



## **Nanum Village Project**

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## 1. Introduction

There is a thesis that poverty is consistently increasing in size annually. The truth, however, is that it is declined within the past 2-3 decades. In extreme poverty, however, there are still over 1.2 billion people for fewer than \$ 1.25 a day.

According to the globe Bank, currently "only" 8 percent. the world's population lives on but \$ 1.9 a day. Half the 730 million people suffering absolute poverty are found in 5 countries: Nigeria, Congo, Bangladesh, Ethiopia and (still still) India. In 26 countries - including 24 in Sub-Saharan Africa - extreme poverty affects 4 out of 10 people. The impact of the coronavirus and related economic restrictions in many countries is additionally worrying. There is a fear that they'll cause a rise - for the primary time since 1998 - within the number of individuals full of absolute poverty. (Schoch et al., 2020)

Extreme poverty and related health, educational and psychological problems remain a problem for around 700 million people today, and there are many indications that this situation will not change in the next 10 years. While most of the world continues to thrive, the poor in sub-Saharan African countries and in conflict regions will continue to grapple with old problems. On the other hand, the achievements of developing countries in recent years show that miracles happen - even in the economy. Countries that coped with their livelihoods have benefited from globalization. This gave them access to international trade and technology. (Sanchez & Rodriguez, 2020)

The decline in absolute poverty in recent decades is at odds with the widespread image of poverty and despair in the media. Most people who lack basic livelihood largely come from rural areas. They do not have access to education and the average age is under 18. There is also a great gender disproportionality. Poverty affects women more than men. The inability to get even basic education is the same as the inability to find a job. Often, ethnic reasons, they cannot own property and are dependent on men. Lack of livelihood affects children the most and has long-term consequences for their development. It can be said that the cycle of poverty closes on them at an early age. The statistical data shows that over one fifth of people under the age of 5 live in extreme poverty. (Caruso & Montanez, 2020)

Until 2013, 67.8% of households had no access to electricity, 37% had no access to drinking water, and basic sanitary conditions were not provided in 66.80% of households. The study group was covered by 119 countries (Jolliffe & Lugo, 2018)

## **2. Project Nanum Village**

More and more institutions and governmental organizations are getting involved in the fight against poverty. These are both associations, governmental and non-governmental organizations, incl. UN, World Bank, USAID. Many of them focus their attention on the effects and the fight against poverty.

However, the basic key to reducing it is a thorough understanding of the mechanisms of its formation, because it is a multidimensional place. They are influenced by regional policy, culture, and climate change.

One of the companies that met the problem at the very bottom is Samsung, a leading manufacturer of electronic technology in the world.

The company's activity is not only focused on a technological approach to life, but also on understanding the needs of a given community in the market where it provides its services and products. This creates joint relationships between donors and recipients. This dependence is smooth, because in each case, each of these groups achieves profits - an improvement in living standards. The company focuses on the needs of the society that will have a direct impact on the technology created as well as make it available within the framework of social programs created by it. It is the same with the company's values and mission. Since the process of getting out of poverty takes a long time, the aid must be adequate to the needs of a given community. The African region will have different needs than Asia.

Samsung's initiative called Nanum Village (Korean for "village sharing") is global. On the one hand, the program is flexible in relation to a given region of the world, due to economic, political, and cultural reasons. On the other hand, it is based on the company's basic goals and mission.

One of the project's priorities is to improve the livelihoods of communities in low-income and disadvantaged areas by providing infrastructure powered by solar generators. In this way, as of 2018, 41 small towns in 4 different countries were supported. (Samsung, 2018)

The village of Nanum focuses its attention on the causes of poverty and is a precursor of economic independence by providing suitable facilities such as schools or medical facilities. This also applies to the provision of comprehensive solutions for water, electricity, and sanitation.

### **3. Best practice of Community Engagement in Nanum Village**

A properly constructed project enables the full use of its values and gives the ability to understand it faster and more precisely, both by the affected community and it has an impact on the result of the entire project.

It is also worth mentioning that in order for a project to bring tangible benefits, it must be properly monitored and include support mechanisms. Its fundamental role is also to adapt to the needs of the community.

Very often, the inability to synchronize the appropriate instruments may lead to cuts in financial resources that directly contribute to the project. That is why Samsung decided to combine the model of social involvement with corporate citizenship.

An example is Lagos, Nigeria (Shabangu S., 2016), where data from Samsung R&D experts found light sources to be unreliable, despite the available sunlight. A detailed analysis was carried out in terms of the assessment of the environment, community needs and infrastructure before the project was developed. The Nigerian government has played an important role as the direct informant of the project.

Based on technical solutions and the introduction of solar collectors, school and medical infrastructure was supplied.

Close attention was also paid to the skills of society in the technology sector. That is why Samsung Engineering Academies were established so that students not only practice theories but also enrich their practice. This increased their skill level and affected the partner ecosystem itself.

Also, the program was very well received due to the sense of responsibility of the participants as it met their needs and it met with great enthusiasm throughout Africa. The project also aimed to engage the community so that it is aware of its goals and future profits, while making it open and active.

