



A Survey Based On “Ngo’s & Its Contribution towards CSR Activities with Special Reference to Nagpur City”

Dr. Kanchan Dewal, G.H.Raisoni School of Business Management Nagpur, dewal.kanchan@gmail.com

Dr. Sophia Ansari, G.H.Raisoni School of Business Management Nagpur, sophia14ansari@gmail.com

ABSTRACT- NGO’s are considered as non-governmental organisation. Study will emphasised upon that NGO’s carry out regular NGO actives whereas some carry out CSR activities as well. My research paper will focus upon the difference in working pattern. Some NGO’s that are involved in Full time and NGO’s operate part time. NGO’s that will be involved under study are led by the Directors, Heads etc. Study will be emphasized the influence of social workers, political leaders and such eminent personalities of the society on operational work outs of these NGO’s. Study aimed in studying the NGO’s working pattern at local level, National level, Urban and rural level. It was analysed that in some NGO’s, NGO’s head or the Director approaches for doing regular NGO activities or CSR activities. NGO’s have also appointed field staff, consultants and outsourced people for bringing the leads from Corporates and even for doing regular NGO actives.

Research also focused upon to analyse the reason why NGO’s conduct regular NGO activities and also CSR activities for various companies.

Number of activities conducted in NGO’s differs in variable pattern of operations. Some NGO’s conducted 1-5 activities, 5 -10 or more than 10 activities some selected by NGO’s. Moreover it was analysed that companies involvement had been at a lower level or can be also said that negligible while selecting the kind of activity that has to be implemented and finalized.

The research focused on many regular & CSR activities such as Child welfare, Child Education, Disaster Management, Women Empowerment, Water Sanitation, Blood Donation, Free Medical Camps, and Care for Elders etc.

The execution plan involves the analysis on deciding the CSR and regular NGO activities. This Study also focused upon analysing whether NGO’s implement and execute those activities which they never carry out regularly as per company’s demand or even in some special circumstances.

The research analyses whether there was involvement from the company’s side for funding constraint in any kind of such activities. It was also studied to analyse from where the funds are raised for conducting any CSR or regular NGO activity.

Keywords: NGO actives, CSR activities

I. INTRODUCTION

A non-governmental organization (NGO) is the term commonly used for an organization that is neither a part of a government nor for-profit business.

NGO is registered by govt registering authorities but it is operated & managed by the members under the law but independently from govt control. NGO’s work for deveopmental cause of human life thrir rights & welfare. Issues, education, health of the soceity. It is nonprofit organization as it works for no profit and no loss work.

This is governed by ordinary citizens. NGOs may be funded by governments, foundations, businesses, or private persons. Some NGO’s are primarily run by volunteers without any funding assistance. Their level of operation is also different which could be local, rural, urban, national or international etc.

NGOs plays a vital role in implementing CSR activity which is specified by corporate, hence there is joined role between an NGO and CSR as required by Corporate and other organizations in the society. Different NGO’s perform different types of activities throughout the year. Some NGO’s operate for social welfare,

child welfare, women empowerment, etc. There are large numbers of consultants available to assist various NGOs to raise funds and provide NGOs a listing and a registration number.

Companies also practice CSR activities through various NGOs. There is a connect between NGO and CSR activities as some branded and listed companies do CSR activity as their moral responsibility towards the society. However it could be in different forms and level. Some companies in coordination with NGOs do CSR activities such as helping people through Women Empowerment, Youth Education, Providing donation to orphanage, organizing blood donation camps, helping elders by sponsoring funds to old age home etc.

Some NGOs operate and carry out regular and CSR activities through the funds provided by the companies or by the volunteers those who operate indecently and arrange the funds. Some NGOs are registered and are listed. Some NGOs are operated by society for tax exemptions etc.

OBJECTIVES

- To study the regular & CSR activities carried out by NGOs for corporates & various institutions.
- To analyze the connectivity between NGOs and CSR
- To study the role of NGO in carrying out CSR activity for corporate organizations.

