



# **INTERNSHIP BASED REPORT WITH REFERENCE TO WINGS FOR DREAMS**

[NON GOVERNMENTAL ORGANIZATION]

**A Project submitted to,  
UNIVERSITY OF MUMBAI for partial completion of degree of  
BACHELOR OF COMMERCE (ACCOUNTING AND FINANCE  
Under faculty of commerce.**

**Miss. SAPNA RAJENDRAPRASAD GUPTA**

**PRN NO.- 2021016401606044**

**THIRD YEAR BACHLEOR OF COMMERCE  
[ACCOUNTING AND FINANCE)**

**UNDER GUIDANCE OF.**

**ASST. PROF. Dr. KISHOR CHAUHAN,  
JNAN VIKAS MANDAL'S MOHANLAL RAICHAND  
MEHTA**

**COLLEGE OF COMMERCE. AIROLI, NAVI MUMBAI 400708**



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## **DECLARATION BY LEARNER**

I the undersigned Miss, **SAPNA RAJENDRAPRASAD GUPTA**

declare that the work embodied in this project work **INTERNSHIP BASED REPORT WITH WINGS FOR DREAMS** here by, forms my own contribution to the research work carried out under the guidance of **Asst. Prof Dr. KISHOR CHAUHAN** is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Miss. **SAPNA RAJENDRAPRASAD GUPTA**

**Certified by**

Name and signature of the Guiding Teacher

**[ASST. PROF. DR. KISHOR CHAUHAN]**



JNAN VIKAS MANDAL'S  
MOHANLAL RAICHAND MEHTA  
COLLEGE OF COMMERCE  
AIROLI, NAVI MUMBAI-400708

## CERTIFICATE

This is to certify **that Miss. SAPNA RAJENDRAPRASAD GUPTA** has worked and duly completed her Project Work for the degree of Bachelor in Commerce (Accounting & Finance) under the Faculty of Commerce in the subject of and her project is entitled, **INTERNSHIP REPORT WINGS FOR DREAMS** under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations

Seal of the College

Name and Signature of Guiding Teacher

**[ASST. PROF. DR. KISHOR CHAUHAN]**

Date of submission: ( \_\_\_\_\_ )



# WINGS FOR DREAMS

04-June -2023

**Sub: Offer Letter**

**Dear Sapna Gupta,**

Wings for dreams located in Mumbai, India is pleased to offer you the position of **Public Relationship Assistance** As per the discussion your salary will be **15,000/per month.**

Your date of appointment is effective from the date of joining i.e. **01/06/2023**  
Initially for 1 month you would be on your probation period wherein we will observe the quality of your work.

Please confirm your acceptance of this offer by reverting through mail and sharing required above documents within 2 days.

We are excited to have you join our team!

**Yours sincerely,**

**Wings for Dreams-Head  
Office**



**Rahul Sharma –Co-Founder,  
Authorized Signatory.**

**Employee Signature**

Email: [info@wingsfordreams.org](mailto:info@wingsfordreams.org), website: [www.wingsfordreams.org](http://www.wingsfordreams.org) G-  
28 Ashoka Mall Bund Garden Road Pune -411001

## **ACKNOWLEDGEMENT**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous

I would like to acknowledge the following as being idealistic channel's and fresh dimensions is the completion of this project

I would like to give my vote of thanks to **WINGS FOR DEAMS** for giving me internship opportunity in their organization.

I take this opportunity to thank the **University of Mumbai** for giving me the chance to do this project.

I would like to thank my **I/C Principal, Dr. B.R. DESHPANDE** for providing the necessary facilities required for completion of this project.

I take this opportunities to thank our Coordinator **Asst. Prof. Dr. Kishor Chauhan** for his moral support and guidance.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially my Parents and Peers who supported me throughout my project.

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**CHAPTER NO. 1**  
**INTRODUCTION**



## PURPOSE OF INTERNSHIP

way for students to gain valuable experience, build their skills and make a difference in the world. From learning how to work in teams to understanding different cultures, there are many reasons for every student to choose an NGO internship.

