A STUDY OF THE EFFECTIVE USE OF SOCIAL MEDIA FOR WOMEN'S NGO IN DISSEMINATION OF INFORMATION IN WESTERN MAHARASHTRA

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Year February, 2020

DECLARATION

I hereby declare that the thesis entitled **"A study of the effective use of social media for women's NGO in dissemination of information in western Maharashtra"** completed and written by me has not previously formed the basis for the award of any Degree or other similar title upon me of this or any other University or examining body.

The research has been conducted by me under the guidance of Dr. Geetali Tilak.

I also further declare that the material obtained from other sources has been duly acknowledged in the thesis.

Place: Pune

Date: / /2020

Ms. Nutan Pramod Kanegaonkar

Certificate

This is to certify that the thesis entitled **"A study of the effective use of social media for women's NGO in dissemination of information in western Maharashtra"** which is being submitted herewith for the award of the Degree of Vidyavachaspati (Ph.D.) in Mass Communication of Tilak Maharashtra Vidyapeeth, Pune is the result of original research work completed by **Ms. Nutan Pramod Kanegaonkar** under my supervision and guidance. To the best of my knowledge and belief the work incorporated in this thesis has not formed the basis for the award of any Degree or similar title of this or any other University or examining body upon her.

Place : Pune

Date : / / 2020

Dr. Geetali Tilak

Research Guide

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Chapter 1: Introduction

Chapter 1: Introduction

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1.1 Introduction to the topic

Today the world is developing in all the sectors. People have become progressive. We are living global village, where every day a new technology is developing or a new invention is taking place. We have advanced in all the fields like medicine, engineering, aerospace, trade, ammunition, automation and sectors. With progress in these fields we have been successful in developing the global media.

Initially there was only print media which included newspapers which goes back to ages. The media has changed since then. From newspapers to electronic media there has been a great evolution in its form and its content presentation. It has been proved to be the best ways of mass communication. The print media has come a long way too. Be it radio or television they are conventional media. In recent times with the development in internet facilities the new media has emerged that is web media. With the help of computers it is easy to do work. It is time saving and helps to do smart work. As the term 'new media' suggests to use new mediums for mass communication. For example Wikipedia, is an online encyclopedia, and is a good example of new media which combines internet accessible digital text, images and videos with web-links, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Social media or social networking services, such as Facebook and Twitter, are another example of new media in which most users are also participants. There are many factors responsible for the emergence of new media. The world is coming closer due to digital development. We can be connected to each other even if we are living in two corners of the world. This is due to mobiles, internet, emails what's App, Skype etc. earlier people led a leisure life. People did not feel the urge to be connected. They did not feel the need to know what is happening on the other side of the globe. But with time

this need has emerged that we should be aware of what is happening around us. Due to the change in lifestyle of people the traditional Medias had to change their structure. There is always an ongoing confusion in deciphering the definitions of the terms ‘media’ and ‘medium’ as both can mean some other things besides the fact that the former is basically the plural form of the latter.

The definition of a medium is something through which one will get information or data like the TV, printed materials, radio, and the World Wide Web. To be more specific, a medium is a concrete example of a TV channel like ABC, or a specific magazine like ‘Stardust’ and many more. If taken together, as one general matter, then they can be regarded as the “media” which is the plural form. Hence, when you hear someone using the term “media” in this context, the researcher is referring to all of these sources of information.

When using “media” in a sentence, it is traditionally expected to be followed by a plural verb form like “The media are gathering at the press meet” However, today, it has already been widely accepted that “media” is, in fact, a collective plural noun that can either be treated as singular or plural when used with subject-verb agreements. Thus, it is normal to read or hear someone saying “The media is gathering at the press meet” Newspaper became online, blogs, tweets, what’s app email, apps all these practices of communication have become popular. The main benefit of these media is that they cheap and time effective. There are concepts like cyber volunteering through social media and social media affordance evolved in recent times. Cyber-volunteering is defined as an activity performed freely by an individual to work for an organization that is conducted remotely via the Internet (virtually) rather than being onsite to complete a task.

Today the daily life of a person has become so hectic and busy that on does not have enough time to eat, sleep and spent quality time with family. Due to these circumstances the media has also transformed itself. Timeliness is the deciding factor. Now a day's people don't have time to read newspapers or listen to radio. One may not get dedicated time to watch TV, or read papers so there is a possibility to miss a story or information. To avoid this technology has come to tip of your fingers. Now one click can change your life. Now a day's each one of us has a smart phone and internet access. If we take the example of phone we can use it for numerous things. We can call or message as a basic function of phone. Apart from this we send email, write and read blogs, do video conferencing, read online papers, watch videos etc. in recent times almost all the leading newspapers have an online edition and paper. Online TV channels are visible.

With development in the field of media, some other sectors are yet to progress. The social scenario in some way has not developed as expected. Even though the world is progressing at high speed the society is way behind. India faces many social problems like illiteracy, poverty, unemployment, malnutrition, female infanticide, child labor, crime, prostitution etc. There are many organizations working for the down trodden, helpless and for the betterment of the needy. There are many orphan children in India who fall prey to child labor, or child trafficking. Girls are in majority who are left by their parents because they wanted a boy. This mentality has not completely vanished from the society. Government has many schemes for such cases. There are various schemes for farmers, women, children, unemployed, uneducated, retired people, entrepreneurs etc. The main problem is the implementation of these schemes. The beneficiaries do not get the benefits of the schemes as it does not reach them. Corruption does not allow the right schemes to reach the

right people. The result of this is the society has got divided into two parts, poor are getting poorer and rich are getting richer. The disparity in the society is increasing day by day. Since the geographical area of the country is so large, that the people staying in remote areas, tribes are unreachable. When the government fails to reach these people the NGOs step in non-profitable organizations are run by people who are willing to work for the betterment of the society selflessly without expecting any financial gains. More to this have the vision and spirit to work at grass root level for development of the society.

There are many problems in society especially if we concentrate on the problems faced by women like domestic violence, dowry, female infanticide, child marriage, human trafficking, prostitution etc. These problems should be addressed and deled with sensitivity. There are many NGOs working for such women, who are victims of inequality, human trafficking, dowry etc. these women are rejected by family, husbands and society too. These women have no source of income and mostly fall prey to begging or prostitution. Many of these women are illiterate. The NGOs give shelter to these women. The ratio of these women in Maharashtra is high. The NGOs try to give shelter to these women and their children. The media covers these issues but still lot more can be achieved. They media can play a key role for such women and such NGOs. These women have equal right to stay in society and live their freely. These NGOs are run by professionals and sometimes illiterate folks too. Therefore they are not so familiar with the new media and use of media. The most important factor is the management of these NGOS.

1.2 Importance of the topic

When we speak about NGOS and their management the most important factor is the human resource working for them. As the title says To study the effective use of social media for women NGO's in dissemination of Information, it is extremely important to study the different factors associated with topic like problems of women, working patterns of NGOS, their management, emergence of new media, efficient communication, and their respective inter dependency.

Medieval India was not woman's age and was supposed to be the 'Dark age' for them. Medieval India saw many conquests which resulted in decline in women's status. When foreign conquerors, like Muslims invaded India they brought with them their own culture. For them women were the sole property of her father, brother and husband and she did not have any will of her own. This type of thinking also crept into the minds of Indian people and they also beg to treat their women like this. If we look at the current scenario of women there is a drastic change. Today majority of women are educated, independent and leading in all fields. But the disparity still exists in society. Though women are a vital part of the society and are still facing many problems from ages. These problems have been handled by NGOs as well as government through various schemes, subsidies and awareness programs. As the NGOs are not completely non profitable organizations they have to face many obstacles and limitations in their working.

As we look at the three majors parts of the topic which is the NGOs working for needy, problems of women and the use of new mediums of communication each one of them is a topic of in-depth study. The importance of the topic is the inter-linkages of the three aspects for bringing social up-liftment. At the outset of the emergence of new media its effective use might ease the problems of NGOs in their functioning.

Therefore the topic selected by the researcher has immense importance. The statistical data, analysis of the problem, laws, contribution of NGOs, detailed study of new mediums of communication, efficient use of new media for social development derived from the research can be extremely useful for minimizing the issue.

INSIGHT OF RESEARCHER

There are many abundant women in the society. They are widows, orphans, elders, victims of domestic violence, dowry or gender inequality, prostitutes or human trafficking. They have no shelter in many cases and become susceptible to crime. These women need help and can be safe in the NGO's. But in most of the cases it is observed that the women are not aware of the NGO's. They do not know the address or contact details of such organizations. Common people are also generally unaware of such organizations usually as do not come across such cases in day to day life. So it becomes difficult for them to help in such cases. In most of the cases the NGO's reach their beneficiaries. This issue is a serious one as any one of us can be victimized or can come across any such case while we move in society.

I read an article in The Hindu, about a NGO named 'Urja' at Dadar station which is a hub of tourist and can drive someone new to the city, dizzy. Ironically, people from all over the country alight here to find some stability in the chaos of their lives.

