

DOCC Project Report

(SAATH CHARITABLE TRUST)

(Fund Raising for NGO)



By

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Preface

This was the first time I was associated with a NGO for the full time, living away from home and helping out people with the best of my knowledge and skills. I was delighted to be in the fifth largest city of India also the former capital of Gujarat i.e. Ahmedabad. The SAATH Charitable Trust envisions inclusive and empowered communities and individuals. The trust work towards empowering lives and serving to the needs of people and works towards upbringing of the societies. Raising funds for NGO is the most crucial task for social organizations and I took up the task of helping the trust in doing so. My mission at the NGO was to look into details of various activities and help the organization in excel into those. The time was a constraint though, two weeks was too less a time to accomplish herculean tasks of raising funds for the organization. Because of a recent fire break down in the head office there were various constraints of infrastructure but I learnt to overcome them and work towards achieving the goals. Working at the NGO was totally a new experience in itself, I visited the training centers. I came to know about the challenges faced by the instructors, interacted with the students at the centers and realized the people have innate desire to learn even over the age of 35. I also happened to visit the artisans of the R-Weaves and happen to see 600 years old art of Tangalia and Patola, which was incredible. I happen to learn that people had so much potential and within villages only thing that's missing is the channel to reach out to the World. The organization SAATH was helping them in channelizing their art and reaching out to the World on their behalf. This in itself gave a sense of accomplishment for the trust and pride for myself to be working with the organization, which was working for such a great cause.

Acknowledgement

I would like to express my special thanks of gratitude to my institute SPJIMR (SP Jain Institute of Management & Research) Mumbai for the Development of Corporate Citizenship (DOCC) program. I would like to extend my thanks to my professor Dr. Nirja Matoo and the coordinators for coordinating activities and giving me an opportunity to work with reputed non-profit organization – SAATH. Working with SAATH Charitable Trust provided me the opportunity to learn about different initiatives taken by the organization in the upbringing of the societies. It also gave me insights about various challenges faced by people living in slums and different ways how to approach the problem.

I express my gratitude to the members of the NGO for helping me out as and when needed during my project. The various opportunities at the NGO have immensely helped me in shaping up my research project and also helped me in understanding the values that the NGO contributes.

I would like to extend a vote of thanks to the founder of the NGO - Mr. Rajendra Joshi, the NGO director – Mr. Niraj Jani for their guidance and assistance in facilitating the activities at NGO and interaction among the NGO members and volunteers. I would like to thank Ms Bella Joshi – program head of R-Weaves for giving insights of the program.

I would also like to extend my thanks to the fundraising manager Ms. VamaRajpal for giving me an opportunity to take on lead and devise go to market strategy. She helped in sharing various leads and documents to support the activities. She gave us the freedom to make plans for the fund raising by using online presence as a platform and using digital marketing as the stepping stone to attract corporates to the NGO. The field visits for the fund raising of NGO were a cake walk under her supervision. Her guidance has immensely helped in interacting with the corporates and establish a first level connect with them.

Last but not the least, a special thanks to my mentor Mr. Irbaaz Sheikh who was always there to support be related to Ngo , accommodation, travel or anything. The project would not have been possible without the active guidance of him. I would really like to appreciate the support and hard work put in by me mentor and would cherish his help for being a great mentor and a friend.

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Introduction

The project was to raise funds for SAATH Charitable trust and to create awareness for the NGO in Gujarat and across India. The use of digital marketing was essential to boost the presence of NGO across geographies. SAATH is a non-governmental organization registered as a public charitable trust in Gujarat, India. SAATH's one-stop, integrated services reached out to over 400,000 individuals in states of Gujarat, Rajasthan and Maharashtra. Since 1989, SAATH has facilitated participatory processes that improve the quality of life for the urban and rural poor.

