SUMMER TRAINING PROJECT REPORT

ON

"PERCEPTION OF PEOPLE REGARDING HELPING OF NEEDY PEOPLE."

UNDER THE GUIDANCE OF:

Mr.Manoj Kumar Mishra

Assistant Professor, RDIAS

SUBMITTED BY:

Rhythm Goel

Enrollment No. 42980301718

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2A & 2B, MadhubanChowk, Outer Ring Road, Phase-1, Delhi-110085

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Student's Declaration

This is to certify that I have completed the Project titled "-PERCEPTION OF PEOPLE REGARDING HELPING OF NEEDY PEOPLE" underthe guidance of "MR.MANOJ KUMAR MISHRA " in the partial fulfillment of the requirement forthe award of the degree of "BACHELORS IN BUSINESS ADMINISTRATION" from "RUKMINI DEVIINSTITUTE OF ADVANCED STUDIES, NEW DELHI."

It is also certified that the project of mine is an original work and the same has not been submitted earlier elsewhere.

Rhythm Goel
Enrollment No.- 42980301718
BBA 5th evening B

Certificate from company



Certificate from Faculty Guide

This is to certify that the project titled “PERCEPTION OF PEOPLE REGARDING HELPING OF NEEDY PEOPLE” is an academic work done by “RHYTHM GOEL” submitted in the partial fulfillment of the requirement for the award of the degreeof “BACHELORS IN BUSINESS ADMINISTRATION” from “RUKMINI DEVI INSTITUTE OF ADVANCEDSTUDIES, NEW DELHI.” under my guidance and direction.

To the best of my knowledge and belief the data and information presented by herin the project has not been submitted earlier elsewhere.

Mr. Manoj Kumar Mishra
Assistant Professor
RDIAS

ACKNOWLEDGEMENT

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report. A special thanks to those who help me in my final year project and their stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report

I respect and thankful to the college management of Rukmini Devi Institute of Advanced Studies for providing me an opportunity to do the project work and givingus all support and guidance which made me complete the project duly.

Last but not least, many thanks go to the mentor of the project, Mr.Manoj Kumar Mishra whose has given his full effort in guiding me in achieving the goal as well as his encouragement to maintain our progress on track. I would like to appreciate the guidance given by other supervisors as well as the panels especially in our project presentation that has improved our presentation skills by their comment and tips

Rhythm Goel

Enrollment No. 42980301718

BBA 5 evening B

EXECUTIVE SUMMARY

The project aims to make people conscious of the significance of different kinds of NGOs so people start contributing their valuable time in these social work also for the betterment and welfare of our society. so the deprived and unprivileged group of our country would start getting help from our side so it can improve our society.

The project “PERCEPTION OF PEOPLE REGARDING HELPING OF NEEDY PEOPLE". with respect to the muskuharat foundation is an make an effort to find out the people perspective towards NGOs for fundraising to help needy people.

The research methodology used in this project is a questionnaire in which a questionnaire is sent to 95 people from which 70 people responded. our source of data collection is primary and secondary. Descriptive research is used for analyzing and studying the process of Fundraising in NGOs .The sample design is an exploratory study of nature. This study will help to understand the concept of fundraising in NGOs. after data is analyzed study shown that till now many people are not aware of NGOs.

The finding of this report is that both male and female are part of this survey. Many people are involved in social activities and many are not.
Many people have worked for NGOs and donated something to NGOs like food, cloth, money, etc. fewer people are aware of NGOs named mushkuharat foundation. but still, people planning to get engaged in this type of activity in the future.

The study comes to conclude that fewer people are contributing to NGOs because NGOs should focus and locate that opportunities which can give them a huge amount of grant.NGOs must provide all the information about the donor they may also give a slip or receipt to people so more and more people start involving in these social activities for the betterment and welfare of the society and so more people can get encouraged to this kind of social work.

CHAPTER 1

INTRODUCTION

1.1 About the Topic

NGO

Organizations that are independent of government inclusion are known as **non-governmental organizations** or **NGOs** or **non-government organizations**. NGOs are a subgroup of organizations established by citizens, which incorporate clubs and associations which provide services to their individuals and others. They are normally nonprofit organizations. Numerous NGOs are active in humanitarianism or the social sciences. Studies demonstrate that NGOs have a high level of public trust, which can make them a valuable proxy for the worries of society and stakeholders. However, NGOs can likewise be lobby groups for companies, such as the World Economic Forum. According to NGO.org (the non-governmental organizations related with the United Nations), "an NGO is any non-profit, voluntary citizens' gatherings which is organized on a nearby, national or international level. Task-focused and compassionate by individuals with a typical interest, NGOs play out a variety of service and humanitarian functions, bring individual concerns to Governments, advocate and monitor policies and empower political participation through arrangement of information."

Russia had about 277,000 NGOs in 2008. India is assessed to have had about two million NGOs in 2009 (approximately one per 600 Indians), a lot more than the quantity of the country's primary schools and health centers. The term "NGO" is utilised inconsistently; it is sometimes an equivalent for a civil society organization, any association established by citizens. NGOs are referred in some countries as nonprofit organizations, and political parties and trade groups are sometimes considered NGOs. NGOs are classified by orientation and level of activity; orientation refers to the kind of exervise an NGO undertakes. Activities may include human rights, environmentalism, well being, or improvement. An NGO's level

of operation demonstarte the scale at which an organization works: local, provintial, national, or international.

HISTORY OF NGO.

International non-governmental organizations go back to at least the late 18th century, and there were an expected 1,083 NGOs by 1914. International NGOs were important to the anti-slavery and women's suffrage development, and peaked at the hour of the 1932–1934 World Disarmament Conference. The term became popular with the 1945 established of the United Nations in 1945 Article 71, Chapter X of its charter specified consultative status for organizations that are neither governments nor part states. An international NGO was first characterised in resolution 288 (X) of the United Nations Economic and Social Council (ECOSOC} on February 27, 1950, as "any international organization that is not established by an international treaty". The part of NGOs and other "significant groups" in sustainable growth was percieved in Chapter 27 of Agenda 21. The rise and fall of international NGOs cordinate contemporary functions, waxing in periods of development, and waning in mist of crisis. The United Nations gave non-governmental organizations observer status at its gatherings and few meetings. According to the UN, an NGO is a private, not-for-profit organization that is free of government control and is not merely a resistence political party.

The fast development of the non-governmental area occurred in Western nations as a result of the restructuring of the assistance state. The globalization of that process happens after the fall of the communist system and was an significant part of the Washington Consensus.

Twentieth-century globalization increased the significance of NGOs. International treaties and assosiacations, such as the World Trade Organization, zeroed on capitalist interests. To counterbalance this pattern, NGOs emphasize humanitarian issues, development help, and sustainable development. An example is the World Social Forum, an adversary convention of the World Economic Forum held every January in Davos, Switzerland. The fifth World Social Forum, in Porto Alegre in Brazil in January 2005, was attended by agents of more than 1,000 NGOs. The 1992 Earth Summit in Rio de Janeiro, attended by about 2,400 representatives, was the first to show the intensity of

international NGOs in ecological issues and sustainable development. Transnational NGO organising has become broad.

ACTIVITIES OF NGO

The World Bank classifies NGO movement as operational and promotion. NGOs act as implementers, impetuses, and partners. They assemble resources to give goods and services to people who have been influenced by a natural event; they drive change, and cooperate with other organizations to tackle issues and address human requirements.

NGOs fluctuates by method; some are primarily advocacy gatherings, and others lead programs and activities. Oxfam, worried with poverty alleviation, may furnish needy people with the equipment and aptitude to obtain food and drinking water; the Forum for Fact-discovering Documentation and Advocacy (FFDA) provide legal assistance to casualities of human-rights abuses. The Afghanistan Information Management Services provide particular specialised products and services to support advancement activities implemented on the ground by different organizations. Management procedures are crucial to project achievement.

