Corporate Bridge for Equalising Society by Assoction of Corporates with Existing NGOs as a Part of CSR

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Abstract: NGOs are the organisations that have an objective for improving the society and corporates, now with amendment in law of Companies Act. 2013, section 13-A have a liability towards society termed as "Corporate Social Responsibility". In this research paper the purpose is to present a corporate bridge for a win-win situation and achieve a balance in society by studying the existing operations of the NGOs.
Results : Results of the study highlights that corporate sector have a wide scope in extending its support for the society as it is the least contributor in offering support to existing NGOs. Corporate support is being rendered to only national and international NGOs.
The study highlights the important functional areas apart from Education and healthcare where work needs to be done for balancing the society. Further it shows the lack of organisational structure in the functioning of NGOs.
This paper also identifies a "Corporate Bridge" as a recommendation for establishing a win-win situation and focus on "how to achieve a balance in society" by involving corporate houses.

Keywords: OXFAM, CARE, CSR

I. INTRODUCTION

There has been an imbalance in the society since ages, and to bring a balance in society various steps have been taken place, and NGOs is one of them for the betterment of society. To bring a balance a balance in the society, Companies law have added a clause of CSR , in 2013 , as article 13-A , where Corporates having annual turnover of 5 Crs have to spend 2% of their profits in any social cause.

NGOs are associations that are non-political, non-benefit, non-administrative, and responsible to their stakeholders and included in welfare and financial advancement of individuals. NGOs with quick development in size and administrations in the late twentieth century all through the world are, no doubt considered as the third area of society, also, open and private.

Classification on the basis of level of operation
1. **Community-based associations (CBOs)** emerge out of individuals' own drives. They could be in charge of raising the cognizance of the urban poor, helping them to comprehend their rights in getting to required administrations, and giving such administrations.
2. **City Wide NGOs** incorporate associations, for example, councils of business and industry, coalitions of business, ethnic or instructive gatherings, and relationship of group associations.
3. **National NGOs** incorporate national associations, for example, the Red Cross, Ymcas/Ywcas, proficient affiliations, Samriddhi Foundation and so on. Some have state and city extensions and help neighborhoodNgos.
4. **International NGOs** range from common offices, for example, Ducere Foundation and Save the Children associations, OXFAM, CARE, Ford Foundation, and Rockefeller Foundation to religiously persuaded gatherings. They could be in charge of subsidizing nearby Ngos, foundations and tasks and actualizing undertakings

Area of Operations for NGOs Activities might include human rights, environmental, or development work. Some of the activities are mentioned below:
Empowering the downtrodden, Care for the helpless, forsaken, mentally ill, old, sick and the road side destitute ,Education services to the underprivileged, Healthcare services to the underprivileged, Protection of gender equality ,Protection of Child Rights, Rehabilitation Services, Vocational training ,Empowering Women , Protect the rights of senior citizens of our country ,Care for Orphans, Empowering any particular community (eg: rickshaw puller,tea vendors)
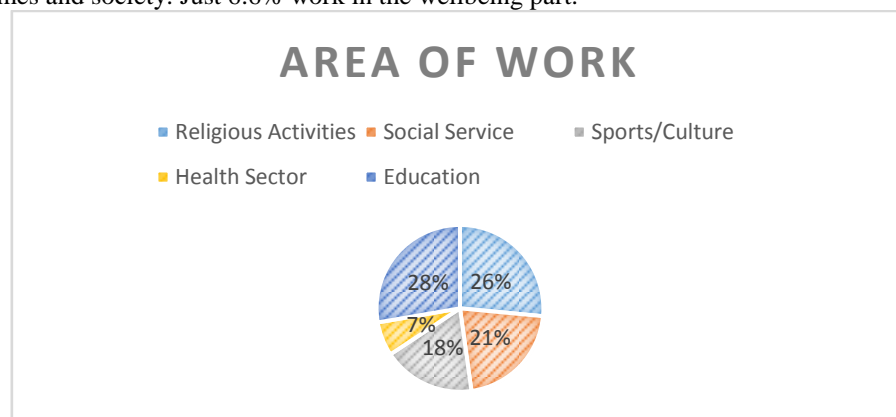
II. NGOs IN INDIA

Today, about 1.5 million NGOs work in India (i.e., non-benefit, willful subjects' gatherings composed on a neighbourhood, national, or global level). This incorporates sanctuaries, places of worship, mosques, gurudwaras (sikh

spot of workshop), games affiliations, clinics, instructive establishments, and ganeshotsavmandals (makeshift structures set up to house Ganesh celebration festivals). Most Ngos in India are little and reliant on volunteers.