SAATH has carried out various programs for slum like Integrated Slum Development Program. SAATH envisions inclusive and empowered communities and individuals. The program aims at making human settlements equitable living environments where all residents and vulnerable people have access to health, education, essential infrastructure services and livelihood options, irrespective of their economic and social status.

The organization has various program running for children, youth & women. The funds for the projects are raised from various channels as mentioned below:

- Crowd funding platforms
- SAATH Website (Donation Platform)
- CSR association with corporates
- Individual or Corporate Donations

The various campaigns run on the crowd funding platforms like GiveIndia and GlobalGiving are used to raise funds. The main concern of the NGO was its awareness, it was hardly noticeable. My part of the project was to create awareness of NGO not only in Gujarat but also across India. Spreading awareness across different locations was something that could be addressed using the Google Grant. The Google Grant allows the NGOs to run their advertisement for free and highlight the organization across different Geographies. In addition to this I was responsible to reach out to corporates and pitch in as a representative from SAATH and would encourage corporates to enter to tie ups with SAATH.

Apart from this there were regular field visits to various centers of SAATH. A field visit to UDAAN was aimed to better understand the instructor and the families associated with the

program. Another visit to R-Weaves center gave me deep insights about the art and the artisans. The interviews with the artisans helped to understand more about the two arts Tangalia and Patola, which have been there for ages and were losing essence until SAATH helped to revive them. I was involved in making case stories for the field visits to highlight different projects carried out by SAATH.

Methodology Used

Scope – The scope of the project was to create awareness of the NGO and reach as much people as possible. It was essential to have global presence that is to have online presence , make field visits to villages where the ancient arts are still existing and create awareness of the arts and the artisans. It was also essential to reach out to corporates to involve them for CSR activities which can help NGOs fund their projects.

Methodology

Look :

Tangalia Art(in a village about 150 kms from Ahmedabad)

- The art used to be practiced by many in the village but is now becoming extinct.
- The people are switching to other modes of livelihood rather than using their skill of making such cloth.
- The artisans carrying out this art is content and has business acumen.
- The artist was well equipped with the gadgets and was using WhatsApp and YouTube as a mode of channel to perform business tasks.

Patola Art (village 175kms from Ahmedabad named “Kataria”)

- There were about 100 families who were making this Patola in the village.
- The Patola was made using silk and people had great dedication towards making such cloth.
- The artist used to experiment the art over various kinds of clothes such as cotton and a mix of cotton and silk.

Ask :

Tangalia Master Interview

- The artisan is really passionate for the art and has learnt the same from his grandparents.
- He appreciated the work done by SAATH organization, and he himself reaches out to various places like Mumbai, Rajasthan .

- He has various clients from Mumbai and stays in touch with them over WhatsApp. He also has posted video over YouTube.
- SAATH has helped them by training them to use gadgets and also marketing their products to different locations.