A young woman arrived here from Jharkhand years ago, hoping to find solace from physical, mental and emotional abuse in her marriage. The day her tolerance snapped, she ran away from home; she arrived in this city with no idea of where her parents lived, and no reading or writing skills

either. Her abuse was compounded during her journey, and she landed in Dadar, a wreck.

“When the NGO spotted her, she could neither speak nor communicate effectively, and was highly suspicious of strangers. Winning her confidence was a task. However, after a few days when she realized we were her friends and were willing to help, she opened up slowly,” says Deepali Vandana, founder of the Urja Trust.

Urja works with marginalized runaway and homeless young women, and runs a shelter near Dadar station. Many young women run away from their homes or are thrown out for various reasons, including a desire to improve their circumstances, lead a life of their own choice, to escape abuse, alcoholism in the family, or discrimination. Once they are on the streets, however, there is hardly any societal and state support for them, and they find themselves homeless and exposed to further exploitation,” says Ms. Vandana.

She says she has seen discrimination very closely, coming as she does from a marginalized section of society. The women are brought here and once their basic problems are established, are shifted to a short stay home. When they start earning with the help of Urja, they shift to a ‘group home’. Both these are rented premises in Dadar. So far, around 250 women have been beneficiaries.

Once the women are brought in, the counselors at Urja try and find out why they have left their homes. If the counselors feel the problems are minor and can be corrected, they approach the women’s parents to try and build bridges. But if a woman has faced immense trauma in her family, she is given both psychiatric and legal counseling during her stay at the shelter.

“Research shows that there is a link between mental health and homelessness. Women, especially, face the added stigma of having a

mental health condition," says Dr. Rizwana Nulwala, counsellor and psychiatric social worker at Urja.

Urja's biggest challenge has been funding. While philanthropists have supported their work on a regular basis, paucity of funds often prevents them from thinking big.

Her mission is to unearth the psychological reasons and the socio-cultural practices that force girls to run away from home. She believes that there is a larger social issue at work here, considering that numerous homeless girls come from a deprived socio-economic background.

This article created curiosity in my mind to investigate the lacunas in the working of NGO'S and problems they face while doing a noble cause. I feel there should be awareness about such NGO's who work for women in different sectors. Also that now days the organizations have communication aids like website, phone, or do outreach programs. But the main aim is to understand the effective use of new media in dissemination of information. The main reason behind selecting the topic is to find out the gap between the NGO's functioning and the needs of the beneficiaries. There are many NGO's working for the needy but the researchers main aim is to find those NGO'S who in particular working for women or girls. Also there are hundreds of NGO's in Maharashtra but the researcher aims to find out NGO's in Western Maharashtra in cities like Kolhapur, Satara, Karad, Solapur and Pune. After satisfying the primary aim of finding specific NGO's the next step is find out the difficulties which the NGO's face in reaching out to their beneficiaries and other limitations like infrastructure , logistics, financial etc. The next step is to study and analyze the different modes of communication which the NGO's use to reach the beneficiaries. The main aim of the researcher is to study the gap between the communication of NGO'S and beneficiaries.

1.3 History of NGOs and origin

Non-governmental organizations, commonly referred as NGOs, they are usually non-profit organizations and sometimes international organizations. Some of them are active in education, health care, women and child care, human rights, environmental issues, and other areas according to their objectives. They are thus organizations founded by citizens. Sometimes the term is used as a synonym of civil society organizations.

NGOs are usually funded by donations, but some avoid formal funding altogether and are run primarily by volunteers. NGOs are highly diverse groups of organizations engaged in a wide range of activities, and take different forms in different parts of the world. Some may have charitable status, while others may be registered for tax exemption based on recognition of social purposes. Others may be fronts for political, religious, or other interests.

The number of NGOs worldwide is estimated to be 10 million. Russia had about 277,000 NGOs in 2008. India is estimated to have had around 2 million NGOs in 2009, just over one NGOs per 600 Indians, China is estimated to have approximately 440,000 officially registered NGOs. About 1.5 million domestic and foreign NGOs operated in the United States in 2017.

The term 'NGOs' is not always used consistently. In some countries the term NGOs is applied to an organization that in another country would be called an NPO (non-profit organization), and vice versa. Political parties and trade unions are considered NGOs only in some countries. There are many different classifications of NGOS in use. The most common focus is on "orientation" and "level of operation". A NGOs orientation refers to the

type of activities it takes on. The term 'non-governmental organization' was first coined in 1945, when the United Nations (UN) was created.

Earlier people on individual level or which the group did charity work but that was limited to the natural calamities or epidemics. After independence these organizations undertook social welfare activities as their mission. Male and female, social workers were activists during the pre-independence period and were working for widows, destitute women and orphan girls. At that time and even now Christian missionaries are engaged in charity or social welfare work. Efforts for the economic empowerment of women have also been doing by the NGOs they provide training for the self-employment activities. The objectives of NGOs are to seek welfare of society and to solve problems of community or society.

1.4 Current scenario of NGOs

In today's time the problems faced by the society are very complex. This is a fact in a country like India where a large number of vulnerable sections are experiencing inequalities at all the levels. Development does not only mean only economic development but also means social equality, gender equality, improving quality of life. It is not possible for government alone to effectively undertake such complex development activities. So, there is essentiality of other groups or organizations to support the government on various fronts. This essentiality paved way for the emergence of civil society. Non-Government organizations (NGOs) being a major arm of civil society thus have a crucial role in the country's development process.

Non-Government organizations (NGOs) are the groups or institutions or organizations that are not reducible to the administrative grasp and work on 'non-profit' basis with the principles like social equality, altruism and human development as their foundations. Social service is associated with

India since ancient times. The real and identified registration and formation of NGOs emerged in India from early 1970s. Immediately after their formal inception, NGOS received greater thrust form the Government in many ways.

In the seventh five year plan, it gave a task of developing 'self-reliance communities' to NGOs for promoting rural development. Later in the eighth five year plan, government sought to promote nationwide network of NGOs. The tenth five year plan lead to the need of NGOs in developing agricultural sector by promoting awareness among in the farmers about various modern techniques and government initiatives for their benefit. Moreover, government has also been promoting the development of NGOs through assistance programs.

NGOs with the support given by the government have been accelerating its development activities by taking up specific issues like upliftment of the poor section, caste social stigma and discriminations, women rights, child labor, rural development, water and sanitation problems, environmental issues. In the last two decades the role of NGOs has become proactive in the social sector development. NGOs have played a crucial role in sending the school dropouts back to the school especially in rural areas thus upholding the Right to education. And also the heath sector development programs like Leprosy eradication programme and programs eliminating TB, malaria and improving water and sanitation facilities by NGOs have met with huge success.

The most highlighted success of NGOs could be seen in their achievement in influencing government to bring out various development policies. Such laws and policies include Right to Information, Integrated child development scheme (ICDS), Integrated child protection scheme(ICPS), MNREGA, Juvenile justice, Nirmal gram initiative, Rastriya swathya

bhima yogna (RSBY), Various policies on women development, forest and environment development, anti-trafficking, people with disability etc.

1.5 NGOs and controversies

NGOs undoubtedly have been playing proactive role in protecting the interests of the poor and are also essential for upholding the democratic values of the country. However, many NGOs in India have come under the red scanner and their functioning have to be seen with suspicion. This is majorly because of loss in credibility and lack of accountability with NGOs in India. Although this is not true with all the NGOs but it is certainly true that the red spot is on many NGOs across various regions in the country.

It is well known fact that several NGOs obtaining funds from the foreign sources for their activities. But in a country like India where income source is varied difficulties associated in raising funds which are primary for NGOs to fulfill their minimum requirements it becomes necessary to accept the funds coming from foreign. Instead of stopping the foreign funds it is necessary for government to ensure further transparency in categorizing the NGOs based on their funds sources. It would also prove effective if government tightens the scrutiny procedures through foreign contribution (regulation) act, 2010. It is necessary that NGOs ensure transparency in their governance and functioning.

#Source: Development for you.com and 'the Hindu' articles

1.6 About the NGOs

All the NGOs visited by the researcher were in different parts of western Maharashtra. The cities selected by the researcher were Kolhapur , Satara, Karad, Solapur and Pune. As I wanted to study the NGOs working for Women it was difficult to find institutes only serving for women. They also included men most of time with few exceptions of *Mahilashram.* The

NGOs can be categorized on different levels. There are NGOs who get government grants, partially granted, private run by volunteers, CSR, Trusts (religious organisations, social communities etc.). The NGOs can be classified on the basis of the nature of work, like women's hostel, for sex workers and their children, homeless women, old ages homes, orphanages, mentally and physically challenged, rehabilitation centers (*Vyasanmukti kendra*), legal aids and health (aids) .

I have covered in total 50 NGOs in the western Maharashtra with representation of almost all the above mentioned categories'. It is important to understand in details about every NGO. Therefore in this chapter I am describing every NGO in detail. It was a tough task to find NGO's who are specifically working for women or girls.

