

**DOCC Project Report**

**(Saath Charitable Trust)**



**(Fundraising activities)**

**By**

**(Yuvraaj Singh – PGPM-15-152)**

**S.P. Jain Institute of Management & Research, Mumbai**

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**Center for Development of Corporate Citizenship  
S P Jain Institute of Management & Research, Mumbai**

## **Preface**

This is my first experience of working with a nonprofit Non Government Organisation. Through my college S.P. Jain Institute of Management and Research, Mumbai I got an opportunity to work with Saath charitable trust based in Ahmedabad. 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. For last 27 years Saath has been working for upliftment of under privileged people in the society. Saath run a number of programs to improve the quality of life of urban and rural poor and I got an opportunity to work for the economically backward.

I came to know about 600 year old weaving skill of Patola and Tangalia. Cloth is made manually without the use of any automated machinery and it takes few weeks to make a saree or stole. Saath gave me an opportunity to interact with people whose generations have been in this work for past more than 600 years.

I got an opportunity to increase the awareness of Saath for fundraising. I took various initiatives like corporate engagement, online awareness, walk-in to organizations, using mailers.

Visited various centers of Saath to know the ground realities and what challenges people face. Interacted with program managers, center coordinators, present and past students, faculty and beneficiaries of different program

## Acknowledgement

I wish to express my indebted gratitude and special thanks to **Ms. Vama Rajpal**, Fundraising Manager and **Mr. Irbaaz Shaikh**, Head, Research Documentation and Communication Cell Saath Charitable Trust, Ahmedabad, who in spite of being busy with their duties, took time to guide me, supported me to coordinate my project and helped me in writing this report.

I express my deepest thanks to **Mr. Rajendra Joshi** Entrepreneur & Founder of Saath, **Mr. Niraj Jani**, Executive Director, **Ms. Chinmaiben**, Director and **Ms. Bella Joshi**, Program head R Weaves for giving necessary advices and guidance and arrange all facilities to make life easier. I choose this moment to acknowledge his/her contribution gratefully.

Furthermore I would also like to acknowledge with much appreciation the crucial role of the staff of Saath Charitable Trust, Ms. Shikha Jain, Mr. Hari, Mr. Nishant Dave, Mr. Rahul, who gave the permission to use all required equipment and the necessary materials to complete the task Fundraising.

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I would also like to thank all the faculty members of **S.P. Jain Institute of Management and Research, Mumbai** for their critical advice and guidance.

Last but not the least I place a deep sense of gratitude to my family members and my friends who have been constant source of inspiration during the preparation of this project work.

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## **Introduction/Background**

### **Fundraising activities: Corporate Social Responsibility**

Corporate Social Responsibility (CSR) aims to encourage companies to be more aware of the impact of their business on the rest of the society, including their own stakeholders and the environment. CSR is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.

CSR is a broad concept and addresses various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development. The purpose of CSR is to drive change towards sustainability.

Saath works with corporate to help them achieve their CSR goals and at the same time impact lives of hundreds and thousands of unprivileged people. Saath is present in many sectors such as Health, Education, Human rights and livelihood and can offer program to corporate that connects to the company's core business. Saath even customises projects as per the requirement of organizations. Saath is working with a number of organization such as Godrej, HSBC Bank, KPMG, Ford Motors, Igate, HDFC Bank, Ikea, INTAS Pharmaceuticals.

### **Benefits for organisations**

- Meeting the objectives of organisations' CSR vision
- Leveraging resources to create a larger impact
- Opportunities for employee engagement

### **Benefits for Saath**

- Furthering Saath's mission to improve lives of urban and rural communities
- Building Saath's corpus to ensure long term presence in the communities and our work with vulnerable populations.

### **Benefits for the community**

- A significant impact on the lives of many rural and urban poor families
- Empowerment of marginalized and vulnerable communities
- Sustainable long-term improvement in the live standards of many poor households

My project at Saath involved fund raising activities including CSR initiatives with organizations. Saath collaborates with corporate and organizations for betterment of youth, families and children. My task involved to contact organizations and introduce various initiatives taken by Saath and collaborate with them for their CSR initiatives. I planned to approach the organizations online and offline. I targeted to approach organizations by sending mailers, tele calling them and using social media as a part of online approach, while visiting companies and cold calling as part of offline strategy.

Another project involved visiting the various centers of Saath to understand how various centers are functioning and what changes and improvements can be implemented. I visited the Isanpur center where Saath operates Udaan program which includes courses in Tally, English speaking, Retail and Beauty parlor. I studied the details of beauty parlor course and to have a better understanding of the program it was necessary to interact with the beneficiaries and the instructor.