It is also a great way for students to gain hands-on experience and learn about the various issues facing society today. In India, there are many NGOs that provide internships that help students develop their professional skills while making a positive contribution to society. With the right NGO, students can learn more about themselves and the world around them while gaining invaluable experience that will benefit them in the future.

1. Gain real-world experience in the field;
2. Develop professional skills such as problem-solving, communication and teamwork;
3. Build relationships with professionals in the industry;
4. Learn about different cultures and ways of working;
5. Make a positive impact on society by contributing to an NGO's mission.

Volunteering for an NGO is a great way to make a difference in the world.

It provides an opportunity to use your skills and knowledge to help those in need and bring about positive change.

By volunteering with an NGO, you can help improve access to education for people who are in need of it.

You can also get involved with projects that work towards improving the lives of those living in poverty or facing other challenges due to lack of resources.

Through your volunteering efforts, you can be part of something bigger and contribute towards making the world a better place.

**A non-governmental organization (NGO)** is a legally constituted organization created by natural or legal persons that operates independently from any government and a term usually used by governments to refer to entities that have no government status.

In the cases in which NGOs are funded totally or partially by governments, the NGO maintains its non-governmental status by excluding government representatives from membership in the organization.

The term is usually applied only to organizations that pursue some wider social aim that has political aspects, but that are not overtly political organizations such as political parties. Unlike the term "intergovernmental organization", the term "non-governmental organization" has no generally agreed legal definition.

In many jurisdictions, these types of organization are called "civil society organizations" or referred to by other names.

The number of internationally operating NGOs is estimated at 40,000.

1. National numbers are even higher: Russia has 277,000 NGOs;

2. India is estimated to have around 3.3 million NGOs.

Terminology NGOs are defined by the World Bank as "private organizations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provide basic social services, or undertake community development".

4. Common usage varies between countries - for example NGO is commonly used for domestic organizations in Australia that would be referred to as non-profit organizations in the United States. Such organizations that operate on the international level are fairly consistently referred to as "non-governmental organizations", in the United States and elsewhere.

There is a growing movement within the non-profit organization/non-government sector to define itself in a more constructive, accurate way.

The "non-profit" designation is seen to be particularly dysfunctional because of at least three reasons:

- 1) It says nothing about the purpose of the organization, only what it is not;
- 2) It focuses the mind on "profit" as being the opposite of the organization's purpose;
- 3) It implies that the organization has few financial resources, which increases the likelihood that it will.

Instead of being defined by "non-" words, organizations are suggesting new terminology to describe the sector.

The term "social benefit organization" (SBO) is being adopted by some organizations. This defines them in terms of their positive mission.

The term "civil society organization" (CSO) has also been used by a growing number of organizations, such as the Center for the Study of Global Governance.

The term "citizen sector organization" (CSO) has also been advocated to describe the sector — as one of citizens, for citizens. [6] These labels, SBO and CSO, position the sector as its own entity, without relying on language used for the government or business sectors.

However, some have argued that CSO is not particularly helpful, given that most NGOs are in fact funded by governments and business and that some NGOs are clearly hostile to independently organized people's organizations.

The term "social benefit organization" seems to avoid that problem, since it does not assume any particular structure, but rather focuses on the organization's mission.

## **HISTORY OF WINGS FOR DREAMS**

Welcome to Wings for Dreams, an NGO that is committed to improving the lives of individuals and communities through education, women empowerment, and animal care. Our organization is dedicated to creating a world where every individual has the opportunity to achieve their dreams and live a fulfilling life.

Wings for dreams was founded on 29th March 2019. The motive of Wings for dreams is to address the basic but neglected issues of the poor by involving them in their own solutions with dignity..



## **LEGAL ASPECTS**

NGOs have a wide diversity of structures and purposes. For legal classification, there are, nevertheless, some elements of importance:

1. Economic activity.
2. Supervision and management provisions.
3. Representation.
4. Accountability and Auditing provisions.
- 5 Provisions for the dissolution of the entity.
6. Tax status of the foundation.

