



Sustainable Development of Jharkhand through Corporate Social Responsibility: Analyzing Healthcare, Drinking Water & Sanitation

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Abstract

Development comes with a cost and is apt for the state of Jharkhand where the people are undergoing several health issues caused by the polluted air, water and land. The residual effluent from the industries has depleted the quality of land where agriculture is the major source of income for many people of the State. People think twice before consuming water from natural water basin, even the underground water is not in its pure form. Talking of people who are unaware of the health problems and consume the polluted water from any source is self-inviting water-borne diseases.

There is a change in lifestyle in some genre of people residing in urban areas but that does not reflect the holistic picture of sustainable development of the citizens of the State. The report on 2030 Agenda on 'Sustainable Development Goals (SDG)' in India shows a clear picture of Jharkhand lagging behind in various development parameters. This paper will focus on major problems and solution for achieving SDG.

Keywords

SUSTAINABLE DEVELOPMENT, SUSTAINABLE DEVELOPMENT GOALS (SDG), JHARKHAND, CSR, CORPORATE SOCIAL RESPONSIBILITY, HEALTH, DRINKING WATER, SANITATION

Introduction

The potentially abundant mineral-rich state of Jharkhand has a mix and match affair of higher altitude of industrial and commercial development with a declining growth rate of human development calls us to focus on the sustainable development of Jharkhand. This is the set back as a matter of fact development should be for all. Development talks about only the utilization of resources while sustainable development talks about the utilization of resources as well as their conservation for future perspective.

Sustainable Development

In the book, 'An Introduction to Sustainable Development' by Peter P. Rogers, Kazi F Jalal & John A Boyd, Glen Education Foundation Inc. (2008) highlights the concept of 'sustainable development' that is emerging from past 30+ years. The United Nations (UN) Conference held in 1972 at Stockholm pioneered the important agenda of development.

The UN Sustainable Development Summit for adopting the 2030 Agenda for Sustainable Development Goals witnessed 193 nations and chalked out 17 goals & 169 targets linked with the economic, social and environmental development problems in global dais. In order to achieve the SDG there has to be an adoption of centre-specific and state-specific problem-solving approach focusing on macro and micro level subsequently.

The 17 Sustainable Development Goals are as follows:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water & Sanitation
7. Affordable & Clean Energy
8. Decent Work & Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reducing Inequality
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life On Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals

The comprehensive concept of sustainability has a vision to transform the lives of people globally.

ABOUT JHARKHAND

Jharkhand was constituted on 15th November, 2000 as an autonomous State of India. The magnificent scenic beauty and mineral reserve of the state constitutes as a distinctive USP of Jharkhand. The state is a home to big business enterprises as it provides a good working and operating environment.

The present population of Jharkhand is 32.98 million out of which more than half population comprises of the youth i.e. 17.4 million. The demographic profile of the state can be seen in the table given below:

Description	2011	2001
Approximate Population	3.29 Crores	2.69 Crores
Actual Population	32,988,134	26,945,829
Male	16,930,315	13,888,037
Female	16,057,819	13,060,792
Population Growth	22.42%	23.19%
Percentage of total Population	2.72%	2.62%
Sex Ratio	948	941
Child Sex Ratio	948	965
Density/km ²	414	338
Area(km ²)	79,716	79,714
Total Child Population (0-6 Age)	5,389,495	4,956,827
Male Population (0-6 Age)	2,767,147	2,522,036
Female Population (0-6 Age)	2,622,348	2,43,791
Literacy	66.41%	55.56%
Male Literacy	76.84%	67.30%
Female Literacy	55.42%	38.87%
Total Literate	18,328,069	11,777,201
Male Literate	10,882,519	7,646,857
Female Literate	7,445,550	4,130,344

Table 1: Demographic profile of Jharkhand

Based on the financial, environment and citizen-centric issues pertaining to the State, the Government of Jharkhand has outlined the major goals for achieving SDG. The goals are enlisted below:

1. Rural Prosperity and Quality of Life
2. Improved Urban Living
3. Access to Quality Education
4. Access to Safe Drinking Water and Sanitation
5. Women Empowerment and Child Protection
6. Doubling Farmers' Income
7. Skilled Workforce and Growing Entrepreneurship

8. Enabling Access to Energy
9. Universal, Affordable and Quality Healthcare Services
10. Enhancing Transport Connectivity
11. Inclusive growth
12. Sustainable and Employment Oriented Industrial Development
13. Sustainable Forest Management
14. Convergent Policy and Action Plan
15. Efficient and Effective Governance

OBJECTIVES OF THE STUDY

For the purpose of study we will pick two goals essential for the sustainable development of Jharkhand. The major objectives are the impact study of sustainable development as given below:

OBJECTIVE 1: To study the impact of healthcare for the sustainable development.

