A Study on NGOs and Their Contribution to CSR Activities With Reference to Nagpur City

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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 government control. The NGOs work for the developmental cause of human life, their rights, welfare issues, education and health of the society. It is a non-profit organization as it works for no profit and no loss. This is governed by ordinary citizens. NGOs may be funded by governments, foundations, businesses, or private persons. Some NGOs are primarily run by volunteers without any funding assistance. NGOs are highly diverse groups of organizations engaged in a wide range of activities, and also CSR activity to be conducted in different corporate sectors. There is a wide difference in NGOs activities being conducted by them. Their level of operation is also different, which could be local, rural, urban, national or international.

NGOs play a vital role in implementing CSR activity specified by corporate; hence there is joint role of an NGO and CSR as required by Corporate and other organizations in the society. Different NGOs perform different types of activities throughout the year. Some NGOs operate for social welfare, child welfare, women empowerment, etc. There are large numbers of consultants available to assists various NGOs to raise funds and provide them a listing and a registration number.

Companies on the other hand 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 does CSR activities such as helping people through Women Empowerment, Youth Education, Providing donation to orphanage, organising 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 independently and arrange the funds. Some NGOs are registered and are listed. Some NGOs are operated by society for tax exemptions etc.

Rationale Of The Study
NGOs are considered as non governmental organisation. During the study it was analysed that some NGOs carry out regular NGO activities whereas some carry out CSR activities as well. It was also observed that there was a great difference in the working pattern of these NGOs. It has been emphasized that there is an influence of social workers, political leaders and eminent personalities of the society on operations of these NGOs.

The researcher shall try and focus 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 focus of the study is to analyse the difference in the working pattern of the NGOs which are engaged in routine activities to those NGOs that are along with routine work also undertake CSR activities. The study aims at studying the NGOs’ working pattern at local level, national level, urban and rural level and also analyse the effect of appointing field staff, consultants as well as outsourced people for bringing the leads from Corporate and even for doing regular NGO activities. Research also focused upon to analyze the reason why NGOs conduct regular NGO activities along with CSR activities for various companies.

The study puts light on the various sources of funding and the involvement of the corporate to help raise funds for the various activities conducted by the NGOs. The study tries to explore and analyze the various sources of funds for the regular as well as CSR activities undertaken by these NGOs.

Literature Review
Corporate social responsibility: 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. Corporate Social Responsibility (CSR) being made mandatory in the form of Section 135 of the Companies Act 2013, corporate have now begun...
to recognize CSR as a core activity, and 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.

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.

**Why do companies opt for CSR activities:** Companies that take an active role in promoting their corporate social responsibility programs are generally viewed more favorably than those that do not have highly visible programs. Having goals and a vision for any company that go beyond products and profits definitely provides a warmer image of your business that consumers will be more eager to engage with. One of the reasons that corporations should have visible CSR campaigns is due to the importance and prevalence of social media. Corporations that want to protect their brand understand that social media is an integral part of public perception. When a corporation exercises social responsibility in the form of fundraising or setting up employee giving programs, using social media to promote these actions helps to create a positive branding environment and it is a great way to engage with your audience on a deeper level that goes beyond your products or services.

Public relations are a potent tool for shaping consumer perception and building a company’s image. Corporations that actively promote their social responsibility activities often take steps to publicize these efforts through the media. Getting the word out about corporate donations, employee volunteer programs, or other CSR initiatives is a powerful branding tool that can build publicity for you in both online and print media.