Operational

Operational NGOs look to "accomplishh small-scale change directly through tasks", preparing financial resources, materials, and volunteers to make local programs. They hold large-scale fundraising functions and may apply to governments and association for awards or contracts to raise money for projects. Operational NGOs regularly have a various level structure; their headquarters are staffed by experts who plan projects, make budgets, keep records, and report to and communicate with operational fieldworkers on ventues. They are regularly often associated with the delivery of services or environmental crisis, emergency relief, and public welfare. Operational NGOs might be subdivided into help or development organizations, service-delivery or participatory, religious or common, and public or private. Although operational NGOs might be network-based, many are national or international. The defining action of an operational NGO is the implementation of projects.

Campaigning

Campaigning NGOs seek to "accomplish large-scale change advanced by implication through the influence of the political framework." They require an active, proficient gathering of professional members who can keep supporters informed and inspired. Campaigning NGOs

must arrange and host shows and events which will attract media, their defining moment. Campaigning NGOs frequently deal with issues identidified to human rights, women's rights, and children's rights, and their basic purpose is to defend (or promote) a specific reason.

Combined

NGOs may direct the two exercises. Operational NGOs will utilize crusading methods on the off chance that they face issues in the field which could be cured by the approach change, and battling NGOs, (for example, common freedoms associations) frequently have programs which help singular casualties for whom they are attempting to advocate.

Public relations

Non-Governmental Organisations need sound advertising to meet their objectives and utilize complex advertising efforts to raise assets and manage governments. Interest groups might be politically significant, impacting social and political results. A code of morals was set up in 2002 by the World Association of Non-Governmental Organizations

VISION AND MISSION OF NGOS INDIA

NGOs India is focused on social equity supportable turn of events and basic freedoms. The option to convey uninhibitedly is a fundamental common liberty and a need for maintainable turn of events. Admittance to data is basic to educated choice makings at all levels. NGOs India is focused on the spread of data assets and advancement of feasible turn of events, the activity in light of the necessities of underrepresented and underestimated of areas of society for crossing over the information hole and improving data accessibility NGO network is resolved to create and set up an ideal vehicle for the support of a trusted and exact wellspring of value data.

Role of Social Activists and NGOs inthe Development Process of Society

The Development as lasting change is conceivable with changes in financial state of society, that is generally the obligation of government however all the way of Non-Government exertion, the regular people and residents can go about as creators of social change changes

of a little level are conceivable through sure change by partaking in dynamic cycle through government assistance projects and exercises the social dissident social gatherings is NGO can assume an indispensable function to push the improvement cycle mostly and essentially at their way they can attempt to actualize result-arranged stable social monetary change making activity and philosophical level and furthermore influence the strategy making and execution measures do regret of society is a piece of the customary advancement cycle of Civilization yet to prop the cycle up on to accomplish the more the objective routinely with no contentions and control in the public arena the social extremist Civil Lines and gathering of the change producers is NGO need to consistently assume the fundamental function in the total consummation of you think and need to do same can be the piece of their group they can activate in coordinated out and out as social positive change producer and push forward this is the way the positive social changes are conceivable in present and future chance to actualize if yet the need to accomplish the Welfare of all the improvement of everything is basic objective of positive social change creators and NGO idea is a piece of this cycle this is the primary standard of the religion additionally– *"sarvajan hitay - sarvajan sukhay"*.

Authentic resource material information in the database

NGOs India is an online asset Center for required asset materials data and a wide range of concern information based archives for NGO. NGO India gives the source material where NGOs can discover different choices and occasions to get valuable and valid data to accomplish that points and focuses alongside the asset material NGOs India offers direct help and help for NGO enrollment. NGO the executives to discover and get subsidizing and financing ventures with the assistance of Consultants. NGO India guides in help to get assets for a wide range of social advancement issues. On the online asset Center, NGOs India and their Associates can discover data sets and data about the subsidizing plans of government Ministries. Government divisions of public area units, Indian financing organizations, unfamiliar subsidizing offices, and care groups.

Networking among NGOs, activists to implement concept and objects

NGOs India has been advancing and making assets and data coordinated efforts for twenty

years with imaginative and valuable systems administration among NGOs to create powerful associations so they can attempt to execute their items to create and improve the financial status of the general public. The systems administration is for surveying partaking in contributing assets issues, data and to connect with other similarly invested NGOs who are chipping away at comparative issues or different issues to improve the social advancement in living with medical issue. Reinforcing NGOs and social associations from improving their insight distinguishing proof about their errand and projects by getting and offering the experience to the NGO accomplices in their specific pertinent areas. NGO in India is devoted for quite a while from limit working of grassroots associations and their activity is to get point and backing so they can execute their undertakings and projects through data assets, the accessible assets at this single stage can help Charity organizations and gathering of individuals to serve the general public in a superior better way

The network of volunteers, supports and NGOs

Many NGOs exist which do not have funds or don't need telephones to work with more than their accessible sources, this is conceivable through volunteers and backing individual. NGOs India has been giving an organization of volunteers and the perceived NGOs who wish to work with volunteers for social reason and use India have been supporting and perceive NGOs who are straightforwardly working for social changes in the general public and the volunteers related and working with such great and you feel fulfillment to contribute their time assets in different areas of the general public.

NGO Funding, Grants, Fundraising Support

The support means the help at the information and eligibility process part. People do not sopport any fund or contact to give funds from any agency, authority or fund provided donors. Subsequent to getting the essential data for venture documentation and tasks NGO the executives legitimately needs to contact the financing offices through their permitted cycle, including the administration services, private subsidizing offices all organizations that give Funds under corporate social duty CSR. NGO can set up the ventures at their part or can take consultancy administrations to get ready activities to get reserves. the new NGO and

working NGOs need money related help from the administration it and private financing organizations so they can actualize their ideas through the application cycle. NGOs India group and asset focus have been aiding and supporting such people who wish to shape NGOs and need financial and other help with the assistance of undertakings and other help. at the online asset community data with respect to financing offices, subsidizing plans subsidizing ventures financing and different assets full material in regards to running overseeing and usage of ideas of social change by accomplishing subsidizing and backing of volunteers is accessible and being refreshed occasionally.

Non-government association fills in as data asset Center who wish to or a training engaged with the US was gatherings and associations for the social government assistance and practical turn of events. The fundamental point and goal of any NGO arethe same as I am of government for the improvement of society. Government has authority over assets yet the association shaped and working for the Welfare and advancement don't have a source is so they need to motor oversee assets. NGOs work with no benefit except for can work with pearls in money related assets in the current framework. So financing is the fundamental and to a limited extent to run a coordinated the projects the used to work or need to work.

So if any NGO needs to work with the limit it needs to get awards from various sources. NGOs can get awards from different sources for inducible stoners, establishments, corporations, and government. Funding sources for NGO include membership charge of private donations, public donations, awards for local, national, and foreign funding agencies, philanthropic establishments, government funding schemes, offer of products and services, and CSR funds from private corporate area companies. NGO required funds for the required assets for the project usage, operations, commerce salaries, and other overhead expenses. Fundraising efforts are vital for the existence, operation of programs, and success in the aims of NGO.

1.2 About the Industry or About the Company



THEIR STORY

"HOW THE SMILE SPREADS"

Everything began with a birthday being praised at a halfway house in Nalasopara on June 10, 2014. What followed offered ascend to one of India Coolest Youth Organizations working for a social change. The rest, as is commonly said, is history. Very few youngsters would choose to set up their seventeenth birthday celebration party at a halfway house. What sets HimanshuGoenka – the Founder of The Muskurahat, aside from the normal youngster, is his remarkable vision. It was after the festivals were finished, that the seeds of this tree named The Muskurahat were first planted. After that birthday celebration festivity, he out of nowhere became mindful that these children with whom he had gone through a whole day were vagrants as well as adolescents. He would need to take care of business and do it now. The vast majority of his companions kept going with him to these safe house homes for a brief timeframe, yet after a concise period, they all left to seek after expert vocations. Since till this day, social work is something individuals consider to be a side business, not to be sought after full time. Himanshu who was getting overwhelmed with emotion to give back was the just a single left.