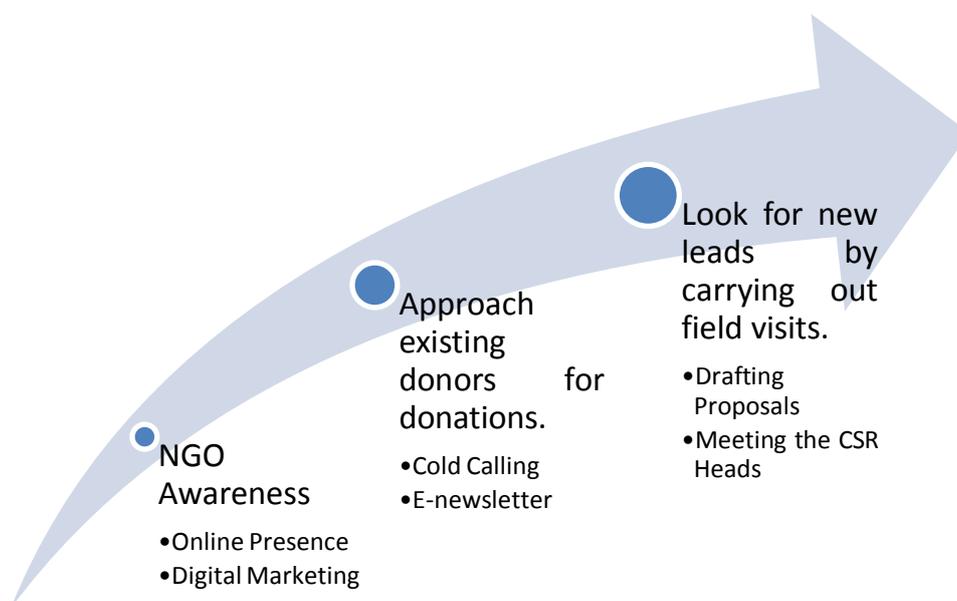
Patola Master Interview

- Making the Patola clothes is a very tedious process and it takes nearly 10-15 days to make a Patola saree.
- The challenge that they face is that the Patola is named as Rajkot Patola. The artisan is worried about the name and needs the credibility to be given to them.
- He needs more help related to marketing as the artisan himself visits various locations in India to sell the Patola clothes.

Try:

- Designed small case story for the same, which speak about the two artists and their art.
- This was then channelized over social media platforms such as Facebook, LinkedIn and Youtube.
- This was used as a medium to create awareness and reach out to more people.

Strategy used :



The methodology can be split into 3 steps:

- 1. Creating NGO Awareness** – Building awareness for NGO was the primary goal. The various campaigns run by the NGO lacked online visibility. It was essential to boost the online presence of the NGO. Running Google AdWord for the same would help in creating the awareness.
- 2. Approach existing donors for donations** – Reach out to existing donors, who are in touch with the NGO in the past and approach them for funding the exiting & upcoming projects of the organizations.
- 3. Look for new leads by carrying out field visits** – Look for potential leads or corporates who would be willing to tie up with the organization for various CSR activities.

About the Organization

SAATH was registered as a Public charitable Trust in 1989, started the Integrated Community Development Programme, an approach that seeks to turn slums into vibrant neighbourhoods. SAATH caters to the multiple needs of the poor at once by providing them with one-stop centres, through which slum residents have access to basic services. SAATH invests in human capacity of persons to manage SAATH programs in their communities. Communities co-invest with SAATH and donors for the programmes, deciding and implementing them. SAATH engages institutions, corporates and individuals throughout the world as partners and supporters of integrated development in India.

SAATH works with slum residents, migrants, minorities, children, women, youth and vulnerable people in urban and rural areas. In the last 25 years SAATH has expanded into Gujarat, Rajasthan and Maharashtra (Mumbai) and has affected more than 4,60,576 individuals. SAATH runs programs in various sectors which include Livelihoods (Udaan, Nirman, Urmila, Youth Force, RWeaves), Health and Education (Child Friendly Spaces, Balghars, Sujal), Governance (Urban Resource Centre, Night Shelter), Human Rights (Child Rights for Change, Housing Rights), Affordable Housing, Rehabilitation and Resettlement and Microfinance (SAATH Savings and Credit Cooperative Society Ltd. and SAATHMahila Savings and Credit Cooperative Society Ltd.).

Mission - To make human settlements equitable living environments where all residents and vulnerable people have access to health, education, essential infrastructure services and livelihood options, irrespective of their economic and social status.

Approach – SAATH pioneered the integrated community development program in 1989, an approach that seeks to turn slums into vibrant neighborhoods.

