

A Study on Fund Raising for an NGO (Open Wings Foundation, Noida, Uttar Pradesh)

(Dissertation Submitted for the partial fulfilment of the award of the degree of Master of Business Administration (MBA) in Hospital and Health Management)

Submitted by

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Declaration By student

I hereby declare that this dissertation titled “A Study on fund raising for an NGO, Open Wings Foundation, Noida, Uttar Pradesh” is the Bonafede record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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Certificate of Completion

This is to certify that, Ms. Priyanka Prakash in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed her internship at Open Wings Foundation, Noida, Uttar Pradesh during February 20th – May 19th, 2023.

Place:

Preceptor/Head of the Organization

Date:

Name of the Organization

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Completion Certificate

To whom it may concern

This is to certify that **Priyanka Prakash (IIHMR University)** has successfully completed summer internship in the Sales and Marketing Department.

Thanking you and assuring you for our best services always.

Name of Work/Project: **Summer Internship**

Work Period: **20.02.2023 to 19.05.2023**

Regards,

Aman Singhal
HR Manager, Open wings foundation



Certificate from the Faculty Guide and School Dean

This is to certify that dissertation titled “at Open Wings Foundation, Noida, Uttar Pradesh” is a record of the research work undertaken by Ms. Priyanka Prakash in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Healthcare Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific and analytical.

Faculty Guide

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Abbreviations:

1. **NGO-** Non-Governmental Organization
2. **PAN-** Permanent Account Number
3. **TAN-** Tax Deduction and Collection Account Number
4. **FCRA-** Foreign Contribution Regulation Act
5. **URL-** Uniform Resource Locator
6. **OWF-** Open Wings Foundation
7. **UPI-** Unified Payments Interface
8. **SPSS Software-** Statistical Package for Social Sciences
9. **NAC-** National Advisory Council
10. **NITI Aayog-** National Institution for Transforming India
11. **CSR-** Corporate Social Responsibility.

Chapter 1: Introduction

1.1 Background

NGOs are private, non-profit groups that are not affiliated with any nation's government. NGOs might work on a regional, national, or international scale. There is a wide variety of NGOs, each of which is dedicated to a different set of issues and policies. NGOs play an important role in helping to build nations. Every charity should be evaluated by the number of lives it has helped to better. There are a wide variety of approaches to getting things done, but they all share the belief that individuals and communities are stronger when they work together. Over 3 million non-governmental organisations (NGOs) operate in India, although only about 1600 have been granted official recognition. Four characteristics distinguish NGOs from for-profit enterprises: voluntariness, apoliticism, altruism, and legality. Unique characteristics for NGOs include:

(1) being authoritative (with legal status and well-managed).

(2) Private (not administered by a central authority).

Thirdly, dispersal for philanthropic rather than commercial gain.

Fourth, it is commercially driven and autonomous.

Reason #5: It was voluntarily done.

(6) Non-believer or atheist

(7) Nonpartisan (doesn't take sides in political campaigns)

These characteristics distinguish non-governmental organisations (NGOs) and facilitate their work.

1.2 Study Aim: Gaining insight into how people feel about giving to others and what motivates them to do so can help in the organization's fundraising efforts.

1.3 Study Objective:

(1) To acquire more donors to initiate funds for the NGO.

(2) To increase awareness about the NGO through social media platforms, to reach out to a greater number of people which would help in raising of funds.

1.3 NGO Rules and Regulations in India:

The following are some of the NGO rules and regulation

- 1) Permanent Account Number (PAN)- A PAN is assigned to all legal entities for the purpose of identifying them under the Income Tax Act of 1961. The national identification number is the PAN number.

The Tax Deduction and Collection Account Number (TAN). It is a 10-digit alphanumeric number that all individuals responsible for deducting or collecting tax. The TAN number must be quoted in the following locations:

- A challan for depositing the tax deducted source.
- A certificate for the tax that has been deducted.
- All returns are filed in relation to the tax deducted at source and so on.

Non-governmental organisation tax exemptions include:

First, if a trust, society, or business is registered under Section 8, donors who are over the age of 80G can deduct their donations from their taxable income. The donor receives a full tax deduction if the money comes from the government agency, and half if it comes from a private foundation or individual. In order to receive a tax exemption under Section 80G, a non-profit organisation must first register as a Section 80G organisation.