Some of the above must be, in most jurisdictions, expressed in the charter of establishment. Others may be provided by the supervising authority at each particular jurisdiction.

While affiliations will not affect a legal status, they may be taken into consideration by legal proceedings as an indication of purpose.

Most countries have laws which regulate the establishment and management of NGOs, and which require compliance with corporate governance regimes

Both not-for-profit and for-profit entities must have board members, steering committee members, or trustees who owe the organization a fiduciary duty of loyalty and trust. A notable exception to this involves churches, which are often not required to disclose finances to anyone, including church members.

**CHAPTER 2**  
**COMPANY PROFILE**



## NGO Profile

**Name** Wings for dreams

Address G28 Ashoka Mall, Bund Garden  
Road Pune – 411001

**Chief Functionary** Richard Almeda

E-mail [hr.wings@gmail.com](mailto:hr.wings@gmail.com)

**Web Site** [www.wingsfordreams.org](http://www.wingsfordreams.org)

Legal Status 30 March , 2019

**Registration** Under Act,1860- MAH54

Income Tax Exemption 80G & 12A

**Taeget Area** 1. Mumbai 2. Pune 3. Hydrabad .

**CHAPTER 3**  
**COMPANY INITIATIVES**

# Women Empowerment

## **SANITARY PADS DISTRIBUTION**

We establish Sanitary Pads Making plant in rural areas. We provide sanitary pads. We generate employment to rural women for empower women. We provide free sanitary napkins to rural girls and women. We provide awareness campaign to rural areas for using sanitary pads



# WOMEN SAFETY AND SELF DEFENSE

Women's safety and self-defense techniques have become a concerned topic in recent times. We as organizations who are providing self-defense training to the women for free. In a recent we take initiative where girls would be trained in easy-to-learn self-defense techniques



# Wotivation to woman

There is no tool for development, that is more effective than the empowerment of women.

Because she in herself is the complete circle . Within her is the power to create, to mature and to transform.

Empowering her means progress for all. It means empowering generations.

“Empowering one woman is the motivation to another woman to get empowerment by looking at her “

# Happy Bachapan!!

Earlier in the lockdown, one of us noticed two children who lived on the construction site next door.

They said nothing and asked for nothing, but there was hunger and curiosity in their eyes.

They were the children of Rama, a migrant worker from the south, who worked at the construction site. The pandemic had brought work to a standstill for him and 15 other workers – No wages, No food, No cooking gas, and No clothes. An economic package

has since been laid out. Yet labor distress continues. We spoke to dozens of workers and community leaders to understand their anxieties and experiences to understand their responses.

Migrant workers across the country had similar worries, So Wings for Dreams are going to stand for the migrant children. There were 32 children in that 'Chaul', who are surviving for the food, language, education, toilets, and as well as they are losing their "Bachapan". We started our "Happy Bachapan" mission to serve these children in every way that we can.

Children are the pillars of our nation so We are trying to educate them, on every festival our whole team visits there for the celebration, we are serving them mid-day meals twice a week, but we want to serve them nutritious food on daily basis. Wings for Dreams decided to take care of that 32 children at any location they will migrate.

# Virtual Adoptions

The fact is quite strange that in spite of number of reported incidents of female infanticide, child abuse and disgraceful acts against women. The ratio of adoption of girl child adopted in India is much more than of boys, in last three years.

Education is a step by step process of gaining knowledge the aim of education is to bring changes not only in the amount of knowledge gained but also in the abilities to think and to acquire habits, skills and attitude which characterize an individual who is socially accepted and adjusted. However, only bookish knowledge does not serve the purpose of wisdom enhancement especially when our children are dealing with unnecessary stress of poverty, hunger and exploitation





## **Every Child's Right To Education**

**“Every child is an artist. The problem is how to remain an artist once we grow up.”**

**“To practice any art, no matter how well or badly, is a way to make your soul grow. So do it.**





## **Extra curricular activity for slum areas**

You can help poor children to complete their dreams. By giving them your precious time and little bit care. We go to slum area and arrange workshop for the children to teach them drawing, painting and all other extra curricular activities.