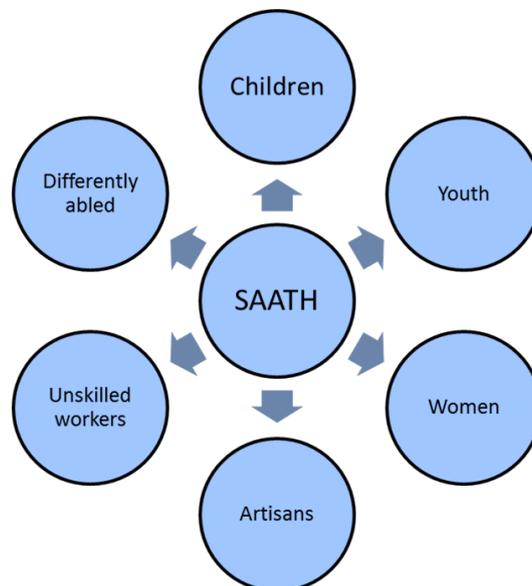
SAATH, as an organization follows the best-practices in organizational governance and is steered by an eminent board of directors. The current board is chaired by the following directors:

- **Mr. Rajendra Joshi** – Social Entrepreneur – Founder of Saath
- **Mr. Prabhat K. Ghosh** – I.A.S (Retired), CERC
- **Mr. SudinChoksi** – MD, Gruh Finance
- **Ms. Gazala Paul** – Social Entrepreneur
- **Mr. GaganSethi**– Organizational Development Expert

The various programs of SAATH are as follows:

- Youth Development: Creating Livelihoods & Employability for the Urban Poor
- Youth force: Empowering Youth
- Nirman: Building Skills
- Education Programmes – Balghars
- Child Friendly Spaces (CFS): Bringing Child Labourers Back to School

SAATH works with all these



Problems & Challenges

There were certain issues that were highlighted at the NGO

- The organization lacked awareness.
- The website was not listed on the first page of Google Search.
- Different searches for ngo or csr were unable to get the website on the first page.
- The actual projects were not being highlighted as the stories were not highlighted efficiently.
- The organization lacked tracking of the corporate leads.
- The corporate funding questionnaire was not efficient to capture the complete data.
- The organization lacked awareness among corporates.
- There was a need to reach to corporates in person to present the projects undergone in SAATH and pitch in for long term tie ups.

SWOT Analysis



Strengths

1. **Strong RDC(Research Documentation and Communication) centre** – The RDC team is highly efficient working closely to maintain the records. Carrying out research over different projects and following ups with leads.
2. **Serving the people from slums** – always the focus is to serve the needs of people, working towards upbringing of people from slums and creating vibrant neighbourhoods.
3. **Highly skilled artisans with R-Weaves associated with SAATH** –The artisans are highly skilled and the art is more than 600 years old which in itself is unique and makes SAATH as an exclusive organization that supports such cause.

Weakness

1. **No Visibility of organisation** – The website does not list on the first page of the Google search. The people looking for NGOs on Internet are not aware of the organization SAATH. It is essential to boost the visibility by listing the website on the first page.
2. **Running Short of funds** – The NGOs is looking out for funds to fund the existing and upcoming projects and needs to tie up with corporates for CSR activities.
3. **Lack of awareness of the Tangalia&Patola arts** – People lack awareness of the two antediluvian arts.

Opportunities

1. **Website Exists - www.saath.org**–The website of the NGO was in place and there was an opportunity to highlight it to the right audience. The specific pages existed for different projects.
2. **Use of Google Ad Grant** –**Google AdWords** is **Google's** advertising system which allows users to advertise and bid on certain keywords so that the clickable ads appear in Google's search results.
3. **Existing leads for corporates** – There exists certain leads of corporates who can be approached over call to support the projects at SAATH. There are also areas like Gandhinagar Infocity, which has high chance of some potential donors, are still uncovered via SAATH representatives.

Threats

1. **Limited resources to carry out the tasks** – The NGO faces stiff challenges in carrying out multiple tasks due to lack of resources. The resources are handling multiple projects and have to entertain multiple requests catering to different sectors.
2. **Corporates already involved with other NGOs** – While following up leads for corporates, many of the corporates have already tie ups with other NGOs and some of those have their own non- profit institutions to which they channelize their CSR activities. The other companies are willing to fund specific projects such as funds related to children or women etc.