Act of 2010 Relating to the Regulation of Foreign Contributions provides the framework for the disclosure of such contributions. Foreign contributions to Indian NGOs (public trusts, societies, and Section 8 businesses) require registration. The group needs to get officially recognised on a national basis.

Third, you can receive exemption on Trust income by registering under Section 12A of the Income Tax Act, 1961. The group does not mandate registration. There is a 5-year time limit on the registration, and it must be renewed every 5 years.

4) Imports of food, medicine, clothing, equipment, and components are not deductible if the NGO is engaged in relief activities.

Fifth, once each year or every three months, file the FCRA Return with the Department of Home Affairs. The return must be filed regardless of whether or not there are any overseas contributions. Form FC-4 is used to file the return, and it is specifically for reporting a nonprofit's benevolent work. The return is not complete without the FCRA authorisation and CA certificate.

India's NGO Constitutional Guarantee:

The right to organise into groups is guaranteed by Article 19(1)(c).

Article 43 outlines State efforts to encourage co-ops in rural areas.

Charities, charity organisations, religious foundations, and religious institutions are all discussed under "Entry 28" of the "Concurrent List."

1.4 Organization Profile:

The Open Wings Foundation is a charitable organisation that was established to alleviate local distress. Noida, Uttar Pradesh, is where you'll find it. Millions of at-risk students, rapid climate change and other events that threaten the environment, and the hungry who go to bed hungry every night are the primary targets of this organization's efforts. About 14.5% of the Indian population is malnourished, per the Food and Agriculture Organization's 2019 report. These are the three main focuses of the organisation:

1 Helping disadvantaged kids get an education.

Second, focusing on ecological safety.

Giving food to those in need.

Mission Statement: We believe that every child has the potential to succeed in life if given the opportunity to do so. Their goal is for all children to have access to educational opportunities, for environmental needs to be met, and for everyone in the community to have access to healthy food.

Providing the underprivileged with a secure future and helping as many people as possible is central to the organization's mission.

1.5 Marketing Department: Those working in an NGO's marketing department will be dedicated to spreading the word about the organization's mission. Non-profits rely heavily on marketing to bring in donations and spread awareness of their causes. Marketing is crucial since it helps bring in new members and generates financial support. The more connections an organisation has, the easier it is to solicit individual donors and secure corporate sponsorship for its work to improve people's lives. We need to appeal to funders and benefit communities, not just make a profit, thus NGO marketing needs to be humanised and emotional. Using digital resources reduces regular difficulties and boosts the company's social media influence. For non-governmental organisations (NGOs), social marketing is essential for reaching people who care about the community and are eager to lend a hand. In order to make a difference in the world, non-governmental organisations (NGOs) require funding of many forms. Marketing in non-governmental organisations (NGOs) is there to aid in the development of the necessary infrastructure and to devise new methods of earning money for social causes. It's useful for getting the word out about the NGO's causes and for building community among the volunteers. Aside from influencing individual decisions, marketing can also boost community well-being and improve revenue.

The organization's marketing goal is to analyse client actions and preferences so that resources can be used effectively in the community.

Fundraising Marketing Plan: Lead generation and customer conversion need careful use of segmentation, targeting, and poisoning techniques. Online fundraising was conducted by sending a referral code to potential donors who expressed an interest in contributing to the cause. Successfully completing this work required not just the ability to persuade others to donate, but also the ability to effectively communicate with others interested in learning more about the project's strengths, difficulties, and prospects. It assisted in zeroing in on the right demographic and putting the NGO's value in the right context. The insights gained from this process can then be applied to the development of a suitable marketing approach.

The primary Fundraising Marketing Strategies are:

One of the most effective ways for non-governmental organisations (NGOs) to raise money is through the use of social media marketing. It aids in raising consciousness by encouraging those who are able to do so to support those in need through monetary contributions.

Impactful sharing on WhatsApp and other social media platforms about the organisation and its needs is a key factor in generating financial support.

Thirdly, having good communication and persuading abilities can help individuals donate to the organisation by word of mouth, which has always been the finest approach to support and establish connections among people.

Fourthly, digital marketing may help non-profits connect with their audiences through a variety of media.