OBJECTIVE 2: To study the impact of Access to Safe Drinking Water and Sanitation for the sustainable development.

HYPOTHESIS OF THE STUDY

The hypotheses outlined for the study are follows:

- 1) **H0:** There is no significant impact of CSR activity on Healthcare.
H1: There is a significant impact of CSR activity on Healthcare.
- 2) **H0:** There is no significant impact of CSR activity on Drinking water & sanitation.
H1: There is a significant impact of CSR activity on Drinking water & sanitation.

RESEARCH METHODOLOGY

By conducting a sample survey with professionals working in public and private sectors in district headquarters and block-level will be involved to give their input on establishing the SDG goals. The questionnaire will comprise of aspects related to our purpose of study.

Data Collection Method

Primary data collection through Questionnaires

Secondary data collection from various sources such as Newspaper Articles, Research Papers write ups and Magazine Articles, official website of UNDP, Centre and State Government portals and many more.

Sampling Design

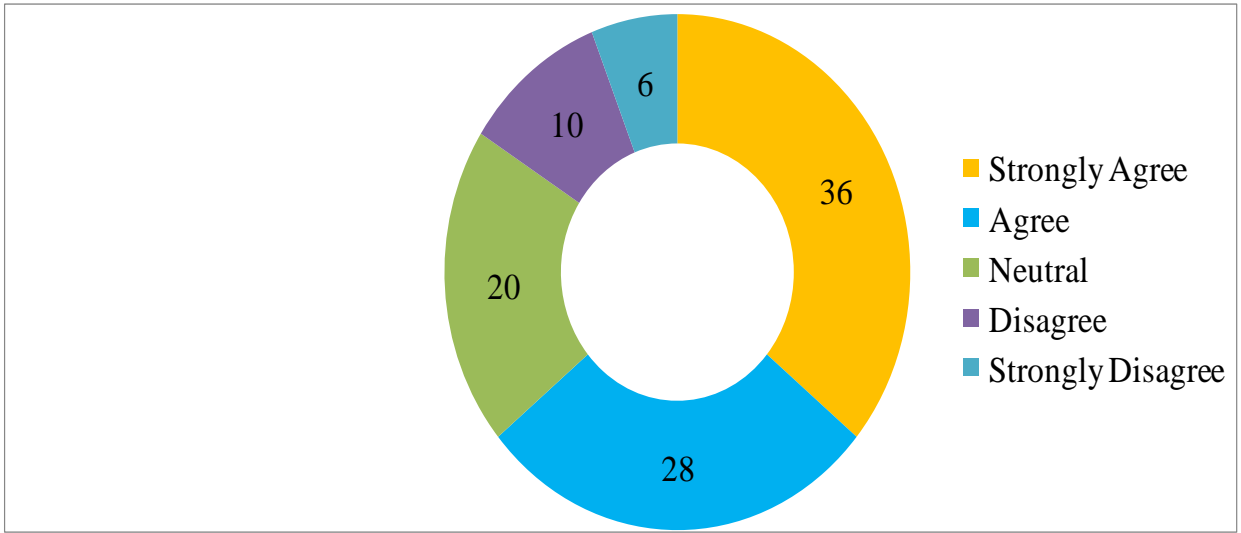
The study was conducted among 100 working professionals involved in public and private sector companies. The respondents belonged to the industrial-rich active regions of Jharkhand namely, Ranchi, Jamshedpur, Bokaro and Dhanbad. The questionnaire was distributed and face to face interaction was carried out.

