



TARA SANSTHAN



Name : Preeti Purohit | Roll No. : 0014 | Stream : DM | Mentor Name : Dr. Goutam Sadhu | Organization Mentor : Akshay Sharma

Brief history of the organization

Tara Sansthan is a humanitarian, non-profit organization in Udaipur, registered under Rajasthan Societies Registration Act of 1958. Set up in 2011, by Mrs. Kalpana Goyal and Mr. Deepesh Mittal The organization works for the cause and care of disadvantaged older persons, Widow Women and under privileged children to improve their quality of life Mr. Jamna Lal, an elderly poor worker was the sapling through which Tara turn out to be a giant tree named Tara Sansthan and spread its branches in the form of

- Tara Netralaya,
- Tripti
- Gauri,
- Shikar Bhargava and
- Masti ki Pathshala

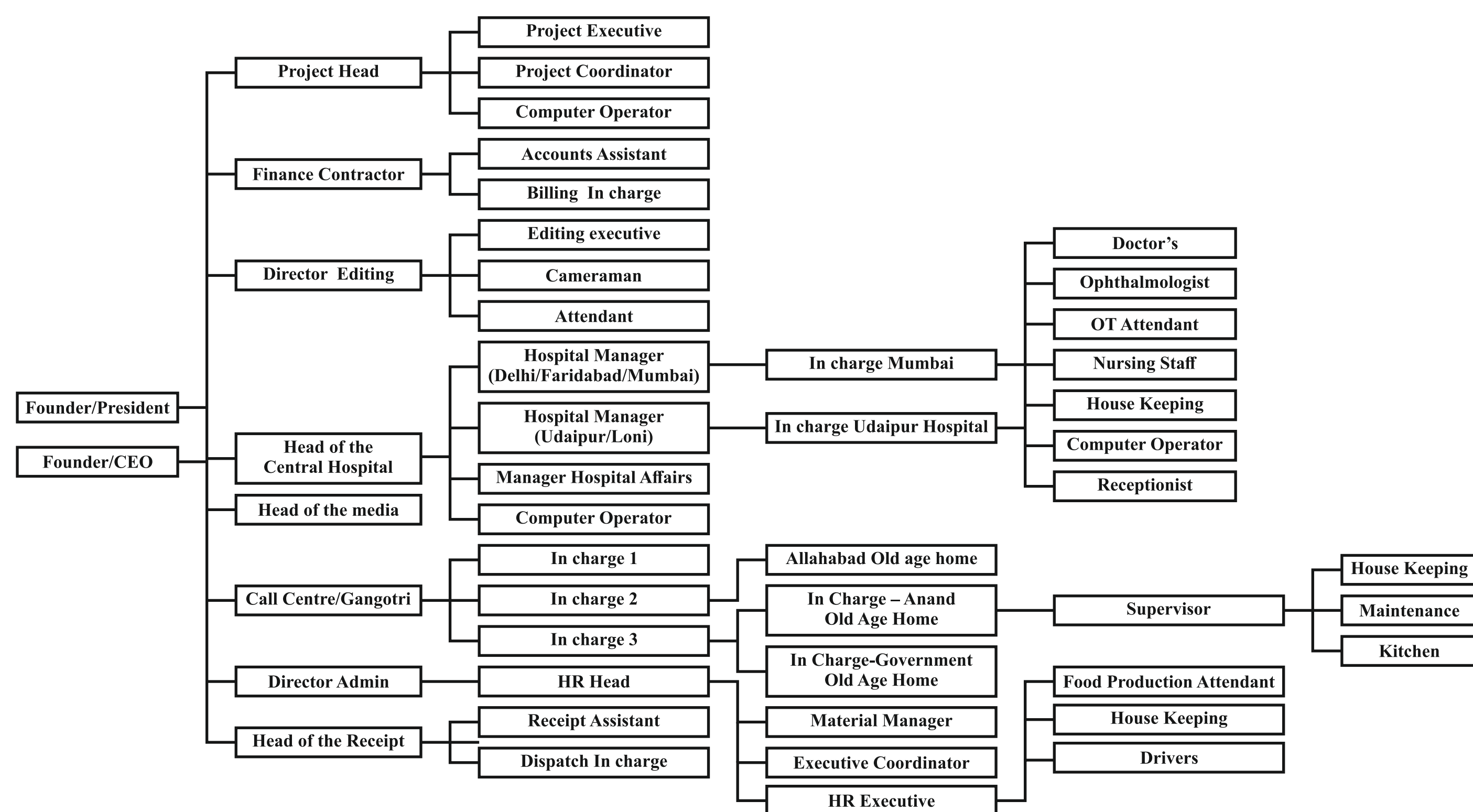
Vision and Mission of the organization

Vision : To envision a society where elderly, widow, and underprivileged children have a better tomorrow with dignified and self reliant life to sustain and flourish

Mission

To nurture heartfelt efforts to render free-of cost services to vulnerable section of the society specifically to old aged persons, by accommodating them at place where they are at ease and dignity with the help of old age homes Widows by financial assistance and underprivileged children by gifting them a bright future through imparting education

Organization chart



Brief description

- The organization's programs are focused on direct interventions in the areas of
- Healthcare-Free cataract surgeries
- Age care - Senior citizen care homes
- Livelihood-Gauri , Tripti & Kalyani Schemes
- Under Gauri financial assistance of Rs. 1000-5000 to widow of age 18-40