Through the program Nirman training is imparted in plumbing, masonry, electrical work to the under privileged people in the society empowering them to earn better income. Nirman aims at improving their skills, working efficiency and proficiency enabling skills enhancement and perfection and help them get a better wage, better contracts, and registration with the government, social security and encourages women workers to get such training. Nirman program has impacted lives of more than 1800 laborers.

I interacted with beneficiaries, center coordinator and the beneficiaries of the program at Meghani Nagar center of Saath to get insights of the program.

## Scope, Methodology and Strategy

**Scope:** To increase the visibility and contacting organizations for funding for Saath Charitable Trust and presenting various programs of Saath.

### Methodology

Observation: Not many people were aware about Saath and the projects implemented by the organization.

Look	Ask	Try
<p>Saath is a 27 year old organization involved in social cause working for the betterment of the society still Saath has limited awareness among individuals and corporate outside the state. Organizations know about Saath who have been working with Saath.</p>	<p>To understand why Saath has limited awareness I asked different people.</p> <p>Employees: Limited resources available. No dedicated people for social media.</p> <p>Friends &amp; Relatives: Not heard about Saath because Saath does not mass advertise.</p> <p>Corporate &amp; Organisations: Few knew about Saath while many did not know because of lack of advertising.</p>	<p>Walk-ins: To contact the corporate for CSR initiatives</p> <p>Online presence: To increase awareness among the masses I used social media. I covered stories on Gender rights, Education awareness and Nirman training program</p>

**Problem Framing & Definition:** People and organizations in and around Ahmedabad are aware of Saath but at a global level, people are unaware about the work done by Saath for the betterment of under privileged people of the society.

**In sighting:** Limited funds spent on mass publicity of the NGO.

**Innovation & Creativity:** To utilize social media (Facebook, Linedin, Youtube etc) to promote the work, activities and contributions done by Saath to the Society.

Mail campaigns: Send regular mails to existing donors, well wishers and prospects.

Rapid Prototyping: Develop stories of different programs and projects of Saath and use it to promote on social media.

**Strategy:**

1. Walk in: Approach organizations, corporate, banks and introduce Saath and the work being done by Saath for the community.
2. Mailers, tele calling: Search for organization segment wise and send mailers to them to create awareness of the work done by NGOs and ask for contributions from them.
3. Social Media: Use social media aggressively to promote the initiatives taken by Saath for the betterment of the community and increase awareness and presence among the masses.
4. E-newsletter: e newsletters have been a regular and consistent approach for online donations for NGOs who have time and resources for publishing newsletters. Many NGOs send the newsletters as BCC but it increases the chances of going into the spam. Advised Saath to send the e-newsletters to individuals rather than BCC to create a personal touch.
5. Online donation: The donate page should be easily accessible by the people. The donate page should be linked to various social media sites such as Facebook, linked in etc. E-newsletters should have an option of donate now and during times of crisis the NGO should send urgent email fundraising appeals to e-newsletter list in addition to regular e-newsletter.
6. Database: Utilize the existing data base to contact organization and at the same time searching and contacting new companies to increase the data base and reduce dependency on few organisations.



## **About the Organization: Saath Charitable Trust**

Saath was registered as a Public Charitable Trust in 1989 and is based in Ahmedabad, Gujarat. It was started by Mr. Rajendra Joshi to enhance the quality of life of the urban poor through an integrated approach to increase access to services such as health, education, employment, micro finance and affordable housing. For past 27 years Saath is working with communities to empower the socially vulnerable families by providing them livelihood services, women empowerment, imparting skills leading to employment, and health and education facilities.

Saath works with slum residents, migrants, minorities, children, women, youth and vulnerable people in urban and rural areas. In the last 27 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., Saath Mahila Savings and Credit Cooperative Society Ltd.).

Saath caters to the multiple needs of the poor at once by providing them with one-stop centers, through which slum residents have access to basic services. Saath invests in human capacity of persons to manage Saath programs in their communities. Saath engages institutions, corporate and individuals throughout the world as partners and supporters of integrated development in India.

Saath's various programs have benefitted children, youth, women, men and families. Saath through its various efforts has enabled the children of laborers and construction workers to get enrolled in schools. Saath provides vocational training to the unemployed youth and help them with job placements. Saath acknowledges the role of women in building a family and the society; therefore Saath's initiatives are targeted towards women. Saath train them in several skills like plumbing, electrical work, etc and empowers them to become self dependent.