These fifty NGO's are selected by the researcher on the bases of their basic structure like these are the NGO's which work specifically for women. There are many other NGO's in the different parts of Western Maharashtra but these NGO's are exactly the samples which fit to the criteria selected by the researcher for the topic. Each of the following NGO's work for women, are working in the society for minimum ten years and are registered NGO's and also have minimum twenty beneficiaries with them at present. The list of the NGO's is attached in the annexure for reference.

1.6 .1

Name of the NGO: Matoshree Vrudhhashram	
Contact Person: Mrs. Vaishali Rajshekhar	
Address: Opposite Panchayi Taki, Chambukhadi Road, Kolhapur – 416003	
Establishment:	1992
Aim/Goals:	To help the elderly
Non-Funded	

Work: To solve the problems of the elderly in the rural areas of Maharashtra, especially for the financially weak elderly,"Matoshree Vruddhashram" Old Age Home was started.

About:

The institution is established to help the old, poor and needy beings in Maharashtra. The institution is recognised and aided by Government of Maharashtra. The principle of the institution is to be of help to elderly people who are not cared for by their own offspring.. The institution is built amidst natural and healthy environment and provides best amenities to the elderly. The institution solely works for the betterment of the elderly. They believe it is their duty to provide to the parents who never failed to provide for their children, but the offspring failed to nurture their parents during their time of need.

1.6 .2

Name of the NGO: Sanjeevani Institue
Contact Person: Bal Deodhar
Address: Flat No. D 17/18, Building No. 1, Prakashnagar Apartments Behind Cottage Hospital, Karad - 4155110
Establishment: 1987
Aim/Goals: Welfare of mentally challenged people
Funded

Works: Provide education, vocational training as well as workshops for overall development of the mentally challenged people and make them sufficient enough for their own development instead of relying on others.

About:

Sanjeevani Institute established in 1987 in Karad,works on the noble cause of welfare of mentally challenged people. The initiative was inspired from Hon. Sadhnatai and Baba Amte. The primary objective is development of

mentally challenged people through Special education, medical treatment, scientific temper, keeping aside the taboos against such people.

The special school provides education recognised by the department of Social Welfare (Maharashtra Government). They also work on providing regular medical check-up, on skill development and building their overall personalities. Vocational training is given to the beneficiaries to make them self-sufficient and also provide workshops to give first-hand training on how the learning is supposed to be used in real life.

1.6.3

Name of the NGO: Shivam Pratishthan
Contact Person: Indrajeet Deshmukh
Establishment: 1998
Aim/Goals: Development of youth for social betterment
Non Funded

Works: Working for positive results in the life of youth for better India. To increase public will to support positive development in youth.

About:

The Sole motive to form such a Centre is to provide a platform to inculcate, enhance a self believe thought process to uplift the youth for the betterment of the Society which in-turn results in the enlistment of the Country

Shivam Prathisthan is now in its 15th year spreading the good-will message, values to the youth. In its first year it had 36 volunteers and with-in short period it has motivated and catapulted to 15000 volunteers

The *Pratisthan* is on its track to achieve for what it was born for as 90 % of the volunteers are youth (Age Group 16-23).

Cleaning of villages, Motivating People (especially the youth) to abstain from alcohol and working towards making villages free of alcohol abuse. Their main aim is to help the Village Pachayats to build proper sanitation

facilities for villages. Actively work as Volunteers to support and work with other NGO or Government officials in case of natural calamities or during outbreak of pandemic. Every year the Volunteers of Shivam Pratishthan collected unused old clothes.

1.6.4

Name of the NGO: Snehwan
Contact Person: Ashok Deshmane
Address: Snehwan Sr.no. 186, Hanuman Colony- 2, Near Hanuman Temple, Chakrapani Vasahat, Bhosari, Pune-39, Maharashtra, India
Establishment: 2000

Aim/Goals: Giving it back to where it belongs

Works: To provide best education to the children of farmers who have fallen prey to the draught

About: Snehwan is a philosophy with a belief that every child deserves the power of Education, that every marginalised children can reach school and get quality education; also guide them for competitive exams which can help them know their rights, seek opportunities, able to fight injustice, develop leadership qualities and build a better future for themselves.

The word education comes from "educate" which means to bring what is already inside. Our belief is that the purpose of education is to identify the individual's talent and guide the person to uncover oneself and nurture the intrinsic true knowledge areas to the fullest. These kids are missing so much in their life – food, security, health, education and love. It's their right to have a secure space to sleep, to play, to learn and to dream. A place where kid can complete their left out education and where they can sharpen

their skills which can allow them returning to mainstream society and eventually contribute to its development.

Snehwan is not just an initiation but a hand of Love and care for these destitute children. It's an oath which is taken to give a new ray of hope to those kids who belong from poor family or lost their parents in this drought. These kids are at a risk of being exposed to many threats and dangers like child labour, child trafficking, sexual abuse, extreme poverty, physical & mental abuse and homelessness. It is an initiative for those children who are not getting the light of learning due to growing turbulence in the surrounding environment. Snehwan endeavours to bring into the consciousness of the children their hidden potential and seeks deeper level of social transformation in them.

1.6.5

Name of the NGO: Swayamsiddha
Contact Person: Kanchan Parulekar
Address: 1151, E, Saroj, Sykes Extension, Kolhapur, 416003.
Establishment: 1992

Aim/Goals: Making Women self-reliant and confident to undertake constructive work in society.

Works: Swayamsiddha is a centre for Personality Development & Conventional & Non-Conventional Vocational training for women.

About: *Swayamsiddha* is run by women volunteers; dedication and development consciousness are the only qualifications to become one. *Swayamsiddha* believes in empowering women and making them self-

reliant through informal, conventional and non-conventional education. It is a centre for Personality Development and making women self-reliant and confident to undertake constructive work in society. If we develop a mother then the next generation will become an owner instead of a servant, keep them physically fit, impart them education and inculcate social awareness among them. .

Skill Development is done through the transfer of vocational, manufacturing, marketing, leadership & soft skills. Special module SHG training, leadership training is imparted throughout Maharashtra with the request of NGO & Govt. Dept. like Zilla Parishad, Forest, Social forestry etc. Designed and successfully implemented community development project under CSR for Hindalco, Rallys and Kirloskar.

1.6.6

Name of the NGO: Avani
Contact Person: Mrs. Anuradha Bhosale
Address: Plot no.544/45, jivbanana Jadhav Park, Radhanagari Road, Kolhapur, 416012
Establishment: 1998

Aim/Goals: works for homeless girls and children.

About:

Mrs. Anuradha Bhosale age 43 is the Vice President of Avani, an NGO in Kolhapur, Maharashtra, working for child rights, and is no stranger to the plight of child labourers. She herself was one when she was only six years old. She was born in Shrirampur, 30 kilometres from the well known town of Shirdi, to poor parents. Anuradha was forced by circumstances to work

as a domestic help even as a child. She refused to resign herself to fate. She was a curious child and right from childhood she wanted to go to a school. Her considerate employers didn't mind if she worked and studied alongside, so she saved money and enrolled into a nearby school, St Teresa Primary School, in the small village of Harigaon. After class seven, she was admitted into a boarding school run by missionaries. This opened new routes in its wake, and she readily chose to make her way on them. After graduating with a Masters in Social Work, her fees were funded by kind missionaries, from the reputed Nirmala Niketan College of Home Science in Mumbai, she plunged herself into serving the community. As Project Holder in the Social Work Department of the Bajaj Auto Company in Pune, she managed environmental and sanitation projects in 124 villages in western Maharashtra, as part of their corporate social responsibility initiatives. Since 1995 Avani has rescued 5,700 child labourers in Kolhapur district and also continues to work towards the prevention of child trafficking and female infanticide. She convinced many labourers to send their children back to the villages to stay with their grandparents or relatives and study there. Some of those who could not do that went to schools run by Avani, or the brickyard schools.

They conduct health camps, Hygiene Education, where they conduct cleanliness drives in slums. Field workers are educated about the need for personal hygiene. The importance of washing hands with soap and the use of gloves and masks when collecting waste from the public waste bins is taught to them. Training Program for Child Leaders are conducted to educate young girls and boys about their rights.

1.6.7

Name of the NGO: Jidnyasa Matimanda Vidyamandir
Contact Person: Mrs. Smita Dixit
Address: Shivaji Udyamnagar, Kolhapur
Establishment: 1992
Aim/Goals: Works for specially challenged children and girls.

About:

Jidnyasa Matimanda Vidyamandir was established in 1992 and it is managed by the Pvt. Aided. It is located in urban area. It is located in KOLHAPUR block of KOLHAPUR district of Maharashtra. The school consists of Grades from 1 to 4. The school is Co-educational and it doesn't have an attached pre-primary section. The school is N/A in nature and is not using school building as a shift-school. Marathi is the medium of instructions in this school. This school is approachable by all weather road. In this school academic session starts in April. The school has Private building. It has got 10 classrooms for instructional purposes. All the classrooms are in good condition. It has 2 other rooms for non-teaching activities. The school has a separate room for Head master/Teacher. The school has electric connection. The source of Drinking Water in the school is Tap Water and it is functional. The school has 2 boys toilet and it is functional and 1 girls toilet and it is functional. The school has a playground. The school has a library and has 200 books in its library. The school does not need ramp for disabled children to access classrooms. The school has 4 computers for teaching and learning purposes and all are functional. The school is not having a computer aided learning lab. The school is provided but not prepared in School Premises providing mid-day meal.

