



## **SAFE TODAY – SAVE TOMORROW**

**An Impact Assessment of Road Constructed by Divi's**

**A CSR PROJECT OF DIVI'S LABORATORIES**  
Annaram in Bheemunipatnam mandal,  
Visakhapatnam District to Basavapalem Thudem  
in Bhogapuram mandal, Vizianagaram District

**Deeksha – Centre for Learning and Action**



**Divi's Laboratories Ltd.**

**AN IMPACT ASSESSMENT REPORT ON DIVI'S INTERVENTION OF  
ROAD CONSTRUCTION**

**ANNAVARAM – TUDEM, BHEEMUNIPATNAM,  
ANDHRA PRADESH**

**A CSR INITIATIVE OF DIVI'S**

**2024**

Report Prepared by  
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# **SAFE TODAY – SAVE TOMORROW**

## **INTRODUCTION**

Good roads are one of the indicators of development. General presumption is that good roads increase mobility of people, enhances livelihood opportunities and ensures safe travel. Towards this the governments across the world invest on construction of roads and establishing road linkages, largely for industrial development and thereby the economic growth. On the other hand, increased road connectivity led to better access to education, especially for girls which in turn led to social change to some extent; and also, better access to markets paving path to non-farm employment to the villagers. On the contrary, one of the World Bank documents<sup>1</sup> reveal that new paved roads lead to increased transportation but they do not substantially change the village economies and says roads alone appear to be insufficient to transform the economic structure of remote villages.

## **BACKGROUND**

The Roads & Highways Sector plays a critical role in the growth of Indian economy as around 64.5% of goods are transported via road and nearly 90% of passenger traffic is by road. India has a network of about 63,31,791 kilometers (39,34,393 miles). As per WHO data highest number of road fatalities in the world happen in India with 40% of riders of 2 or 3 wheelers. In these conditions the people's option is having good road connectivity to their habitats. Construction of public roads being in the purview of the government, people look up to the local governments for the purpose. However, many times due to paucity of funds or priority of the regions the rural roads remain unpaved. To improve such roads in some part of India, the government has attempted to manage the program in Public Private Partnership or directly as a local social spending program.

## **DIVI'S INTERVENTION**

Rural development projects are one of the key focus areas of Divi's, striving to provide basic amenities and infrastructure along with improving the connectivity to remote villages. This goes

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<sup>1</sup> 'Rural Roads and Local Economic Development'

with an understanding on the needs of the people and acting on it in coordination with the local communities. In this direction, with a deep commitment and belief in ‘the safety of people is the highest law’, Divi’s has extended its share for construction of roads in Andhra Pradesh. In addition, it directly laid a Bituminous (Black Top – BT) road of approximately 3 kilometers connecting seven villages, viz., Annavaram, Basavapalem Thudem, Cherukupalli, Chippada, Gudiwada, Mulakuddu and Pedda Nagamayyapalem, to the Visakhapatnam – Vizianagaram district highway, making travel easy and safe for the people from neighboring villages and the employees of Divi’s, as well. Streetlights were also provided for good lighting during the nights for safe riding to the night riders.

### **IMPACT ASSESSMENT STUDY**

In compliance with the Government of India rules and regulations towards interventions under the CSR component of the Companies/Corporates, Divi’s intended to do an impact assessment study of the road constructed during the year 2023. Deeksha, a not-for-profit organization working on the lines of child rights, environment and gender issues has been approached to study the impact of this intervention taken up as part of the CSR initiatives.

### **SCOPE OF THE STUDY**

Divi’s has constructed an approximately 3 kilometer long 10 feet wide BT road starting from Annavaram village to Basavapalem (Thudem) village alongside the Divi’s plant in Bheemunipatnam mandal of Andhra Pradesh, as a project under its CSR component. Therefore, the assessment study aims to understand the benefits, utility and impact of the newly constructed road.

### **SPECIFIC OBJECTIVE**

The specific objective of the study is to assess the impact of Divi’s intervention utilizing its CSR funds.

### **METHODOLOGY**

The impact assessment study was proposed to be taken up using interactive methods and the observation.

## **SAMPLE**

Since the intervention is for the purpose of public utility and every user of the road is the direct beneficiary, snowball method is adopted to interact with the road users. In addition, random sampling is followed to identify the families residing next to the road for free-flowing interaction.

## **FINANCIAL OUTLAY**

An amount of ₹.1,97,77,180/- was spent from its CSR component to construct about 3 kilometers long BT road from Annavaram village to Thudem village.