- Tripti-Monthly Ration & Financial assistance of Rs. 300 to 2000 for disenfranchised people.
- Kalyani – Cash assistance of Rs. 2500 for a year for widows of Covid victims.
- Educational Program-Through Shikar Bhargava School
- Dropout Prevention Program- Masti ki Pathshala (Evening School)

Learning and value additions done during internship

- Develop Program Plan for implementation of Program-Skill Development Program Under NAPSrC
- Designed Documents required in Program documentation- Application Form Under Skill Development Program(NAPSrC),Consolidated List Of Applicants form ,Attendance Sheet, Description Form of Course, Feedback Form, Banner for the program
- Communicating the program to the potential beneficiaries
- Selection of beneficiaries according to their interest
- Selection of Trainers according to their expertise-
- Quote for purchase of raw material used in skill development program from vendors
- Purchase of raw material
- Program Evaluation –Under Tripti and Gauri Scheme
- Logo design for products made by old age home patrons
- Develop marketing strategy to penetrate in market

Difference between practical exposure and theoretical work

- As mentioned in the National action plan for Senior Citizen (NAPSrC)
- The Plan takes care of the top four needs of the senior citizens viz. financial security, food, health care and human interaction /life of dignity.
- Development Objectives defines that financial security is the top most priority of the elderly.
- Skill Development program for the residents of old age home will equip them with skills to earn and have financial security which is necessary for a dignified life
- To conclude, the theoretical framework of the program fulfills the standard for practical implementation.