So he decided to pursue it by himself and find like-minded people to join his journey. It was essential that this be a youth-driven Endeavour mainly because he wished to dispel the myths associated with social work that usually derogate the ability of the not-so-rich youth to mobilize for change. He soon found a zealous young team and their unbending faith is what helped The Muskurahat become an established independent entity.

Joy Ride was Muskurahat's first event where their dream was first transformed into reality. As the name suggests the idea was to take Street children on a luxurious car and bike ride along with the Queen's necklace at Marine Drive. After this Muskurahat found Muskurahat supported different causes such as menstrual hygiene cancer care as well as awareness about problems of senior citizens.

KEYtab is Muskurahat's first flagship project which has today grown to seven centers including four in Mumbai, two in New Delhi, and one in Bangalore. July 2017 was when Muskurahat set up base in Andheri, with its first office ever. Soon after this, team Muskurahat crossed the 100 volunteers mark. A few of their other projects are- Project Vastradaan- their own unique cloth donation drive for the Rohingya suffering across the borders, Masika Mahotsav, and Being Women 2.0.

Having come a long way, we have not only grown financially but also experientially. The existence of a full-time Core Team of eight members shows how well and how much the garden has grown. importantly, the smiles and for that, we are extremely grateful.

VISION OF THE ORGANISATION

Envisioning a world where children become socially responsible citizens.

MISSION OF THE ORGANISATION

To educate and sensitize the children and other stakeholders living in slums, orphanages, and shelter homes by enhancing their upbringing and surrounding to make a better decision.

CORE OF THE ORGANISATION

Permanence



Preparing sustainable plans for long term development.

Collaboration



Via outreach and partnering, we aim to get the young connect going.

Accessibility



Not believing in hierarchies, we promote open interaction.

Uniqueness



To Tackle common social ills in our hatke way.

Theory of change

Muskurahat has developed a two-overlay hypothesis of progress. The association principle point is to open our youngsters to those aptitudes of character building and quality reasoning that are overlooked in schools. For this, Muskurahat has advanced its own hypothesis of Social Change. They consider it the Special Model of Social Difference (SMSD) in light of (their) environmental factors and childhood.



A survey of the climate that the association & key partners work in, recognized certain basic factors that unfavorably sway in danger kids (Muskurahat key partners), key among them are absence of appropriate childhood, absence of 21st-century aptitudes, and poor emotional well-being. Different components incorporate helpless scholastic execution, feeble community commitment, social responsibility, reliance condition, absence of center towards building a solid profession. The drivers of progress towards giving a protected space to these youngsters were seen to incorporate a few elements a considerable lot of which pivoted around reinforcing measures which incorporate foundation building, all encompassing limit

working of sanctuary homes, offering solid deliberate help, and building up an individual association with every kid through an educational program supported by mental hypotheses and experiential learning exercises.
Different drivers of progress incorporate a multi-partner approach in advancing the young cooperation in the advancement cycle, access, proprietorship, and control of assets just as advancing and supporting solid qualities.

In endeavors focused on the comprehensive advancement of in danger youngsters, Muskurahat plans to achieve the accompanying objectives:
• Build solid projects focussed on childhood, 21st-century aptitudes, and psychological well-being.
• Cater to all segments of the general public including shelters, underestimated schools, in danger networks, and so on.
• Position Muskurahat as the Center of Excellence that supports/advances experiential learning and comprehensive improvement exercises through the reception of sound advancement arrangements and practices.
• Strengthen and upgrade Muskurahat manageability.

The underlying two goals base on the sustaining of the affiliation key accomplices and target organization while the rest would like to fortifying Muskurahat, similarly as propelling data the heads reliant on exhibited powerful headway experiences of organizations.
Program building will continue being a fundamental imperative technique that underlies the strengthening of the impact made by Muskurahat. The affiliation sees that increasing the reasonability of organization programs is a main issue that will influence their acceptability. Definitive new development (OD) as another methodology plans to appreciate and manage progressive change such that enlarges their feasibility. Muskurahat will sharpen it Organisational Capacity Assessment device just as plan going with limit improvement in exhibiting Muskurahat as a focal point of greatness as well as advancing information sharing among improvement areas, Muskurahat will record advancements, encounters, and exercises learned by the association,its accomplices, and networks it works in.
In pursuing the above-defined strategic approaches, Muskurahat plans to implement

programs along with the following strategic themes over the next five years:

- Education, Children, and Youth (EYC)
- Policy, Research & Advocacy (PRA)
- Partnerships and Resource Development (PRD)
- Capacity and Organisational Development

CENTRES OF MUSKURAHAT FOUNDATION

Mumbai



202 Children

Delhi



60Children

Banglore



34 Children

Registration of organization as trust



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नोंदणीचे प्रमाणपत्र

याद्वारे प्रमाणपत्र देण्यात येते की, खाली वर्णन केलेली सार्वजनिक विश्वस्तव्यवस्था ही आज, मुंबई सार्वजनिक विश्वस्तव्यवस्था अधिनियम, १९५० (सन १९५० चा मुंबई अधिनियम क्रमांक २९) या अन्वये ठाणे विभाग, ठाणे येथील सार्वजनिक, विश्वस्तव्यवस्था नोंदणी कार्यालयात योग्य रितीने नोंदण्यात आलेली आहे.

सार्वजनिक विश्वस्तव्यवस्थेचे नाव मुस्कुराहट फाऊंडेशन, नालासोपारा (पूर्व)

सार्वजनिक विश्वस्तव्यवस्थांच्या नोंदणी पुस्तकातील क्रमांक एफ/३३८७/ठाणे हिमांशू संजय गोयंका यांस प्रमाणपत्र दिले.

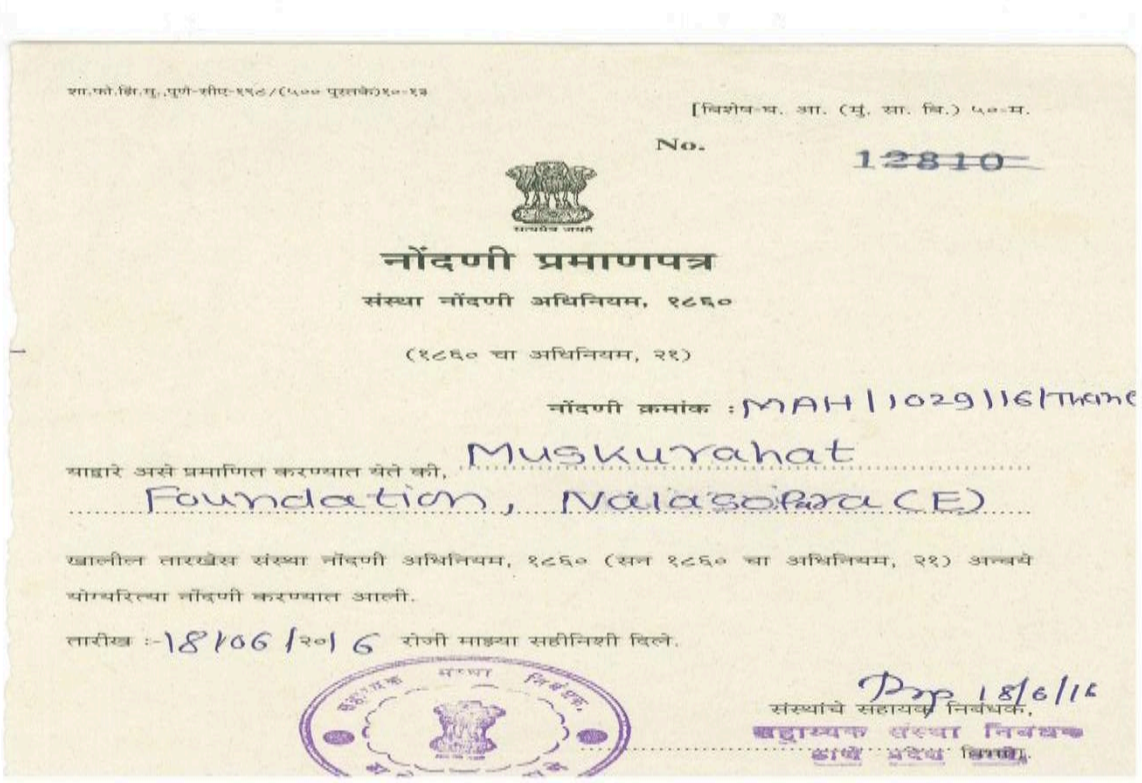
आज दिनांक 18 AUG 2017 २० रोजी माझ्या सहीनिशी दिले.