Invest in content that provides social proof, as this is a powerful method for building support for your causes. Confronting the truth in this way also aids the NGO in demonstrating the seriousness, safety, and veracity of its internal operations. Spend money on donor comments, videos, and testimonials. Share images on social media of the places and people who have benefited from your generosity.

1.6 Marketing, Segmentation and Communication Strategy for NGO:

The government or state has an iron grip over the funds of non-governmental organisations (NGOs) that operate for a good cause. This is done to make sure the money is going where it should, to good causes. Donors, too, monitor how their money is spent by the charity. Non-governmental organisations (NGOs) need to connect with the public for the right reasons and establish networks to continue operating and expanding.

Companies utilise the segmentation method to learn about their target market before making a product or service offer. In addition, they put more emphasis on meeting customers' wants and needs than rivals do. Understanding the donor and their specific preferences is also crucial.

The first step in developing an effective communication plan is to identify your target audience. One individual donor at a time (one-to-one) is the primary emphasis of a non-profit. When trying to raise money for a cause, it's crucial to pick your donors wisely. Get to know the donor's expectations and wants before asking for a donation, and make sure they know all there is to know about the organisation they're supporting. The segmentation has a role in this criterion. Maintain a consistent and straightforward message in your communications to best convey the organization's purpose and goals.

1.7 Method of collection of Funds of the Organization:

- 1) Create a proper marketing plan of the NGO which includes purpose, expected results, channels used, target audience and budget.
- 2) Identify the target audience and the interested donors who are willing to donate for the organization.
- 3) Explain the needs and causes of the organization to the donor and keep them well informed about the organization they are donating.
- 4) Once you create a fundraiser in the database, you will have to share the URL link with your referral code for the donor to raise the fund.
- 5) Once the donor, donates a certain amount to the organization you will see a list of fundraisers in the database which will show the name of the donor with the amount that they have donated to the NGO.
- 6) The funds collected by the donors directly goes to the organization's account.
- 7) The organization then decides the flow of money and its needs to the community.

Chapter 2: Literature Review

Title/Year/Author	Study Area	Methodology	Outcome
“Review of NGO performance” 1996 and 2008 By Roselyn N.M Kareithi, Crick Lund.	India	A majority of 31 study reports were of primary data which was used. The study utilized both qualitative methods (such as interviews, focus group discussions and workshops) and quantitative methods (research process). One proxy indicator is the long period of data collection where most studies took more than 1 year and some even up to 3 to 4 years.	The articles were then analyzed and presented in the study. The study described salient characteristics of NGO practitioners, donors, government, and policymakers. The study also resulted in a need to increase published research particularly factors which could influence the NGOs performance. The result of the study stated that development is possible when a human being is developed with a proper human behavior towards the society. A balance needs to be maintained. The effort taken by the NGO for the promotion of human being through proper utilization of assets. Quality and health of human beings can be improved in a better way.