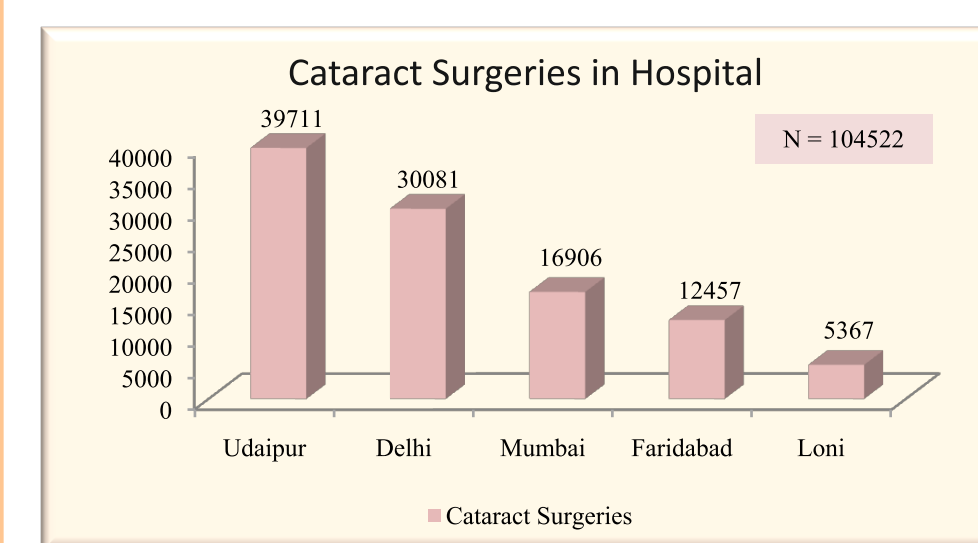


Figure 1

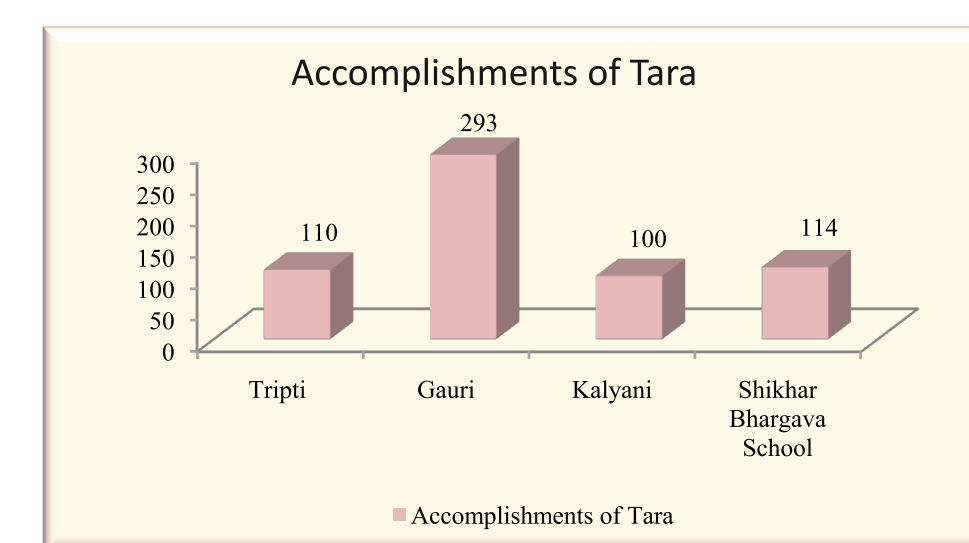


Figure 2

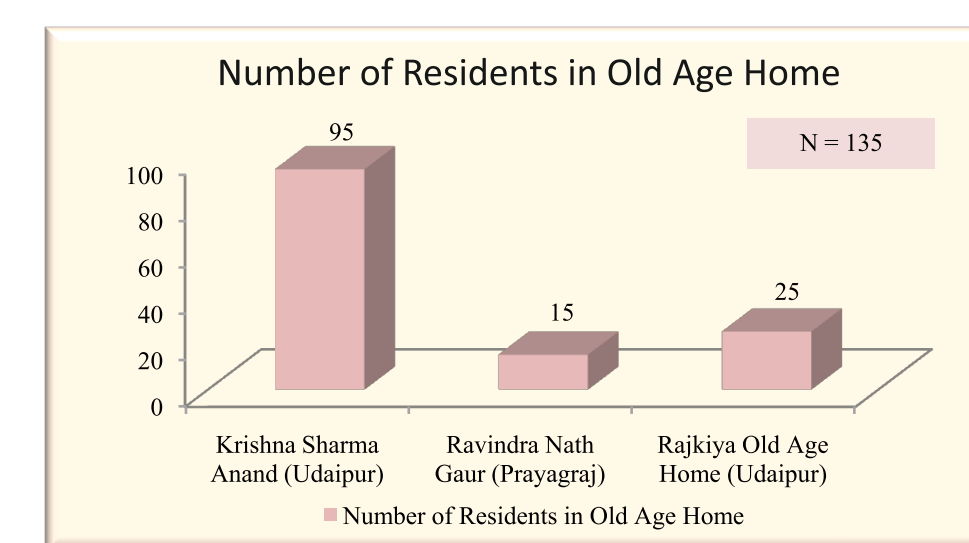


Figure 3

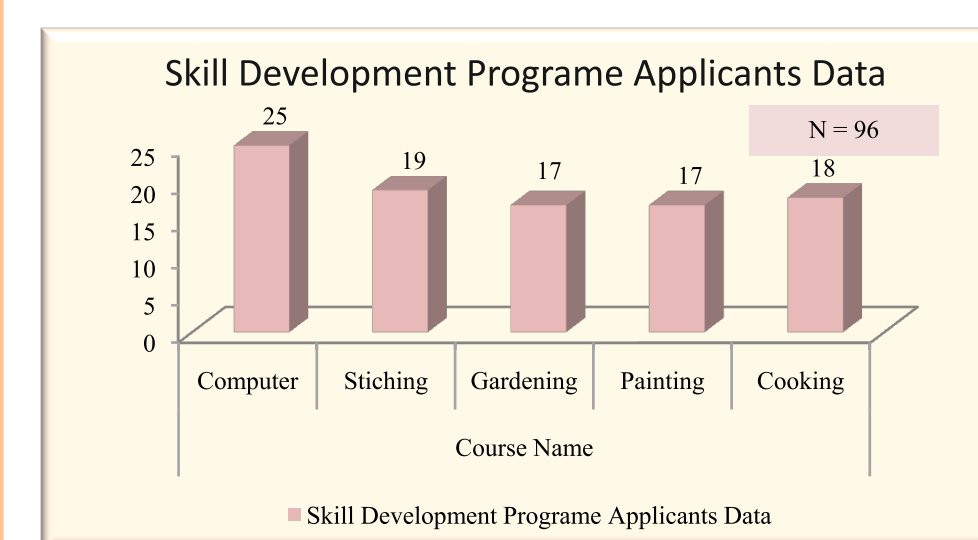


Figure 4

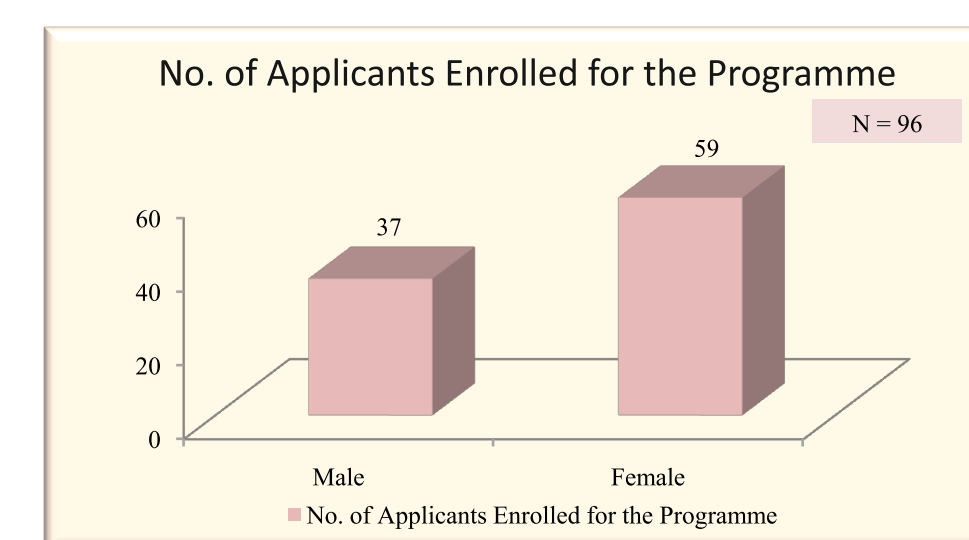


Figure 5

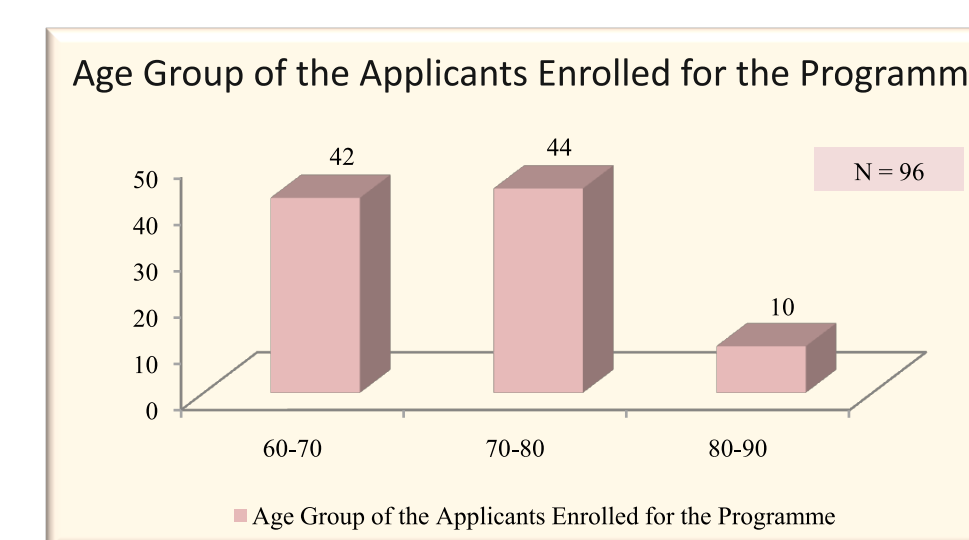


Figure 6

Suggestions

- Psychological counselling of residents of old age home
- Daily social activities planned in old age home
- Marketing of products made by old age home residents
- Brand creation and evaluation
- Professional training according to department requirement should be imparted
- Written feedback of the department

SWOT & TOWS analysis

INTERNAL FACTORS	Strength	Weakness
EXTERNAL FACTORS	• Financial Independence • Psychological contentment • Self reliant at work • Trained Trainers • Government funding • Program includes the cost of learning material used in learning/ upgrading new skill • The program has been designed for the residents of old age home which provides safer training environment • Hands on training with independent practice and self assessment	• Low Moral for learning new skill • Less market exposure • No previous history of any social/skill development program run by NGO or Government • No Mentor ship for marketing of products • No Mentor ship for marketing of products • Indecisive future plans
Opportunity	SO - Strategies	WO - Strategies