# Educational kit

Educational kit for girls in India are meant to encourage better education and career opportunities for females who are yet to match their main counterparts on different sociology-economic parameters. Still, if they get an opportunity, woman will never lack behind men either in the professional arena or academics.

Here comes the role of women-specific Educational kit that encourages them to counter their financial constraints and pursue academic and career opportunities.

We provide Educational kit in rural and slum area children for needed ones . we provide full year education and all facilities.

CHILD WELFARE HAPPY BACHAPAN Children are the pillars of our nation. They said nothing and asked for nothing, but we could see

Happy Bachapan” This project is running in labor camps for there children. Due to financial condition and migration they children can't afford

# ANIMALS

Every day, street dogs face numerous challenges in their struggle to survive. They need our help to ensure they have access to basic necessities like food, water, and medical care. With your support, we can make a difference in the lives of street dogs in our community.



# **The Earth is what we all have in common.**

“The Earth will not continue to offer its harvest, except with faithful stewardship. We cannot say we love the land and then take steps to destroy it for use by future generations

**“Support Our**  
**Mission to Feed and**  
**Care for**  
**Street Dogs”**

# **Why Donate For Street Dogs ?**

Street dogs often struggle to find enough food and face many dangers on the streets.

Your donation can help provide them with the care they need to live happy and healthy lives.

Your generosity will help us to continue our efforts to provide street dogs with love, care, and hope.

# How Your Donation Helps ?

Your donation will provide daily meals for street dogs in need.

Your support will allow us to provide veterinary care to street dogs in need.

Your generosity will help us to continue our efforts to improve the lives of street dogs in our community

# Feeding

With your help, we can provide daily meals, veterinary care, and a safe haven for these animals. Every donation, no matter how small, makes a difference in the lives of street dogs in need.

Hungry dogs are more likely to display aggressive behavior, which can be a danger to humans and other animals. Feeding them can help to reduce their aggression and make them less of a threat.





## **Rescue**

The most direct impact of dog rescue is the saving of a dog's life.

Without rescue efforts, many dogs would not survive on their own and may face injury, illness, or death. Taking care and medical treatment to injured street dogs.

till now more than 52+ dogs rescued by wings for dreams team.

# Care

Street dogs are often exposed to harsh environmental conditions that can cause various skin problems.

Wings For Dreams team always available if the dog has a skin problem, such as a rash or infection, it's important to seek veterinary care. The vet can diagnose the problem and provide the appropriate treatment.

**“A dog is the only thing on  
earth that loves you more  
than he loves himself.”**

**Street dogs are an  
integral part ...  
Environment**

**“I don’t want to protect environment,  
I want to create a world where the  
environment does not  
need protecting.”**



# TREE PLANTATION

Tree planting helps biodiversity because the trees remove carbon dioxide

and release oxygen into the atmosphere as they grow which improves ventilation system of the environment. ... Although the benefits of forest trees diversity in forestation are numerous

“The Earth will not continue to offer its harvest, except with faithful stewardship.

We cannot say we love the land and then take steps to destroy it for use by future generations.”

# **CLOTH BAG DISTRIBUTION**

The objective of our mission is to ban plastic bags and increase the use of cloth bags and improve ecosystem services

like carbon sequestration, hydrological services

and biodiversity and provisioning services like fuel, fodder, and timber and non-timber forest products (NTFPs). It also increases forest-based livelihood income for households.

**Wings for Dream** is an NGO that aims to create a better environment for future generations.

One of their successful initiatives has ...

Tree plantation is the process of transferring of seedlings

one place to another for different purposes. We can save our environment easily

comes to changing lives.

Your support enables us to expand our reach, implement impactful projects, and create lasting change.

Your contribution is not just a financial transaction; it's an investment in the well-being and future of countless children.