Corporations that place an emphasis on corporate social responsibility typically have an easier experience when dealing with politicians and government regulators. In contrast, businesses that present a reckless disregard for social responsibility tend to find themselves fending off various inquiries and probes, often brought on at the insistence of public service organizations. The more positive the public perception is that a corporation takes social responsibility seriously; the less likely it is that activist

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Companies partnership with NGO for CSR activities: With reference from one of the article from business standard Sixty seven per cent of domestic companies have chosen non-government organisations (NGOs) as partners to undertake their Corporate Social Responsibility (CSR) projects, while 58 per cent prefer government departments for the spread of CSR obligations, Associated Chambers of Commerce and Industry of India (Assocham) says. The importance of building strong public-private partnership as well as working closely with NGOs as implementation partners is being realised by companies, ASSOCHAM President Swati Piramal said. The assessment highlights that 21 per cent of companies have come up with a separate CSR report, while only 8 per cent have reported their CSR activities in its annual
report. Among international firms, the number reporting for CSR in its annual reports rate are much higher. In 1977, the figure was 50 per cent, which rose 90 per cent in 2000. With the trend towards strategic, longer-term, higher-value collaborations intensifying, it appears that partnerships are really moving the dial. Significant numbers corporate (93%) and NGO (79%) respondents said that partnerships have helped to enhance business understanding of social and environment issues; while 46% of corporate and 40% of NGO respondents said that cross-sector collaborations have helped to improve business practices for the better. In terms of measuring and communicating the impact of partnerships, there's a great deal of room for improvement for NGO and corporate practitioners. A good proportion of businesses (41%) and NGOs (61%) rate their performance at measuring the impact of partnerships as average or below average. Over a third of companies (36%) are self-rated as poor or below average at communicating the impact of partnerships internally, whilst as many as 41% of companies rate themselves as average or poor at customer engagement.

**Government participation towards partnership with various sectors and companies for CSR:**

The Planning Commission of India invited all Voluntary Organizations (VOs)/ Non-Governmental Organizations (NGOs) to Sign Up on this system, which has been developed in consultation with the below mentioned Ministries/Departments/Government Bodies to facilitate VOs/NGOs during their interaction with the Government in connection with requests for Government Grants under various schemes of the below mentioned Ministries/Departments/Government Bodies.

Participating Ministries, Departments & Government Bodies:

a) Ministry of Culture  
b) Ministry of Health & Family Welfare  
c) Ministry of Social Justice and Empowerment  
d) Ministry of Tribal Affairs  
e) Ministry of Women & Child Development  
f) Department of Higher Education  
g) Department of School Education & Literacy  
h) National AIDS Control Organisation (NACO)  
i) Council for Advancement of People's Action and Rural Technology (CAPART)  
j) Central Social Welfare Board (CSWB)  
k) Department of Youth Affairs

**Objectives**

a) To study the regular as well as CSR activities carried out by the NGOs.  
b) To analyse the relationship between the CSR activities performed by the NGOs and the corporate for whom these activities are undertaken.

c) To study the various sources of funds for the NGOs.  
d) To study the role of NGOs in carrying out CSR activity for corporate organisations.

**Research Methodology:**

**Sample frame:** Nagpur city  
**Sample size:** 12

**Survey description and respondent profile:**

Sample drawn for this research included respondents belonging to different level of administration such as NGO Head / Manager, administrative staff, field staff etc. of a NGO that is involved in various regular as well as CSR activities in and around the periphery of Nagpur city. Sample was randomly collected, and the questionnaire was circulated in 12 different NGOs out of which 5 NGOs were not involved in any type of CSR activities.

Data was gathered using a questionnaire that recorded responses about the type of regular and CSR activities undertaken by these NGOs and their approach towards these activities. Questions were designed to record the opinion of respondents on various sources of funds for these activities and to analyse the various factors like awareness level of corporate houses about these NGOs, their performance, duration of the activities and their overall impact on the society.

**Data Analysis & Interpretation**

The sample consisting of 12 NGOs in and adjoining the areas of Nagpur city was considered for the study on regular NGO activities and various CSR activities performed by them and the same were analysed.