As per a study led by society for Participatory research in Asia (PRIA), 73.4% of NGOs have one or no paid staff, despite the fact that the nation over, more than 19 million persons fill in as volunteers or paid staff at a NGO.

WORKING STAFF

■ No paid Staff ■ Paid Staff

27%

73%
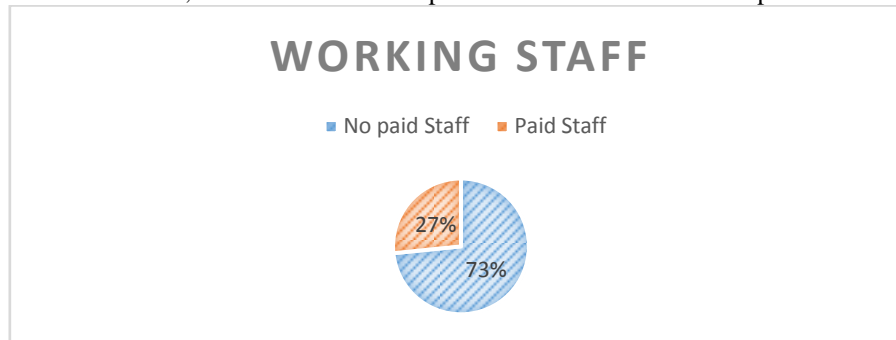
The Pria overview additionally uncovers that 26.5% of NGOs are occupied with religious exercises, while 21.3% work in the region of group and/or social administration. About one in five NGOs works in instruction, while 17.9% are dynamic in the fields of games and society. Just 6.6% work in the wellbeing part.

AREA OF WORK

■ Religious Activities ■ Social Service ■ Sports/Culture
■ Health Sector ■ Education

28% 26%

7% 21%

18%

III.   REVIEW OF LITERATURE

1. PreranaManvi and AbhinavPrakash (2007), stated that corporates have now started to perceive CSR as a centre movement, and are looking to discover imaginative approaches to viably use their CSR reserve. The enactment additionally permits the organizations to team up with different corporates in joint activities that can attain more noteworthy contact with more capital. With a specific end goal to encourage a helpful situation for organizations to take up with NGOs in their CSR activities, an exhaustive database enrolling all NGOs (that a corporate could browse) and the work done by them could be a useful apparatus. The Indian Institute of Corporate Affairs (IICA) is arranging an arrangement of exercises and activities, for example, creating a national NGO centre, and setting up a community ventures CSR portal.in the long run, keeping in mind the end goal to fathom India's long haul and substantial scale issues, it would be vital for the business to work towards aggregate effect which can make utilization of aptitude and limit needed to attain the wanted results.

2. Helen Wadham (Manchester Metropolitan University Business School) (2009) makes out emulating inferences Firstly; the business case for engagement in CSR envelops both good and monetary measurements. Organizations (and Ngos) are viably characterized by their associations with stakeholders, which are not separate from the association yet necessary to its essential personality. Organizations consequently have an ethical commitment to take part in CSR exercises, which – to be suitable in the long haul – should unmistakably include esteem. Besides, while the writing proposes business has a tendency to receive a "weaker" perspective of maintainability than Ngos, the exploration recommends both may slant towards an "adjusted" approach. Both associations stress the criticalness of methodology, and the related difficulties of adjusting monetary advancement against appreciation for social structures and "indigenous" information. Thirdly, existing exploration is spellbound, concentrating on commonsense results or – alternately – the vacant talk of business/NGO engagement. This exploration recommends association plays both a reasonable and typical part, possibly difficult business as usual at a neighborhood and systemic level. At last, the examination recommends that in arranging and accommodating their common desires and understandings, members are participating in "informative activity,"

3. Dr. A. TuğbaKarabulut&OğuzDemir (Istanbul Commerce University, Faculty of Commercial Sciences) (2006)stated that Companies ought to adjust their social, ecological and monetary obligations. They ought to pick NGOs and tasks focused around their missions, dreams and objectives. They shouldn't attempt to direct to corporate social obligation ventures only for advertising exercises. They ought to act focused around qualities and moral measures. They shouldn't hurt nature and endeavour individuals for profits of their shareholders and benefits. Then again, NGOs ought

not be utilized by organizations to increase open backing. They shouldn't just concentrate on having notoriety, enormous trusts and numerous supporters. They ought to persuade organizations to direct ventures that will give significant profits and stores to secure nature's turf, human, work and client rights; enhance the living states of individuals, serve sustenance, social insurance and training for poor, old, debilitated and crippled individuals. The collaboration ventures in the middle of NGOs and the private part ought to start huge changes and enhancements in the general public and the lives of individuals.