1.6.8

Name of the NGO: Ekati
Contact Person: Anuradha Bhosale
Address: Pulkhadi Vashi Naka, Kolhapur
Aim/Goals: for homeless women and human trafficking girls

About: Mrs. Anuradha Bhosale age 43 is the Vice President of Avani, an NGO in Kolhapur, Maharashtra, working for child rights, and is no stranger to the plight of child labourers. She herself was one when she was only six years old. She was born in Shrirampur, 30 kilometres from the well-known town of Shirdi, to poor parents. Anuradha was forced by circumstances to work as a domestic help even as a child. She refused to resign herself to fate. She was a curious child and right from childhood she wanted to go to a school. Her considerate employers didn't mind if she worked and studied alongside, so she saved money and enrolled into a nearby school, St Teresa Primary School, in the small village of Harigaon. After class seven, she was admitted into a boarding school run by missionaries. This opened new routes in its wake, and she readily chose to make her way on them. After graduating with a Masters in Social Work, her fees were funded by kind missionaries, from the reputed Nirmala Niketan College of Home Science in Mumbai, she plunged herself into serving the community. As Project Holder in the Social Work Department of the Bajaj Auto Company in Pune, she managed environmental and sanitation projects in 124 villages in western Maharashtra, as part of their corporate social responsibility initiatives.After starting Avani she also started this project called Ekati a NGO for abandoned women. They have rescued many women from Dalal street , Red light area of Kolhapur. They have a night shelter for women where 50 women can be accommodated at one time. She feels that many

women sleep on roads or get engaged in wrong things just because they don't have shelter. Ekati strives for such women.

1.6.9

Name of the NGO: Anath Mulanche Ghar
Contact Person: Mrs. Pramila Jagar
Address: Ruikar Colony , Kolhapur
Aim/Goals: for orphan children

About: The NGO works for orphan children. There are many girls in these children as parents throw away baby girls as they want boy who can run their family name ahead. The NGO gets such babies and other children who are left by their parents, to their institute. They have currently 55 children in their orphanage of different age groups. These children are given facilities like school, food and clothes and shelter. Some of the children are adopted by good families so that the child can have a bright future. The NGO does not have much technological infrastructure like website, computers and internet. Their functioning is basic.

1.6.10

Name of the NGO: shivam vrudhashram
Contact Person: Sambhaji Devkar
Address: shivam Anand dham, gharewadi, Karad, Zilla Satara.
www.shivamprathisthan.org
Aim/Goals: for old people.

About:

Shivam Pratishthan is a brain child of Shri. Indrajeet Deshmukh.The Sole motive to form such a Centre is to provide a platform to inculcate, enhance a self believe thought process to uplift the youth for the betterment of the Society which in-turn results in the enlistment of the Country. Shivam Prathisthan is now in its 15th year spreading the good-will message, values to the youth. In its first year it had 36 volunteers and with-in short period it has motivated and catapulted to 15000 volunteers.Youth of this Country especially in the Rural Areas.The Pratisthan is on its track to achieve for what it was born for as 90 % of the volunteers are youth (Age Group 16-23). They are way ahead of other institutes in all senses. They are technically way to superior.

1.6.11

Name of the NGO: Mahila Balvikas Ayuktalay (Asha Kiran)
Contact Person: Smt. Sunanda Kulkarni
Address: Ashakiran mahila vasatigruha, bung. 50, marketyard karad.
Aim/Goals: Mahilashram

About:

At Asha-Kiran, they understand that poverty is mainly a dearth of choices in life. When people have no opportunities to choose their future nor to develop their aspirations, they are denied their basic rights as human beings. Due to the need to create opportunities, the main beneficiaries of our social endeavors are children from unprivileged classes in India, their family backgrounds and communities.

We are committed to accompany them and to support their lives and hopes, to provide alternatives to the disregard for their rights, neglect, indifference and abandonment. Our Projects are based on the creation and implementation of programs that generate decent and self-sufficient living conditions, while promoting and consolidating spaces where children, families and communities have the opportunities and resources that will enable them to improve their quality of life.

1.6.12

Name of the NGO: Swadhar IDWC
Contact Person: Meenakshi Apte
Address: 1170/20B, Kharshikar Bunglow,Near Kinikar Chowk, Revenue Colony, Shivajinagar, Pune 411005 Phone : (020) 2551 1064
Aim/Goals: EmpoweringWomen

About:

The motto of the NGO is that there is no tool for development, which is more effective than the empowerment of women. Within her is the power to create, to nurture and to transform. Empowering her means progress for all. It means empowering generations.

Swadhar was founded on these beliefs, in Mumbai, in order to help women in distress and come out of it, empowered. After twelve years of successfully working in Mumbai, Swadhar started its work in Pune too.

In the year 1995, Prof. Meenakshi Apte along with Mrs. Sulabha Joshi and Mrs. Suchitra Date, laid the stone of Swadhar IDWC (Institute for Development of Women and Children) in Pune - an organisation which

was to now work for the development of not just underprivileged women, but children too.

Swadhar IDWC was founded, and has been developed over the years, by a team of professionally qualified women volunteers. It mainly works towards:

1) Empowering women

2) Providing support to children in need of protection and survival, and the overall development of children, especially the girl child.

In the year 1995, Prof. Meenakshi Apte or Meenakshitai as she is fondly known, retired from her work in TISS and moved to Pune. Along with Mrs. Sulabha Joshi and Mrs. Suchitra Date, she started a Pune chapter of Swadhar, and started counseling aggrieved women. They primarily worked towards becoming a body where women in distress could come for help; and they would be guided to overcome their difficulties and emerge as empowered individuals who are self-dependent, conscious of their rights and fully equipped to lead dignified lives. Swadhar is registered under Societies Registration Act, 1860, as well as under Bombay Public Trusts Act,1950.

However, soon after the inception in Pune, it became evident that working with women alone was not enough. With an increasing number of serious issues threatening the well-being of their children, only addressing to their problems in isolation, was an incomplete job. Thus Swadhar broadened its scope, now to include the development of underprivileged children too. It thus became Swadhar IDWC (Institute for Development of Women and Children).

Swadhar in Pune was founded by a group of three professionally qualified women who volunteered to create an organization, which would bring about some change in the lives of people they touched. Over the years a team of professionally qualified women, have volunteered to develop

Swadhar into becoming a much bigger organization, so it could reach out and benefit more and more number of people. These volunteers are assisted by an impressive team of salaried staff members, who are in turn qualified and experienced in their respective fields. They together carry out the day to day functioning of the organization.

1.6.13

Name of the NGO: Jijau Mahila Prtishthan **(**Akhil Budhwar Peth Devdasi Sanstha**)**
Contact Person: Dr. Suhas Joshi
Address: Budhwar Peth, Pune
Aim/Goals: Abandon women (Devdasi)

About:

Dr. Puja Prakash Yadav established the NGO named Akhil Budhwar Peth Devdasi Sanstha, which works or the Devdasi and their children's Education, health and basic needs. They have till yet done 40 remarriages of the Devdasis. They also work for HIV positive people she has also been President, Women wing, Shivsena, Pune for 10 yrs. A book was published on her 10^{th} death anniversary as a tribute to her extensive work for devdasis and speaks about the activities of the NGO and her success stories. The book helps in understanding the dynamics of the working of the NGO and the extension activities. There are articles written by many eminent personalities about her work and achievements. Her NGO has helped lot of women to become self-sufficient and lead their life respectfully.

3.2.14

Name of the NGO: Aatman Vriddhasram
Contact Person: Punam Walke
Address : Gate No. 38, Talegaon Katvi Road, Maval, Pune
Aim/Goals: For old people

About:

Atman Vriddhasram is an NGO which is established for old age people in Talegaon. There are currently 12 members working for the NGO. There are currently 33 members taking benefit of the NGO. The NGO offers facilities like food, clean rooms, beds and other basic facilities. They organise medical camps every 15 days. They offer free facilities for extremely needy people. Though the NGO has a proper website, it is not functioning as per required and has no updates for last one year.

1.6.15

Name of the NGO: Shivganga Vridhashram
Contact Person: Dr. Amit Patil
Address : Nishthaseva Kendra, Mauli Nagar, Nane Road, Kamshet, Pune
Aim/Goals: For old people

About:

The NGO was established in the year 2001 by Mrs. Ganga Patil, a Government-retired Staff nurse. Shiv Ganga Old Age Home offers paid old age homes in Pune. They strive to provide holistic home-like services to residents. Right from taking care of their Spiritual needs, to physical well-being, providing means for digital entertainment in the form of TV,

playing music and a host of indoor games to catering to their unique medical and dietary requirements.