It was observed that NGOs not only performed regular NGO activities but also had a very important role in carrying out CSR activities for corporate organizations as well. Based on the questionnaire and personal/telephonic interview with their Heads / operational team members following information was gathered from each of the identified NGO:

**PART I: NGOs which conduct only regular activities (without any CSR activities)**

1. **Missionaries of Charity, Katol road Nagpur:** This particular NGO is involved in full time working operations employing 14 staff members. This NGO is headed by Sister Jeanette. They are involved in National Level operations. They are involved in doing urban level NGO activities only. Sometimes the NGO is also approached by company officials, social workers, political leaders, etc. They conduct 1-5 regular NGO activities in a year. It was observed that most of the funding was generated by the institution itself with minimal help from any outside organisation. The NGO itself designs & implements...
regular NGO activity. Main Areas under which this NGO undertakes normal NGO activity are unprivileged society management, women education, women empowerment, food and supply management etc.

2. **Jiwan Dhara, Nagpur:** This particular NGO is involved in Full Time Working Operations employing 6 staff members. This NGO is headed by Mr Maruti Barlawar. They are involved in National Level operations. They are involved in urban level NGO activities only. Main areas under which this NGO undertakes normal NGO activity is child care, unprivileged management, women education, women empowerment, food and supply management etc.

3. **AIMS foundation, Katol road Nagpur:** Aims Foundation is involved in full time working operations employing 7 staff members. This NGO is headed by Mr Hemant Dhande. They are involved in Local & Urban Level operational work. For doing any NGO activities it is approached by NGO head/Leader, field staff or the consultants only. Main Areas under which this NGO undertakes normal NGO activity are child education, child rights, water sanitation, pollution control, blood donation camps, and youth empowerment.

4. **Sarwangin Apang Vikas Bahudeshiya Sanstha, Katol road, Nagpur:** Sarwangin Apang Vikas is involved in full time working operations employing 26 staff members. This NGO is headed by Mr. Amit Kallamwar, Ms Deepika Sahu and Mr.Raju Girdey. They conduct more than 10 regular NGO activities in a year. Main areas under which this NGO undertakes normal NGO activity are women empowerment activities, child education, child rights, child care, unprivileged management, food and supply management etc.

5. **Home for Aged & Handicapped:** Home for aged & handicapped is involved for full time working operations employing 85 staff members. This NGO is headed by Sir Vinaya. Main areas under which this NGO undertakes normal NGO activity is child education, child rights, child care, unprivileged management, food and supply management etc. They also organise 60 to 70 free health check up camps in a year with assistance from Medical College and Govt hospitals as a part of their NGO activity.

PART II: NGOs which conduct CSR activities along with regular activities

1. **Maitree Pariwar Sanstha, Nagpur:** This particular NGO is involved in part time working operations.

The NGO is headed by Mr Sanjay Nakhate. Maitree Pariwar Sanstha is involved in national as well as local level operations. They are working at both urban and rural level. They carry out more than 10 regular NGO activities in a year’s time. They also carry out more than 10 CSR activities through the year. There is no specific type of CSR activity that their NGO does not undertake. Some of their previous projects have been 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 and cultural events. Involvement of the company is very less in terms of funding constraint to the NGO. Designing & implementation of any activity & location for doing CSR activity is decided by the NGO itself.

2. **Matru Sewa Sangh, Nagpur (Mah):** This particular NGO is involved for full time working operations. The NGO is headed by Mrs Smita Chate. The NGO was founded in 1958 and provides for adult education. It runs development centers and social program in the slums as well as rural areas. In association with Nagpur University this NGO grants bachelor's and master's degrees in social work. There is no specific type of CSR activity that this NGO does not undertake. The CSR activities are generally decided by the NGO in association with the corporate or it can also be need based as per company requirements. The NGO is neutral towards involvement of the company in terms of funding. This NGO is flexible in terms of the company’s involvement towards designing & implementation of CSR or regular NGO activity during the study. They also take suggestions for deciding on the location for any CSR activity.

There is a residential school for physically handicapped children, a project named as *Snehagam*, which is run by Matru Sewa Sangh. This institute aims at rehabilitation of physically challenged children by providing them with medical attention & education simultaneously.