4. According to a **study led by Environics and Gallup in 47 countries (2002)** in 2002, 48 percent and 52 percent of respondents expressed that they had practically no trust in worldwide organizations or extensive national organizations separately. Then again, 32 percent of respondents communicated doubt in NGOs although 59 percent of respondents expressed that they had a great deal or some trust in NGOs. Most individuals appear to address validity of a NGO when the NGO has organizations with a company. NGOs can help organizations to attain corporate social obligation in zones, for example, ensuring nature's domain, giving nourishment, wellbeing and training administrations to the poor and the general population. They lead activities and discover financing from organizations that need to understand their corporate social obligation obligations.

5. DjordjijaPetkoski and Nigel Twose(2003) said that civil society associations have a solid part to play in supporting an empowering environment for CSR. Examination portrayed how sections of common society (counting media, NGOs, scholastics and the congregation) can captivate with CSR. Common society associations may have the capacity to go about as an "extension" in the middle of organizations and government and who can "decipher" the phrasing of social improvement into dialect that business can comprehend; they can likewise give data on undertakings' exercises to the general population. It was contended that compelling common society needs the backing of the general population division and great legislation.

IV.   RESEACH METHODOLOGY

1.   OBJECTIVES:
The research on the Corporate Bridge for equalising the society by Association with NGO(s) as a part of CSR was based on the following objectives:
- To identify a corporate bridge between corporate houses and NGO's for making an impact towards the society.
- To find out involvement of the corporate sector with the existing NGOs to support its CSR activities.

2. METHODOLOGY:
2.1 Type of Research
Both Descriptive and exploratory exploration was utilized as a part of accumulating this study. While exploratory exploration helped in creating the theories through the examination of essential information through polls and particular meetings with Industry guides.

2.2 Type of Data
For gathering Primary Data Questionnaires were controlled on the heading NGOs of Delhi NCR with a specific end goal to gage their perspectives on corporate backing for their individual NGOs and social obligations regarding the corporates. While, for Secondary Data utilization of different distributions, diaries, articles and the Internet was made.

2.3 Research Method Employed
Survey Research was employed to carry out this survey, wherein industry guides of Leading NGOs (samples) were interviewed personally followed by filling the questionnaires for the support. While, for Secondary Data utilization of different distributions, diaries, articles and the Internet was made.

3. SAMPLE SIZE-
Samples from 09 NGOs were collected either by personal visits or via telephonic interviews or via internet publications.