Saath believes and follows that "Give a man a fish and you feed him for a day. Teach a man to fish, and you feed him for a lifetime."

Some of the programs run by Saath to empower the youth

**Youth Development:** Creating Livelihoods & Employability for the Urban Poor

1. **Udaan: Upskilling Youth:** Saath runs Udaan training centers to provide livelihood and vocational training to youth from vulnerable backgrounds and links them with employment, jobs, improving or setting up their own businesses. Over 52132 youth have been trained under this program and about 38998 are placed in various organizations.
2. **Nirman: Building Skills:** Nirman program addresses and fulfills the training needs of people in the construction industry like carpentry, plumbing, masonry and electrical. Practical and theoretical training is provided to over 1800 men and women in various skills enabling them increase their income by 10 to 30 %.

**Education: Balghars, Child Friendly Spaces**

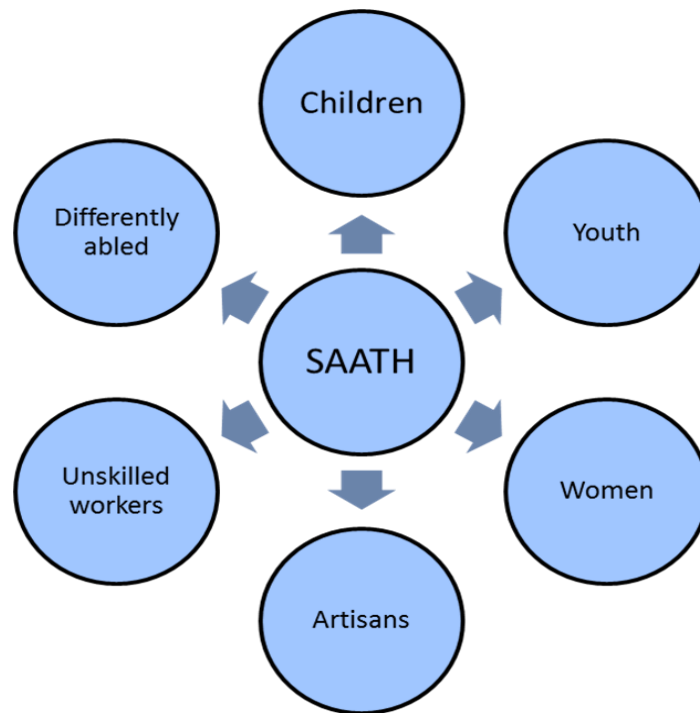
1. **Balghars: Improving Early Child Development:** Seven Balghars, or pre-schools operated by Saath provide basic education and nutrition support to around 2000 children between 3 and 5 years old.
2. **Child Friendly Spaces (CFS):** The aim is to reconnect these children to formal education and pull out from the system of Child labour.
3. **Housing Facilitation, Rehabilitation & Resettlement Programs: Housing For All:** With the help of Ahmedabad Municipal Corporation, Saath is working on the formation of residents association, facilitates the collection of maintenance charges and aims at a proper rehabilitation of communities in Economically Weaker Section (EWS).

**Social Enterprises Promoted by Saath Livelihoods**

1. **Rweaves: Reviving Traditional Crafts:** Rweaves is a rural development initiative that provides livelihoods, trainings and marketing support to various artisans of Surendranagar district specially Tangaliya, Patola, Cotton and Recycled Products.
2. **Griha Pravesh:** An Opportunity for owning A home : Griha Pravesh is a novel social entrepreneurship initiative to facilitate the provision of affordable homes to those who are unable to access housing from the formal market.
3. **Urmila Home Managers: Making Housework Aspiration:** Urmila Home Managers training and placement program identifies unemployed and poor women and trains them, places them thus helping them to earn their own living.

Over the years SAATH has won numerous awards and recognitions for work and contribution for the vulnerable section of the society. Given below is the list of some of the awards won by SAATH over the years:

- Citi Micro Enterprise Award **2013** in category ‘**Innovative Livelihood Promoter of the Year**’
- **India NGO award, 2011 and 2010** for Western Region
- **Edelgive Social Innovation Honours 2011** for the Urmila Home Manager Program
- Accenture South Asian Network’s **Charity of the Year 2010-11**
- **Indian Social Entrepreneur 2009** by Schwab Foundation, UNDP and CII
- Udaan supported by Microsoft (India) Corporation Pvt. Ltd. awarded **E-Rajasthan Awards 2009**, Digital Learning – Private Sector Initiative of the Year
- Recognised and Profiled in **2009** by CII as **one of the 50 NGOs in Gujarat to collaborate with**
- **Ashoka Fellowship**, September, **2008**.
- Listed amongst **50 “Pioneers of Change”** by India Today in **July 2008**
- **Finalist for Social Entrepreneur of the Year Award – 2007** Constituted by UNDP, CII, Schwab and Khemka Foundation
- Awarded **The Nagrikta Puraskar in 2004** by the Ahmedabad Management Association



**Target Audience**

## **Problems and Challenges**

Since the time fire destroyed a major part of the head office of Saath at Jodhpur Tekra in Ahmedabad, Saath has been facing problems and challenges in a number of areas like funds, resources, staffing, infrastructure etc.