Analysis of Findings

Visibility - The NGO lacks visibility and thus the visibility on the Google search needs to be enhanced. The Google Ad Grant provided by Google would help to boost up the same. Until now the NGO has never used Google AdWords and thus the website was never listed on the first page of the Google search result.

Google provides Google Ad Grants Account to NGOs with following services:

- have a daily budget set to USD 330 dollars total for ALL campaigns, which is equivalent to about USD 10,000 per month
- have a maximum cost-per-click (CPC) limit of USD 2.00
- only run keyword-targeted campaigns
- only run text ads
- only run ads on Google search result pages and not on the Google Network
- run ads for as long as your organization remains actively engaged with your AdWords account.

With the use of Google AdWords following organizations benefitted

1. **The Fred Hollows Foundation** -Working to end avoidable blindness and improving indigenous health in Australia.
2. **MAD** - Providing education and career opportunities to children living in orphanages and shelters in India.
3. **SOS Children's Villages of India** - Supporting children in India who are orphaned, abandoned, or whose families cannot care for them.

Google Grant helps in getting More visibility. More donations. More volunteers. This helps in shaping the messages and sharing them with the people who are most likely to engage.

Field Visits – Make field visits to actual centers of R-Weaves program of SAATH. The R-Weaves program has the following objectives:

- Sustain Local traditional Arts and Crafts
- Support rural artisans to ensure sustainable livelihoods
- Support fair pricing for Honest products
- To establish an exclusive, high-quality brand of Hand Woven products

It is essential to visit these centers to capture the real story and motives of the artisans and then prepare a story to propagate on social media platforms for awareness.

Fund Raising with Corporates – The organization already had few leads of corporates which can be reached for CSR activities. Thus it was essential to reach out to them with proper proposals so as to look up for long term relationship. There was potential in nearby areas but the corporates lacked awareness of the organization. Thus reaching out to new corporates and spreading awareness also needs to be addressed. It was essential to capture the data regarding the corporate donations done by the corporates so a questionnaire was necessary to capture the data. The old questionnaire exists for the survey which needs to be redesigned so as to capture the data of the corporates which can be used for future follow ups. The existing data of the corporates needs to be analysed so as to approach the right corporate at the right time to fund the projects.

Field Implementations

Enhanced Visibility – The application for Google Grant was approved by Google and gave the opportunity to run Google AdWords for the organization for free. The Google AdWords campaign was run strategically to highlight various activities at SAATH. Various campaigns were designed for the organization and are listed below:

- NGO Awareness(India)
- NGO Awareness in Gujarat
- Involvement Campaign (India)
- Involvement Campaign Gujarat
- Involvement Campaign Ahmedabad
- Donation Campaign(India)
- Donation Campaign Gujarat
- Career Campaign Gujarat
- Career Campaign Ahmedabad

Field Visits – The visit to the R-Weaves center to look into the process of making the Tangalia and Patoladesigned clothes. The Tangalia art is said to be around more than 600 years old and is considered to be dying art until SAATH helped out the artisans in promoting the art. The art in itself takes lot of hard work and it takes roughly around more than 5 days to make a nice piece of cloth with Tangalia art.

The Look,Ask& Try methodology was used to understand the needs of the artisans.Several interviews were undertaken with the artisans and the ones supervising the same.The use of look, ask try methodology helped to get insights about the art and artisans and the same was compiled as stories and propagated on social media.

Fund Raising with Corporates – Approached the existing leads which were pending for follow ups, reached out to them. Conducted cold calling for the corporates and introduced SAATH to the corporates and found potential corporates interested in association with SAATH. I also made corporate visit to Gandhinagar and various other business parks to approach corporates for CSR and fund raising for SAATH organization.

