



An Impact of an Internship with an Ngo in Creating A Feel for Future Corporate Social Responsibility Strategies Among the Management Aspirants

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ABSTRACT

Corporate Social Responsibility programmes are a common place across the business world and CSR is the social sector arm of corporate. CSR departments look at NGOs as tools to implement CSR which work in close coordination with different social organizations. The sector needs committed professionals who see it as a viable career option and is equally intense like the result-oriented corporate organization. It has enough space for young professional business graduates and keeping these views in mind the paper highlights the positive impact of internship with an ngo on business school graduates, in creating a feel for future corporate social responsibilities by making them sensitized to the grass root realities of life.

KEYWORDS:

INTRODUCTION

An age to get the license to do a lot of things, a phase description based on academics and Career choices, coming from different social and economic backgrounds and having a fresh outlook towards life. It is in where live projects with field based learning is a remarkable opportunity for students to personalize their education and make connections, gain experience in their chosen field with clear perceptions about the sector, so the need of the hour is in developing management aspirants with the responsibility to mold them as socially sensitive and effort is to accomplish. To reach so, 15 days project work with an ngo was introduced in the belief that this project will give them an excellent platform to learn and understand the social organizations and social causes they are working upon.

Objective of the internship

To study NGO holistically and sensitized to the ground realities of life. This project was initiated and students of all the batches worked with various reputed NGOs in a team of four and this paper in detail presents the learning experiences written by the students to the efforts done with reference to the respective related exposure.

Methodology

Interview / documented the learning's

SAMPLE

Random sampling of five different projects

Deaf and blind-

As management students, our main aim was to learn about the working of a non government organization, its problems and its impact on the beneficiaries. To ensure that we get a 360 degrees view of the working of the NGO and its impact, we studied and analyzed every aspect of the NGO with the help of back office & extensive field work spread across 2 weeks. After 14 days of extensive study we thoroughly understood as to 'how does an NGO run? Our aim was not only to learn but also to give something back to the society which we did by helping students and teachers with school and other extra-curricular activities. We also helped them organize an event. Right from day 1, we were provided with the directions & the related task for the two weeks of our internship. We knew that all of us in the team are in for an experience of a lifetime. The work that we were supposed to do was not ordinary & was different from all aspects. The job assigned to us was challenging but at the same time was a great learning opportunity for all of us. We still remember the first day of our interaction with the under privileged though we could not understand what they were trying to tell us as they were using sign language. But we could understand from their gestures, that they were filled with hope & conviction that we are there to help them achieve their dreams. For the next 14 days we became their guide, mentors & teachers. We gave them knowledge & encouraged them to be a part of trainings which will give them a respectable job & also will lead to their better future. During all our respective visits we gained immense knowledge & understanding of the world we only witnessed in films or books. All of us have various perceptions regarding the deaf and blind people. When we personally experienced it, we came to know that they all want to live and become successful. They just need somebody to mentor them & train them The institute is doing

exactly the same & we are proud to be associated with it. All of us have decided that we would continue lending our support towards the social organization in whichever manner we can as now we strongly feel that we are part of this NGO.

Health Activities.CSR Programs in the corporate sector

Working at ngo gave an opportunity to learn practically the feeling of social belongingness. The team learnt the responsibility and the requirement of the youngsters to the society. Assigned with the project in collection of primary data from the survey of the senior citizens we are happy that we successfully completed our task and learned other management skills in the real world. Working at the NGO helped us to build good public relationship skills, communication skills and also taught us on how to deal with different kind of individuals. We also learnt the need of building trust among the senior citizens and the importance of the convincing power. We realized the importance of the other people and the actual functioning of the studies in the real life. Project also taught us about how the NGO working system including its operations, financing, marketing strategies and the areas in which they are functioning. Senior citizens gave us a satisfying and better response to our queries. The teams work was appreciated by the NGO. We also learned many things from them about their interests in day care centre. We conducted a survey in the early morning and evening to interacted with people in better way. The procedure was done in a proper manner and a strategy was designed by the team to work at every step.

The overall Experience helped us to understand the basic objectives and the purpose of the existence of the NGO to open a day care centre. The mission and vision of the NGO was known by the team members and we helped in living up to the expectations of the NGO. We also learned about the NGO as an organization, its structure and hierarchy, their strengths as well as weaknesses, their working function and decision making structure in the organization.

Working at the NGO helped us to interact with people and to know about their thought process. We also learned about the various social projects that were successfully handled by NGO in various areas. As a group we also learned about the survey analysis and methodology. Overall project analysis on the basis of primary data gave the probability of citizens interested in day care centre. The project work really gave us an amazing experience to know about senior citizens, and the main objectives of NGO behind the project. Finally the most important thing that helped us during this project is social belongingness and this did the task of value addition in our lives.