• Government is the funding agency • Poverty Alleviation and increase in living standard • Empowerment/ Financial Security • Brand creation • Self Employment	• Government is the funding agency and the program is free of cost . • It gives an immense opportunity to the senior citizens to up-skill or reskill to optimize opportunities for revenue generation. • The NGO who is sponsoring the old age home have an opportunity to showcase the work of the residents which lead to creation of Goodwill in the community. • The skill development program will lay foundation for companies to invest in their CSR activities which would eliminate poverty and lead to overall economic growth • Freelance trainers will get earning opportunities which leads to entrepreneurship spirit among the youth of the country	• The skill development program funded by the Government offers senior citizens to learn new skills . • Skill empower them with earning opportunities which will motivate them to be exposed to new market trends and have future plans • Brand creation is an opportunity which will add value to society • This program will lays foundation for development agencies to develop and conduct further programs for overall development of elderly
Threat	ST - Strategies	WT - Strategies
• Non up gradation of skill after the program • Age related medical issues • Change in market trends • Change in Government program for senior citizens • Lack of assessment methodologyLack of rules and regulations	• As the program is funded by the Government ,After successful completion of the program there is scope that the NGO can conduct more programs alike to upgrade the skills • As the program is conducted for old age residents so they are at ease and age related medical issues can be taken care off by caretaker in old age home • As trained trainers are being employed so there is less requirement of learning assessments they will observe and do the assessment in the course duration itself • Trainers can make them aware about the recent market trends	• Continuous up-skilling programs should be administered by Government and NGOS running or maintaining old age homes. • Mentor ship regarding product requirements ,emerging market trends and marketing of products manufactured by residents should be provided .

Challenges faced during internship

- Convincing the beneficiaries to enroll for the skill development program
- Persuade them to engage in daily social activity

Usefulness of internship

- Learnt about:
- Functioning of NGO : Fund raising, Distribution of funds, Procurement of Goods, etc.
- Program implementation process : Assessment of requirements of the program, Setting objectives, implementation of procedures as per objectives.
- Program documentation : Enrollment of Applicants, Assignments distribution, Procurement Lists, Services Rendered to Beneficiaries, etc.
- Social networking marketing techniques : Brand Creation, Market Research, Creating Presence on Social Media Platforms, Generation of Posts, Setting up camps