1.6.16

Name of the NGO: Miraghar
Contact Person: Mr. Sanjay Gaikwad
Address : Naigaon, Behind Om Petrolium, Kamshet, Pune
Aim/Goals: For old people

About:

Mira Ghar is a brainchild of Late Shri Narain Lalwani and Late Shri Kishin Lalwani of Mira Enterprises (California, USA). They were motivated with the noble intention of giving something back to the society that they have lived in and had sincerely worked towards creating Mira Ghar.

They have kept in mind especially the children who have to live abroad and have 60 plus parents back home in India and who wonder what would be good enough for their parents. They know that nothing but the best will do for such children.

They have been fortunate to have the most active, energetic and young duo - Shri Kishore Sarpotdar and Shri Abhay Sarpotdar as their associates to make this dream come true.

Their aim is to create a special dwelling place for the elders who are above the age of 60. It is a nice enjoyable resort. They ensure that the basic aspects of living like cleanliness, medical support right from emergency services to health guidance, privacy and good nutrition are the foundation for this abode for its residents' later years.

And precisely that's why the finer aspects of life like companionship, being productively occupied, freedom to choose the degree of involvement in common activities or the social scene and a sense of belongingness is created with a tremendous effort and a sharp sense of quality that is continually improved at "Mira Ghar". Shri Kishore Sarpotdar and Shri Abhay Sarpotdar hail from the most well-known and socially active family of Shri Charudatta Sarpotdar of Pune.

1.6.17

Name of the NGO: Maharshi Karve Stree Shikshan Sanstha
Contact Person: Mrs. Devre, Principal
Address : Kamshet (Khadak Kale), Maval, Pune
Aim/Goals: For Tribal girls

About:

Maharshi Karve Stree Shikshan Samstha, (MKSSS) Pune runs Adivasi Ashram Shala (Residential School for the Tribal) at Kamshet, near Pune. It is meant for the 'Adivasi's living in the remote areas all over Maharashtra. 'Adivasi' are the tribal people who exist in the far-flung areas; far away from the rural areas. These tribes exist in nearly in all the districts of Maharashtra for whom this school serves as a boon. Education is made available for both, the girls and the boys coming from these communities.

MKSSS, Pune has invested a sizeable amount for the construction of school and hostel building for these students at Kamshet. Hon. Smt. Lata Mangeshkar has extended substantial charity through her "Member-of-Parliament Funds" for the construction of hostel & school building.

MKSSS strives for the further development of the students in multiple ways.

The school runs classes from 1st Standard up to 9th Standard for both girls and boys. At present, 270 girls and 155 boys; altogether 425 students are taking education in this Ashram Shala. The teaching and non-teaching staff, comprising of more than 15 members, cohesively work to make the dream of complete literacy come true. MKSSS, Pune plans to extend the amenities of the school facilitating the girls to complete their education till 10th Std from the same school.

Parents of these Adivasi students belong to the very low income group and cannot afford the day-to-day expenses of their wards. As per the government policy; Government of Maharashtra pays approximately Rs. 500/- per student per month to meet their tuition and food expenses. The other expenses are incurred by the Institution themselves.

Adivasi Ashram Shala was previously run by Adishakti Trust in village PaNGOli, Tal Maval, District Pune. It was on 18th April 2008 that Maharshi Karve Stree Shikshan Samstha (MKSSS) took over this Ashram Shala from Adishakti Trust, to run it more contentedly. MKSSS, Pune has been successful in broadening the horizons for these students thereafter. MKSSS is proud to mention that it has supported these students in all possible areas and has been appreciated by many.

1.6.18

Name of the NGO: Saheli HIV Aids – Karyakarta Sangh
Contact Number: 020-24474993
Address : 1089, Shivaji Road, Shreenath Talkies, Budhwar Peth, Pune
Aim/Goals: For HIV Aids affected

About:

At present Saheli Sangh covers 2 lodges, 100 Non Brothel Based Sex Workers (NBBSWs) and approximately 2000 women in sex work living in the Red Light Area of Pune. Saheli conducts sensitization programs and activities to members of mainstream society, especially students at various educational institutions, and civil society groups.

Major stakeholders for Saheli Sangh are-Women in sex work, Women in sex work and their regular partners living with HIV or AIDS, Non Brothel Based Women in Sex Work (NBBSWs),Brothel keepers, children of sex workers and families residing in the community, Mainstream society, Children of sex workers, Non-paying clients (regular partners), Youth-Students from various educational institutes.

Strategy of working- Saheli's activities are based on the Peer Education model, Through the collective efforts of Sangh members, Working with various partners like NGO (at Local, Regional, National and International levels) ,Civil society groups, Academic Institutes. etc

- To protect women from HIV infection.
- To provide the care to women affected by HIV related illness or AIDS.
- To provide medical services for treatable S.T.I s
- To work for women affected with Tuberculosis.
- To provide for hospice care for terminally ill women.
- To provide care for affected and infected children
- To prevent discrimination against women infected/affected by HIV.
- To work for the care and education of children and sex workers.

- To become self-supporting and self-organized for long term interventions and activities.
- The organisation will work to prevent minor girls in below age of 18 year, from entering into sex work.
- To provide free legal aid assistance, to women in sex work who will need it.
- Generally to do all such other lawful acts, deeds or things as are incidental or conducive to the attainment of any/or all of the above aims and objects of the society.
- To address the various issues related to the trauma, depression and suicide among women in sex work.
- Motivate them for regular savings to improve their lifestyle.
- To access various identity proofs for woman in sex work.

At present Saheli Sangh covers 2 lodges, 100 Non Brothel Based Sex Workers (NBBSWs) and approximately 2000 women in sex work living in the Red Light Area of Pune. Saheli conducts sensitisation programs and activities to members of mainstream society, especially students at various educational institutions, and civil society groups. Saheli have started providing medical services for women in sex work and their children in collaboration with FPAI(Family Planning Association of India). Saheli has conducted first ’empowerment workshop’ for women in sex work in Pune’s red light area. Workshop was conducted by trained facilitators from ‘Empowerment Institute’ USA.

1.6.19

Name of the NGO: Rajmata Jijau Mahila Bahuddeshiya Foundation
Contact Person: Mrs. Jyostna Karkhanis
Address : 'RamratanNivas' near wai urban bank , Krushna Nagar, Satara.
Aim/Goals: For women

About:

Women and Child Development Department was formed as a separate Administrative Department by the Government of Maharashtra in June 1993.

The main objectives of the Department are to focus on promoting the survival, protection, development, welfare and participation of women and children in a holistic manner. The department is responsible for policy making, formulation of programmes /schemes, implementation of development programmes, and co-ordination of efforts of both governmental and non-governmental organizations working in the field of Women and Child Development.

Maharashtra is the second most populous state with around 11.2 crores citizens residing in the state.

- Women constitute around 48% at around 5.41 crores.
- Children (0-6 yrs.) constitute around 12% at around 1.33 Crores
- Sex ratio of 894 for age group of 0-6 yrs.

1.6.20

Name of the NGO: Vanchit Vikas
Contact Person: Meenakshi Tai
Address: Vanchit Vikas, 405/9, Narayan Peth, Pune 411030
Aim/Goals: For Prostitutes and their children

About:

The uultimate objective is to bring change in the society to drive away economic disparity, gender inequality, population explosion, environment protection related to plastics, e-waste & other social problems. Their goal is simple they say let us all succeed together and let no one be deprived of basic amenities and education with an ambition of upliftment and development of deprived section, we are working for the development of disadvantaged group of the society such as commercial sex workers, their children, tribal people, women in distress, other backward class people, poor class in urban & rural areas etc.

Vanchit' means deprived & Vikas' means development. Their mission is to get involved in upbringing of the poorer section of the society and nurturing their future. They strive for the improvement of the standard of living the disadvantaged section of society by providing the their basic rights such as right to food, right to have shelter, right to education, employment opportunities. They are making efforts to attain goal of upliftment and development of deprived section by bringing them in the conventional portion of the society and giving them all over acceptance as the dignified section of the society.

1.6.21

Name of the NGO: Matoshree Pune
Contact Number: 020 2541 2375
Address: 1/16, Vitthal Rd, Hingne Budrukh, Karve Nagar, Pune, Maharashtra 411052
Aim/Goals: For old age people

About:

A social organization named Raja Shri Shivrai Pratishthan started an Old Age Home in the name of "Matoshree", in recognition with Government of Maharashtra in the year 1999. It is Located in scenic place in Karve Nagar, on the bank of river Mutha.

Old age in person's life is an extremely delicate and emotional stage. During this period of life love, care and support is very important. For these reasons, it is necessary for the old people to get the company of similar aged people. This is possible in "Matoshree", where one can spend his/her life with happiness and satisfaction.

The home stands on a four-acre land surrounded with many trees and blooming flowers and fruits. Matoshree is just like a big home for all those needy people with various difficulties and no support, who come here willingly. Men and women stay here happily as a joint family, enjoying the facilities available for them. Men aged above sixty and women aged above fifty-five are the age criteria for admission. More than Hundred people can be accommodated here.