♥ How You Can Help: Make a Donation Today Visit our website and navigate to the donation page to make a contribution towards child education, combating child labor, and fostering adoption.

Your kindness will be the driving force behind transformative projects that directly impact the lives of those in need.

🙏 Thank You for Being a Changemaker To all our supporters, we extend our heartfelt gratitude. Your commitment to making a difference empowers us to pursue our mission with vigor.

Together, we can create a world where every child has the opportunity to learn, grow, and thrive. Donate now and be a part of the change. Your generosity matters.

# Road Safety Importance

Road safety is important to protect not only drivers, but also pedestrians, cyclists, and other road users.

Governments, NGOs, and other organizations play a crucial role in promoting road safety through education and awareness campaigns, law enforcement, and infrastructure improvements such as building safer roads and providing better signage and lighting.





## **There is a huge loss of human life**

and a huge blow to the country's economy too. Every year around 3% GDP is spent on repairs of vehicles and roads and to provide assistance to the road accident victims. For that our organisation started one new step towards the society.

we do awareness program on road safety.

To Aware people about rules

# THE RISE AND ROLE OF NGOS IN SUSTAINABLE DEVELOPMENT

Non-governmental organizations (NGOs) have played a major role in pushing for sustainable development at the international level. Campaigning groups have been key drivers of inter-governmental negotiations, ranging from the regulation of hazardous wastes to a global ban on land mines and the elimination of slavery.

But NGOs are not only focusing their energies on governments and inter-governmental processes.

With the retreat of the state from a number of public functions and regulatory activities, NGOs have begun to fix their sights on powerful corporations many of which can rival entire nations in terms of their resources and influence.

Aided by advances in information and communications technology, NGOs have helped to focus attention on the social and environmental externalities of business activity.

Multinational brands have been acutely susceptible to pressure from activists and from NGOs eager to challenge a company's labour, environmental or human rights record. Even those businesses that

# TYPES OF NGOS

WORKING OF

NGO type can be understood by orientation and level of co-operation.

## **1.NGO type by orientation**

Charitable orientation; Service orientation; Participatory  
Empowering orientation;

## **2.NGO type by level of co-operation**

Community-Based Organization;  
City Wide Organization;  
National NGOs;  
International NGOs:

## **Non-Governmental Organizations (NGOs) can be registered in four ways:**

1. Trust
2. Society
3. Section-25 Company
4. Special Licensing

Registration can be done with the Registrar of Companies (RoC).

The following laws or Constitutional Articles of the Republic of India are relevant to the NGOs:

4 Articles 19(1)(c) and 30 of the Constitution of India

4 Income Tax Act, 1961

14 Public Trusts Acts of various states

4 Societies Registration Act, 1860

34 Section 25 of the Indian Companies Act, 1956

## 4 Foreign Contribution (Regulation) Act, 1976

### 4. Special Licensing

In addition to registration, a non-profit engaged in certain activities might also require special license/permission. Some of these include (but are not limited to):

A place of work in a restricted area (like a tribal area or a border area) requires a special permit the Inner Line Permit usually issues either by the Ministry of Home Affairs or by the relevant local authority (i.e., district magistrate).

To open an office and employ people, the NGO should be registered under the Shop and Establishment Act.

To employ foreign staff, an Indian non-profit needs to be registered as a trust/society/company, have FCRA registration and also obtain a No Objection Certificate. The intended employee also needs a work visa.

A foreign non-profit setting up an office in India and wanting staff from abroad needs to be registered as a trust/society/company, needs permission from the Reserve Bank of India and also a No Objection Certificate from the Ministry of External Affairs

**CHAPTER 4**  
**FUNCTIONS OF NGO'S**

# 1. PUBLIC RELATIONS

PR

Non-governmental organizations need healthy relationships with the public to meet their goals.

Foundations and charities use sophisticated public relations campaigns to raise funds and employ standard lobbying techniques with governments.

Interest groups may be of political importance because of their ability to influence social and political outcomes.

A code of ethics was established in 2002 by The World Association of Non Governmental NGOs.