3. **Dilasa Sanstha, Yavatmal (Mah):** Dilasa Sanstha’s 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 helps in acquiring the trust of the people by involving them in planning, experiment
ing & implementing the activities for their welfare.
The main role of the institution is to facilitate the
people in solving their problem and issues by ex-
tending 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 to other supporters for implement-
ing innovative ideas for bringing about change in
the present distress of the farmers. Some of their
current projects are:

a) Soil & Water Conservation: Watershed
Development, NRM
b) Agriculture Development: Phad irrigation,
IPM (Liveliness programmes)
c) Saving & Credit Programme: Self Help
Groups, Financial Literacy & Micro
Finance
d) Study & Researches: Traditional seeds

Dilasa’s area of operation is spread over in 1060 villages
of Maharashtra State. 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. They have around
169 core team members working for their NGO, which
included field staff, accounts people, administration etc.
They are specialized in doing NGO regular and CSR
activities for Agricultural dept, welfare programmes for
farmers, farmer’s support centre, and support to widows,
community marriage etc. They also do CSR activities in
irrigation, diesel free agricultural farming known as third
irrigation. This NGO is also doing project under Tata
group of companies. They are also involved in areas re-
lated to water conservation, sanitation, etc. & have em-
ployed 8000 women in field of farming.

4. Friends to Help, Nagpur & Yavatmal (Mah):
This particular NGO is involved in full time work-
ing operations. The NGO is headed by Mr. Nirmal
Gyanchandani. They are involved in national level
operations. They mostly deal with donations to or-
phanages. There is no specific type of CSR activity
that the NGO does not undertake.

During the study it was analyzed that there was less
response towards involvement of the company in
terms of funding for any CSR activity. This NGO
accepts company’s involvement towards designing
& implementation of any CSR activity & also in de-
ciding for the location of that particular CSR activi-
ty.

5. Maratha Lancers , Katol & Nagpur, (Mah):
This particular NGO is involved in full time working op-
erations. The NGO is headed by Mr. Pradip R.
Deshmukh. They are involved in national level op-
erations. Their team comprises of 400 – 500 em-
ployees. They are involved in rural level activities in
doing regular NGO and CSR activities. They also
assist Vidarbha sports players by helping them fin-
ancially and socially for state and national level
games. They regularly conduct blood donation Ac-
tivities and projects related to orphanage care.

6. Achievers Foundation, Kalmeshwar, (Mah):
This particular NGO is involved in full time working op-
erations. The NGO is headed by Mr. Aditya Bore.
Achievers Foundation was founded on 8 December
2009. This NGO is located at Kalmeshwar. The
leaders of the NGO approach different corporates
for procuring CSR projects. NGO undertake normal
NGO activity in the areas of women empowerment,
women education, unprivileged management, and
cultural events particularly. CSR activity is decided
by NGO only & sometimes it can also be need
based as per Company requirements. This NGO
does not plan & execute a CSR activity specified by
the company, if their NGO is not doing that activity
on a regular basis. They also do CSR activities in
the areas of women empowerment and education.

7. Flying Bird Foundation, Kalmeshwar (Mah):
Flying Bird Foundation was founded on 31 October
2014. The president of this foundation is Mr.Amit
Patil. This particular NGO is involved in full time
working operations employing 10 sub staff mem-
ers. The NGO is headed by Mr. Aditya Bore.
Areas under which this NGO undertakes normal
NGO activity is unprivileged management , child
education, child rights, child welfare, unprivileged
management, water and sanitation, women educa-
tion, women empowerment, cultural events particu-
larly, youth empowerment, rural development etc.
CSR activity is decided by NGO only & sometimes
it can also be need based as per Company require-
ments. They also do CSR activities in the areas child
care and orphanage.