“Human research development: A case study of an NGO in Assam”	Assam	An in-depth study was conducted on SNEHPAD with a main objective to understand the contributions in the field of Human Research Development and villagers’ perception. Interviews were conducted to interact with the NGO functionaries and a structured interview schedule for data collection from villagers. Secondary data was collected from various literatures for better analysis and understanding of the study.	The study concluded that by adopting principles like social, equality, altruism and human development as the foundation, Development of human rights is possible which will lead to the process of development of India. NGOs should ensure transparency and proper functioning by providing alternating solutions in collaboration with the government for the development of India. The study resulted in showing a significant relationship between awareness level of schemes and programs which were conducted by the NGO. It showed a direct relationship between the two. The satisfaction level varies drastically with the qualification of education beneficiaries. To increase the reach and impact of people necessary measures must be undertaken for the development of rural programs. Employees must be well trained to come up with innovate ideas for alternate solutions and which will also improve in decision making to improve the standard of living and economy of Rural India.
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“Role of NGOs In Development Process in India” 2018 By Prof. Siddaiah.S.V.	Karnataka	The study was conducted based of different NGOs in Karnataka especially in Haveri district of Karnataka. Different activities were conducted to promote different rights for children and women empowerment. Primary data was collected from different individuals by conducting interviews and various interaction with the individuals.	The study showed that women in the intervention district were to be found likely illiterate and from a lower caste. Antenatal and postnatal care of women increased in an equitable way. Whereas, in the comparison districts of Uttar Pradesh no difference was seen during the baseline and endline survey, there was no improvement in equity. It was also found that immediate breast feeding was the only essential parameter to show improvement in equity. The result stated that India being a developing country which require dedicated NGOs to help improve the society and needs of people. The government, policymakers should in turn support these organizations and help solve problems at grass-root level and find required alternate solutions which will in turn uplift the poor and for the betterment of society. NGOs need to improve and maintain standard of quality in service. The study concluded that NGOs in rural parts of India are less aware about the schemes and various programs of NGOs. They
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“Effectiveness Of Non-Government Organizations in Rural Development”- March 2012 by Dr. Akhilesh Chandra Pandey and Vishal Soodan.	Uttarakhand	The Primary Data for the study was collected through a structured Questionnaires to find out their responses from individuals. Internal and external characters were recorded by four parameters. The questionnaire also consisted of different schemes of the programs which were undertaken by the NGO. Statistical tools such as Chi-square test was used in the study with the help of SPSS software to analyze the collected data for the required study.	need to bring more change and awareness among people so that people are aware about fundamental rights which is the need of the society for the improvement of quality of health. The study concluded that all children have an opportunity to go to school and have the right to education, it also sends a message to all the interested donors about their impact of their donation on the lives of needy children. It also states that NGOs need to balance properly and represent properly during fund raising campaigns. The study further resulted in 738 surveys, but due to few non-responses only 479 were utilized during the survey. This study also stated that NGOs can reach a large number of people through online fund-raising programs. But trust plays an important role here, if the donors are donating to the right organization and meeting their needs and causes. The donors must be responsible before donating and need to be well informed about the NGO that they are donating. It was also
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“NGO facilitation of a government community-based maternal and	Uttar Pradesh	A quasi-experimental design with intervention and comparison of districts were used during the study. CARE-India	found that individuals were influenced to donate based on religious needs. This study also focuses only on reasons people donate through online platforms which might be either because to do with individual influences or interests. The study concluded that most NGOs were lacking proper child welfare programs and schemes for proper sanitation and health. Child right is still not seen strongly in many NGOs which should be improved. Right to education of children must be properly focused. NGOs also need to have proper collaboration with the government and policymakers regarding child rights and welfare which is the immediate need of the hour. Media also needs to spread awareness to mass of people for better awareness of child’s fundamental rights.
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neonatal health program in India”- July 2008 By Abdullah H baqui, Amanda M Rosecrans and others.		facilitated the government program in the intervention district. A survey was also further conducted which gave the data of existing service coverage and maternal knowledge. Only women who had a live birth in the reference period were included in the analysis of the study. The survey consisted of maternal characteristics and health care utilization during pregnancy of women, delivery and postnatal period. Baseline and endline surveys by the same survey agency was conducted during the study.	
“Non-Government Organizations: Problems and	India	The study was conducted based on literature reviews of various research papers which conducted surveys and	

remedies in India”- August 2010 by Kakumani Lavanya Latha and Kotte Prabhakar	Rural India	baseline interviews of NGOs in urban and rural districts of India. This study was based on NGOs functions in rural parts of India. The study included socio-economic status of villagers, health and sanitary conditions, education and status of self-employment of the villagers in the rural parts of India. The data was then further analyzed and used for the study. The data was collected from various campaigns, focus groups and interviews. It focused mainly on children who are determined to be using online fund raising and social media.	
“Role of NGO in Rural Development of India” by Prof.D.S. Jadhav	Delhi, Dehradun and Bengaluru		

“Faces of the needy: the portrayal of destitute children in the fundraising campaigns of NGOs in India”-2015 by Abhishek Bhati and Angela M Eikenberry.	India	It is a cross-sectional design which consisted of an online questionnaire which was developed by the investigators for the study. The study consisted of data of current literature on donating behavior which required a time period of 8-10 minutes. The period of collection of data was about six months which was then analyzed. Target population being all people between November 2010 and April 2011 who visited the Give India website for online donations. Data was collected using an online survey program survey monkey.com.	
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“Understanding online donor behavior: the role of donor characteristics, perceptions of the internet, website and program, influence from social networks” by Micheál L Shier and Femida Handy. “A Study on NGO Services for Children in India”- December 2013, by Reeta Sonawat and Shanna Sikh.	Mumbai	The study was conducted in 35 NGOs which mainly worked only for children in Mumbai. A sample size of 50 NGOs was further selected through Simple Random Sampling Method. Out of the 50 NGOs, 15 did not participate in the study. Therefore, only a total of 35 NGOs were used in the study design. The data collected was both through quantitative and qualitative methods. The information was gathered from questionnaire, brochures, and websites. The total score of each NGO was then calculated and mean score was then calculated for further data analysis. It was then presented in the form of graphs	
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		and tables for better understanding on child rights for child care workers.	
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Chapter 3: Research Methodology