## 2.PROJECT MANAGEMENT

There is an increasing awareness that management techniques are crucial to project success in nongovernmental organizations. Generally, nongovernmental organizations that are private have either a community or environmental focus. They address varieties of issues such as religion, emergency aid, or humanitarian affairs. They mobilize public support and voluntary contributions for aid; they often have strong links with community groups in developing countries, and they often work in areas where government-to-government aid is not possible.

NGOs are accepted as a part of the international relations landscape, and while they influence national and multilateral policy-making, increasingly they are more directly involved in local action

### **3.STAFFING**

Not all people working for non-governmental organizations are volunteers.

There is some dispute as to whether expatriates should be sent to developing countries.

Frequently this type of personnel is employed to satisfy a donor who wants to see the supported project managed by someone from an industrialized country. However, the expertise these employees or volunteers may be counterbalanced by a number of factors:

the cost of foreigners is typically higher, they have no grassroots connections in the country they are sent to, and local expertise is often undervalued.

The NGO sector is an important employer in terms of numbers. [citation needed] For example, by the end of 1995, CONCERN worldwide,



## **4.FUNDING**

### WORKING OF

Almost every voluntary or non-profit organization requires money either to support its existing activities or to expand and improve its services.

Fund raising has no option other than hard work, but if the voluntary agencies have a cause or programmes that deserve support and it is willing to really work at it, it can raise considerable awareness, goodwill and money.

We have seen that all the traditional methods of fund raising cannot produce satisfactory results in the modern era.

Though we prefer traditional techniques of fund raising, such as raising funds from government, trusts etc, now we need to more concentrate on various new methods and techniques of fund raising that ensure an efficient and effective process of fund collection and produce the better result that lead to sustainability as well.

Following are the diverse methods and techniques of fund raising that explains you about how to do it.

**CHAPTER 5**  
**METHODS OF FUND RAISING**

## (1) **THROUGH FUNDING AGENCIES**

There are many funding agencies in India to whom NGO can approach easily. Bilateral agencies in 2009-10 have invested 2.5 billion dollars in India. Before preparing a proposal for any funding agency, it is important for the voluntary agency to have a clear written vision and mission statement

NGOs need to be fit in to the criterion given by funding agencies. Each funding agency has their own thematic area for which they fund. Voluntary organizations should first understand these areas for which funding can be sought.

Organizations should prepare & submit concept note. If Agency is satisfied with the design of project proposed, then only you can submit detailed project proposal (Refer the Module of Proposal Writing).

You need to present your idea very specifically and clearly. Funding agency will ask for objectives and outcome expected.

NGO should also abide to some conditionalities laid by FA about evaluation, documentation and reporting, budget etc.

Funding agencies assess basically the impact of work done by NGO, what kind of expertise does NGO have, what is the objective that you possess to work in community. Also they will look for how innovative your project is.

## **THROUGH INDIVIDUALS**

Most of the time this is directly face to face solicitation. This is, by far, the best method of fund raising.

Before meeting the prospective donor, send him/her written letter or appeal giving necessary information about the activity for which you intend to raise the funds.

Try to gather all possible information about him/her. If necessary, take a colleague along with you. Having someone with you may make you feel more comfortable and confident.

Do not rush into the solicitation interested try to steer the conversation to the need that requires to be addressed.

When requesting a specific sum of money, do not think in terms of what the donor may give. Think in terms of what the donor could be or is, capable of giving.

## **A technique of Direct Appeal:**

It also includes sending public appeal through post / courier. In such case, you usually require a cause that has a broad appeal. It is also important to select the target group with the utmost care.

Prepare the list of names and addresses of potential individual donors. Since it involves the expenditure of posting, you need to do careful scrutiny of available contacts.

The stationary, including the envelope, should be of good quality.

You should send additional printed return envelop stating name and address and contact number of your executive office attached with the appeal so that it will be easy for donor to send a Cheque / DD directly at you address.

## **GOVERNMENT DEPARTMENTS**

Receiving Government support may bring a degree of recognition and credibility to the organization.