शिक्का

सही Vellaya

पदनाम सहाय्यक धर्मादाय आयुक्त, ठाणे विभाग, ठाणे.

Registration of organization as society



शा.प्रयो.वि.सु.,पुणे-संएए-१९८/८५०० पुस्तके)१०-१३

[विशेष-घ. आ. (मु. सा. वि.) ५०-म.

No. 12810

नोंदणी प्रमाणपत्र

संस्था नोंदणी अधिनियम, १८६०

(१८६० चा अधिनियम, २१)

नोंदणी क्रमांक :MAH/102911/Thane

याद्वारे असे प्रमाणित करण्यात येते की, Muskurahat Foundation, Nalasopara (E)

खालील तारखेस संस्था नोंदणी अधिनियम, १८६० (सन १८६० चा अधिनियम, २१) अन्वये योग्यरित्या नोंदणी करण्यात आली.

तारीख :-18/06/2016 रोजी माझ्या सहीनिशी दिले.

18/6/16

संस्थांचे सहायक निबंधक,

सहायक संस्था निबंधक

ठाणे प्रदेश विभाग.

Muskurahat in media



एक सफर खुशियों का

मुंबई : 'मुस्कुराहट फाऊंडेशन' या स्वयंसेवी संस्थेच्या दुसऱ्या वर्धापनदिनानिमित्त संस्थेतील तरूणांनी गिरगाव चौपाटील येथील बालभवनमध्ये 'एक सफर खुशियों का' या कार्यक्रमाचे आयोजन केले होते. गरीब आणि गरजू मुलांसाठी 'जॉयराईड २०१६' या कार्यक्रमाचे आयोजन करण्यात आले होते. यामध्ये मुलांनी महागड्या गाड्यांमधून प्रवासांचा आनंद लुटला.



DNA 16

The youth are taking over

From encouraging leadership to building open art platforms, youth organisations in the city are championing social causes like never before to initiate overall betterment of the society

Vidhi Doshi

Leaders of tomorrow

Art for all

Breaking gender stereotypes

ROLE OF MUSKURAHAT FOUNDATION IN SOCIAL DEVELOPMENT SECTOR

Muskurahat Foundation assumes a significant function in worldwide social turn of events—work that has encouraged accomplishments in human advancement as estimated by the Human Development Index (HDI). One of the significant qualities of NGOs is their capacity to keep up institutional freedom and political nonpartisanship. Despite the fact that NGOs need to team up with governments in various examples, inability to keep up impartiality and independence may seriously bargain the NGOs' authenticity. Lamentably, if an administration demands political devotion, the NGOs experience the quandary of either disregarding the nonpartisanship position or neglecting to offer required types of assistance to the populace. To be sure, a few NGOs have been approached to leave in upset nations because of political reasons. The significant favorable circumstances that NGOs bring to this

job incorporate "adaptability, capacity to develop, grass-roots direction, philanthropic versus business objective direction, non-benefit status, devotion and duty, and enlistment reasoning".

In India, the non-benefit area is seeing a flood of strong novel thoughts from arising social business people. In any case, they battle without a dynamic climate and now and again come up short in their endeavors to develop their idea and make an adaptable organization around it.

NGOs for Career improvement are known for having committed laborers ready to abandon a doubt past the obligation at hand. They likewise work extended periods, nights, and ends of the week, and make a comparative showing in the private area, which will procure more. Individuals who work inside the NGO for Career brooding have for the most part picked to be there and appreciate work fulfillment and work for the great instead of returning home ahead of schedule with a greater check.

While the specific number of NGOs in India is hard to know, an activity by the Indian Government found that at any rate 31 lakh NGOs are working in our thickly populated place where there is variety in solidarity. We have numerous volunteers dealing with social issues like training, basic entitlements, calamity help, and so forth It shows that social help and offering back to the network are plumes in our cap, which are very in-manufactured.

Little youngsters resemble wipes as they learn. Those early stages are likewise very critical. A major job is played, in guaranteeing that a NGO for Holistic Development advances learning and gets the best out of everybody. A way to deal with making a strong base for the passionate, social, physical, and mental development of a youngster can be utilized during tutoring to set them up for a lifetime. Associating in a solid climate with people other than one's family is a basic viewpoint, and NGOs for schooling in India offers the correct climate.

The NGOs for youngster work has assumed an essential part in the psychological, social, and actual development of small kids who go to class. Truly, whenever they are grown up, these

affect their general development. Hence the need to put resources into little youngsters' childhood is a significant perspective to consider.

NGOs for Career hatching may give a wide scope of temporary job positions and openings in fields like advancing creative merchandise, supporting activities, unfamiliar help, keeping up outside path and frameworks, for a NGO for Experiential learning offers positions in a wide scope of territories. In this way, it is conceivable that the kind of work an individual is searching for would be dependent upon a suitable NGO entry level position.

Today is imperative to take note of that the kid is the leader of tomorrow. Governments, organizations, and the network need to cooperate to make the all encompassing making of a favorable climate conceivable, especially in their early stages. The move that makes NGO for Critical speculation in our nation's lives is obvious. Fortifying the reason for a youngster's development would be exceptionally basic for making sure about an honorable life and guaranteeing that fine individuals are sheltered.

1.3 LITERATURE REVIEW

1. **Mencher (1999)** in an article called 'NGOs: Are They a Force for Change' featured the major issues related with NGOs such as organizational pattern, source of financing, relationship with the state, NGOs and public arrangement, NGO networks, and NGOs, and Social movement. The author while examining the wellspring of funding for NGOs focused to an ignored issue realting to differences in priorities among the donor and NGOs. It is recommended that NGOs with restricted funding sources may tend to incorporate the needs of donor organizations by replacing their own in order to continue and to pay the salary. Further, the document also featured the importance of utilizing globally known issues, which got advanced in one or the other global conferences, in attracting the donors.

2. **S. Mohanan (2000)** calls attention to that NGOs have been playing a very signicant role in the country throught the last quarter of the century in the circle of social development. He believes that NGOs are a useful tool in poverty alleviation and improvement. He thinks about that "The part of NGOs is more significant and pronounced in the circle of microcredit. The rich experience of NGOs in the circle of a credit association and their grass root level contribution with the poor people and their issues is a potential factor that certifies their elevated function in the sphere of microcredit". He accepts that "NGOs will have a more elevated part in microcredit and through it the empowerment of women in days to come".

3. **Wallace (2003)** examined the connection between the NGOs and the donors and featured the changes that occurred in that relationship. The investigation found that exercises of NGOs are largely impacted by the benifactor to an extent that NGOs are embracing the tools prescribed the donor without soliciting the relevance of the equivalent in the given setting and these recommended tools often find a spot in the training manual for capacity building. In addition, the study uncovers that the current pattern of funding is favorable for huge NGOs while little and medium NGOs are avoided by idea of their absence of staff time, skill, or expertise. The author further

noted that the donor-NGO relationship is described by an absence of openness and trust as no NGOs need to procure the displeasure of their donor by recognising themselves with basic issues pertaining to their challenges, disappointment, or even the success. The investigation addressed detailed project arranging and reporting, tight budgets, strategic thinking and accountability, and showing achievements against claims spread out in report documents as the factors that constrained NGOs to work hard to meet the steep prerequisite by the donors and getting highly dependent on the donors and their generosity.