As a group we had a great insight on working of an Old Age home and the issues related in running such organizations. We also find ourselves to be lucky to have got to work with eminent personalities and gain knowledge from their experiences. Also, we learnt about the problems of the aged people. We cannot measure the impact of the project in numbers as it is voluntary service carried out by the Senior Citizens for the Senior Citizens but, it would kindle a fire amongst the members of the society to recognize the potential of the Senior citizens. Also, the senior citizens would be more confident to lead their lives in a successful manner with the enhanced knowledge and understanding provided by the lectures or by book or merely by exchanging views. It would

also educate them regarding the various schemes they could benefit from. It would provide them more insights on dealing with the different legal issues. It would give them a sense of independence. With this it would be a dream come true for all the three federations who have put their heart and soul into the project. i.e. AISCCON, FESCOM and Jyeshtha Nagarik Sangh, Nerul. It would provide a platform to all those needy senior citizens to lead their life in a more productive manner and age successfully. The ageing poses a serious human problem. Since they are considered 'non-productive' and as they also do not generate any hope, it is all the more necessary that serious attention is paid to them. They raise moral questions and direct our attention towards transcendental values. In the past, ageing was not a serious issue and societies did not give it priority. They dealt with it as a natural phenomenon.

Traditionally, family members were responsible for the care and management of the old. However in today's world, the situation is different. The number of the people in the ageing category is already high and it is growing very fast. The problems posed by ageing are by no means accidental and isolated. They have grown as a result of the development process itself. The entire emphasis of development is on individual success, career promotion, entrepreneurship, investment, capital building and profit. In such a scheme of things, there is little scope for thoughts about human development. At the family, community and government levels the problems of the ageing are ignored or get little attention. It is taken for granted that the problem will get solved on its own or that it is a problem of individual families, with communities and governments having nothing to do with it. The family system, where the ageing can expect to get care and comfort, is also changing. With emphasis on career development, various members of the family travel far in pursuit of their careers. B-schools in India have started noticing that youth are consciously choosing social work as a career. Hence they're roping in facilitators and experts in the field to guide the youth, an effort to make us more socially responsible and better understand the problems faced by the aging and suggest solutions to mitigate the same.

Welfare of children and women of Pavement Dwellers

When we were assigned the NGO project our very first reaction was that "great two weeks of off from college". But by the end of it, it turned out to be two weeks of intense activity and full of learning. The first impression when we reached the place i.e. Govandi was that, would we actually be able to work in the locality. But it again turned out that we not only were able to work and complete the tasks assigned to us but also did it affectively, as within a month of completion of the project the program was launched in the locality. The first sight of the locality nailed in a very important point of each individual working towards cleanliness of the surrounding they live in. The buildings in the locality have been built in a very systematic way but the littering done by the residents has made the place a hell to live in which made us realize that we should ensure that the need and importance of cleanliness should be spread and also made us personally highly critical of this issue. We came face to face with the real India where people are still living in misery on one hand and the rich and the leaders are drinking away to glory, shrugging off the responsibility of achieving the inclusive growth goal that we have set for our country. We learnt that though India is shining in certain areas but it is a tremendous challenge for the privileged population of ours to raise the living standard of these not so privileged ones. There were people in the locality having 8-10 members in their family and living in a small flat of a room and on an income of Rs 3000-4000 per month. These people were very cheerful and full of life and had time for their family, this made us realize that in this crazy and highly competitive world where an entire life goes in the rat race it is not the money or position you achieve that is important but the level of satisfaction one can achieve which is important. And the most important point is that it can be achieved irrespective of your monetary or social status. The receptiveness level that the residents demonstrated took us totally by surprise. Our initial fear was that the people out there won't be able to appreciate the kind of issues we were going to try and spread the awareness about. As on a full stomach it is very easy to speak about social issues and community development programs. But when your basic needs are not fully taken care off would you be able to think about issues like keeping your surroundings clean, guess the answer which has to be a blunt no. But that was not the case wherever we went they gave us a patient hearing. It made us realize that even the people at this level can be made socially responsible. Children would be the future of this country, no one would disagree to this statement but to the extent they can be made a change agent in bringing about the desired changes in the society is phenomenal, this was again one

of our learning. The children not only gave us a patient hearing to the various messages we tried to convey but started acting on them and also ensured that their parents followed.