1.6.22

Name of the NGO: Nivara Pune
Contact Number: (+91) 20 - 2453 9003 / (+91) 20 - 2453 8429
Address: 96, Navi Peth, Thoasar Paga, Pune 411 030, Maharashtra, India
Aim/Goals: For old age people

About:

NIWARA is a self-sustained trust, which is recognized by society for its commitment to all its residents. Their aims and objectives are to serve the elderly destitute. Once admitted in Niwara, all the services are free of charge for our residents .They look after the old people in every respect throughout their life. Generous people from all walks of life come forward to donate in kind and money, which they gratefully accept.

- They have a modern residential complex with 20 rooms , each with eight beds. Every room has toilets and bathrooms.
- Residents are served fresh hot meals in the dining halls. In case of illness the meals are served in the room.
- They celebrate all important festivals and all the residents are gifted new clothes three times in a year.
- Nursing care and medical help is made available whenever needed..
- They encourage residents to live like they are in a family, helping in any way they can, in day to day activities on the campus.
- They have a library, a Bhajan group, arts and craft activities in which they participate enthusiastically. Once a year, residents are taken out for visiting interesting places around Pune.

Presently, their office automation is under way. All the accounts and the related information are consolidated on computers. The ledgers and accounts are audited periodically. Necessary reports are submitted to Charity Commissioner according to the rules. Niwara's website is available for all the basic information.

1.6.23

Name of the NGO: Veshya Anyay Mukti Pariswhad, Sangli
Contact Number:
Address: Sangli
Aim/Goals: For sex workers

About:

Since its inception in 1996, The Veshya Anyay Mukti Parishad (VAMP) has taken a rights-based approach to sex worker organizing. Prior to VAMP's existence, Sampada Grameen Mahila Sanstha (SANGRAM) had been running the peer intervention program with sex workers, and SANGRAM went on to support sex workers with resources and training to develop the collective.

Chanda Vajane from VAMP was interviewed by NSWP. She said, "the older leaders at the time were doing condom distribution and teaching women how to distribute condoms. However, women were facing a lot of violence in their dhanda (work). Some of the older leaders realized that they need to do much more than give condoms and keep them safe from HIV." Chanda explained that in March 1995, the concept of forming a collective to "help each other fight injustice and violence" was discussed, and from this, VAMP was born. There was a clear vision and

understanding of the need for HIV prevention to be more holistic. “If the women did not feel good about their lives, themselves – their ability to negotiate their work doing all this HIV work was not going to help.”

When the collective included 150 sex workers, VAMP registered as a volunteer non-governmental organisation under the name Veshya AIDS Muquabla Parishad (Prostitutes to combat AIDS) in 1996. Kiran from VAMP pointed out that Veshya is the Sanskrit name for ‘prostitutes’ which was reclaimed by VAMP. Sangita added, “Theywanted to bring back dignity to the word ‘Veshya’ and remove all the stigma that we were facing from that name. There is nothing wrong with being a ‘Veshya’.” Reclaiming this word was not an easy process, said Chanda, who explained that it was a point of discussion in a lot of their meetings. “It was a difficult word for them to accept for themselves, but the women became convinced that we could not allow their dignity to be decided by others and through names that they called them.”

Chanda told NSWP that after a few years of working together as a collective they become much stronger and confident in reclaiming the word. Most people did not understand sex workers’ decision to use the term ‘Veshya’, since for most people it had a negative meaning. “When they approach the media or officials, they don’t know how to react to it. Newspapers hesitate to use the full name of VAMP” said Chanda.

VAMP also has another unregistered collective body under the same acronym. However in this version the alphabet “A” stands for Anyaya or injustice. While the acronym remains the same, this collective means “Prostitutes Against Injustice”. Hence collective undertakes the work to fight injustice against and within the community. The collective took a decision that it would not register undertake this work voluntarily and would not seek any funding.

VAMP runs and manages peer intervention in five districts: Sangli, Satara, Kolhapur, Bagalkot and Belgaum. These districts are located in the West/South West region of India in Maharashtra and North Karnataka. While they have three larger targeted interventions in Sangli and Satara, a smaller intervention is run for sex workers in Bagalkot and Belgaum which focuses on condom distribution, treatment access and violence against sex workers. VAMP does not have a collective in Kolhapur, but works in partnership with organisations there that support sex workers.

Chanda explained to NSWP that VAMP decided to focus on these areas since a lot of women who were coming to Sangli were from North Karnataka. There was no intervention for the women who were going back and doing sex work in North Karnataka or their family members in sex work, who live in North Karnataka. "We decided that all women should get access to condoms, treatment and free from violence, so that they have safe working conditions" said Chanda, "sex workers from the collective do a lot of peer outreach and distribute condoms in the HIV programme in North Karnataka." Kiran added that sex work leaders often visited these areas to do field visits to do HIV prevention work. So they made a schedule and encouraged more sex workers to visit and share their experiences.

What type of work does VAMP do?

In 2010 the VAMP Institute was formalized. Numerous visitors, grassroots workers and sex workers some from outside India, used to visit VAMP for exposure and informal training. VAMP realized that there was a wealth of experiences and lessons learned that could be shaped and shared with sex worker groups and activists in India and at the South Asia level. This led to the formal VAMP Institute. Since 2010, trainers have been identified from the VAMP collective and a training curriculum has been also developed. Members from 12 collectives in India have visited and received formal training through the Institute. In addition, trainings have been given to

collectives from Uganda, Kenya, Bangladesh, Sri Lanka and Nepal on collectivization including human rights mechanisms such as the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) and the United Nations Universal Periodic Review (UPR) in the South Asian region.

"Now their partnership has strengthened in three other countries also – Sri Lanka, Bangladesh, Nepal – it is called SWASA or Sex Workers & Allies South Asia, so their work has now gone to the South Asia level," said Kiran. From doing these exchange visits with sex workers from different countries VAMP have both learned and taught a lot. VAMP is also working with others through this network to do joint advocacy on various issues such as the development of the UN Women policy on sex work.

VAMP does a lot of advocacy work at both the national and international level. Their focus is often on draft bills and policies that affect sex workers. VAMP also works with children of sex workers and provides educational support to them through a program called MITRA.

VAMP's other work includes a Targeted Programme which includes Prevention, Peer Intervention and Care & Support. VAMP also has Crisis Redressal Committees called Tanta Mukthi, which resolves issues within communities and does advocacy with other stakeholders.

Through VAMP, sex workers have created a shared space to offer support, share experiences, and develop knowledge and skills to address HIV and Gender Based Violence (GBV). Maya explained to NSWP, "VAMP members meet weekly on Monday, in open forums where information is shared and decisions made collectively. Through a range of activities including mediation within families or between partners, collective meetings and advocacy with police or other institutions, violence in different forms is identified and addressed. When women report

experiencing violence within the family, VAMP members intervene and provide mediation."

Mediation is through the `Tanta Mukti Samithi,' a conflict redressal committee for sex workers by sex workers. In cases of state or structural violence, VAMP undertakes sex worker-led protests and advocacy activities to create public awareness and pressure for change, as well as pursuing legal redress through the courts. Oppressive and exploitative brothel owners are also challenged by the Tanta Mukti Samithi. As Sangeeta told NSWP, "in cases of systemic violence such as in healthcare settings, or harassment or violence from police or private landlords, VAMP does public advocacy. For issues within the sex work community VAMP does negotiation or mediation with the perpetrators from the community to seek a resolution."

The biggest events or challenges VAMP has worked on in the past:

VAMP has achieved positive change for its members through building the capacity of sex workers, creating a mutual network of support and a foundation for a range of activities to promote the rights of sex workers and to respond to HIV and GBV. "The collective has conducted advocacy with community leaders, political actors, policy makers, police and NGO," said Kiran, adding that VAMP has also carried out education and sensitisation activities including with members of the judiciary in Delhi for the past 3 years. "This complements oNGOing violence intervention activities and advocacy to promote the human rights of sex workers." In addition, VAMP members are reaching out to other feminists and women's organisations to promote the principle of collectivesation and share their learning and experiences.

Chanda recalled VAMPs involvement in the National and International Campaign around the `Nippani' Incident. In 2002, VAMP leaders were prevented from holding meetings in their office in Nippani, North

Karnataka. Members of VAMP were physically prevented from entering the premises by local leaders and police. SANGRAM and VAMP, with National Network of Sex Workers, led the protests at the local level supported by feminist and women's rights organisations from Bangalore, Pune and Mumbai who were part of protesting the incident in Belguam.

Chanda also talked about VAMP's work as part of a national campaign around the Baina episode, where sex workers were forcibly evicted from their homes and asked to leave the state of Goa. Rainbow Planet, a coalition of NGO, activists, feminists, sex work networks and Community Based Organisations (including VAMP) produced a report called 'Women Without a Country 'on the evictions.