## **KEY OBSERVATIONS**

The study team visited the road, observed physically and travelled through to get a firsthand experience. The team also interacted with the villagers and commuters using this road. Thus, the observations and outcomes are detailed below:

- The road is quite good and has no bumps. It is adjacent to the hill-lock with the terrain having mixture of gravel and mud on one side and a bit slope of a few feet on the other side of the road. About 60% of the road is running through the slope though started as plain, and then comes the plain land.
- It is on the Tagarapuvalasa – Saveravalli road. It runs through the exterior of Annavaram village to a small junction at Thudem close to Basavapalem on MDR5, from which there is a sideroad leading to other interior villages.
- Altogether, this 3-kilometer road connects seven villages to the district road making travel easy and safe for the people. A population of about 28,500 from neighboring villages, who utilize this road for all purposes, got benefitted from this intervention. Students, wage workers, farmers, agriculture labour, vendors and villagers seeking health services, etc., regularly use this road.
- Annavaram village is where the Divi's Laboratories Unit II is located in Bheemunipatnam mandal of Visakhapatnam district. And, Basavapalem Thudem is the Grama Panchayat in

Bhogapuram mandal of Vizianagaram district. Hence, the road is laid cutting across the border of these two districts.

- Speed breakers are laid at reasonable distance along the road. However, during the visit the study team was told that there used to be more than required speed breakers but later they were adjusted and now it is good to maintain safe speed.
- The road is used largely by cyclists and motorcyclists. Sharing autos also run on this road serving as a main transportation between the villages.
- Interaction with the commuters informed that the road is very safe now with its extended width, cleared bushes alongside and the LED streetlights.
- Three women commuters said that earlier women could not travel alone even in the sharing auto with the fear of being abused in the dark and unsafe environment. They had to be accompanied by their male family members or go in small groups.
- School students also felt that earlier they did not feel safe to walk or even cycling on this rugged and kachcha road in the mornings and evenings due to the heavy motor traffic during school and office hours. The wide road with properly studded shoulders on both sides seems to be safer to them now.
- A father said that he used to go to school to pick-up his daughter given the gloomy and bushy roadsides due to fear of animals, if not humans! But now the girl cycles to and back home on her own.
- Some men also shared that there used to be a fear of thieves as they themselves became pray to pick-pocketers and petty thieves or heard about such experiences. Hence, they tried to avoid using this road during nights or after it is too dark. But now with streetlights all along they feel safe to travel at any time.
- Interactions with people having petty businesses along the road side informed that earlier customers could not stop their vehicles for more than half minute. If stopped, it would be a chaos with motorists trying to cross on either of the sides. After construction of the new road their businesses have seen hike because there is sufficient space for the

vehicles to move on both ways besides having additional space to park their vehicles till they finish their purchases.

- A family running tiffin centre opined that the bachelor employees of Divi's travelling from Bhogapuram now know that they can have tea and biscuit here even if they eat breakfast at their place or at plant. However, there is a tendency among people to eat snack with tea and hence their business slowly picking up, shared merrily!
- The study team heard that earlier there used to be accidents quite often as everyone is in hurry and wants to go fast along the narrow road. But with this new road came in, the number of accidents has come down significantly.
- A toddy tapper was happy that he is getting new customers and his stock gets finished before it is too hot during the day.
- A small kirana shop owner expanded her business to include cool drinks, chocolates and Kurkure / chips packets as the motorcyclists travelling with children would stop there to buy something for their children.
- An ice-cream seller said that unlike earlier times, bikers travelling with kids now stop to buy ice-fruit from his cart because the road is wide enough to stop by without blocking the road, thanks to Divi's. Sametime, he reflected that the road after Basavapalem Thudem is not the same and not friendly for his business.
- One woman suggested installing CC cameras on the road to put a check to the speeding young bikers who drive carelessly.
- A traveler using sharing auto reacted saying that they used to feel scared of vehicles coming from opposite side earlier which is no longer a factor, but now the speed of the autos that they commute itself is the factor of fear. Auto drivers are careless about the speed forgetting that their vehicle have only 3 tyres, the traveler exclaimed!

## **RECOMMENDATIONS**

- Conducting road safety awareness programmes once in a while across the belt would help in further minimizing the accidents while creating a sense of responsible driving among the bikers, auto-drivers, etc.
- Installing safety signs and slogan boards here and there along the road to educate the drivers may be considered by Divi's management.
- Rumble strips on the road close to residential areas would be a good idea to alert the drivers to slowdown the vehicle speed thereby reducing chances of potential accidents.

## **CONCLUSIONS**

Over all, the commuters that the team interacted responded very positively to the initiative by the Company. They felt that with the improved road facility their travel time is reduced to some extent while they are able to maintain their quality time. Road accidents have comedown but youngsters driving bikes is on rise and they lack road safety awareness leading to preventable accidents. Installing sign boards or stands with road safety slogans can make a difference among the driving community and bring in a discipline over the time.

The length of the road constructed is small but the usage is very high due to the comfortable connectivity to seven villages leading to the district highway, where the villagers travel daily for farming, livelihood or for any other need; and the employees commuting to the company every day. It is also true in case of the school and college going students.

All of them thanked Divi's for safe today saving tomorrow...



## PHOTO GALLERY



**Pic 1 - Road from Annavaram to Basavapalem Tudem**



**Pic 2 - Board indicating direction to Tudem village**



**Pic 3 – Road adjacent to Divi’s Unit II**



**Pic 4 – Road connecting other villages**



**Pic 5 – Interaction with vendors and commuters**



**Pic 6 – Interaction with villagers**

**“Roads were made for Journeys not Destination” - Confucius**

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