**4. TYPE OF RESEARCH** –Descriptive and Exploratory

V.   DATA ANALYSIS
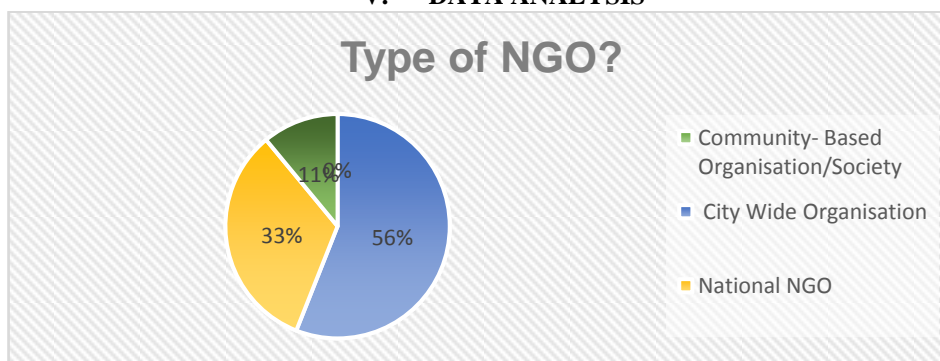
Majority of the NGOs (56%) studied were City Wide Organisations (functional only in one city) followed by 33% of National NGOs (functional in more than one state) and 11% were International NGOs (functional in more than 1 country).
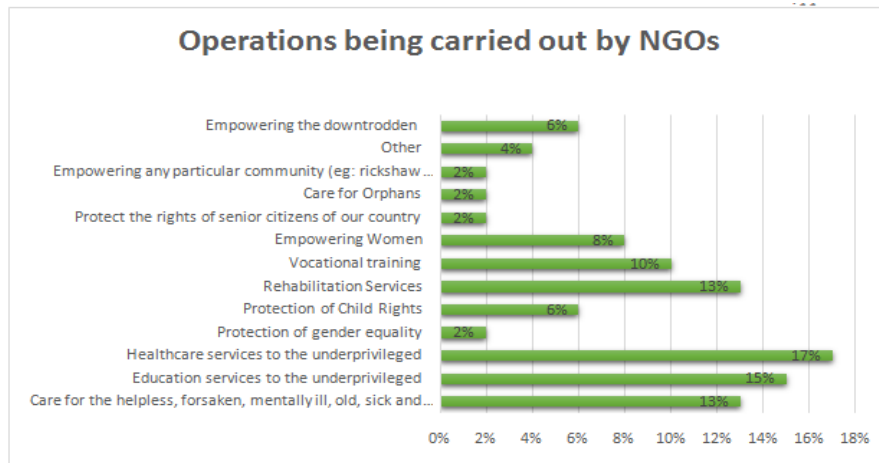
Majority of the NGOs studied are actively participant in providing Healthcare services (17%) to the underprivileged along with Educational services (15%) followed by Care for helpless, mentally ill, old and sick (13%) and Rehabilitation services (13%) There is a wide scope in areas of Protection of gender equality, care for orphans, empowering communities (like rickshaw puller, tea vendors etc.) where less than 5% of NGOs are functional.
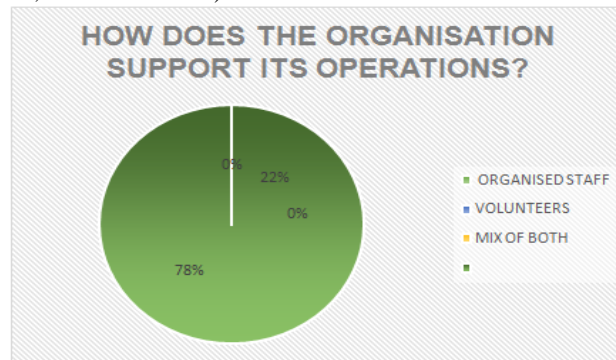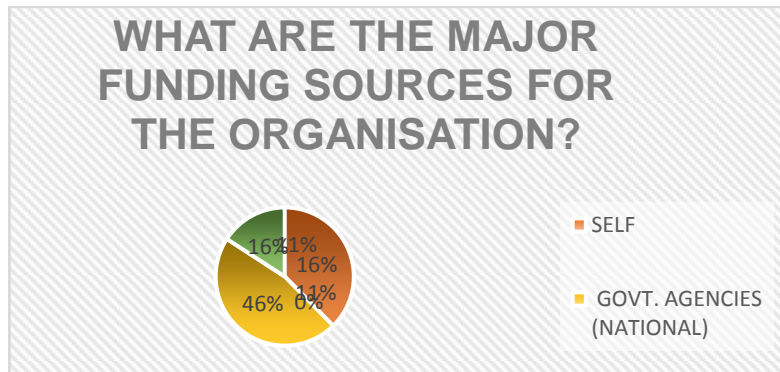

78% of the NGOs studied support its operations with the help of Mix of both volunteers and organised staff and only 22% of the NGOs work with fully organised staff.


No Monetary reward is being paid to any of volunteer working with NGOs because of variations in funds , and non-organised management of the NGOs.
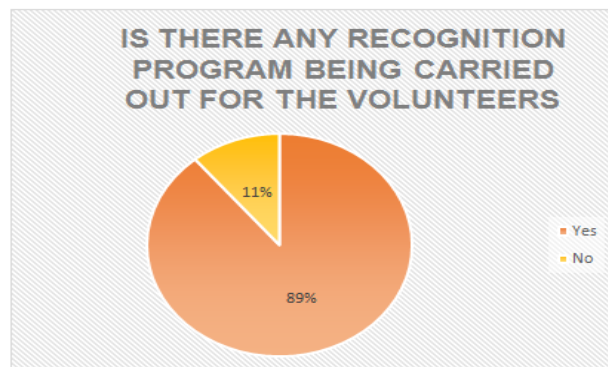
89% of the NGOs provide Certificate of Appreciation/Vote of thanks as a part of recognition programme for the volunteers , as certificate of appreciation serves as a motivation for those who are associated with the organisation irrespective of time

WHAT ARE THE MAJOR FUNDING SOURCES FOR THE ORGANISATION?