Making sure the public and lawmakers understand what decriminalisation is, and to ensuring there is an understanding that "sex work is adult consensual provision of sexual services and must not be equated with sexual exploitation or sex trafficking" appear to be key challenges VAMP will continue to face in the future. As Maya put it, there is a critical need to "understand the fact that anti-trafficking strategies are adversely impacting rights of sex workers".

Does VAMP have a message for the sex worker rights movement? What about for people outside of the movement?

VAMP's main message is that sex work should be seemed as "Decent Work". "What we do is work – just like what others do for a living and livelihood. It is a source of livelihood and supports families, provides them education, health care – just like any other work." VAMP made it clear they would like safe working conditions for all sex workers.

1.6.24

Name of the NGO: Sampada Gramin Mahila Sanstha, Pune
Contact Number:
Address: Baljagat, Behind Parshwanath English Medium School, Kupwad Road, Balajinagar, Sangli 416 416, Maharashtra (INDIA)
Aim/Goals: For sex workers

About:

SANGRAM, established in 1992 in Sangli, Maharashtra, has grown into a series of collective empowerment groups for stigmatized communities (sex workers, MSM, and transgender individuals) in six districts of southern Maharashtra and northern Karnataka. SANGRAM is unique in being a women-led, rights-based group that seeks to change community norms and tackle gender inequities at the grassroots level. These inequities include gender-based violence (GBV), access to resources, and rights in terms of protection, property, and power. SANGRAM also works at a deeper level by addressing male norms.

SANGRAM is a registered nonprofit organization. SANGRAM's primary focus is working with marginalized groups to prevent GBV and HIV and to provide care and support for group members who are in need. The noNGOvernmental organizations (NGO) activities build on the concept of asserting rights and the core tenet that communities have the ability to find their own solutions. Central SANGRAM principles include:
1) Involving community members in program design, implementation, and leadership.
2) Creating a sense of community to facilitate collaboration
3) working to eliminate the stigma and discrimination associated with sex work.

1.6.25

Name of the NGO: Chaitanya, Pune
Contact Number: 094220 04152
Address: 10, Mahalaxmi Society, Bhosari, Bhosari, APTE Colony, Bhosari, Pune, Maharashtra 411039
Aim/Goals: For sex workers

About:

Chaitanya Mahila Mandal was founded by Ms.Jyoti Pathania with the aim of collective activity for the benefit of society. The NGO works for the needy women who are forced to come in prostitution. The NGO helps the women in their rehabilitation and making them self sufficient. The NGO helps the women who are suffering from health issues and also their children. The NGO has it's own website but currently not very active.

1.6.26

Name of the NGO: Sankalp Charritable trust (Old age home)
Contact Number: 9881798097
Address: Indrayani Nagar, Near Shreeram Mandir, Indori, Maval, Pune
Aim/Goals: For old age people

About:

The needy senior citizens can stay in Rs. 5000 per month at sankalpa charitable trust. They offer facilities like food, hot water, beds, medical services and entertainment programs. The NGO does not have its own website nor computer facilities in their office. They currently have more than 50 residents in their NGO. They are doing a great job but are unable to reach out to people due to lack of infrastructure and technical knowledge.

1.6.27

Name of the NGO: Kinara Vriddh and Matimand Seva Trust
Contact Number: +91 9373 301 655
Address: Next to Sai Seva Dham, Opp. to Hotel Mini Mahal Ahirwade Phata, Kamshet, Pune - 05 **Aim/Goals:** For old age people

About: Founder Trustee Priti Vaidya

In 2007, unfortunately her husband expired, and she suddenly lost her hope to live life. Completely shattered & disturbed by this experience of life. She began to search for a cause to live life & support the livelihood of her parents. As she had completed her education in music, she started to render her services as a music teacher to schools, collages & conducting private tuitions.

During such an event she had an opportunity to teach homeless children's from a NGO. Looking at those homeless children of the almighty, the love for the humanity made her think of the other aspects of the society and she searched and came across the old aged abandoned, blind, Mentally retarded, physically challenged, helpless poor individuals and destitute. This made her think to live for a purpose in life, to serve as many such individuals as possible & fulfill her life with this joy. And thus she established kinara in year 2010.

Kinara Vruddha & Matimand Seva Trust is a non-profit organization NGO that operates on Public – private partnership model. It is organized & Maintained by the help of public & private, As well as Corporate Donation & Individual Philanthropists.

The main purpose of the organization is to provide free homely shelter with food, clothing medical facilities, Nursing, Mental & Emotional Support, and Leisure & Entertainment. It is dedicated to help the deprived strata of the society, such as blind, physically challenged, abandoned old aged individuals, persons with mental disabilities, destitute etc. We also step forward & collect such individuals from in and around Pune. You may feel free to calls us on our helpline number. At kinara trust Hereby promise to utilize the fund donated to us, by various organization, corporate entities, philanthropist & individuals to provide free shelter and providing a dignified life. To as many individuals as possible with complete transparency and care.

1.6.28

Name of the NGO: Vanvasi Kalyan Ashram, Pune
Contact Person: Mr. Vinay Khade
Address: Dattakunj Appt., Shukravar Peth, Near Kala Haud Chowk, Pune **Aim/Goals:** For Tribal People

About:

India being a land of diverse culture, it is also a land of hundreds of tribes or 'Vanvasis'. The Vanavasis find a mention since ancient Holy Hindu scriptures. In Ramayana there are several references like Shabari, Vali, Sugreev etc while Mahabharata has references of Eklavya, Ghatotkacha etc. There are so many names of Vanavasis who had actively participated in the freedom struggle like Umaji Naik around Pune, Talakkal Chandu in Kerala, Vishoi in Orissa, Tirot Sing in Meghalaya, Santhal leaders in Bihar (Siddo, Kano, and Tilka), Birsa Munda in Ranchi region, Rani Gaidinliue of Nagaland, Govind Guru of Rajasthan, and Gula Maharaj of Dhule. Many

more tribals are unsung Heroes, who took part in Indian Freedom Movement.

Vanvasis comprise approximately 10 % of Total Indian Population, Spread practically in all the states & Union Territories. There are 73.18 lakh vanavasis in Maharashtra. They are spread over areas, mainly on hilltops. Bhill, Gond Madia, Katkari, Oraon, Warli are the major tribes. Most of them still follow primitive traditions. All these tribes in the state are mentioned in the state schedule. In Maharashtra there are 47 such scheduled tribes.

The peculiarities which set the Vanvasis, apart from other people are their dresses, traditional adornments, their dialect, folklore and customs. Their life style, traditions, customs, their deities, etc. Everything reflects the primitive traits they harbor. Their children are deprived of any formal education due to their unstable life style. Their lives are fossilized in poverty, superstition and ignorance. They have remained backward economically and socially. A Stigma and criminality is unfortunately attached with this section of society since generations. It was a need of an hour for society to respect Vanvasis and their tribal culture.

With the inspiration from Thakkar Bappa, in the beginning, Vanvasi Kalyan Ashram was established by Mr. Ramakant Keshav a.k.a Balasaheb Deshpande, on 26th December 1952 at Jashpur in Madhya Pradesh by enrolling 6 children of Oraon tribe.

Encouraged by the success of this Vanvasi Kalyan Ashram over a long period, from 1978 to 1980, Vanvasi Kalyan Ashram started its work in every state having Vanvasi population. At national level, Vanvasi Kalyan Ashram is providing dedicated services in the areas wherever there is Vanvasi population. As per the policy of Vanvasi Kalyan Ashram, among the volunteers (men and women) nearly half are Vanvasis. Apart from

them, several students, working men, professionals, retired volunteers are dedicatedly working for various projects like; education, health, agriculture, sports, spiritual congregations (Shraddha Jagaran) etc.

Vanvasi Kalyan Ashram started functioning in Maharashtra in 1979. Shortly a public trust was formed in the name of Vanvasi Kalyan Ashram Maharashtra. (It will be referred as VKA.) Presently VKA is running 18 hostels for Vanvasi children. Apart from the hostels, there are 3 schools, 3 Nurseries or Balwadis, 113 agriculture development centers, 5 dispensaries, 54 spiritual congregation centers and 804 allied projects are being managed. VKA is also implementing more than 500 social projects through full time dedicated volunteers. The Ashram has presence in 2000 of 5600 Vanvasi villages and hamlets in Maharashtra.

From year 2010, VKA trust has been sub divided into 3 "Sambhags" (regions) namely Kokan, West Maharashtra & Devgiri. This will benefit in, VKA reaching in greater extent to interiors of all parts of Maharashtra.

1.6.29

Name of the NGO: Anath Hindu Mahilashram, Pune
Contact Number: 086376 03915
Address: 209, Vedacharya Phatak Guruji Rd, Narayan Peth, Pune, Maharashtra 411030
Aim/Goals: For women

About:

Ananth Hindu Mahila Asham, Pune was started by Lt. Shantabai Tilak in 1935 for women who are homeless and needy. The NGO is partially aided

and has all the basic facilities. It does not have a website but has a huge reach as it stands one of the oldest NGO for women in Pune.