BASIS OF SAMPLING

Different NGOs were considered under the study of NGOs who carry out various regular and CSR activities in and around the periphery of Nagpur city.

The research was done by filling up the questionnaire by 10 different NGO staff members those who are involved in doing regular NGO & CSR activity such as staff members were inclusive of NGO Head / Manager, administrative staff, field staff etc.

Sample was randomly collected, and the questionnaire was circulated in 10 different NGOs.

They were further categorized as different NGOs who do CSR and Regular NGOs activities for corporates and institutions. 5 other NGOs were also considered who do not carry out any CSR activities and only concentrate upon regular NGO activities. During the research it was found that there were very few NGOs who conduct CSR activities in Nagpur city so the area near the periphery of Nagpur city was also selected for study of NGOs.

Questionnaire

The questionnaire consisted of different questions relating to NGO regular and CSR activities. These questions were broadly grouped to study and analyze NGO Regular & CSR activities and NGO connect to CSR along with corporates and various institutions.

1. Approach

To study who approaches from NGO to a company for doing various CSR activities was analyzed.

2. Regular Activity

Types of Regular & CSR activities done by an NGO in a year was also studied and analyzed.

3. Specifications

Analysis was also based on study of some specific type of the activities which some NGOs do not prefer to carry out even if company demands.

4. Execution and Plans

The designing part of regular and CSR activities were also surveyed through questionnaire. A study on conducting of any regular or CSR activities by the concern person in charge was also analyzed.

5. Funding

Funding was also studied through questionnaire which was required to conduct any regular or CSR activities.

Performance Measurement

The analysis has been carried out to study various NGO's activities such as regular and CSR activities.

Each respondent was asked to give response on each question based on types of activities which their NGO undertakes. Rating was also done wherein rating of one indicates minimum to the statement and rating of five indicates maximum towards the statement. The statement consists of the level of involvement of the company in execution of CSR activity.

The ratings given by the statements was summarised into the involvement of company upon execution of CSR activities. The following parameters were taken

Funding:

The respondents rating towards the agreement on statement between 1 and 3 is considered as poor or no funding provided by the company whereas 5 rated as funding was provided by the company to conduct CSR activity.

Area / Locality

The rating of 1 to 3 given by the respondents on a statement was considered as area or locality for conducting CSR activity was not considered by the company however rating from 4 to 5 depicts that area and locality for conducting CSR activity was decided by the company with its full involvement.

Implementation / Execution

The rating of 1 to 3 given by the respondents on a statement was considered as implementation & execution for conducting CSR activity was not considered by the company however rating from 4 to 5 depicts that implementation and execution for conducting CSR activity was decided by the company with its full involvement.

LIMITATIONS

Even though huge efforts have been put in for an elaborate report there have been some constraints and limitations for the same, which are as follows:

- Perception / Opinion of the respondent may not be based on his/ her own experience, but may be influenced by external factors like media and opinion of other people.
- Some respondent were reluctant in answering some questions and thus a few blanks appear for some responses.
- Oral feedback given by the respondents could not be compiled in the report.

RESPONDENT PROFILE

The respondent's profile has significant impact on their opinion. The responses were, therefore, classified, analysed and interpreted based on the respondent profile. The survey was conducted with sample size of 11 NGO's officials those were directly or indirectly involved in the working.

NGO Head / Leaders:

NGO head or the person who were at the top level position in the respective NGO was interviewed and the questionnaire was filled.

II. LITERATURE REVIEW

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) being made mandatory in the form of Section 135 of the Companies Act 2013, corporates have now begun to recognize CSR as a core activity, and are companies are looking to find innovative ways to effectively utilize their CSR fund.

This has brought to the fore the role that NGOs and other implementing agencies can jointly play along with corporate in order to achieve what is known as **collective impact**.

Corporate social responsibility (CSR) refers to a business practice that involves participating in initiatives that benefit society. CSR is becoming mainstream sustainability into the core of their business operations to the create share value for business and society.