All in all the kind of satisfaction and learning we achieved from the NGO project totally changed our mindset of viewing the society we live in and living the life itself. We never wanted to come back from Govandi the place we worked in and it won't be an exaggeration when we use say that all of us had moist eyes on our way back on the last day of the project. It was due to a sense of happiness that yes we did the kind of work we never expected we would be able to do, and more so because the residents out there gave us so much of love and affection that we developed a strong feeling of not leaving the place and so did they. This project was an eye opener for all of us. We got to know about the other side of the life, about the difficulties those people are facing because of many reasons

ANIMAL WELFARE

The project team got an opportunity to explore and understand the workings of a NGO during the course of the internship program., the project was focused primarily on arranging the fund raising event and preparing the HR document for policy. In the case of fund raising event, the project team had to approach several businesses in the city in order to obtain their sponsorships for the printing of the tickets as well as arranging for the prizes. Initially, the project team focused primarily on the need to support a noble cause by helping the NGO in the form of sponsoring the event. However, the project team soon realized the need to highlight the benefits that a small business could avail off, such as increased promotion and brand visibility for a relatively less expenditure, tax exemption and so on, by sponsoring a fund raising event for the NGO. The project team also realized the need for planning the schedule such as the shops to target, the points that needs to be covered in the pitch for sponsorship and the appropriate time (such as non peak hours) to visit these shops. This helped the project team to approach these businesses in a calm and composed way. For the preparation of HR policy document, the project team had to understand the activities of the NGO in detail. This was required in order to identify the potential loopholes, vague definitions or interpretations that might appear while trying to understand any of the activities of the NGO. Once the project team understood the various activities of the NGO, the team started preparing the HR policy document. The project team realized the need to state the policies of the organization in the most unambiguous terms in order to avoid any subjective interpretations. The project team also learned as to how to prepare the policy document by categorizing the work of the NGO into several categories and then addressing the policies and the responsibilities of the NGO in each of these categories.

While preparing a strategy for the selling of the tickets for the fund raising event, the project team realized the importance of communicating the agenda of the NGO while simultaneously trying to sell the tickets to people. The team realized that personal interactions with the public while trying to sell the tickets provide the best opportunity to conduct word of mouth publicity about the NGO and its activities. The team understood about the need of the not for profit organizations to operate while spending the very minimum. The project team observed that the organization executed its various activities such as sending direct mailers about the activities of the NGO to the regular donors, conducting fund raising events with an objective of selling maximum number of tickets and so on, with maximum efficiency in order to be able to gather enough funds even after deducting the expenses. These principles of operating an organization in the most efficient way (i.e. achieving the objectives of the organization while spending the minimum) are applicable to for profit organizations. However, the only difference in the case of for profit organizations is that such organizations must be able to sell their products and services instead of gathering funds or donations from the public. The team also learned about the need for coordination and consensus regarding the objectives amongst the team members. It was crucial to distribute the tasks amongst the team members in order to achieve the objectives under the constraints of limited time and resources. One example is the way the team members distributed the task, of approaching businesses for sponsorship of the fund raising event, depending on the location and the accessibility of each of the project team members.

Micro finance

NGO management is not a typical business model which has profit as

a main objective to sustain itself. In fact it has something social to do for the people. From the beginning to the end we found out that even though social, how an NGO can work professionally and fulfill its objectives by getting the work done from the people within the budget constraints. We covered major parts of Micro finance and learned the revenue model of the NGO for its Income generation programme. Income generation programme have three broad range of service namely, Training, Savings and Loans. - We started off by attending the training and learnt that how to interact with a mix breed of people who have different professions in a language well understood to them, we personally thought that we can imbibe the training within ourselves. They have different mechanism of teaching the poor to do business and be self employed.- Nav Nirman had an excellent saving scheme of giving 6% per annum to the poor who had voluntary savings with them. They also had a scheme of capital build up unit which constitutes 25% of the principle of loan amount which the NGO charges to the customer. - The best part we learnt was how to identify the partners while disbursing the loan. They had a simple mechanism in place of identifying partners in a particular level. This mechanism of identifying partners was so effective that it brought the repayment ratio as high as 95%. So we learnt how to evaluate people based on their needs and train them how to manage things in that loan amount. NVSK enjoys a huge trust amongst its partners in the slum areas. They have good relations not only with the existing partners but partners who had stopped taking a second loan from them. This was a good thing to learn that how the NGO ends the relation with the customer on a good note. And if needed the people will definitely go back to the NGO and take the loan. They believe in the policy that 'Our money should not be with them and their money should not be with us' this policy is imbibed in their culture leading to a trusted brand name in that area. We also learned that how word of mouth proved to be so successful in the areas we surveyed. The survey taught us many things. Even at a preliminary stage while formulating the questionnaire we had lot of things going in our mind about the correctness of the questionnaire. However we feel that the data we analyzed was very much relevant to the scenario given to us. The most interesting part was interacting with the people whom we surveyed. None of the team members have done a survey at a slum area. So there were inhibitions wandering our minds while interaction, as the people looked at us all the time, because they were scared and they thought that we could be someone from the Government department who have come to demolish their slum. But we changed the way we communicate what we learnt that the locals can understand local only so we changed our body language and interacted with them in the language which they were comfortable in e.g. Marathi, Hindi and even Gujarati. Working for NSVK brought out the real importance of team work in an organization. Disagreements within a team were offset by the willingness to achieve the objective of the project. It was then realized that team work is one of the most important parameters to achieve success while working in a group. The Organizational Culture - The working environment at NSVK is not at all strict and they completely believe in each and every employee. NSVK follows Liberal style of leadership, where each and every employee is free to work as per his/her requirements and style. Employees of NSVK are given all freedom and authority to work as per what is best for the organization. There is no boss - subordinate relationship at NSVK and everyone behaves in a very friendly manner. The Employees of NVSK had adequate training and guidance before the baseline survey was conducted. A brief idea was also provided about the organization, the organization structure, the objectives, mission and vision and the different projects undertaken. Guidance with reference to the methodology of the project and the various challenges that could arise was also given Additional information was also provided on topics like micro financing, budget control, family development procedures, etc Overall we had truly enriching experience working with the NGO and had a great team bonding with the team members. We felt that we could be the change agents and have acted as a communication channel between the poor and the NGO. And most importantly how to apply creativity for those who are socially backward and who look forward for someone like us to uplift them and address their needs to the people, who actually have dedicated their life servicing them.