Findings
From the literature review study and data analysis it was
found that there is a relationship between NGOs and
various organisations doing CSR activities.

a) Corporate houses prefer partnership with different
NGOs. Generally it is observed that these corporate
provide funds to the NGOs to undertake the CSR ac-
tivities that are carried out by the NGOs in associa-
tion with the corporate organisations.
b) Through the study some important facts about NGOs were found - that some NGOs perform regular NGO activities while some NGOs are involved in doing both the regular and CSR activities simultaneously. These activities conducted by the NGOs are of great help to the society.

c) The biggest challenge faced by the NGOs is to get funds and identify the potential sources.

d) Size of NGO i.e. the people willing to join NGO was also found less which was a major reason for the underperformance of all NGOs under study.

e) Lack of trust by the people in the volunteers working for various NGOs was also major issue in all NGOs work performances. The general feeling of misuse of donated money by the people running such non profit organisations was one of the biggest causes of low funds.

f) It was also observed that in a city like Nagpur there is a lack of grants by the Government to different NGOs for their smooth functioning. Due to this the regular activities are not happening on a larger scale.

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

h) The NGOs located in metro cities have an advantage that they are provided with funding either by the Government or by the corporate companies due to which they were found to operate on a large scale.

i) Some NGOs also operate on partnership basis with corporate and non financial institutions which help them with funds for doing all kind of activities. Such advantages are missing from tier II cities like Nagpur and are of serious concern for all the NGOs operating in such cities.

j) It was also observed that none of the NGOs were involved in operations on international level. This is also a major setback to Nagpur city.

Conclusion & Suggestions

The NGOs which are performing regular NGO as well as CSR activities were always in favour of the people and society people. NGOs such as Maitree Pariwar Sanstha, Matru Sewa Sangh undertake many activities such as disaster 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 undertook a special initiative known as ‘Snehagan’ for physically challenged children for providing them medical treatment free of cost and giving them good education.

NGOs like Dilasa Sanstha based at Yavatmal specializes in providing diesel free farming. It also helped in empowering women by providing them job opportunities and giving them work on farms which helps them to earn their bread and butter. They are 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 under the banner of ‘Hasre Gharkul’, which is a very good and noble initiative.

The NGO Maratha Lancers provides financial assistance to those who excel in sports but due to financial crisis are not able to compete at state and national levels. They also conduct CSR activities in the areas of medicine and sports. They have successfully organised numerous free medical camps with the help of Government hospitals for backward region and blood donation camps in rural and urban areas. NGOs such as Flying Bird Foundations are involved in national level operations and are also associated with CRY Foundation, Mumbai with third party agents / consultants. Other NGOs such as Missionary of Charity, Jiwan Dhara, Aims Foundation were found to be involved in activities such as child education, child rights, water sanitation, pollution control, blood donation camps, and youth empowerment etc.

Sarwanga 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 the lack of management skills, trained professionals, and financial assistance faced by these non profit organisations. There is a wider scope for development of these non profit organisations as these NGOs of Nagpur city need government grants which can help them to raise their standards and also assist them. The NGOs can associate themselves with different government bodies to ensure continuous flow of funds so as to broaden the NGOs approach towards organisations and institutions not only for doing regular NGO activity but also for various CSR activities. Government bonding with these NGOs and fund allocation would help the NGOs to perform better and could help the society in better way.

It is observed that NGOs face problems due to lack of funds. Arrangements should be made to overcome the scarcity of funds. Government should make some assis-
tance and policies in overcoming the financial crisis faced by these NGOs. People don’t prefer charity hence awareness campaign should also be organised periodically for funds raising from higher class people and those with high net worth. Leadership qualities is also lacking in the leaders of NGO as they operate in old style which is not acceptable and gives low results which also affects the functioning of NGO. Hence the old and classical style of working should be revised and replaced with modern techniques of management. Misuse of funds should be seriously curtailed and funds should be completely used for the betterment of the society. More public participation should be encouraged with an aim of spreading and helping the needy. Students from various universities, schools and professional fields should conduct awareness programmes and seminars to involve more people so as to contribute towards NGO activities.

Bibliography