**Program:** Requirements keep on changing, and capacity to deliver services is underutilized. Same program is run across all centers.

**Staffing:** Presently limited resources available. There is no dedicated resource for social media, online fundraising. Limited manpower to work on communications and online campaigning. Not enough people on the field to promote the various programs among the target audience.

**Systems:** Administrative systems are needlessly complex, confusing, and outmoded. Saath lacks a MIS. A management information system (MIS) focuses on the management of information systems to provide efficiency and effectiveness of strategic decision making.

**Fundraising:** The NGO is dependent on few sources for funds. Only people and organisations in surrounding regions know about Saath. Saath does not have presence on a national or global level.

**Internal Communications:** Staff members don't willingly speak out on critical problems. Few suggestions come from the team.

**External Relations:** Limited social media presence. Not many public engagement activities.

## Challenges for Nirman program

**Documentation:** Very difficult to complete the documentation since most of the laborers do not have the basic needs like address proof, work proof.

**Registering of laborers with labor department:** Informal sector laborers are not able get written proof of their work from contractors, which becomes a hurdle for them to register themselves at labor department.

**Enrolling people:** Most of the laborers work full time and get limited time during the evenings / night. Convincing target group individuals to join the training program after the day's work is a challenging task.

## SWOT Analysis



## **Analysis of findings**

**Fundraising:** Many organisations are supporting various programs of Saath such as Udaan, CFS, Balghar, but at the same time it is important and necessary to increase the reach to more organisations and individuals. With the industrial development taking place in Gujarat more organisations are setting up facilities in the state. Saath can approach these companies for donations, help them with CSR activities, at the same time Saath can train people through Udaan and Nirman programs and help them get employment.

Fundraising for an NGO is long and tedious process. It takes many months and at times years to associate and raise funds from corporate. It is important for Saath to build up long term relations with the organizations rather than look for quick returns. Organisations have their set time to release funds.

**Nirman program:** Saath is imparting both theoretical and practical knowledge at its different centers. In addition to that Saath is teaching the participants life skills, soft skills, dressing and way of interacting.

After attending two months long program, daily, the participants are better educated and skilled to perform their jobs and duties. Majority of the participants are helpers and earn meager income. The program enables them to As per the program coordinator Mr. Mannan, the participants find it easier to get employment, the number of work days has risen from 15-18 days to over 25 days and builders and contractors are ready to pay more.

After interacting with the beneficiaries I came to know that a number of people want to work independently, as free lancers but are unable to do so because they do not have the tools or money to buy the tools. A tie up with a micro finance company will help the workers to set up their own work or expand their existing work.

### Field implementation of recommendations

I targeted the top Pharmaceutical and IT companies in Ahmedabad; Pharmaceutical because they contribute in healthcare programs and IT companies because of their contribution for education and childcare.

<b>IT Companies:</b>	<b>Pharma</b>	<b>Others</b>
Tech Mahindra, Gandhinagar	Zydus Cadila	Godrej & Boyce
C Metric, Gandhinagar	Torrent Pharma	Nirma Ltd
TCS, Gandhinagar	Dishman Pharma	SBI Bank
Gateway Technolabs, Ahmedabad	Lambda Therapeutic Research Ltd.	
E2M, Ahmedabad	Marck Biosciences Ltd (Amanta)	

To increase awareness among organizations in Gandhinagar, I approached various IT companies. Approached Tech Mahindra and introduced Saath to Mr. Omesh Makhija. Discussed about different programs, Udaan, Nirman, CFS, Balghar.

Approached SBI and introduced Saath to Mr. Dhiren Mankad, PRO and CSR activities. Presented the work being done by Saath for the betterment of the under privileged people. Presently SBI Ahmedabad office is spending about 9 crore for social activities in Guajrat region. Discussed the details of the funding required for different programs like Balghar, Udaan, Nirmaan and CFS.