CSR has been practiced by companies in the developed world in a big way. Most of the large private universities in the United States (US) were setup as a part of CSR activities undertaken by large corporates. A lot of multinational companies contribute towards the development of societies in which they operate.

Companies also contribute by making donations to non-governmental organizations (NGOs) and their own trusts, which were deductible under Section 80 G of the Income Tax (IT) Act. However, the donations were not transparent and lacked accountability.

CSR Made Mandatory

In order to streamline the philanthropic activities and ensure more accountability and transparency, the government of India made it mandatory for companies to undertake CSR activities under the Companies Act, 2013. The concept of CSR is defined in clause 135 of the Act, and it is applicable to companies which have an annual turnover of Rs 1,000 crore or more, or a net worth of Rs 500 crore or more, or a net profit of Rs 5 crore or more.

Under this clause, these companies are supposed to set aside at least 2% of their average profit in the last three years for CSR activities. The law has listed out a wide spectrum of activities under CSR, which cover activities such as promotion of education, gender equity and women's empowerment, combating HIV/AIDS, malaria and other diseases, eradication of extreme poverty, contribution to the Prime Minister's National Relief Fund and other central funds, social business projects, reduction in child mortality, improving maternal health, environmental sustainability and employment enhancing vocational skills among others.

The companies can carry out these activities by collaborating either with a NGO, or through their own trusts and foundations or by pooling their resources with another company. The law also entails setting up of a CSR committee which shall be responsible for decisions on CSR expenditure and type of activities to be undertaken. This committee shall consist of three or more directors, with at least one independent director whose presence will ensure a certain amount of democracy and diversity in the decision-making process.

The law is very significant, because India is at the threshold of demographic dividend, and there is an urgent need for the creation of human and physical capital to reap its rewards. Investment in education, health, skill development and social infrastructure will enhance capabilities of the youth by improving their nutritional, skill and educational level, which in turn will better their employment prospects.

III. DATA ANALYSIS & INTERPRETATIONS

Following NGO's were considered for the study of NGO's and various CSR activities done by them.

NGO'S WHO CONDUCT REGULAR NGO & CSR ACTIVITIES.

1. MAITREE PARIWAR SANSTHA, NAGPUR.

This particular NGO is involved for Part Time Working Operations. The NGO is headed by the Director level post by Mr Sanjay Nakhate.

Maitree pariwar sanstha is involved in National & Local Level operations. They do urban and rural level NGO and CSR activities. Their Team comprises of NGO head/ Leader, Dedicated staff, Field Staff.

For doing any NGO or CSR activities they approached the company through NGO head/ Leader, Dedicated staff, or Field Staff. Sometimes for CSR activity their NGO is approached by company officials & Consultants as well.

They carry out More than 10 Regular NGO activities in a year's time.

They also carry out more than 10 CSR activities through their NGO in a year

There is no specific type of CSR activity that their NGO does not undertake.

NGO undertake Normal NGO activity in the areas of Child Education, Child Rights, Child Welfare, Disaster Management, Unprivileged Management, Water and Sanitation, Women Education, Women Empowerment, Pollution Control, Youth Education, Food Supply and Management, Youth Empowerment, Health Areas, Natural Resource Management, Free Medical Camp for backward regions, Blood Donation Camps, Job Creation, Donation to Orphanage, Cultural Events

In their NGO, for doing any CSR activity it is decided by the NGO head or it can also be need based as per the Company requirements.

If decided by the company, it occasionally happens that NGO would plan & execute a particular type of CSR activity, when their NGO is not carrying out that particular activity on regular basis.

Involvement of the company is very less in terms of funding constraint to their NGO. Designing & implementation of any activity & location for doing CSR activity is decided by the NGO itself.

Areas under which Maitree Pariwar Sanstha undertakes CSR activity is Child Education, Child Rights, Child Welfare, Unprivileged Management, Water and Sanitation, Women Education, Women Empowerment, Pollution Control, Youth Education, Food Supply and Management, Health Areas, Natural Resource Management, Free Medical Camp for backward regions, Blood Donation Camps

2. MATRU SEWA SANGH. NAGPUR (M.H)

This particular NGO is involved for Full Time Working Operations. The NGO is headed by Mrs Smita Chate.