CONCLUSION

Brave new world of the development sector is in need for management education. The work in the social sector is no less intense than working

in a highly-driven, result-oriented corporate organization."The sector is vast, and the problems they encounter are mindboggling. They play a significant role in the lives and livelihoods of people around the world. Social sector organizations continually focus on the problems and gaps in society and work on ways to solve these problems. We cannot allow NGOs to fail, fold up and diminish in the work that they are doing, often the people who founded the NGO do not have the skills needed for the organization as it grows and transforms itself Specific training for those who already have an understanding of the social sector, but who need to equip themselves with management skills, is required. Formal education within an institute is necessary, as an academic and structured approach to solving problems, teaches one to look at things in a non-cynical way, as compared to learning on the job or through experience, where one could get bogged down and give up. The NGO world is at the crossroads today and management education can assist with taking the right path ahead.- on one hand, there are several NGOs that have grown and that need to know how to scale up and how to garner the resources (funds and people), needed to scale up- on the other hand, today several professionals and persons without a social science background are starting NGOs, and such people need to go through the learning curve of the social sector- NGOs that are delivering services need to consider whether they should convert their non-profit operations into a social business, and hence acquire the skills needed to manage a business management education for NGOs should consider that the social sector does need to work more with the heart. How can this way of working be made more effective?

In term of scale of operations (size, reach), when one compares corporate and NGOs, the scale that NGOs have reached (barring a few) is very low as compared to corporate .Hence there is a need to apply managerial principles that can help NGOs to scale. The problems that NGOs seek to tackle are huge, and hence to solve such problems, correspondingly large and well equipped organizations are needed. NGOs want to do good work, but do not want to ask for money; money is treated like a necessary evil. This mindset needs to be changed to a more practical outlook, and a management education could provide such a view.

Most of the issues that NGOs are working with are complex and closely connected to other issues as well. [e.g. an NGO working with the education of underprivileged children, will also have to address related issues such as health and nutrition, family situation, hygiene and safety, teacher training, vocational training, etc.]Instead of every NGO trying to address all of the issues itself, it may be more effective for an NGO to develop expertise in one area and simultaneously develop linkages with other NGOs that have expertise in the related issues. This will also strengthen the sector as a whole, and management education can help to create such strategic goals.

In Unintended consequences of actions NGO'S are heading to more problems. For profit motive the metrics for a business is very simple: it is essentially a measure of profit, either in absolute or in percentage terms. A business can therefore align its entire set of activities towards this single end objective. For those in the social sector, money is never an end, and it is only a means to an end. Therefore profit is not a motivating criterion at all. When one tries to quantify the other criteria that are important for NGOs, instead of focusing on the qualitative aspects, there is a great danger of degeneration of quality .e.g. in an afforestation programme, one may wish to reduce the amount of money spent on tree planting but still increase the number of trees planted Instead planting the right quality and type of trees may be the essential factor. In Competition of businesses, one is always competing between peers, and there is rarely any collaboration, unless it is for lobbying with the government. The NGO sector would be well served if there is more collaboration and very little competition, which means that one should encourage inter-dependency instead of complete independence. In view of all the above Management education can sensitize NGOs towards adopting a better approach and a more holistic view of issues and lend businesses focus on efficiency rather than effectiveness .and is what the social sector needs. CSR is the social sector arm of corporate, to implement CSR. One needs the experience at the grassroots and the paper answers the positive impact of teaching pedagogy of social sector education among the management aspirants in creating a feel for future corporate social responsibility strategies .

REFERENCES

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