## **Conclusion**

During visit to the corporate, I noticed few organizations were aware about Saath but many were unaware about Saath. Saath is associated with many big organizations like Godrej, Quest Alliance, HT Parekh and can leverage the association to partner with more organization for donations and funding. At the same time is important for Saath to increase its presence among the corporate, individuals, High net worth individuals (HNI) as well as among the target audience.

Direct Marketing: Walk in is an effective way to generate leads and introduce Saath to the corporate and organizations.

Social Media: Social media a useful tool to reach the masses and promote the organization. Facebook, LinkedIn, Twitter and other online medium can be used for promoting Saath. Regular updates with keep the audience aware of the activities being carried out. A break in the updates leads to loss of interest in the people and the organizations.

E mailer: This will establish a continuous touch with the target people and organizations. Updates to donors regarding different programs in which they have donated and keep them motivated to support Saath in future.



## **Recommendations**

Dedicated business development team: Marketing and business development team will be responsible for corporate interactions and visits.

Mobile optimized website: The existing website of Saath is old and outdated and has limited content. In order to increase the online presence it is necessary to revamp the website and add more content.

Arrange activities like Marathon, Charity matches: Another way to increase the presence and involve masses is to engage in activities like Marathon run, charity matches, organizing competitions in school, colleges and offices.

**Program:** Understand the needs of target audiences, and revise programs to meet current needs. Add new offerings to the program mix, and eliminate outdated ones. Customise programs as per the audience and organizations.

**Staffing:** Reorganize staff structure, reallocate responsibility and retrain people. More people required on the field for mobilizing the targeted people.

**Systems:** This may require the expertise of outside management and information technology consultants.

**Fundraising:** Revise programs to make them more relevant and match funders' special interest. Adopt a more proactive approach to funders.

**Internal Communications:** Create a policy that outlines procedures for involving staff. Appreciate the suggestions from the team.

**External Relations:** Inform donors regarding the progress of programs. Ensure that messages about accomplishments are conveyed to key audiences. Take help from external PR agency.

## **Abbreviations**

CFS: Child Friendly Spaces

CSR: Corporate Social Responsibility

MIS: Management Information System

NGO: Non Government Organisation

RDC: Research, Documentations and Communication

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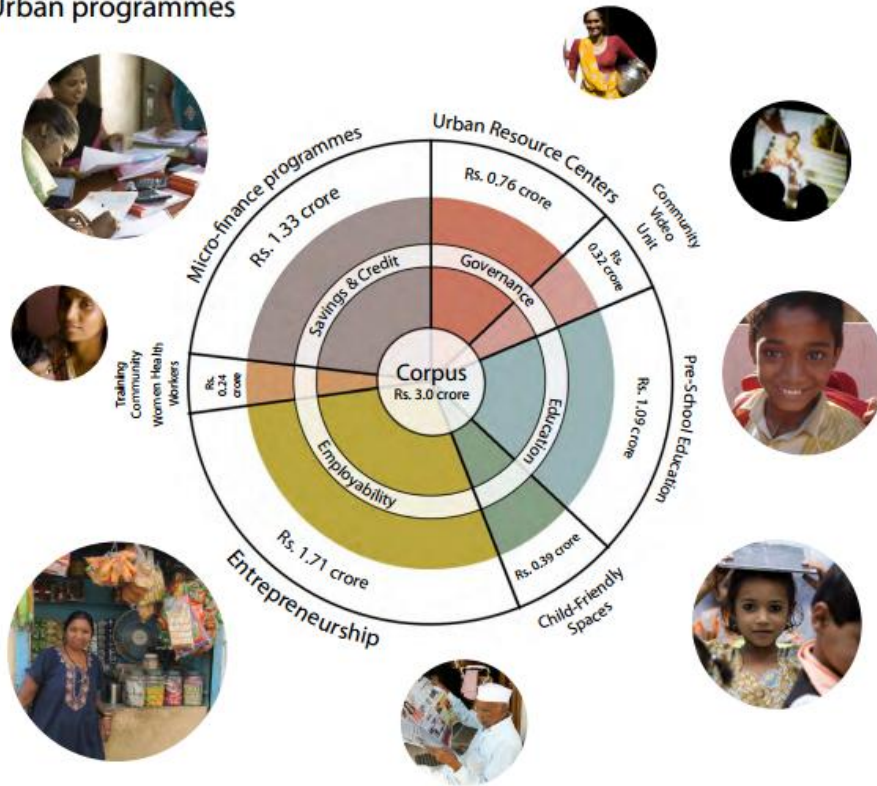
Saath.org

Linkedin.in

Facebook.com

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## Urban programmes



## Rural programmes