4. **Sudha Vasan (2004)** mentions the significance of NGOs' responsibilty as employers especially about the working slots of unorganized employees of NGOs. Though the title of the paper is 'NGOs as employers: Need for accountability', here the significant emphasis is given on the gender aspect. Few cases have been mentioned by the author where female representatives of various NGOs became victims of sexual harassment. This paper gives a solid argument against hypocrisy and demonstrating irresponsibility by accepting the 'helplessness' of NGOs and considering working emvironment condition issues as 'minor' issues. It also discusses about focusing on a group of employees working at a particular level such as field-level workers in DSOs. The article discusses about differences in the situation of NGO labourers in Urban, semi-urban, and rural areas.

5. **S.L.Goel and R. Kumar (2004)** notice that : Most of the NGOs use suspicious strategies and lack transparency. In antiquated India, persons related with NGOs were men of character with a feeling of service and commitment. Today NGOs are not working well. NGOs face different challenges of the 21st century like the requirement for honest and dedicated people to run the NGO. NGOs need to rehearse ethical values, need for transparency in functioning.

6. **D Rajasekhar & R R Biradar (2004)** states that greater part of the small NGOs face the deficiency of funds to meet the salaries of their lasting staff. Such a resource

crunch reguarly drives them to participate in any on-going government programs to acquire resources, and in this way reduce the tension of looking funds elsewhere. However, this issue is not intense among large NGOs as they have a greater organizational capacity to mobilize funds from worlwide donors.

7. **Pradeep Kumar (2005)** saw that the last two decades have been observer to the tremendous development of NGOs, both national and international. There is an dire need that Government Organizations and NGOs act in coordinated for rural development. He upheld his statement by an observational case study of the Udaipur district of south Rajasthan including two region voluntary initiatives to support the government. Both are distinct in structure and capacity but have basic objectives to strengthen local governance and people's participation

8. **Rajesh Kumar Shastri (2008)** states that: Nature and quality of individual NGOs fluctuate incredibly, it is extremely hard to make generalizations about the area as a whole. Some particular weaknesses generally associated with the NGO area include; absence of experienced labour, restricted financial assistance, center around short-range objective, political influence legal commitments, high rate of development in the quantity of NGOs, high corruption rate.

9. **Mustaghis-ur-Rahman (2008)** states that "An appropriate management system for NGOs is a must. Despite numerous shortcomings, as well as internal and external requirements, the NGO area as a whole has set up itself as one of the particular institutions of civil society, distinct area- distinct from public and private sectors. He further adds, "Adequate research work on NGO management has not been recorded in the southern world".

10. **Dita Hommerová & Lucie Severová (2018)** states that Fundraising as a bunch of techniques aimed at raising the funds necessary for the execution of exercises of a nonprofit organization is only a significant means to an end. It must not turn the objective of the organization's nonprofit exercises, as this would essentially imperil its

sustainability. Fundraising can be fruitful only on the condition that the exercises the nonprofit organization offers are gainful for the community and thus contribute to society's sustainable turn of events. Marketing management, considering the current development patterns in both marketing and society, offers a wide scope of opportunities for building competitiveness and a solid position and development of nonprofit organizations in the market.

CHAPTER 2

RESEARCH METHODOLOGY

2.1 Purpose of the study

The main purpose of this study is to see the participation and perception of the citizens of our society towards NGOs. This study will tell that how much people are involved in this kind of activities which is associated with NGOs. To study the people's behavior for activities like donation, organizing special events, and provide them basic amenities on a weekly or monthly basis. This study will focus on making aware people about the needy ones.

2.2 Research Objectives of the study

1. The objective of the study is to make people aware of NGOs so they come in front and start helping them for their betterment.

2. The aim is to make people attentive about issues our society is facing due to unprivileged people and to make people informed about the different types of campaigns that hold for deprived people of our society.

2.3 Research Methodology of the study

2. 3.1 Research Design

The descriptive research design is used for analyzing and studying the process of Fundraising in NGOs. It is very simple & more specific than an explanatory study. The descriptive study is a fact-finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study. It reveals potential relationships between variables and also setting the stage for further investigation later. The results of such research are not usually useful for decision making by them, but they can provide significant insight into a given situation. Although the results of qualitative research can give some indication as to the 'why', 'how' and 'when' something occurs, it cannot tell us 'how often' or 'how many'.

2.3.2 Method of Data Collection

The data collected for the study includes both primary and secondary data.

1. Primary Data
   - Questionnairemethod:Aquestionnairewaspreparedtogether requiredinformationforanalysis.
2. Secondary Data

   Secondary data are those that have already been collected by others. These are usually available in journals, periodicals, dailies, research publication official records, etc., they may either be available in published form or in an unpublished form. A review of literature on the role of NGOs and fundraising is done by the secondary source from different libraries. Various journals, magazines, websites related to the study are reviewed.

2.3.3 Sample Design

The sample design is an exploratory study in nature. This study will help to understand the concept of fundraising in NGOs.

2.3.3.1 Sample Unit

The sample unit for this study is targeted individuals around Delhi NCR.

2.3.3.2 Sample Size

A total of 95 questionnaires were distributed among the individuals in which 70 questionnaires were returned after filling up the questionnaire. So the appropriate sample size for this research was 70 in which 41 were female respondents and 29 were male respondents.

2.3.3.3 Sampling Method

The sampling method used to collect the sample is a convenience sampling method.

2.3.4 Designing Questionnaire

Designing a questionnaire involves 10 main steps:

1. Write an examination convention

   This includes getting to know the subject, making a writing survey, settle on targets, plan a theory, and characterize the principle data expected to test the speculation.

2. Draw an arrangement of investigation

   This means decides how the data characterized in sync 1 ought to be investigated. Plan of examination ought to contain the proportions of affiliation and the measurable tests that you mean to utilize. Furthermore, you should draw sham tables with the data of interest. The arrangement of examination will assist you with figuring out which kind of results you need to get. A case of a fake table is demonstrated as follows.

3. Draw a rundown of the data required

   From the arrangement of examination you can draw a rundown of the data you have to gather from members. In this progression you ought to decide the sort and configuration of factors required.

4. Design various pieces of the poll

   You can begin presently planning various pieces of the poll utilizing this rundown of required data.

5. Compose the inquiries

   Knowing the training and occupation level of the examination populace, ethnic or relocation foundation, language information and uncommon sensitivities at this progression is pivotal at this stage. If it's not too much trouble remember that the survey should be adjusted to your examination populace. Kindly observe "Organization of Questions" area for additional subtleties.

6. Decide on the request for the inquiries posed

   You should begin from simple, general and verifiable to troublesome, specific or conceptual questions. Kindly consider cautiously where to put the most delicate questions.They ought to be fairly positioned in the center or towards the finish of the poll. Ensure, in any case, not to place the main thing last, since certain individuals probably won't finish the meeting.

7. Complete the survey

   Add directions for the questioners and meanings of catchphrases for participants.Insure a smooth stream starting with one point then onto the next one (ex. "furthermore, presently I will pose you a few inquiries about your own health..."). Addition hops between questions if a few inquiries are just focused at a subgroup of the respondents.

8. Check the substance and style of the inquiries

   Check that each question answers to one of the goals and every one of your targets are covered by the inquiries posed. Erase questions that are not legitimately identified with your targets. Make sure that each question is understood, unambiguous, basic and short.Check the legitimate request and stream of the inquiries. Ensure the poll is anything but difficult to peruse and has an unmistakable format.

9. Direct a pilot study

   You ought to consistently lead a pilot concentrate among the expected populace prior to beginning the investigation. Kindly observe the Piloting Questionnaires area for additional subtleties.

10. Refine your questionnaire

    Contingent upon the consequences of the pilot study, you should correct the questionnaire before the principle overview begins.