DATA ANALYSIS

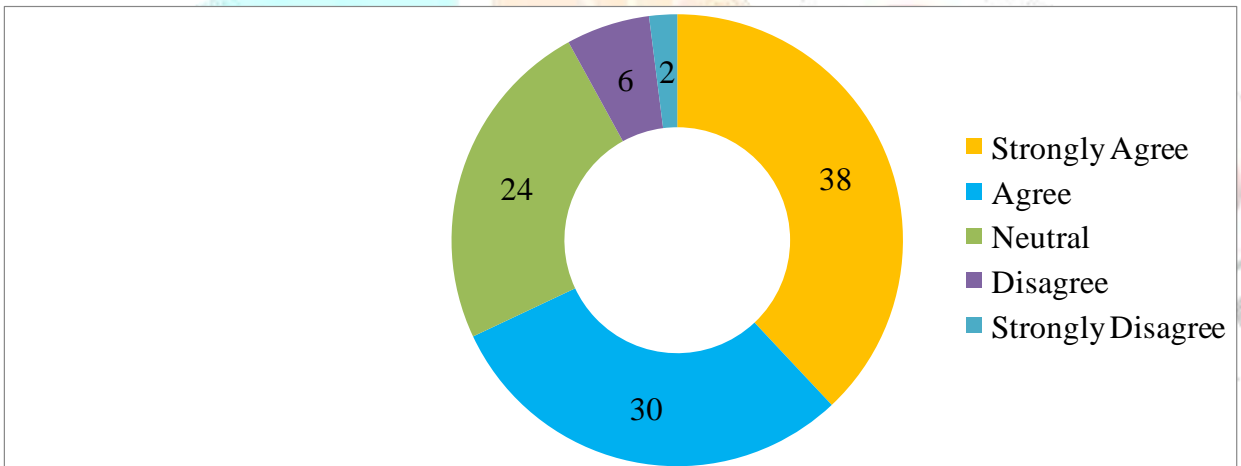
The gender distribution of respondents is shown in the table given below:

	Frequency	Percent	Valid Percent
Male	71	71.0	71.0
Female	28	28.0	28.0
Transgender	1	1.0	1.0
Total	100	100.0	100.0

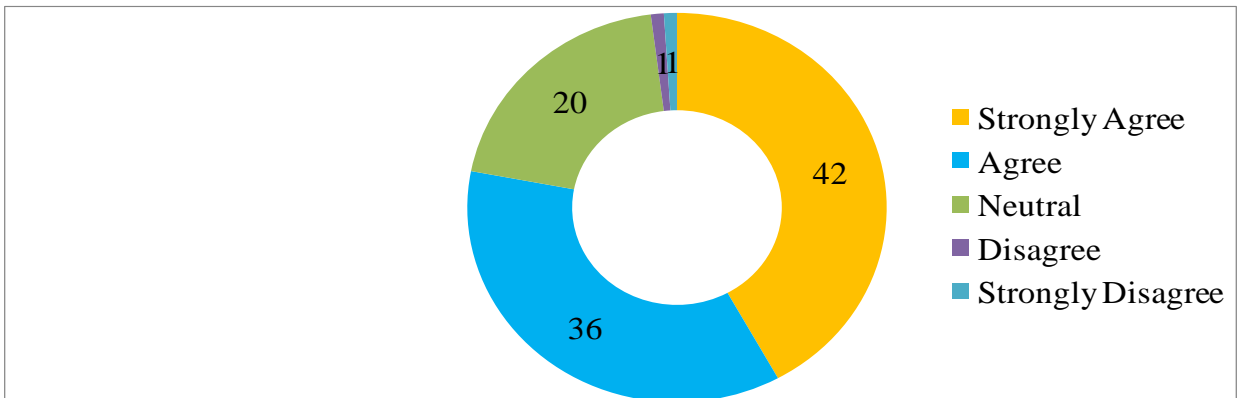
Community Development is important for sustainable living of people.



Public Private Partnership (PPP) mode provides public infrastructure and services by Government in partnership with private sector. Do you think PPP projects should be taken for sustainable development?



Joint venture in sustainable development will boost the efficiency of the project.



