to provide residents with a proper and sustainable solution for garbage disposal. They may also

adequate household garbage disposal facilities.	alternatively facilitate WASH services such as 'SLWM (Solid and Liquid Waste Management) operations' in the area.
Some respondents have expressed dissatisfaction with the distribution of seeds under the Samadhan programme, perceiving it as haphazard and benefiting only a few farmers. Additionally, farmer families have requested enhancements to the programme benefits, including skill enhancement opportunities for farmers and facilitation of renting farm machinery.	HZL may review the seed distribution process to ensure equitable access for all eligible farmers. Furthermore, incorporating skill enhancement programs and facilitating access to farm machinery rentals can enhance the overall impact and inclusivity of the programme.

11.5. Recommendations from Dariba

Current Situation	Recommendation
During the IDI with Agriculture officer he suggested only agriculture support is given to villages that come under core areas of HZL	The agriculture officer suggested that agriculture assistance should be given to the peripheral villages as well like livestock support is given.
The community is not included when there are infrastructure work going on.	HZL can give employment to the local communities when there is any infrastructure work carried out. This can improve the brand perception among the community.
Communities associate major environmental issues like air pollution and water contamination with HZL	There is some negative perception among the communities regarding pollution. HZL needs to address these issues with proper evidences and facts to bring a positive perception regarding HZL

11.6. Recommendations from Agoocha

Current Situation	Recommendation
According to the Livestock extension officer the medicines for samadhan project are not of good quality and is generic medicines	HZL needs to take suggestions from the experts when it comes to these matters and stick to buying branded medicines of better quality for the livestock rather than buying generic medicines
The community is not included when there are infrastructure work going on.	HZL can give employment to the local communities when there is any infrastructure work carried out. This can

	improve the brand perception among the community.
Communities associate major environmental issues like air pollution and water contamination with HZL	There is some negative perception among the communities regarding pollution. HZL needs to address these issues with proper evidences and facts to bring a positive perception regarding HZL

11.7. Recommendations from Udham Singh Nagar

Current Situation	Recommendation
The initiatives implemented in the locality were limited to Zinc Kaushal, Sakhi, and Jeevan Tarang programs.	Expand project offerings beyond Zinc Kaushal, Sakhi, and Jeevan Tarang to address a wider range of community needs, enhancing overall impact and relevance.
Zinc Kaushal typically enrolls a maximum of 15-20 students per batch, with HZL providing sponsorship for a portion of the students.	Boost visibility through increased presence of HZL banners and signage in the community, improving awareness of HZL's contributions and fostering stronger community engagement.
The visibility of HZL through banners and signage on-site was minimal.	Scale up enrolment capacity in educational programs like Zinc Kaushal and extend sponsorship opportunities to more students, ensuring broader access to skill-building opportunities and fostering inclusivity.



CSRBOX & NGOBOX

806-808, Shivalik Satyamev
Near Vakil Saheb Bridge, Bopal Rd,
Bopal, Ahmedabad, Gujarat 380058