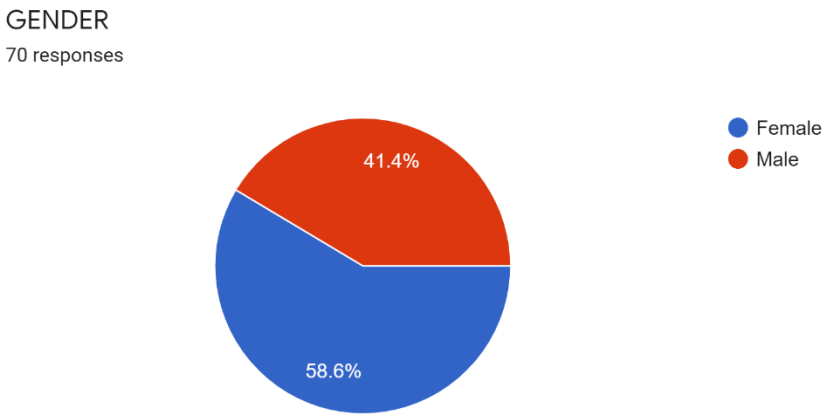
2.4 Limitations

1. This study does not focus on all other sectors.
2. The sample size was small and hence the results have a degree of variation.
3. It was not possible to study various aspects of the organization in detail as the time period for the internship was short.
4. The resources provided were limited to maintain organization secrecy.
5. There was a lot of problems faced while collecting the information through questionnaires. Many of the respondents might have not taken the questionnaire too seriously due to which it is very difficult to reach up to an accurate conclusion.

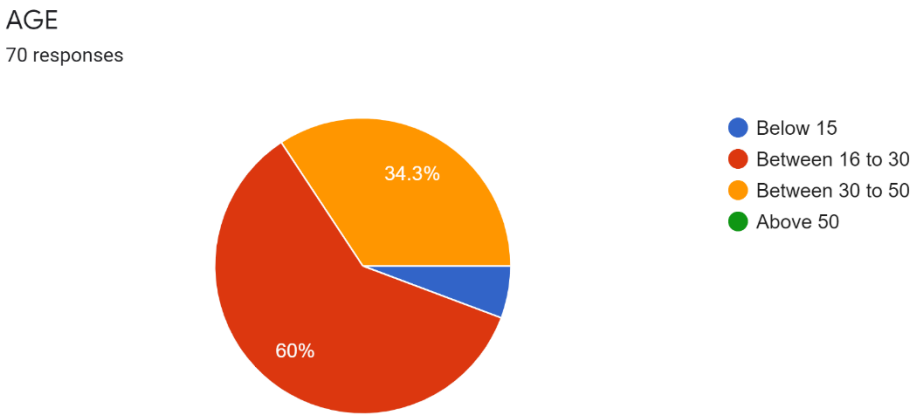
CHAPTER 3

ANALYSIS & INTERPRETATION

3.1 Analysis & Interpretation

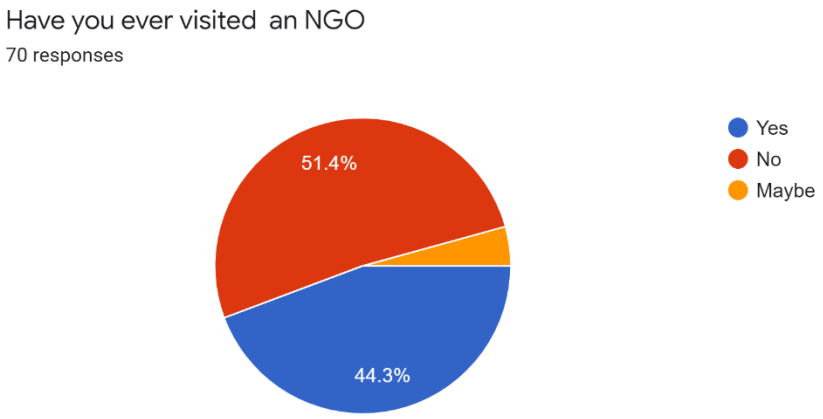


Interpretation: From this pie chart we can interpret that 41.4% of respondents belongs to the female category , 58.6 % belongs to male category.



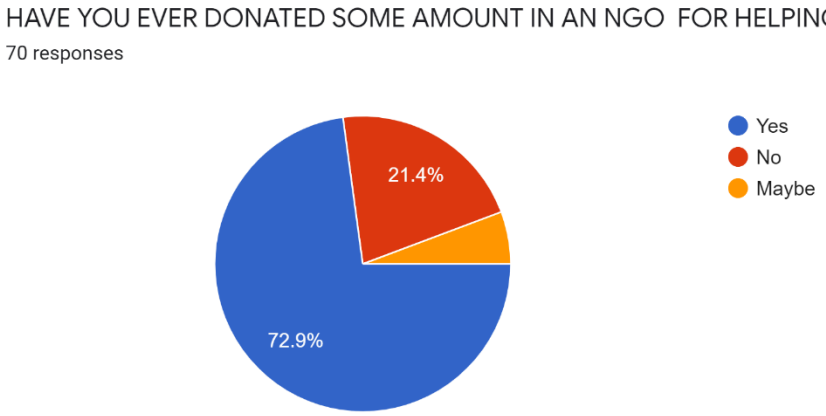
Interpretation:

From this pie chart we can interpret that 34.3% of respondents belongs to the age between 30 to 50 years , 60% belongs between the age of 16 to 30 years and 5.7 % belongs to age below 15 years.

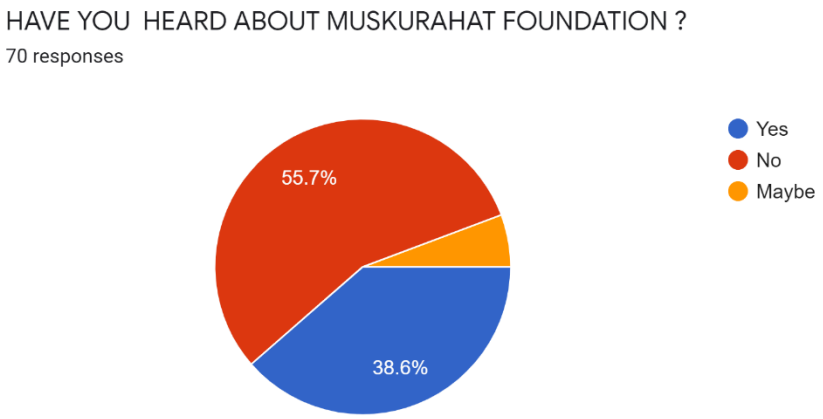


Interpretation:

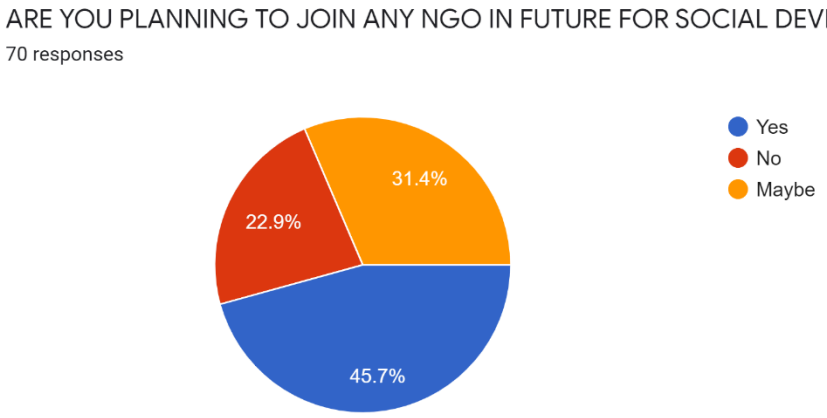
From this chart , we can interpret that 44.3% people have visited an NGO , 51.4% doesn't visited an NGO and 4.3 % belongs to may be catrgory.



Interpretation: From this pie chart, we can interpret that 72.9% people have donated some amount in an NGO for helping needy people , 21.4% people doesn't donated anything and 5.7 % belongs to may be category.