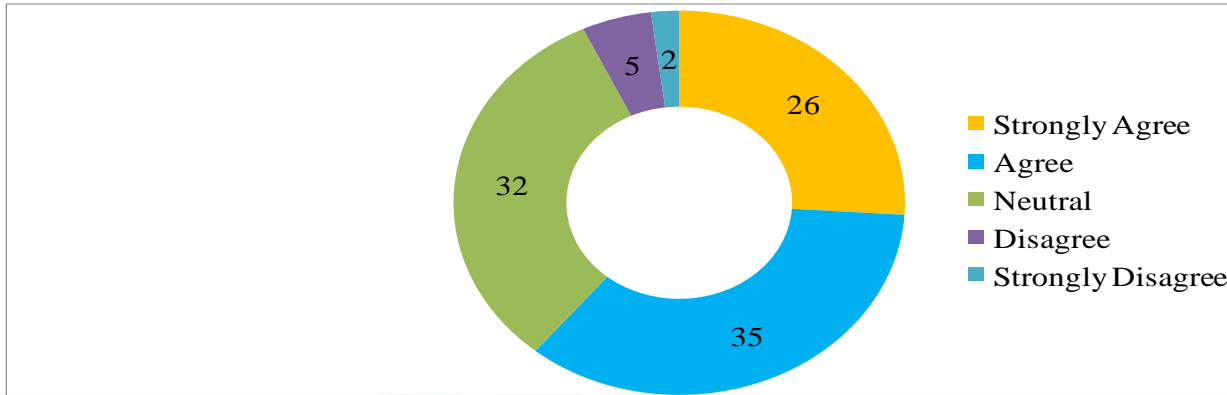
OBSERVATION: From the above survey data we can say that more and more projects should be up in joint ventures between the corporate houses and state government’s concerned departments for the sustainable development of Jharkhand.

OBJECTIVE 1: To study the impact of healthcare for the sustainable development.

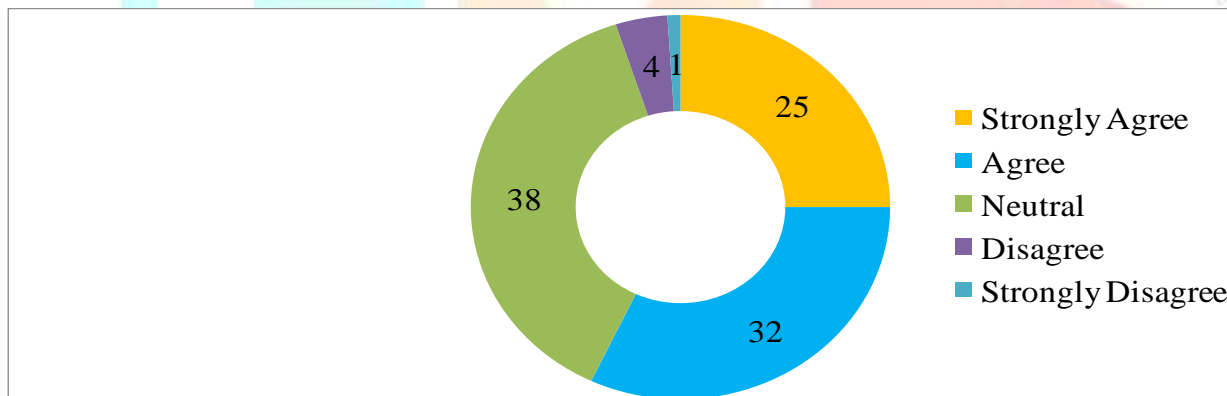
H0: There is no significant impact of sustainable development on Healthcare.

H1: There is a significant impact of sustainable development on Healthcare.

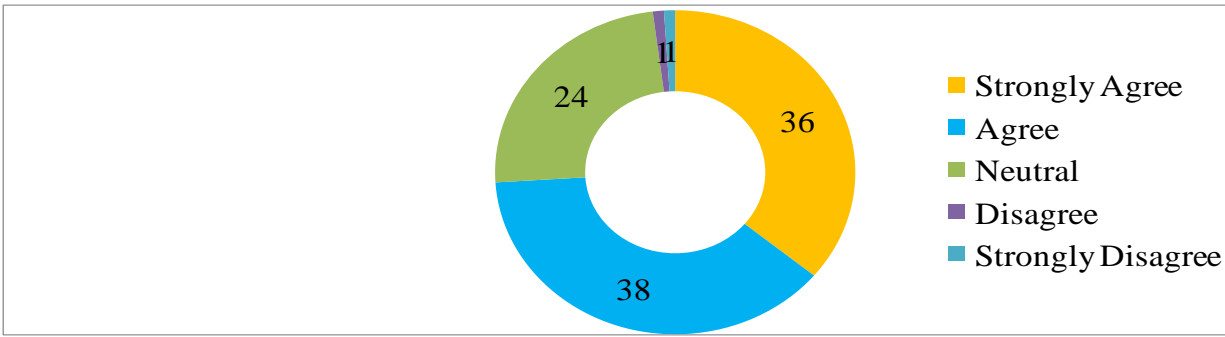
Healthcare is an important aspect of sustainable development.