■ SELF

■ GOVT. AGENCIES (NATIONAL)

16% 1%
16%
11%
46% 0%

Majority of the NGOs (47%) are dependent on individual donations to carry its operations followed by Govt. Aid (16%) and corporate support (16%).

IS THERE ANY VARIATION IN THE FUNDS EACH YEAR?

44% 56%

■ YES
■ NO
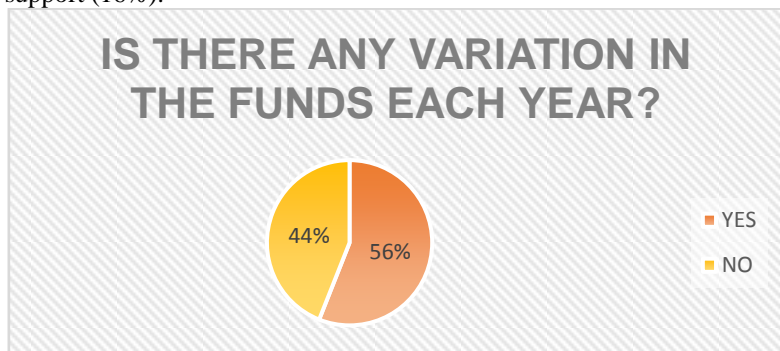
56% of the NGOs say that they incur variation in funding each year because of dependency for finds on other sources. NGOs are not self-sufficient in running the operations.

DOES THE ORGANIZATION GET ANY CORPORATE SUPPORT OFFER?

■ Yes
■ No

56% of the NGOs get cooperate support offers where recent tie ups have highlighted the name of big corporates like Airtel , Aviva , Coca-Cola , Penguin India , NDTV , TODS , Kenn Energy , Hayatt Group of Hotels , SAIL , Union Bank etc.

Would the organisation be interested in getting the offers for support via…

0%
100%

■ Yes
■ No

100% of the NGOs studied are interested in getting corporate support in form of sponsorships , In kind donation , Health care facilities , Educational services , help in awareness programs and social campaigning.

VI.   KEY FINDINGS

1. **Apart from Education and Healthcare there is a wide scope for NGOs in other functional areas.**There is a wide scope in areas of Protection of gender equality, care for orphans, empowering communities (like rickshaw puller, tea vendors etc.) where less than 5% of NGOs are functional.

2. **There is a need of organizational structure in NGOs.**78% of the NGOs studied support its operations with the help of Mix of both volunteers and organised staff and only 22% of the NGOs work with fully organised staff.

3. **Corporate support is the least contributor for the support of NGOs.**Majority of the NGOs (47%) are dependent on individual donations to carry its operations followed by Govt. Aid (16%) and corporate support (16%)

4. **Only national and international NGOs get corporate support.**Only national and international NGOs are getting corporate support offers and there is a wide scope for corporates to extent their helping aid to city wide organisations that are also contributing in betterment of society and suffer from fund/material crisis.

5. **Corporate sector have a wide scope in extending its support for the society.**100% of the NGOs studied are interested in getting corporate support in form of sponsorships , In kind donation , Health care facilities , Educational services , help in awareness programs and social campaigning

CORPORATE BRIDGE FOR EQUALISING THE SOCIETYRECOMMENDATIONS BY AUTHOR)
1.   WELL STRUCTURED NETWORK OF NGOs.
A pan India project shall be taken up to build a network of NGOs and shall equally divide the operational areas where one city has one NGO for one cause and all NGOs shall be registered under the same.
Well network will help identify the corporate houses to extend support to one cause. All NGOs shall work as "one single unit" for the society.
A well-structured network of the NGOs shall be taken up in three different levels
    a.   National level
    b.   State Level
    c.   City Level

2.   DONATING A PORTION OF PRODUCTION AS CSR.
Corporates shall render their products/services as a part of CSR rather than opening up and investing more in creating infrastructure for more NGOs, but shall extent their help. Creating infrastructures leads to more funds while double the services can be provided in those funds. For example. If all medicine producing Co. donate a portion of the medicines produced then it would be cost effective for the firm but much helpful for the needy.