Few corporates are listed as below:

| Gandhinagar Info city Companies | Ahmedabad Companies |
|---|--|
| Etech Oilex Ltd Intech Creative Service The Vavni Services Private Limited | Oasis EPC Solutions Ltd Metro Telworks Skaps Industries Pvt Ltd Qutone Shashwatcleantechpvt ltd Joshi Technologies International Inc. AmarketForce |

After reaching out to these corporates and introducing SAATH to these corporates. I also made proposals of sponsoring various projects at SAATH and finally Etech was interested in partnering with SAATH and planned a visit to the center.

Conclusions from findings

Visibility

Google AdWords used to create awareness of the organization resulted into following results: Google AdWord Dashboard snapshot of Impressions, clicks.

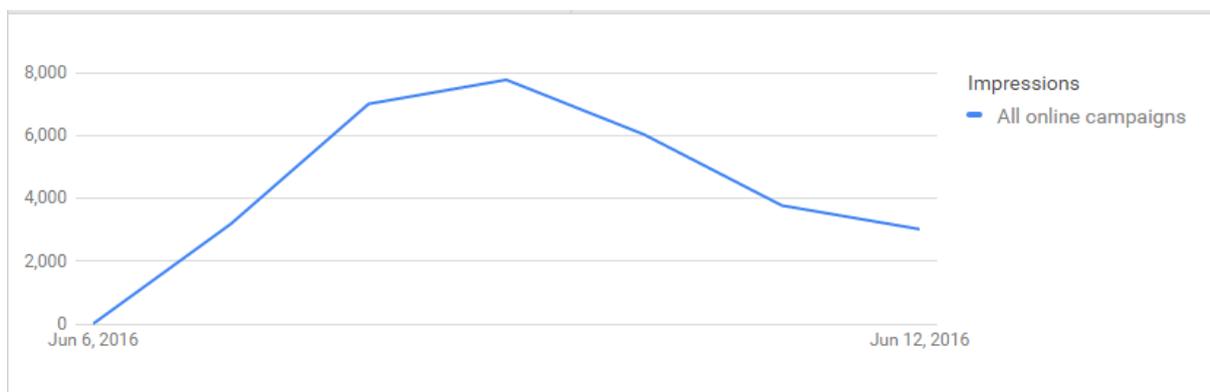
| | | | | |
|--------------|--------|------------------|-----------|----------|
| Interactions | Impr. | Interaction rate | Avg. Cost | Cost |
| 488 | 41,507 | 1.18% | \$1.78 | \$869.75 |

The campaign have been running for the past 2 weeks and has encountered 41507 impressions i.e. the ad has been displayed to more than 41000 people and out of which 488 people have clicked on the ad and have visited the SAATH website for one or the other reason.

The below graph shows clicks vs day



Below graph shows impressions vs day



With the Google AdWords the website now lists in top 3 search results of Google.

Search results with keyword – “ngocsr”

Google search results for the keyword "ngo csr". The search bar shows "ngo csr" and the results are filtered to "All". The search took 0.78 seconds and returned about 6,70,000 results. The top results are:

- CSR Partnership with NGO - saath.org**
Ad www.saath.org/csr-involvement
Over 25 years in serving the needs of children and adults of slums.
- CSR Partnership - Get Help You w/ Your CSR Efforts**
Ad www.nitfoundation.org/
Partner with NITFoundation Today
Highlights: NGO Accreditation Program, Not-For-Profit Education Society...
- A Green CSR Program - Be more impactful and transparent**
Ad www.sankalptaru.org/
Go beyond traditional CSR Projects

Search results with keywords – “csr”

Google search results for the keyword "csr". The search bar shows "csr" and the results are filtered to "All". The search took 0.68 seconds and returned about 10,30,00,000 results. The top results are:

- CSR Partnership with NGO - saath.org**
Ad www.saath.org/csr-involvement
Over 25 years in serving the needs of children and adults of slums.
[Partners](#) [Programs@Saath](#)
[About Us](#) [Contact Us](#)
- Corporate social responsibility (CSR)**
Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or responsible business) is a form of corporate self-regulation integrated into a business model.