They work in Local Level operations. They do urban and rural level NGO and CSR activities. Their Team comprises of NGO head/ Leader, Dedicated staff, Field Staff.

The NGO was founded in 1958 and provides adult education in Nagpur. It runs development centers and social programmers in the slums and in rural areas. In conjunction with Nagpur University their NGO grants bachelors and master's degrees in social work.

For doing any NGO or CSR activities it is approached to the company by NGO head/ Leader, Dedicated staff, Field Staff. Also sometimes approached by company officials, & social workers, private and govt institutions etc.

They carry out 5-10 activities Regular NGO activities in a year's time.

They also carry out more than 5-10 activities CSR activities through their NGO in a year

There is no specific type of CSR activity that their NGO does not undertake.

NGO undertake Normal NGO activity in the areas of Child Education, Child Rights, Child Welfare, Disaster Management, Unprivileged Management, Water and Sanitation, Women Education, Women Empowerment, Pollution Control, Youth Education, Food Supply and Management, Youth Empowerment, Health Areas, Natural Resource Management, Free Medical Camp for backward regions, Blood Donation Camps, Job Creation, Donation to Orphanage, Cultural Events

CSR activity is decided by NGO or it can also be need based as per Company requirements.

It happens rarely that NGO plan & executes a CSR activity, when the NGO is not carrying out that particular activity regularly decided by the company.

Their NGO is neutral towards the involvement of the company in terms of funding. Their NGO was found willing for the company's involvement towards designing & implementation of any CSR or NGO activity during the study. They also take suggestions for deciding for the location for any CSR activity.

This residential school for physically handicapped children is a project named as **SNEHAGAM** practiced by Matru Sewa Sangh for Physically Handicapped Students. This institute aims at the Rehabilitation of the children by providing them medical attention & education simultaneously.

Areas under which this NGO undertakes normal NGO activity is Unprivileged Management , Child Education, Child Rights, Child Welfare, Unprivileged Management, Water and Sanitation, Women Education, Women Empowerment,

They also do CSR activities in the areas of Health Areas, Natural Resource Management, and Free Medical Camp for backward regions, and Care for Elders etc.

3. DILASA SANSTHA, YAVATMAL (M.H)

Dilasa Sanstha focus was found on creating infrastructure for sustaining livelihoods of marginalized communities like small marginal farmers, landless, and women. All the efforts are being employed with active participation of the stakeholders especially the beneficiaries. This makes acquire the trust of the people by involving them in planning, experimenting & implementing the activities for their welfare. Main role that, Dilasa Sanstha play is to facilitate the people in solving their problem & issues by extending support at technical level, promotion of people's initiative, leadership & ownership.

Caring Friends, Mumbai has especially been supporting Dilasa since last 6 years in building up its capacities & infrastructures. Caring Friends Mumbai has also introduced Dilasa with other supporters for implementing innovative ideas for bringing about change in the present distress of the farmers for whom it works.

They were programmed & Activities which this NGO is involved into is as listed below-

Soil & Water Conservation: Watershed Development, NRM

Agriculture Development: Phad irrigation, IPM (Livelihood programmes)

Saving & Credit Programme: Self Help Groups, Financial Literacy & Micro Finance

Study & Researches: Traditional seeds

Area of Operation:

DILASA's area of operation is spread over in 1060 villages of Maharashtra State.

Their NGO had carried out some specialized projects as

Soil & Water Conservation: (Watershed Development):

Holistic Watershed Development Project Phase-I was implemented in Pahapal cluster of Pandharkawada block in Yavatmal district during October 2009 March 2011. The project was designed for carrying out area treatment in 2500 ha of land in three villages namely Pahapal, Kegaon & Wadner under Pahapal watershed cluster.

