

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER-IV • EXAMINATION – SUMMER 2013**

**Subject Code: 2840801****Date: 10-05-2013****Subject Name: Immersion Study of Social Business****Time: 14:30pm – 17:30pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q.1** (a) The following details are furnished with reference to Ahmedabad 07  
Municipal Corporation :

Program overview:

Improving energy efficiency of water pumping system in a municipal water supply company

Program objectives / goals:

To promote efficiency in the utilization of electric energy to be able to meet the desired system load shape

To improve the pumping system efficiency in order to reduce the peak demand and save energy for the electricity and water utility

Program design and implementation

strategy:

Utility driven program

Pilot-scale project on promoting energy efficient pumping system

Demonstration of actual energy savings achieved with the implementation of a renovation of pump

assembly and installation of capacitors on the 85 HP pump-set at Ahmedabad Municipal Company (AMC) pumping station

Program results: (1997 to 1998)

Energy Savings – Data not available

Demand Savings – Data not available

Key lessons learned:

Hands-on demonstration by AEC in the pilot project

Considerable energy efficiency potential in the water pumping operation which can reduce electricity bills of consumer and lower system peak demand of the electric utility. Water pumping hours, pumping systems and pumping time coincidence with the peak load on electric utilities are factors common across the country

Program is replicable across India in various municipalities and any initiative by the electric utility will be effective .

Draft a Proposal recommending similar scheme to Vadodara Municipal Corporation .

- (b) The alacrity with which citizens of Ahmedabad have taken to BRTS has settled the debate on urban transport, at least in Gujarat, and the Ahmedabad Municipal Corporation, which operates 41 dedicated buses on BRTS, is now proceeding with plans to add another 10km by end-August and eventually, 217km in all. The Ahmedabad experience is significant, especially because town planners view this as the best way to address the problem of urban transport, especially in the context of a sharp spurt in privately owned vehicles. Vehicle sales in India, including those of three-wheelers, two-wheelers, cars and commercial vehicles, have nearly doubled in the last seven years, increasing from 6.8 million in 2003-04 to 12 million in 2009-10. What's happening in Ahmedabad is also important, because the only other experience of this nature in India, BRTS in Delhi, has largely failed in the first phase.

While the early experiences in Ahmedabad have been positive, analysts warn that unless run well, systems such as BRTS could run into problems in very crowded areas. "I think the bus rapid transit system works well in cities where you can to some extent regulate car movement," said Arvind Mahajan, an executive director with audit and consulting firm KPMG Advisory Services Pvt. Ltd, adding that the real test would come when it was implemented in areas that had a lot of mixed modes of traffic.

#### The experience

A few reasons underlying Ahmedabad's successful experience flow from unique characteristics of the city that may be difficult to replicate across the country.

BRTS comprises two access controlled single-lane carriageways with a median in between, which broadens into a common bus stop in the middle of the road. On either side of the BRTS carriageway, city transport buses, autorickshaws and the other modes of transport vie for two lanes of road space.

Unlike Delhi, Ahmedabad has less traffic congestion. According to data from a 2008 study on traffic and transportation strategies, Ahmedabad's lower geographical spread means city residents travel much less per trip than Delhi. According to the data, which was based on numbers reported by cities in 2007-08, Ahmedabad residents on an average travelled 6.2km per trip per day, as opposed to 10.2km in Delhi, 11.9km in Mumbai and 9.6km in Bangalore.

The Ahmedabad BRTS differs from Delhi in another key aspect. Only specifically identified buses ply on the network. Regular Ahmedabad transport service buses ply on regular roads. They aren't allowed access to the dedicated lane.

"Here it is a success. In Delhi, it failed," said Pradeep Chawda, a professional driver, who'd heard about the city's problems with BRTS when he drove some customers to Delhi recently. While planning BRTS, the planners decided to avoid earmarking dedicated bus lanes in arterial roads. Instead, as H.M. Shivananda Swamy, a planning expert and professor of urban transport at the Centre for Environmental Planning and Technology, who helped design the corridor, puts it, the planners chose to "focus on busy places, not busy roads".

To be sure, Ahmedabad's development as a ring-radial city —a city, much like Delhi, that evolved in concentric circles with radial roads— definitely helped transport planners. According to Swamy, in the case of Ahmedabad it ensured that people were on the road much less on an average, when compared with other cities.

Based on the above report , express your views :

- i. Do you recommend BRTS for implementation in other cities of India ?
- ii. What is the impact of introduction of BRTS on air pollution and traffic of other vehicles
- iii. Introduction of BRTS in any city shall have negative impact on livelihood of autos
- iv. Is it a sound investment proposition for any State to introduce BRTS ?