[Corporate social responsibility - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Corporate_social_responsibility)
https://en.wikipedia.org/wiki/Corporate_social_responsibility

The keywords were chosen strategically to place the website on the first page of the search result. Thus use of Google AdWords helped to create awareness and visibility to the organization SAATH as can be seen from the above data.

Field Visits

Visit to Surendrnagar was informative and helped to get more insights about the art and the artisans. The story was made out of the insights and shared on social media. The goal was to create awareness among people and the story is getting noticed by people over social media.

Fund Raising with Corporates

The best way to reach out to corporates is to do walk in to the companies. Calling out corporates does not yield fruitful results. However there were significant companies who were interested in taking this further with the NGO.

While reaching out to corporates in person they corporates expect to know the details of the programs being run, thus it was essential to have a deep understanding of the projects being undertaken. Some of the HR heads are reluctant to meet the NGO and many of the corporates already have tie up with certain NGOs so they are not interested in meeting new NGOs. While there were a few who wanted to sponsor the projects at the NGO. Some corporates even shared there details in the survey and asked to reach out at later point of time as they carry out CSR activities as per schedule.

Recommendations

Working with the NGO was a delightful experience , the two weeks with the organization not only helped me to work for social cause but also helped me to gain exposure in fund raising and business development for the organization. Working for NGO was a challenge in itself, however planning the tasks made the journey pleasant and easy. Sticking to the roadmap was the strategy throughout. After working for 2 weeks I came across various challenges and tried best approaches to overcome them .There were various best practices followed and would recommend to be followed by the organization throughout to have an edge over the others. The recommendation can be summarized as below:

1. First and foremost the website needs to be updated at the earliest. These days website is the new face of the organization over Internet. The current website is not attractive and has a lot of defects which needs to be rectified. The website can help to gather more traffic and if the appeal is sympathetic might lead to donations.
2. The Google AdWords campaign was run during this span of two week and received an overwhelming response. The campaigns for the CSR activities gathered the highest number of impressions and the clicks. The campaign created awareness among the corporates. The campaigns must be run throughout and there must be activity on the account within 90 days otherwise the account may lapse. The use of AdWords with the new website of the organization is highly recommended as this would help to create awareness and also helps in pitching in to the Corporates. The budget must be allocated efficiently and only the relevant campaigns should be run.
3. R-Weaves is coming up with new website, it is advisable to leverage on the brand of SAATH.As this strategy would help to create trust among the customers and people can easily buy products of tangalia and patola by coming over from SAATH Traffic.
4. R-Weaves currently faces the challenge, as the customers are not willing to pay high charges. It is advisable to organize tours of people to the villages of Surendranagar, as there are people who are interested in looking at the real process making such a cloth. These visits can be earn some revenue for R-Weaves which can be used for their benefits. Moreover the people visiting would act as advertisers for this art and would spread the awareness by WOM.
5. R-Weaves must use the videos at display whenever going for exhibition. The exhibitions should not only be treated as a place to sell products but also where the

products can be advertised. Thus the display of videos of artisans working would make a significant impact on the sale of products.

6. It is advisable to make a visit in person rather than calling them over phone. It is observed that the rate of persuading corporates to sponsor projects is higher over meeting in person rather than calling over phone.
7. Several visits to corporate offices were conducted and have resulted in a potential lead of a corporate. The Etechcompany was approached during Gandhinagar visit and is willing to associate with SAATH organization for sponsoring Balgharproject. The center visit is to be organized. It is essential to follow up with them to be in touch as the company is also in touch with other NGO and it is advisable to do a continuous follow up.
8. For all the corporate visits it is essential to maintain a database of all the contact details and must mention what was the remarks. The corporate with positive feedback must be followed up regularly to engage them in different projects.

Images