Natural Resource Management:

Under natural resource management project there is a stress on restoring people's rights. Maintaining Forest right act, biodiversity register, using MREGS as tool for development, promotion of PFM committee and forest management to enhance conservation of natural resources & livelihood opportunities

Dairy development:

Under dairy development activity 4 of the beneficiaries from Digras & Yavatmal blocks were provided with milch cattle buffalos. One of the beneficiaries named Smt Subhadrabai Ganpat Watekar from Waghapur, Yavatmal was provided with a buffalo under calf rearing activity through Axis Bank Foundation project. Smt. Subhadra Ganpat Watekar is a tribal women living in a Waghapur village located at 15 KM away from Yavatmal district place. She is a member of SHG and one among the beneficiaries of Phad project implemented by Dilasa Sanstha which was completed in 2010 under support of SDTT Mumbai. Earlier she didn't have irrigation facilities in her farm. After phad project, 13 tribal farmers got irrigation facilities for three seasons. This activity became major change agent in the lives of target families.

Information about Children at Hasre Gharkul

Hasre Gharkul Centre was established in 1998, which was initially started in Arni village of Yavatmal District. In 1999 the center was shifted to Pusad. Stichting Geron, Netherland has continuously supported the center with its inception to 2002 & at the latter stages the center is being supported by Stichting Mitra, Netherlands for meeting its administrative expenses. Sant Gajanan Maharaj Sansthan, Trust Shegaon is extending its support from April 2010 to meet the food & nutritional expenses of the students residing in the center. Apart from routine activities of the center efforts are being made to evolve innovations for intellectual development of the children.

FUNDING MOBILIZATION & UTILIZATION FOR THE YEAR 2013-2014

Funds Mobilization & Utilization:		
S No.	Source of Fund	Amount in Lakhs.
1	From Government	6.72
2	From Local Funding Agencies	212.91
3	From Foreign Funding source	41.03
4	Other Income	5.27
Total	265.93	

Funds Utilized:		
S No.	Area of Expenditure	Amount in Lakhs
1	Livelihood Development	147.74
2	Women Development	18.86
3	Child Development	14.28
4	Community Development	14.24
Total		195.12

This particular NGO is involved in Full time Working Operations. The NGO is headed by the Director Mr. Madhukar Dhas.

DILASA is carrying out its work with a team of 123 workers. It has 2 technical personnel, one veterinary doctor, two agriculture experts and 4 part time honorary workers.

They have around 169 core team members working for their NGO which included field staff, accounts people, Administration etc. They are involved in urban and rural operations.

For doing any NGO or CSR activities it is approached to the company by Directors and two other asst directors only. Sometimes the NGO is also approached by company officials, & social workers, political leaders etc.

They carry out more than 10 Regular NGO & CSR activities in a year's time.

They are specialized in doing NGO regular and CSR activities for Agricultural Dept., Welfare Programmed for Farmers, Farmer's Support Centre, and Support to widows, Community Marriage etc.

They also do CSR activities in irrigation, diesel free agricultural faming known as third irrigation.

This NGO are also doing project under TATA group of companies.

The also do regular NGO & various CSR activities in field of water sanitation, water conservation etc.

They have also employed 8000 women in field of farming through their NGO

They provide free training to the students perusing studies in agricultural courses. They have a team working in Marathwada as well. Their NGO is open to do CSR activities specified by the company. They also do CSR activities with regular NGO activities.

Their NGO rarely plan & execute a CSR activity for the company even in the situation when their NGO is not carrying out that particular activity regularly.

IV. FINDINGS

Through the study some important facts about NGO's which were founded were that some NGO's perform regular NGO activities while some NGO's are involved in doing both the regular and CSR activities simultaneously.

These activities conducted by the NGO's are of great help to the society

Challenges in Funds raising was found to be the biggest issue while doing research work on working of all NGO's those who were doing regular or CSR activities at local, rural, or at national level.

Scale of Operations was equally found low in these NGO's.

Size of NGO i.e. the people willing to join NGO was also found less which contributed as major criteria for the underperformance of all the NGO's under study.