3.   MOBILE EDUCATION
Mobile educational services shall be promoted where cost of infrastructure is low but it benefits more and more people.
For the educational services , mobile online education can be used to make concept easier and teachers of Urban area can reach to even deep root villages for enlighten the candles of knowledge.. for the educational purposes more vehicular education shall be promoted where cost of setting up can be eliminated but quality education can reach the students with the help of latest technology of projectors and online lectures. Lectures can be recorded one time and it can reach to millions who are deprived of education at their doorstep.

4.   EMPLOYEE SOCIAL SERVICE DAY.
Employees shall be given one day off once in month to support some social cause in form of education or healthcare or by any means, but it shall involve their physical presence so as to feel the difference that would give them a real picture of the world because donation itself doesn't make people realise how vast is the difference lies in the standard of living. In this way, more individuals can take part in involving themselves with some social cause and shall contribute in noble opportunity. Dedicating few hours to educate one child or donating some poor will help in bridging the gap.

5.   CORPORATE EMPLOYEE DONATION DRIVE
Corporates shall conduct donation drives with the help of employees on quarterly basis where old clothes, utensils, books, stationary, shoes and other items can be donated to the needy persons.

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QUESTIONARE

NAME OF THE ORGANIZATION _____

LOCATION: _____

YEARS OF EXISTENCE _____

1. TYPE OF NGO?
   ☐ Community- Based Organisation/Society
   ☐ City Wide Organisation
   ☐ National NGO
   ☐ International NGO

2. WHAT ARE THE OPERATIONS BEING CARRIED OUT BY THE NGO?
   ☐ Empowering the downtrodden
   ☐ Care for the helpless, forsaken, mentally ill, old, sick and the road side destitute
   ☐ Education services to the underprivileged
   ☐ Healthcare services to the underprivileged
   ☐ Protection of gender equality
   ☐ Protection of Child Rights
   ☐ Rehabilitation Services
   ☐ Vocational training
   ☐ Empowering Women
   ☐ Protect the rights of **senior citizens of our country**
   ☐ Care for Orphans
   ☐ Empowering any particular community (eg: rickshaw puller,tea vendors)
   ☐ Others

Other   Please   Specify

_____
_____

3. What are the activities done by the Organization in order to support its operations?

_____
_____
_____
_____
_____

4. HOW DOES THE ORGANISATION SUPPORT ITS OPERATIONS?
- ☐ ORGANISED STAFF
- ☐ VOLUNTEERS
- ☐ MIX OF BOTH

5. IS ANY REWARD BEING PAID TO VOLUNTEERS FOR THEIR ASSOCIATION
- ☐ YES
- ☐ NO

    IF YES THEN _____

6. IS THERE ANY RECOGNITION PROGRAM BEING CARRIED OUT FOR THE VOLUNTEERS?
- ☐ YES
- ☐ No

IF YES THEN _____

7. WHAT ARE THE MAJOR FUNDING SOURCES FOR THE ORGANISATION?
- ☐ SELF
- ☐ GOVT. AGENCIES (NATIONAL)
- ☐ INTERNATIONAL FUNDING
- ☐ OTHER NGOS
- ☐ INDIVIDUAL DONATIONS
- ☐ CORPORATE AID

8. IS THERE ANY VARIATION IN THE FUNDS EACH YEAR?
- ☐ YES
- ☐ No

IF YES THEN BY HOW MUCH
- ☐ 0%-20%
- ☐ 21%-40%
- ☐ 41%-60%
- ☐ 61%-80%
- ☐ 81%-100%

9. DOES THE ORGANIZATION GET ANY CORPORATE SUPPORT OFFER?
- ☐ YES
- ☐ No

IF YES THEN IS THERE ANY RECENT TIE UP (WITHIN 1 YEAR) AND WITH WHICH CORPORATE

_____
_____

10. Would the organisation be interested in getting the offers for support via corporate world?
- ☐ YES
- ☐ No

IF YES THEN WHAT KIND OF SUPPORT DO YOU SEEK FROM THE CORPORATES? :

_____
_____
_____

IF No THEN REASON

_____
_____

11. ANY MESSAGE TO SOCIETY/CORPORATE WORLD

_____

_____

FILLED BY: _____

DESIGNATION: _____

THANK YOU FOR YOUR VALUABLE TIME