Assessment of the impact of the project on the beneficiaries also plays an important role, contributing to the design of future projects, ensuring their relevance and sustainability.

#### **4. Worldwide coverage of the program**

The first "digital villages" were created in South Africa to integrate the energy infrastructure in African communities by installing lighting systems in public institutions such as schools and hospitals. The project quickly gained recognition, thanks to which it was possible to proceed with further projects of this type in Gabon, Tanzania, and the Democratic Republic of Congo. In Argentina, Samsung created the infrastructure for a community center, and in Vietnam, a cultural, health and school center was to be implemented.

The project clearly addresses the economic values created by the communities concerned. They will manage the infrastructure prepared by the company in cooperation with governments and international organizations. It is also important that they use an appropriate system that allows for the consolidation of these solutions. (Samsung Newsroom, 2014)

China was included in the Nanum Village program as one of Samsung's most important beneficiaries, not least because of the semi-conductor factory located in Fuping County and owned by the company. In cooperation with the government, the area of the village was adapted for the construction of community centers and medical facilities. Investments in education have been made and drinking water intakes have been modernized. To a large extent, the project was intended to deepen relations with local society. As part of it, with the appropriate modernization of roads, residents could move to the lower areas and establish goat farms, allowing them to be financially independent.

Another mountain village called Hebei also benefited from such infrastructure. Thanks to the investments made, the revitalization was made and the transformation into a tourist area began. The Hebei government and the Chinese Foundation for Combating Poverty have joined the cooperation.

As part of the project, the company also collaborates with various non-profit housing organizations such as Habitat for Humanity, which provides housing, water, sanitation, and educational support for the poorest. It is thanks to this cooperation that it was possible to build houses with the necessary sanitary facilities in Egypt and South Africa. Solar energy schools were established in 2014 in Vietnam, Zambia, and Kenya. (Samsung Newsroom, 2016b)

The project also focuses on the availability of medical assistance. For example, thanks to the 2013 use of a centralized medical center in Botswana, patients from remote rural areas do not have to travel long distances to be able to seek advice from qualified specialists and doctors. (African Brains, 2013)

## **5. Involvement of stakeholders in the project**

The company's participation within the lifetime of the local people, undertaking long-term and measurable social investments, facilitates its efficient and conflict-free functioning. Thus, the social responsibility of the project enables it to require root within the community and win the favor of its inhabitants, similarly as gain the trust of local authorities.

The project is additionally one amongst the weather of non-financial employee motivation. Employees treat the functioning of the corporate with greater appreciation, seeing that a few its activities are focused on solving important social problems, also for them.

Employee volunteering and various forms of ethical programs, like corporate citizenship programs and community councils, are successfully used. Employees provide various styles of work for the advantage of those in need, using their skills and talents, while the corporate enables them to undertake such initiatives and supports their activities financially or organizationally. The project thus integrates the company's employees around common values. (Sustainability Report, 2020)

For example, when visiting Zambia, Samsung volunteering helped educate the public about health and the company's engineers offered free repair of electrical appliances. (Samsung CSR, 2011)

Another aspect is the involvement of volunteers in the project itself. It builds a kind of emotional bond between the community and the employees taking part in the project. This has a positive impact on all stakeholder groups. Firstly, it builds positive associations with the company's brand, and on the other, it builds employee motivation and commitment. There are other benefits as well. This cooperation enriches employees and provides a solid foundation for a well-integrated team. Volunteers gain new skills thus improving their professional qualifications. A way to relax and relieve stress, they are a springboard from everyday life and a break from the corporate routine. For example, at Kg Tual, Malaysia, project workers and residents were planting trees and conducting English lessons and sand art classes (Wong A., 2016), while at Kampung Ulu Tual (SolarNRJ, 2016), they participated in the annual 'Tug of War' (MoneyCompass, 2018).

The project is financed by donors, cooperating companies and cooperating government organizations. a {part of} the funds is obtained as part of social campaigns, i.e., activities geared toward changing the attitudes or behavior of a particular reference group, using the media as a message carrier. Both groups on social platforms like Facebook and Instagram play a vital role. the corporate also creates applications like Samsung Global Goals, due to

which it informs its users about its social programs and also the income collected from advertising and overlays while charging phones supports the neediest. (Samsung Newsroom, 2020)

## **6. Conclusion**

Fighting poverty requires time and an understanding of how it arises. The assistance must be comprehensive and gradually adapted to the surrounding reality. The mechanisms that have been developed by non-profit organizations over the decades work quite well to consider the economic and cultural problems of a given community.

Investments in projects such as Nanum Village help to verify where the greatest problem of poverty is lying and where financial resources should be allocated. The basis of the project is to enable the existential foundations and show the direction of prosperity. The company must know the environment and external factors well and match charity or volunteering to this

However, everything depends in the long term on the society to which the aid is directed. Education and healthcare are directly related. The benefits are tangible, creating a self-sustaining and stable community.

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