Lack of Trust by the people in the volunteers working for various NGO's was also major issue in all NGO's work performances.

People don't trust NGO's whole heartedly and had a sense of distrust feeling. They feel that if they donate the money it might get utilized for the personal use of the owners or by the people themselves those who are involved in running such Non Profit organisations and will never reach to the needy people.

It was also founded that in a city like Nagpur due to lack of grants which has to be provided by the govt to different NGO's for their smooth functioning. Due to these reasons CSR activities are not happening at a larger scale. Hence the researcher was forced to consider the periphery of Nagpur city.

Poor Management Expertise and skills was noticed in the volunteers who are working for these NGO's. Due to which there might be lower performances in terms of CSR activities and regular NGO activities.

It was also founded that in city like Nagpur less of CSR activities were conducted as compared to other cities. There are many head offices in the cities like Pune, Mumbai and other 'A' category cities due to which the companies are in direct contact with the local NGO's of their city.

These cities NGO's operate with bigger brands as Tata, Dabur, Vodafone, Piramal group, Aditya Birla group etc.

Some NGO's also operate on partnership basis with corporates and non-financial institutions which help them with funds for doing any kind of activities. Such advantages are seen lacking & is a serious issue of all the NGO's operating in Nagpur city.

V. CONCLUSION & SUGGESTIONS

The conclusion that can be drawn from the study of the NGO & their contribution towards CSR activities was that the NGO's which are performing regular NGO or both that is regular & CSR activity perform different types of activities which were always in favour for the help of people.

NGO such as Maitree Pariwar Sanstha, Matru Sewa Sangh of Nagpur does lot many activities such as Disaster Management, Unprivileged Management, Water and Sanitation, Women Education, Women Empowerment, Pollution Control, Youth Education, Food Supply and Management, for the benefits of people and society.

Matru Sewa Sangh does special program known as Snehagam for handicap children for providing them medical treatment free of cost and giving them good education.

NGO's like Dilasa Sanstha based at Yavatmal was found specialized in diesel free farming. Women Empowerment by providing them job opportunities and giving them work on farms which helps them to earn their bread and butter. They also involved in doing CSR activities with TATA group and other bigger brands for Natural Resource Management, Dairy Development etc. They also provide home to homeless children named as Hasre Gharkul which was found to be very good initiative and big help for the children.

Maraththa Launcers NGO provides financial assistance to sports people those who excel in sports but could not play at state or national level due to financial crunch.

They also do CSR activities in the areas of Sports, Free Medical Camp with the help of govt hospitals for backward region, Blood donation camps in rural and urban areas. NGO's such as flying bird foundations involved in National Level operations and associated with CRY foundation MUMBAI with third party agents / consultants.

Other NGO's such as Missionary Charity , Jiwan Dhara , Aims Foundation were found to involved in activities such as Child Education, Child Rights, Water sanitation, Pollution Control, Blood Donation Camps, and Youth Empowerment etc.

Sarwangan apang sanstha were found to be helping the handicapped people and providing them with free medical assistance. Home for aged organises 60 to 70 free health checks up camps in a year with assistance from Medical College and Govt hospitals as a part of their NGO activity along with other activities such as child education, women empowerment, rural people upliftment etc.

The study also emphasized on that there was lack of management skills, trained professionals, and less of financial help given to such non-profit organisations.

There was a wider scope for development for Non-profit organisations , as these NGO's of Nagpur city need government grants which could help the NGO's to raise their standard in way of listing and also getting registered legally.

By bringing in the government bodies and involving those through funds and in operational work could broaden the NGO's approach towards organisations and institutions not only for doing regular NGO activity but also for various CSR activities.

Government bonding with these NGO's and fund allocation would help the NGO's to perform better and could help the society in better way. It could be suggested that NGO faces problems due to lack of funds. Arrangements should be made to overcome the scarcity of funds. Government should make some assistance and policies in terms of funds assistance to different NGO's. Students from various universities, schools and professionals should conduct awareness programmes, seminars to involve more people so that contribute towards NGO activities and do more charity for people.

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