3.1 Research question:

- What are the most effective ways to approach a donor to raise funds for a good cause?
- What is the purpose of online fundraising and how does the NGO benefit and meet its needs through online funds?

3.2 Research Objectives:

- To acquire more donors to initiate funds for the organization.
- To increase awareness about the NGO through social media platforms to reach out to a greater number of people which could help in collection of funds.

3.3 Study Setting:

Open Wings Foundation, Noida, Uttar Pradesh, India

3.4 Study type:

Qualitative type of study (which includes collecting funds from the donors)

3.5 Sample size:

A total of 50 donors were approached for fund raising and 28 people donated.

3.6 Data type:

Primary data was collected which includes the donor's name, age, gender, Date of the donation, contact number, and the amount donated by the donors.

3.7 Tools used:

URL link for the donating purpose, Employee URL link which was used to collect the donor's data and MS Excel for the collection of information of the donors.

3.8 Study duration:

20th Feb 2023 – 20th May 2023

3.9 Inclusion criteria:

Donors who were interested in donating for the cause and donor's behavior towards donating was observed.

3.10 Exclusion criteria:

Approached individuals who were not interested in donating.

Chapter 4: Results and Discussion

4.1 Data Collection

The data collected from the Fund raising was further analyzed using MS Excel.

URL link was shared to the donors to fill their required information and to help them donate through UPI system for the organization.

(<https://www.openwingsfoundation.org/Panel/register.php?ref=OWF-63ff3c1cd13c7>)

The data which was received through the Employee link.

(<https://www.openwingsfoundation.org/Panel/employee/login>)

Table 1:

SL NO	FIRST NAME	LAST NAME	AGE	Gender	DONATION AMOUNT	REGISTERED DATE
1	Prakash	Anand	51	Male	1000/-	02/03/23
2	Nithin	Kumar	25	Male	500/-	02/03/23
3	Ramesh	A	50	Male	500/-	02/03/23
4	Sahana	BN	30	Female	500/-	03/03/23
5	Rohit	Kumar	25	Male	500/-	03/03/23
6	Preethi	Ajay	48	Female	1000/-	03/03/23
7	Rajeshwari	Mohan	32	Female	2000/-	04/03/23
8	Likith	Gowda	23	Male	500/-	06/03/23
9	Hema	Venkatesh	25	Female	1000/-	07/03/23
10	Chandhan	Kumar	25	Male	500/-	08/03/23
11	Yeshwanth	Reddy	25	Male	1000/-	10/03/23
12	Arun	Nair	35	Male	1000/-	10/03/23

13	Nirmala	Thillai	62	Female	2000/-	10/03/23
14	Thillaivanam		65	Male	1000/-	11/03/23
15	Nishanth	Thillai	25	Male	2000/-	11/03/23
16	Nithi	Thillai	35	Female	5000/-	13/03/23
17	Kamala	Reddy	60	Female	1500/-	13/03/23
18	Sangeetha	David	37	Female	1000/-	13/03/23
19	Benedict	Anand	49	Male	2000/-	15/03/23
20	Venkatesh	H	50	Male	500/-	16/03/23
21	Sachin	Anand	28	Male	1000/-	16/03/23
22	Vinutha	R	26	Female	1000/-	16/03/23
23	Nagaraj		51	Male	500/-	16/03/23
24	Prakash	M	38	Male	500/-	16/03/23
25	Shekar		49	Male	1000/-	16/03/23
26	Sai	Preethi	25	Female	500/-	16/03/23
27	Adithya	H	25	Male	1000/-	18/03/23
28	Hema	Venkatesh	25	Female	1000/-	20/03/23

Total Fund raised= 32,000/-

The data shows that the smallest amount of money received was 500/- and the largest was 5,000/-. Fifty people were approached for donations, and twenty-eight expressed interest in helping the organization's cause. 22 people were left out of the final tally since they had no interest in starting the funds for various reasons. A sum of \$15,000 was set as a goal for the fundraising effort. The grand total of money raised was Rs. 32,000. Therefore, the goal was accomplished.