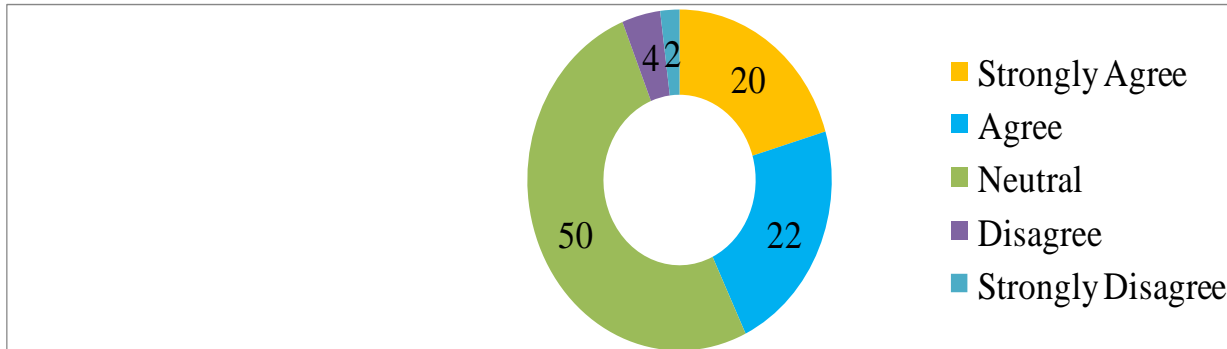
Do you think the infrastructure facilities in Health Sub Centre, Primary Health Centre under CSR will boost the healthcare picture?



By providing essential equipments in Public Health Centres will help in advancing healthcare practices.



Do you think the free medical/health check-up camps have helped the community?



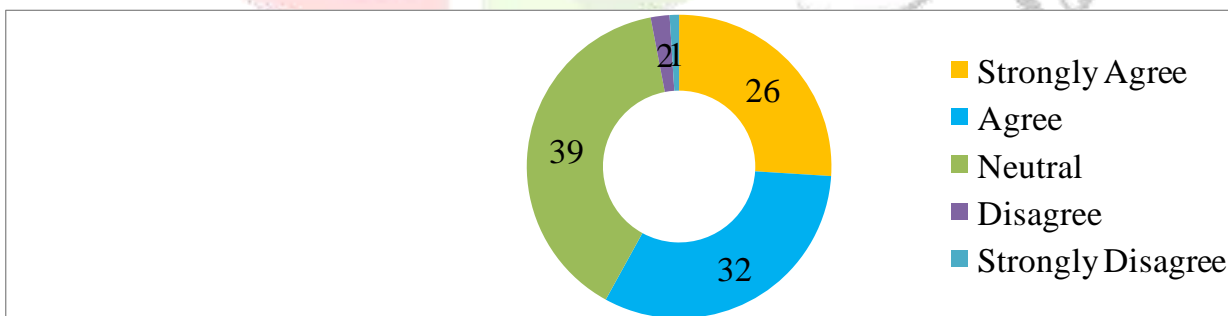
OBSERVATION: Through the above questions we can draw inference that Healthcare has a significant impact on providing sustainable development to citizens of the State. Hence, alternate hypothesis is derived correctly i.e. 'There is a significant impact of sustainable development on Healthcare'.

OBJECTIVE 2: To study the impact of Access to Safe Drinking Water and Sanitation for the sustainable development.

