

Chapter EIGHT

Measuring Social Satisfaction

The test of any civilization is the measure of consideration and care which it gives to its weaker members

— K. Park

8.1 Introduction

Whenever social satisfaction levels reach its nadir, no doubt, it would be the end of the story of industrialisation, either immediately or in the near future. Social satisfaction is nothing but satisfaction of the society, mostly consisting of displaced and neighbourhood communities, who experience the major impact of the industrial activity immediately, either directly or indirectly. These communities get dissatisfied as they get affected by hitherto unknown experiences like loss of livelihood and rise in pollution. Hence, it is essential to make those communities satisfied with the CSR initiatives and reduce the dissatisfaction levels. It is essential to remember here that no company would dare to isolate itself from such communities and allows those communities dissatisfied. Hence, it is essential to keep the social satisfaction levels to the optimum. This calls for frequent assessment of social satisfaction levels by adopting appropriate tools. In fact, well-informed companies would always try to assess the satisfaction levels and take corrective measures whenever social satisfaction levels are found to be below the company's expectations. So, the social satisfaction levels enjoyed by a company of the community needs to be periodically assessed and closely monitored. To understand the social satisfaction levels, conduct of Social Satisfaction Survey (SSS) is an essential step. Measuring social satisfaction should not be based on mere perception instead, it should be based on standard measurement

tools and methods. Otherwise, the resources like money, manpower and time used in conducting SSS serves only limited purpose. In such a situation, even the CSR will not deliver any productive result and might add to the problems of the industrial unit.

Hence, discussion on the need, context, objectives, sample design, techniques and methods of measuring the social satisfaction levels is important. Focus on the areas that can be identified for measuring the social satisfaction levels and the tools required for such measurement is equally important. The discussion need to cover the model tools to understand the changes in livelihood, economics of livelihood, missed opportunities of livelihood, income levels, wage rates, social problems, CSR initiatives and a few specific incidents happening in the industrial unit, and a few modules of tables, graphs and diagrams that are useful in the preparation of a Social Satisfaction Survey (SSS) report.

Important issue to be deliberated in this context is periodicity of the conduct of the survey. It is essential to conduct survey initially, and then at appropriate periodic intervals. Appropriate periodicity depends on the nature of industrial activity. If the activity belongs to the production of chemicals, sugar and cement it would be better to conduct the survey once in two years. If the activity is of less environmental hazard, frequency can be once in five years. Second issue that comes into picture is who will conduct the survey. Measuring the changes in satisfaction levels requires higher skills as compared to measuring the changes in income levels, since former is qualitative and the later is quantitative. Hence, it is essential to assign this responsibility to such people who are well aware of the measurement of satisfaction. Most critical step is preparation of SSS design as it is a tough task involving items like issues to be covered in measurement, framing of objectives, sample selection, identifying appropriate survey methods, preparation of tools for the survey, decision about the time of the survey, unbiased attitude of the survey teams and presentation of the report.

8.2 Context of the Social Satisfaction Survey

For conducting a Social Satisfaction Survey (SSS), the first step required is to establish the context of the survey. The context may include, geographical location of the unit, extent of land occupied by the unit, method of acquiring the land, extent and quality of displacement of communities and their relocation, current status of relocation, current status of industrial activity, implications of industrial activity on livelihood, environment, health and other social problems on displaced and neighbourhood communities at present and over a period of time, need for SSS in general and need for undertaking the same at current juncture. The context also needs to mention about the quantity and quality of CSR initiatives undertaken and satisfaction levels of the communities about the CSR initiatives.

The context should also contain the timeline of various SSSs conducted, findings and recommendations of different SSSs, acceptance of the findings and recommendations, timeline and strategies adopted in implementing the recommendations, current status of implementation, impact of implementation of those recommendations and gaps

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