4.2 Discussion

Legitimate nongovernmental organisations provide important social service. These groups don't operate for financial gain. Studies and anecdotal evidence show that NGOs have trouble getting their message out to the public and raising funds. Non-governmental organisations (NGOs) can better serve society's needs if they work closely with the government and policymakers. They need well-established plans and programmes that facilitate the smooth operation of the business.

While there are over 30 million NGOs in India as of 2017, only about 3 million have been discovered to file their yearly financial report. Because of this, legitimate NGOs have been misappropriated and replaced with scammers. The government should take the necessary action to shut down any phoney

organisations. In this approach, the genuine non-governmental organisations (NGOs) in India would receive the recognition and funding they need to contribute to the country's progress.

It is imperative for NGOs in India to follow the rules. Any NGO worth its salt would make sure to comply with Section 8 every year. Registration for a PAN and a TAN is required. Donations are not always completely exempt from taxation because of the "no income is exempt unless provided" provision of the Income Tax Act of 1961.

NGOs need NAC accreditation, which is designed to ensure compliance, in order to operate lawfully. There needs to be a system in place to frequently assess their work and take corrective action in the event of theft. The nongovernmental organisation interfaces are monitored by NITI Aayog.

Many non-governmental organisations (NGOs) in India have, on record, faced serious threats from fraud and corruption. The relationship with agencies or other organisations in the areas of procurement and fraud is largely responsible for this. These often arise not only from outside the organisation but also from within, with members of the staff and volunteer force becoming implicated in the wrongdoing. In order to better identify fraudulent NGOs and shut them down, top-level management and assistance are required in India.

Foreign donations to Indian NGOs are substantial and must be examined, and NGOs' annual financial records must be regulated on a yearly basis to prevent misinterpretation of funds. The government of India has to improve the methods it uses to identify fraudulent non-governmental organisations (NGOs) and start punishing those that continue to commit fraud.

4.3 Limitations

- For smaller non-profits, no or limited access to wealthy people is a problem for fundraising large amounts.
- The highest donations can go to the most unique stories.
- Many people do not trust charities and can be exhausting sometimes.
- Some dishonest people make it difficult for those that are honest in fundraising.
- We cannot predict the fundraising and it is not always possible to predict how much money can people will donate.
- Fundraising can be competitive because, it is difficult to stand out among other organizations that are already in good at helping the needy.

- Challenging task is the fundraising because of not so potential donors or investors who are interested in supporting a particular cause or venture.
- A reduction in fund raising is seen in individual donations as they might not donate more than once.
- Most NGOs lack an effective marketing plan and they must improve on the same for better fund raising and to make people aware about the organization.
- Lack of awareness has been the biggest challenge for most of the NGOs. NGOs must use social media platform in a better way to make people aware about the NGO and its needs and causes, so that people are well informed about the organization before donating.
- Since the fund collection for the organization was only through online platforms, people did not have an option to donate offline.
- Low social media profile can affect the organization- NGOs must add their testimony, acknowledgement to the people who have donated and give the donors proper information as to where the money is being used and for what causes.
- Ineffective Relationship building between the organization and the people, your organization's future could be at risk if they neglect to build a good network with people.
- Redefining fundraising goals so that the organization clearly knows who might help and choose to donate the organization. It is important to have a proper strategy to reach out to donors in a large scale for collecting large amount of funds.

Chapter 5: Recommendations & Conclusion

5.1 Recommendations

The three months I spent working for the NGO were fantastic opportunities to put my skills in business development and fundraising to use for a worthwhile cause. Although working for an NGO presented some difficult obstacles, overcoming them was a breeze with proper preparation. In my first three months on the job, I faced several obstacles and experimented with many solutions. In order to stay ahead of the competition, your company should adopt and consistently apply a number of best practices.

Below is a brief overview of the suggestions:

First and foremost, the website needs to be kept current. The company's website now serves as its virtual identity. There is a pressing need to revamp the current website because of its ugliness and various problems. More people may visit the site and provide money if the request is heartfelt.