Government funding is substantial in terms of volume and it is a great source of fund.

However, dependence on Government could also make the organization vulnerable to government control or political pressure.

The Central and the State Governments, however, have several schemes for assistance to voluntary agencies in areas of human resource development, welfare of women, children and marginalized communities; said

NGOs should realize that government funding will add value to the profile of their NGO and they should put their focus in communicating their work to concerned government department. In the year 200809, Government has spent 2.5 billion dollars in social sector.

## **E-FUND RAISING:**

An online Payment System allows you to be open 24 hours a day, 7 days a week and 365 days a year.

Not only is this an important convenience for your donors and individuals; it also means more revenue for you.

An online system also helps you to reduce your overhead costs.

The most important part of online is accepting donations from your donors ranging from a single transaction to a series of transactions from a donor.

## THROUGH EVENTS

Special events include organizing a film premier or a dance/musical programme or a fashion show or a gala dinner or a carnival.

Special brochures or souvenirs can be brought out on such occasions and advertisements solicited for inclusion in the same. Banners and other forms of display advertisements bring in good

revenue as well.

Special events require a lot of hard work, planning, teamwork and organizing.

Often, organizations spend months in preparing for just an evening's programme. General experience indicates a low return from such events in terms of money. However, in terms of launching the organization, awareness-building about the cause and general goodwill and visibility, the returns are high.

It requires corporate sponsorships to cover the fixed costs.

If your organization decides to organize such events with specific frequency (once in two years), you should have a permanent good planning team. You should acknowledge all your funders at this



## PAY ROLL GIVING

Pay roll giving is nothing but deduction of certain percentage of amount of total salary of employee. This is the strategy which is decided at board level and directly implemented in organization.

Many IT companies and corporates adapt these strategies of donating certain amount especially in the time of certain natural or manmade disasters.

Philanthropic organizations with a broad and visible cause should first approach the chairman of Managing Director of a company and get him sufficiently interested in the cause. Payroll giving is not the easiest way to raise money. Personal solicitation is a must

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## **IN KIND DONATIONS**

An in-kind donation is also very important way of raising funds.

Many people companies wish to write off their furniture and equipments after some period or they may prefer to donate brand new equipments to NGO instead of donating plain amount.

NGO should respect these donors also as they play very important role in giving something useful to NGOs.

NGO should maintain relationships with these people who always like to donate in kind.

Many people donate brand new laptop, fax machine, telephone instruments, printer, some stationary etc.

# FUND RAISING AT LOCAL LEVEL

Direct Mailing Application:

Direct mailing application process (DMA) is a very vital aspect of fund raising techniques available for NGO sector. It is a direct marketing activity by which you take your appeal to the people & individualizing your appeal to your target

Population. To make donation easy, a donor should be given following facilities.

(1) Business Reply Envelope (BRE)

(2) Modes of payment i.e Cheque/ DD/ Cash/ Credit Card/ Bank

transfer/Swift Code etc.

Donation Boxes:

NGO can place donation boxes at various profitable locations. A

Donation Box not only creates visibility of the NGO but also generate some money.

School Awareness cum sponsorship Programme:

School fundraising is one of the wide spectrum of fundraising methods by which the funds are raised from the community through the medium of school students by educating them about the cause."

## MONITORING AND CONTROL

In a March 2000 report on United Nations Reform priorities, former U.N. Secretary General Kofi Annan wrote in favor of international humanitarian intervention, arguing that the international community has a "right to protect" citizens of the world against ethnic cleansing, genocide, and crimes against humanity

. On the heels of the report, the Canadian government launched the Responsibility to Protect R2PPDF (434 KiB) project, outlining the issue of humanitarian intervention. While the R2P doctrine has wide applications, among the more controversial has been the Canadian government's use of R2P to justify its intervention and support of the coup in Haiti.