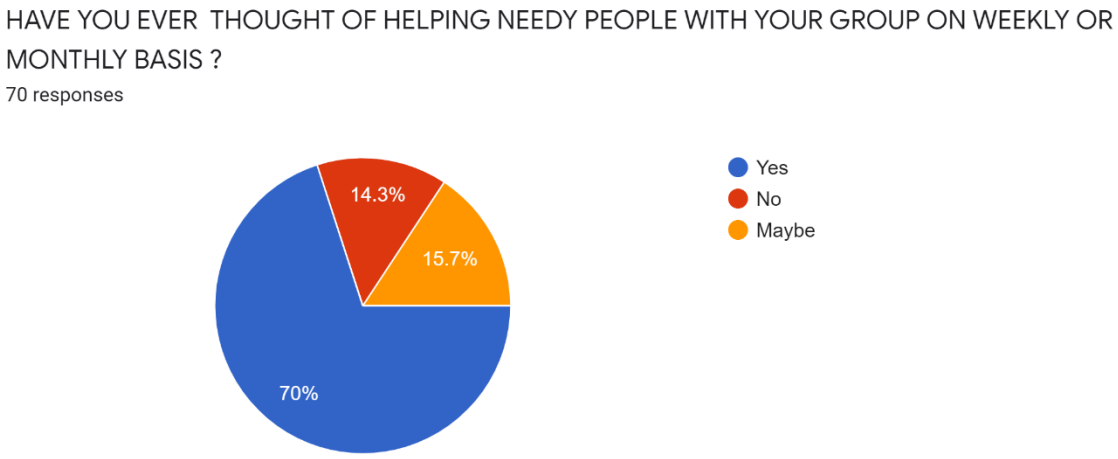


Interpretation: From this pie chart ,we can interpret that 38.6% people have heard about muskurahat foundation , 55.7% haven't heard and 5.7% belongs to may be category.

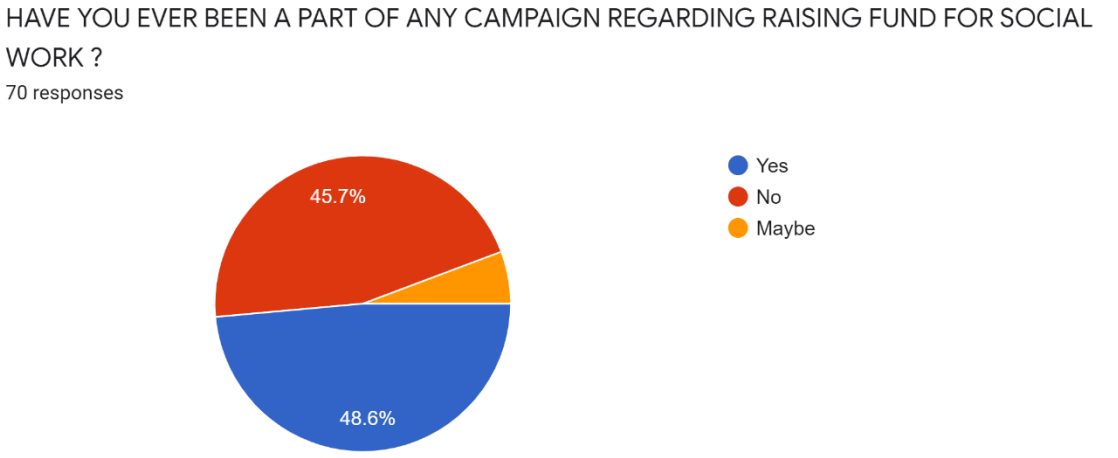


Interpretation:

From this pie chart , we can see that 45.7% are in planning to join any NGO in future for social development , 22.9% are not doing any planning ,31.4% belngs to the may be category.

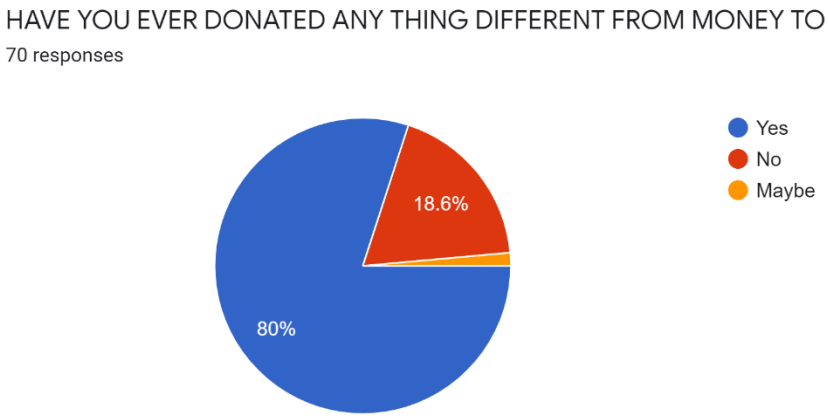


Interpretation: From this pie chart we can observe that 70% people have thought of helping needy people with their group on weekly or monthly basis , 14.3% people doesn't think and 15.7 % belong to may be category.

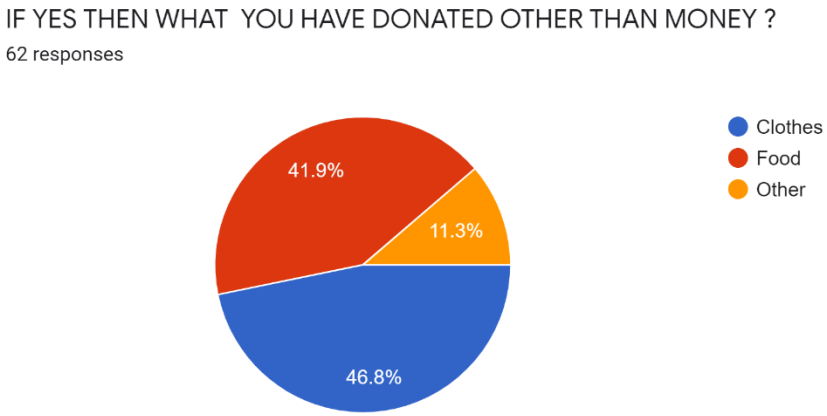


Interpretation:

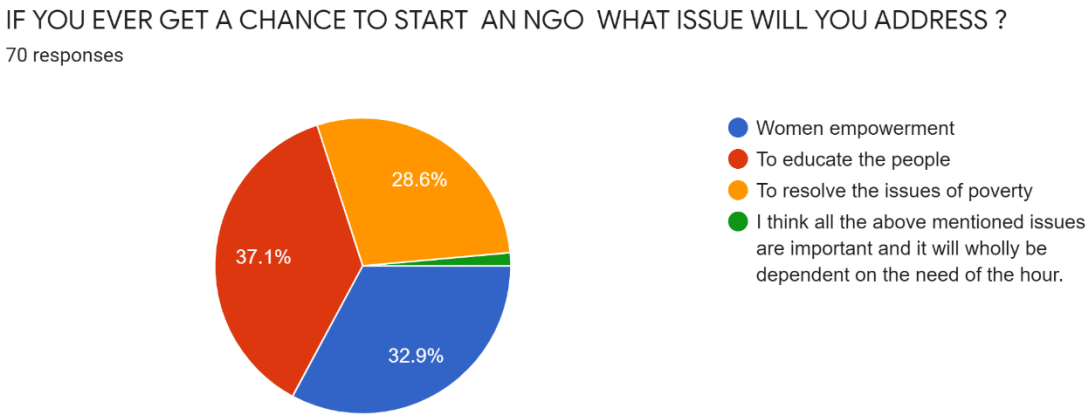
From this pie chart , we can interpret that 48.6 % have ever been a part of any campaign regarding raising fund for social work , 45.7% doesn't and 5.7% belongs to may be category.