If you want to get in touch with someone, going to see them in person is preferable to calling them. Conference calls are not as successful as face-to-face meetings in persuading businesses to fund initiatives.

It's essential that nonprofits promote themselves and the services they offer. Because promoting an NGO's services through multiple channels is important for reaching a wider audience.

- Collaborations with long-standing NGOs that have received funding before. This manner, we can take advantage of the precedent set by these NGOs while also putting our own ideas and projects into action.

- Use digital marketing and the creation of a website for a non-profit organisation to raise money.
- Multiple strategies exist for generating financial support. Such as grant applications (Foundations, AID), bank matching funds, crowd funding, and corporate social responsibility drives.
- Start a Social Enterprise: If you enjoy collaborating with others to address social problems, you may want to consider establishing a social business.
- Some of the testimonials, like the activities which are undertaken by OWF, should be posted on the organization's social media sites.

Everybody has to know that some non-governmental organisations (NGOs) are scams.

5.2 Conclusion

a) Non-governmental organisations (NGOs) are groups within civil society that take a "not-for-profit" approach to filling the gap between households and commercial transactions. A National Accreditation Council comprised of academics, activists, and retired bureaucrats should be established to ensure compliance by NGO's. There ought to be rules in place to keep an eye on how much money nonprofits and charities are making these days. Non-governmental organisations (NGOs) and their projects that aim to improve the lives of children and women.

b) Online fundraising presents challenges for non-governmental organisations. In order to succeed, they need to develop superior digital tools. Non-governmental organisations (NGOs) form lasting connections with members of the community, which in turn leads to increased support and donations.

c) Non-governmental organisations (NGOs) aid in supporting a participatory process and developing community autonomy and empowerment by community groups. As a result, NGOs must encourage different communities to establish sustainable economies that can contribute to better community growth.

Since January 2021, the government has continuously audited all 188 FCRA-registered NGOs, as reported by the Ministry of Home. The purpose of the audit is to ensure that the government is meeting its obligations under the Foreign Contribution Regulation Act of 2010. There are three main types of nongovernmental organisations (NGOs) in India.

If an Indian NGO is classified as a society, registration under India's Societies Registration Act, 1860, is required.

- Trusts: Private trusts are documented by the Indian Trusts Act of 1882, which is administered by the federal government. Public NGOs are required by law to register with the relevant state.

- Companies set up for charitable purposes, as defined by Section 8 of the Companies Act, 2013. Such groups have easy access to loans. The Income Tax Act of 1961 requires them to pay taxes regardless.

Most non-governmental organisations (NGOs) in India lack transparency because they don't file their yearly financial reports on time. Because of the disproportionate number of these NGOs and the lack of accountability observed, the other NGOs that are fighting for a legitimate cause go unrecognised and lack the resources they need to succeed. The formerly allowed 50% registration expenditure by NGOs has been reduced to 20%. Each NGO must open a bank account at the State Bank of India's Delhi location to comply with the Foreign Contribution Regulation Act of 2020.

f) Weak leadership and networks are often to blame, leading to ineffectiveness, inefficiency, and even contradicting goals. There is a breakdown in communication between NGOs and government bodies. They are generally considered to be anti-government activists. Corruption has developed alongside a lack of openness. Some NGOs in India have been linked to terrorist financing, drug trafficking, and other threats to India's national security.

g) Governments are working to limit the diversion of foreign aid to nongovernmental organisations (NGOs), which could threaten India's independence and stability. The government has restricted the ability of 14,500 FCRA-registered NGOs to accept international donations. Therefore, necessary steps should be taken to guarantee the continuity of NGOs' operations. NGOs in India have also been a target of money launderers because of the large amounts of cash they manage.

Non-governmental organisations (NGOs) benefit from grading systems that evaluate their performance and transparency. Better development is possible with the establishment of a board to manage nongovernmental organisations (NGOs) in India, which will also aid in the elimination of fraudulent NGOs. The performance of NGOs will benefit from frequent monitoring conducted by the Ministries of Home Affairs and Finance.

India, and other developing nations, can benefit greatly from NGO oversight. Non-governmental organisations (NGOs) can aid societal requirements, which will contribute to India's growth, if the government takes necessary actions.

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