**Q.2 (a)** “ Microfinance, when situated in an integrated approach that combines savings, credit and insurance can be even more effective at helping the poor manage risk ” . Justify . **07**

**(b)** The following report is on “ Samrath “ – a project implemented by Shroff Foundation : **07**

Enhancement of Tribal Development Outcome project also known as Samrath is being implemented in 50 villages of Chhota Udepur in collaboration with CARE since last year. Field level Animators were specially trained to achieve the objectives. Various needs of individual and community have been addressed to make life more comfortable. Not only that every category of population has been included. The purpose is to create enabling environment by building capacity of all the stake holders and establishing linkages among them so that the community benefits through institutional delivery mechanism.

The results have been very encouraging. This is a story of Bandla village in Chhota Udepur taluka.

Old age brings about dependency, physical as well as financial. If some old people have their own income, then they are fortunate. Animator Jaganbhai realized this and identified all men and women above the age of 65yrs belonging to BPL families. None of them were either aware about the scheme or knew how to apply for old age pension scheme. Jaganbhai helped them to fill up the application forms and completed the procedure. 67 years old Nathubhai has started receiving the pension. He says proudly,” I can use my money as and where I like, without depending on anyone, especially during my illness. Even my neighbor, an old woman, who needed a drip, could do so from her pension money”

Dursingbhai from the same village was busy digging up a group well with other 10 farmers under the same project. At 50’ they have already found the water. Construction of the well will provide water to 22 to 25 acres of land belonging to 11 farmers. Under his leadership, they will reap collective benefit. In the earlier year, Dursingbhai had opted for drip irrigation for his 4 acres of land. He had to pay only Rs.7, 000/- for the facility. He received 70% subsidy from the government and 20% from

SFT. Earlier the maize yield from his farm was just enough for his 25 members family. After drip irrigation he also grew chilies and earned about Rs. 95,000/-. He also grew paddy which was enough for the whole year for the entire family.

In the same area where Dursingbhai lived with 14 other households, there was no electricity. Everyone had to use lamps with kerosene. Sometimes even that was not available. Animator Jaganbhai prepared the papers for them to apply for the electricity. Now there is electricity in his area. Similarly many villages like Bandala, Gunata, Katara, Vagalvada which were covered under ETDO project have received benefits.

Write your learning from the above report to improve the standard of living of under privileged sections of society. Write down step by step approach for improving standard of living of masses in remote areas .

OR

07

(b)

Link Workers Scheme has been going on in some villages of Chhota Udepur since last three years. One male and one female worker were selected from each village. 25 years old Radhaben Rathwa was a female Link Worker selected from Khadakwada village. Educated up to XII Std, Radhaben was just a housewife. Since she was from Vadodara city, she was very happy to get this opportunity to work outside her home.

She informed that “Youth in this area go out for labor work. In absence of their parents they get the freedom to indulge in sexual activity. Also young women, who work in homes of landlords, are exploited sexually. Since it was not possible to control the situation, at least they could be educated to prevent HIV/AIDS as a result of multiple sexual partners”.

To impart this knowledge, Youth Information Centers were established. By providing various games at the centre, youth were attracted to come there. Here they were provided information and knowledge related to STI/HIV prevention and risk reduction to promote behavior change.

Young girls could discuss their personal problems openly with Radhaben and seek her guidance. Those who needed treatment were referred to concerned authority. She would ensure proper distribution of condoms through condom depots.

Radhaben participates in Mamta Divas and counsels pregnant and lactating mothers for nutrition, sex education, HIV testing, immunization and family planning and ensures nutritious food for them from Anganwadis. Also adolescent girls receive iron tablets and supplementary food. Due to this program Anganwadi started functioning regularly. In the same building a library was started with books on subjects like health, education, agriculture, livelihood and religion. All age people take advantage of the library. In the evening people get together here and various topics are discussed. Radhaben is actively involved in spreading information and messages on HIV/AIDS and hopes to add more books to the library. She has been a Link Worker with a difference .

Based on learning from the above report , write about initiative that you propose for bringing awareness of HIV Aids .

**Q.3** What are you main lessons of SEWA.s experience in mobilizing and empowering poor self-employed women ? Explain in detail **14**

**OR**

**Q.3** “ A separate SEWA organization, the Trade Facilitation Centre, was set up in 2000 to concentrate on designs for and sales of clothing, fabrics and handicraft items outside local marketing channels. The Centre’s sales in 2002 totaled \$145,000 in the national market and \$100,000 internationally, and SEWA.s participation in the 2002 Smithsonian Folklife Festival in Washington DC resulted in additional exceptional sales of \$275,000.” A report said. **14**

If you have to create export market for handloom products of Kutch with a view to enhance their livelihood , what measures you suggest .

**Q.4** Explain in detail benefits that accrue to the State from increased tourism to various shrines of Gujarat and for medical treatment in Hospitals like Apollo . **14**

**OR**

**Q.5** (a) Environment protection is not only a social cause but also could be a good business proposition if a good project is thought about . What kind of business proposition you propose if you want to go for afforestation in the country . **14**

(b) Water is in short supply . Some companies like Jain Irrigation are offering solutions for better use of water in agriculture . Similarly , some companies like Exel Industries are engaged in creation of organic fertilizers . To what extent these businesses could be considered as social businesses . Give a detailed reply . **14**

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