Years after R2P, the World Federalist Movement, an organization which supports "the creation of democratic global structures accountable to the citizens of the world and call for the division of international authority among separate agencies", has launched Responsibility to Protect Engaging Civil Society (R2PCS). A collaboration between the WFM and the Canadian government, this project aims to bring NGOs into lockstep with the principles outlined under the original R2P project.

The governments of the countries an NGO works or is registered in may require reporting or other monitoring and oversight.

Funders generally require reporting and assessment, such information is not necessarily publicly available.

There may also be associations and watchdog organizations that research and publish details on the actions of NGOs working in particular geographic or program areas

**CHAPTER NO. 6**  
**REVIEW AND CLASSIFICATION**

Pagaria viewed that Non-Governmental organizations play a vital role in bringing the under privileged and least-advantaged to the common stream of the society.

With the passage of time, there has been a big increase in their physical as well as financial activities.

NGOs have been variously classified on the basis of different criteria

I. According to the nature of the institution

According to the nature of institution, NGOs can be categorised into four categories (Korten, 1991)

(a) Voluntary Organisations: They pursue a social initiative driven by a commitment to shared values

(b) People's Organisations: They represent their members' interests, have member accountable leadership and are highly selfreliant,

(c) Public Service Contractors: They function as market-oriented, non-profit organisations for the purpose of serving the public

(d) Hybrid Government/Non-Government Organisations: They are the creations of the government that serve as instruments of government policy.

II. According to the level of operations

(a) Community Based Organisations: They arise out of people's own initiatives. These include sports clubs, women's organisations, neighbourhood organisations, religious or educational organisations. There are a large variety of these, some supported by NGOs, national or international NGOs, or bilateral or international agencies, and others independent of outside help. Some are devoted to raising the consciousness of the urban as well as rural poor, or helping them to understand their

rights in gaining access to needed services while others are involved in providing such services.

(b) **Citywide Organisations:** These include organisations like commerce and industry, coalitions of business, ethnic or educational groups and associations of community organisations. They become involved in helping the poor as one of their many activities, while others are created for the specific purpose of helping the poor.

(c) **National NGOs:** These include organisations that are based nationally.

(d) **International NGOs:** These include agencies which have international operations. Their activities vary from funding local NGOs, institutions and projects, to implementing the projects themselves

**CHAPTER NO. 7**  
**CONCLUSION**



An NGO is a non-governmental organization that is driven and task-oriented by individuals with one common interest. Most of the NGOs are usually structured around specific issues like health, human rights or environment.

An NGO provides expertise and analysis and thus assists in monitoring international agreements. NGOs are very important since they offer an organization for local communication, action and also distributing resources when there are no existing local organizations.

In fact, an NGO provides a mechanism that could possibly work where the government has failed. As a result, it supports grass roots initiatives as well as recognizing and responding to the realities of the local people. Next, cheaper to implement.

Since NGOs are actual non-profit organizations, various projects can be achieved without having to use the government's money.

This is because there are many private donors who support the NGOs and this means that there will never be a lack of resources.

Additionally, NGOs provide a good alternative to creating mass access structures.

These mass access structures are extremely cumbersome, unreliable and costly. Another major advantage of NGOs is that they have the capability of communicating at all levels.

This means that they can easily interact with the local people and relay their messages to top levels of the government.

They are also capable of recruiting highly motivated staff and experts with lesser restrictions than employees working for the government.

NGOs are flexible in becoming accustomed to local conditions and responding to the local needs. For that reason, they can experiment freely with new approaches and take risks if necessary.

They can develop integrated projects to help the local people

**CHAPTER NO. 8**  
**SUMMARY**

In this Unit, you were introduced to the concept of 'Nongovernmental Organisations', as a third sector operating for social welfare and with a not-for-profit motive.

Along with this, conceptual clarity on NGOs was provided, by describing its definition, characteristics and classification.

The Unit introduced various development paradigms and their differing perspectives on NGOs, where NGOs are viewed differently, positively, negatively or neutrally.

The reasons behind the underdevelopment of NGOs in developing countries, along with analysing their growth trajectory, detailing the evolution of their importance and position in society were also examined in the Unit.