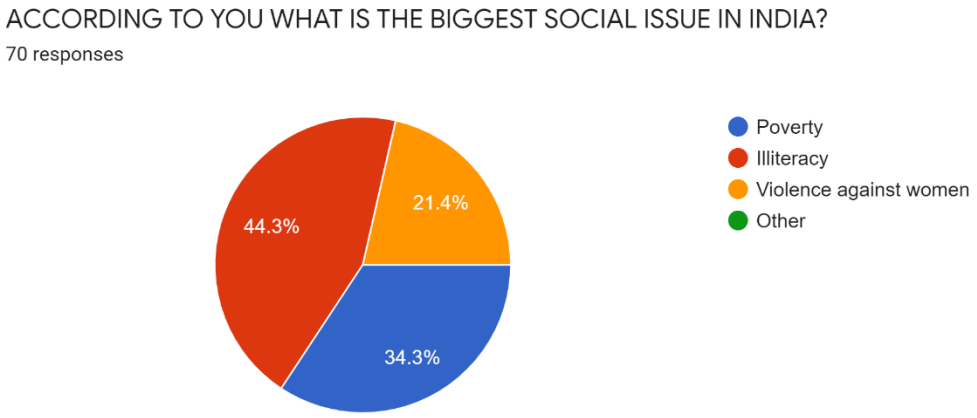
Interpretation: From this pie chart, we can see that 80% people have donated any thing different from money to needy people , 18.6% haven't donated and 1.4% belongs to may be category.



Interpretation: From this pie chart , we can observe that 46.8% people have donated clothes , 41.9% people have donated food and 11.3% people have donated other things.



Interpretation: From this pie chat , we can interpret that 32.9% address the issue of women empowerment , 37.1% addresses the issue to educate the people , 28.6% addresses the issue of poverty and 1.4 % people addreses all four issue.



Interpretation : From this pie chart , we can interpret that 34.3% people think biggest issue is poverty in india , 44.3% people think illiteracy is biggest issue , 21.4% people think violence against women is biggest issue.

CHAPTER 4

FINDINGS

4.1 Findings

1. 41.4 % of males and 58.6% of females were part of the survey.
2. 60% of respondents were age between 16 to 30, 5.7% were below the age of 15 and, 34.3% were of age between 30 to 50.
3. 44.3% of respondents have visited an NGO whereas 51.4% haven't. and 4.3 % are the people who belong to the maybe category.
4. 72.9 % are the people who have donated toNGOs whereas 21.4 % haven't donated to needy people where 5.7 belongs to the maybe category.
5. 55.7% of respondents didn't know about the Muskurahat Foundation whereas 38.6% knew and 5.7% were not sure about it.
6. 45.7% of respondents are planning to join an NGO, 31.7% may join an NGO whereas 22.9% are not planning to volunteer.
7. 70% of respondents have thought of helping needy people and 15.7% are not sure about it whereas 14.3% have not thought.
8. 48.6% of respondents have been a part of the fundraising campaign and 51.4% have not.
9. 46.8% of respondents have donated clothes for needy people, 41.9% have donated food, and 11.3% donated things other than money, clothes, and food.
10. 37.1% of respondents said that they want to address education cause through an NGO, 32.9% mentioned to address women empowerment, 28.6% mentioned to address poverty while 1.4% mentioned addressing all the three issues.
11. According to 44.3% of respondents, Illiteracy is the biggest social cause, 34.3% said that poverty is the biggest cause while 21.4% said that violence against women is the biggest cause.

4.2Suggestions

A enormous number of NGOs in India shut down every year because of absence of funding and insufficient staffing levels. This is because good intentions and motivation are not enough to run an NGO. To guarantee the smooth running of the NGO and to accomplish desired results one needs funds from various sources.

The enquiry that emerges is the means one can produce funds to ensure the smooth working of NGOs. Types of funding can be widely divided into four categories:

1. Individual Donation: Most of the non-profit organizations rely upon the liberality of donors for some or all of their funding. In this sort of funding, individuals can donate independently to an NGO. According to an overview, majority of the funds come from individual donors.
2. State Funding: In an offer to promote guarantee, ensure social justice for and empower disadvantaged and marginalized sections of society the Government provides financial aid to NGOs. Any monetary help granted by the Government to NGOs is called State funding. One necessities to present a task proposition against a call for proposition or plans. You will get assets from the Government if your venture is affirmed.
3. Corporate Funding: The monetary guide gave by an organization, for the most part to a non-benefit association, to add to advancement is known as corporate assets. Corporate Funding is moderately another idea in India.
4. Foreign Funding: In request to get money related assistance from unfamiliar sources, NGO needs endorsement from the Indian government or they need to enroll under FCRA (Foreign Contribution Regulation Act).

CHAPTER 5

CONCLUSION

5.1 Conclusion

Training under a prestigious organization like Muskurahat Foundation and to study fundraising was a great experience. The activities of online fundraising are heart on an NGO and it should be taken care of.

As you know many NGOs find it difficult to garner sufficient and continuous funding for their work. While CSR partnerships offer a steady income, the majority of NGOs are excluded and for them, gaining access to appropriate donors is a major component of this challenge. Often, they have limited resource mobilization skills locally, and instead, they wait for international donors to approach them. This is both time-consuming as well as inefficient. In addition, many-a-times NGOs have to make matching contributions, which they are unable to manage, and are, therefore, unable to avail themselves of the grants.

Therefore, to conclude it can be noted that in order to receive grant funding, an NGO must do the following:

- **Locate Opportunities.** Find aa proper award and funder for their concentration and mission.
- **Solid Concept Note / First Round Application.** NGOs must answer all rules and give all of the data the donor/funder requires. Not following the rules will result in immediate disqualification.
- **Proposal.** Once an NGO passes the main application state, a proposal will be mentioned. The proposal must be well-written and blunder free. Most importantly, it must contain entire necessary components to show the donor that the NGO has a sysytem and great team members.

5.2Scope for future research

A wide range of variations, tests, and investigations have been left for the future because of absence of time. Future work concerns further investigation of specific systems, new proposition to attempt various techniques, or essentially interest. In further research, we can also study different types of NGOs and their perspective towards needy society how they work in different fields like child labor old age homes orphanages what services they can provide to these peoples. we can also study about that What will be the new models that emerge for solving the social and environmental challenges of tomorrow? we can also study further about a different kind of work done by NGOs like Areas of work can include emergency relief, international health education, women's rights, children's rights, economic development, environmental advocacy, disaster preparation, and more.

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- https://ngosindia.com/

- https://en.wikipedia.org/wiki/Non-governmental_organisations_in_India
- https://www.researchgate.net/

ANNEUXRE

PERCEPTION OF PEOPLE TOWARDS NGO

* Required

1. NAME *

2. GENDER *
   - o Female
   - o Male

3. AGE *
   - o Below 15
   - o Between 16 to 30
   - o Between 30 to 50
   - o Above 50

4. Have you ever visited an NGO *
   - o Yes
   - o No
   - o Maybe

5. HAVE YOU EVER DONATED SOME AMOUNT IN AN NGO FOR HELPING NEEDY PEOPLE? *
   - o Yes
   - o No
   - o Maybe

6. HAVE YOU HEARD ABOUT MUSKURAHAT FOUNDATION? *
   - o Yes

- o No
- o Maybe

7. ARE YOU PLANNING TO JOIN ANY NGO IN FUTURE FOR SOCIAL DEVELOPMENT? *
   - o Yes
   - o No
   - o Maybe

8. HAVE YOU EVER THOUGHT OF HELPING NEEDY PEOPLE WITH YOUR GROUP ON WEEKLY OR MONTHLY BASIS? *
   - o Yes
   - o No
   - o Maybe

9. HAVE YOU EVER BEEN A PART OF ANY CAMPAIGN REGARDING RAISING FUND FOR SOCIAL WORK? *
   - o Yes
   - o No
   - o Maybe

10. HAVE YOU EVER DONATED ANYTHING DIFFERENT FROM MONEY TO NEEDY PEOPLE? *
    - o Yes
    - o No
    - o Maybe

11. IF YES THEN WHAT YOU HAVE DONATED OTHER THAN MONEY?
    - o Clothes
    - o Food
    - o Other

12. IF YOU EVER GET A CHANCE TO START AN NGO WHAT ISSUE WILL YOU ADDRESS? *

- o Women empowerment
- o To educate the people
- o To resolve the issues of poverty
- o Other:

13. ACCORDING TO YOU WHAT IS THE BIGGEST SOCIAL ISSUE IN INDIA? *

- o Poverty
- o Illiteracy
- o Violence against women
- o Other