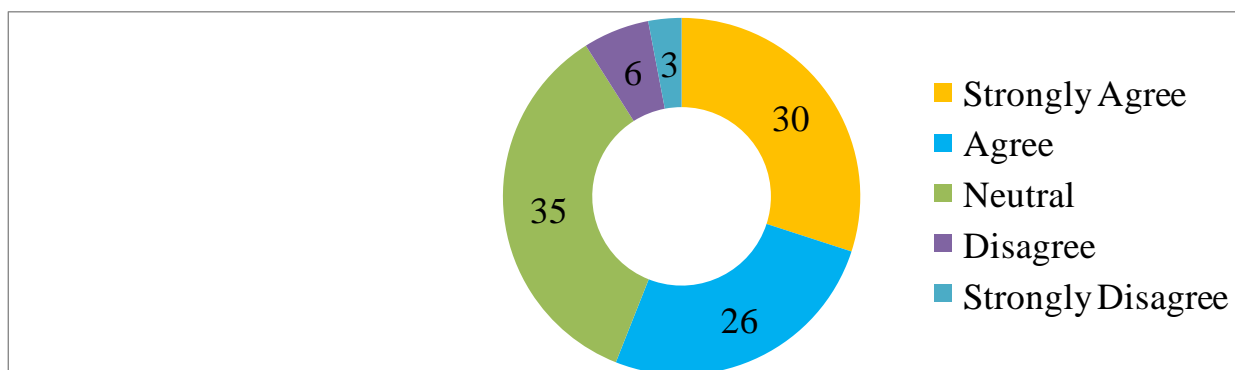
H0: There is no significant impact of sustainable development on Drinking water & sanitation.

H1: There is a significant impact of sustainable development on Drinking water & sanitation.

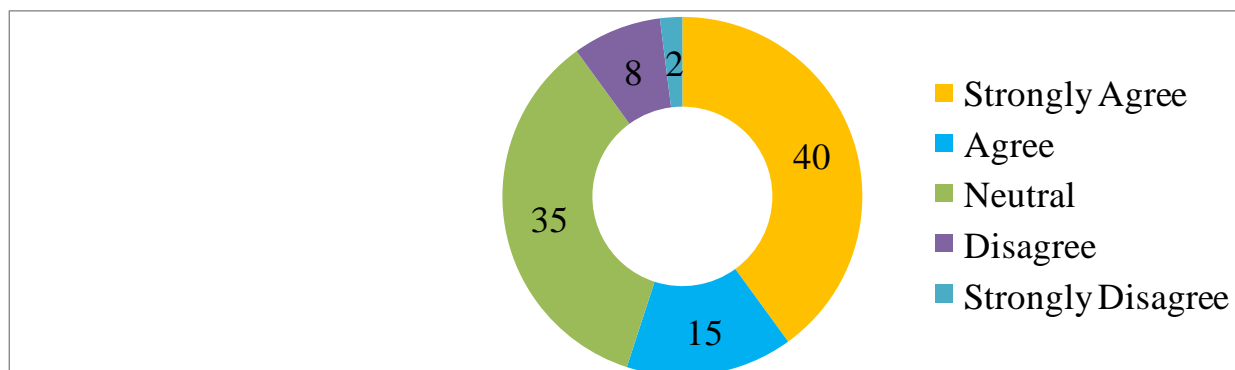
Do you think 'Swachh Bharat Abhiyan' is an important Scheme for sustainable development?



Do you think public toilets have helped the locality in making it open defecation free?



Drinking water source like (handpump, water filter, etc.) has been a great step in sustainable development.



OBSERVATION: Through the above questions we can draw inference that Drinking water & sanitation has a significant impact on providing sustainable development to citizens of the State. Hence, alternate hypothesis is derived correctly i.e. 'There is a significant impact of sustainable development on Drinking water & sanitation'.

CONCLUSION

Sustainable development needs to be achieved from grassroots' level, involving an ecosystem that comprises of Government of Jharkhand, Corporate houses widely working in the State, Political parties who are concerned with the development, Public and Private entities that involve huge man force and the citizens of the State of Jharkhand who deserve to live a quality life. This is not a one or two day activity but a consistent ongoing process that needs to be followed up for achieving the SDG. A clear and concise plan needs to be sketched out for attaining SDG goals because a quality life should not be constrained only for elites or a specific genre but it is for all the citizens.

Holistic development of citizens is essential for the sustainable development of Jharkhand. The corporate houses should take up projects under Corporate Social Responsibility (CSR) activity for the sustainable development of the society and state.

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