1.6.30

Name of the NGO: Maher
Contact Number: +91 901 108 61 34/31
Address: Sr.No. 1, Plot No. 102, Near Sant Hospital, Behind Lonkar Marathi School, Wadgaonsheri, Pune - 411014
Aim/Goals: For Women and children

About:

Identify and understand the root causes of violence and despair experienced by women and children in India.

Develop and deliver services to address these root causes and their effects in villages and slums, so women and children are healthy, happy and self-reliant. Where possible, support family reunification, providing services, personal and spiritual counseling, work training and more, as needed to support healthy and stable homes .When family reunification is not possible or desirable, provide safe and loving residential educational and developmental services for children and women.

Enable sustainable communities by addressing economic, education, health and environmental issues focusing in villages and slums Values. Embracing all people of all faiths, regardless of caste, class and ethnicity Spiritually-infused interfaith daily life and all operations Unconditional love and respect for all Social justice for all regardless of caste, class or gender Truth, transparency and fairness in all interactions and in distribution of resources Re-awakening our personal relationship with

Mother Earth and treating her as the Body of the Divine Life-long learning and continual re-evaluation and change.

1.6.31

Name of the NGO: Mamata Bal Sadan
Contact Number: 099216 67461
Address: Kumbar Walan, Targaon-Supar Road, Near Vittal Mandir Taluka, Purandar Rd, Khalad, Maharashtra 412301
Aim/Goals: For Women and children

About:

The main of the NGO is to bring up the orphans, destitute, distressed, children and women rehabilitation and provide them with basic necessities. To uplift the deprived section of the society and make them capable to live as respected human being. Mamata Bal Sadan, an institution for the destitute orphans, has been founded in 1994 by the famous philanthropic lady Smt. Sindhutai Sapkal. The institute is located at Kumbharwalan,Tal. Purandar, Dist. Pune, Maharashtra. The land for the institution is donated by Mr. Deepak Gaikwad, he is also instrumental in Bal Sadan, looking after management of daily affairs. Today 52 destitute and neglected girls between the age group of 4 to 18 years are leaving in this institution. The shelter, ration, cloths, education, medical needs etc of these children are a responsibility shouldered by this institution; this work not only stops here but continues until these children become capable of living an independent and responsible life of their own. Beside nurturing the children and motivate them completing their complete education, Mamata Bal Sadan probably is the only institution in the entire state of Maharashtra which also helps these children set up their own business after they are grown up.

Institute also strive hard getting financial aid available for such entrepreneurs. Training in agriculture, electricity, tailoring, cookery etc. is also imparted, so that these under- privileged children are able to earn their livelihood and live the lives of responsible citizens.

Ahead of this, once these children stand on their own feet, institute help them shape their personal life by finding proper alliances for them and arranges their marriages and sees that they are properly settled in life.

1.6.32

Name of the NGO: Bhagini Nivedita Pratishthan
Contact Number: 020 2445 9734
Address: Shop No.7, Bhupati Complex.985, Dnyanprabodhini Road,Sadashiv Peth, Pune, Maharashtra 411030
Aim/Goals: For Homeless Women

About:

"Bhagini Nivedita Pratishthan Pune (BNP Pune) is devoted to making a difference in the community by way of working for women and children welfare.This institution was founded in 1979, by dedicated and like-minded women volunteers under the able leadership of Leela Shintre. BNP Pune has become a societal leader in the local community. They started working with a conviction that overall progress of a society depends on the status of a common woman and strengthening her in all respects which shall lead to the development of community.

Initially, the nature of work was focused on creating public awareness among women by organizing health and cultural programs in Pune city and

district. The emphasis was always on quality improvement and on use of technology.

We were the first ones to start computer courses in 1993 in an undeveloped area like Dighi (about 18 KMs from Pune city) which was a village then. Novel Skill development courses like hand embroidery on woolen cloth were successfully run way back in 1997 and many got self- employment after the training. The programs of vocational and computer training are continued till date, now on a larger scale and in diverse fields ranging from mid nursing to computerized machine embroidery, to PCB assembly. One more dimension was added to our work when, BNP Pune, in 2006, started ladies hostel facility in Dighi as a safe and secure place for students, working women and senior citizens.

We were carrying out occasional programs like summer vacation camps and hobby workshops, science promotion programs for children since 1976 well before we formally founded BNP. We also started regular activities like Abhyasika (self- study center), and Science Projects from 2006. BNP Pune, is focusing on the age group of 12-18 years through Project for Adolescents as a need of the day. Their alumni are now grown up and responsible citizens leading successful life. Their stability results from the dedication and hard work of committed volunteers and many individuals, organizations and foundations, who financially support them."

1.6.33

Name of the NGO: Hindu Women Rescue Home
Contact Number: 020 2445 4824
Address: 299, Narayan Peth, Narayan Peth, Pune, Maharashtra 411030
Aim/Goals: For Women

About:

Hindu Women Rescue Home is an old institute for homeless women. The NGO is more of an orphanage which gives a home to needy women who have either been abandon from their homes or are victims of human trafficking. The NGO does not have it's own website and has few lacunas in infrastructure and technology development.

1.6.34

Name of the NGO: Ishwari
Contact Person: Sister Rosalia (07798833216)
Address: Phulgaon, Pune
Aim/Goals: Skill Building Centre For Women

About:

Ishwari, the skill-building center in Phulgaon, near Pune, that Sister Rosalia runs, looks like an idyllic little farm. With a cottage and a communal kitchen set amidst green kitchen gardens, a winding river in the backyard, and a host of animals – chickens, ducks, dogs, rabbits, cats, cows, and once even a horse – this is the kind of place that soothes an urban soul with the balm of serenity. But don't let this fool you. Within the sprawling but simple kitchen, there's always a flurry of activity and a host of heavenly aromas that can give a five-star hotel's state-of-the-art kitchen some serious competition. A group of local village women turn out treat after treat, baking, cooking, canning, and preserving food, all of which is sold at exhibitions, or on order, at the most pocket-friendly prices. From oven-fresh ginger biscuits and a plethora of pickles to lip-smacking spring rolls,

wines, herbal tonics, and decadent jams, there's always a treat to tuck into or bring home if you wander into the kitchens.

1.6.35

Name of the NGO: Sawali, Pune
Contact Number: (020) 25282379
Address: SAVALI, Plot No 13, S no 78, Left Bhusari colony, Paud Road, Kothrud Pune 411038
Aim/Goals: Mentally retarded children

About:

In year 1992, it was a big challenge to work for Mentally Retarded and Cerebral Palsy persons, because of non-availability of Indian Act, limited awareness, less support from government of India and even from the society at large. To take on this challenge Mr.Vasant Thakar took the premature retirement from his assignment and he started working for Mentally Retarded and Cerebral Palsy individuals from his own bungalow in the year 1992. Mr.Vasant & Mrs. Prabha Thakar decided to setup SAVALI a best institution for the care of the Mentally Retarded and Cerebral Palsy individuals. SAVALI – A Shelter for Care has been planned for lifelong care in Sylvan, comforting surroundings with accommodation and modern facilities. They were trying to get land from government marked for the school/ social centre but all the efforts went to vain. As they wanted to start the project as early as possible they have given up the follow up and donated their own plot to the institute in the prime location of Bhusari Colony, Kothrud, Pune.

The institution has all necessary facilities and services under one roof. The Building of this institution was constructed in 1997 without any financial support from government. It was constructed with loan from the bank with a huge interest . After initial struggle SAVALI has proved to be the first organization in India for life-long care of Mentally Retarded and Cerebral Palsy individuals. This is the 1st barrier free building not only in Maharashtra but in India which was planned and was inaugurated in 1997 before any law or Act for the barrier free environment came in force.

SAVALI institute is located at Kothrud - Pune and is having its own building of 8500sqft built up area. SAVALI has gained the trust and confidence of the parents, government institutes, well wishers and donors by its devotional work. The institute has received recognition from various Government and Non-Government organizations for its work. The institute has also received many awards including 5 National Awards.

SAVALI is approved, registered and recognized by Maharashtra State Government and Central Government.

1.6.36

Name of the NGO: Bhartiya Jain Sanghatana
Contact Number: 020 – 69333317
Address: Wagholi Educational Rehabilitation Centre (WERC) Student Hostel Bakori Phata, Pune-Nagar Road, Wagholi, Pune – 412 207
Aim/Goals: Tribal Girls and Boys

About:

Established in the year 1985, Bharatiya Jain Sanghatana (BJS) has been in the forefront of addressing national concerns in the areas of Disaster

Response, Social Development and Educational Initiatives. Having its head office in Pune, BJS is a non-political, non-profit, professionally managed Non-Governmental Organization (NGO) with a nationwide footprint working towards the benefit of all.

Over the years of its existence, BJS has practiced and perfected its approach and processes in the chosen areas of its work. It has rich and multi-dimensional experience of working at the grassroots as well as contributing to policy-level thought processes and decision making. BJS has worked with Central and many State governments and NGO to implement many of its projects.

BJS works in progression steps to achieve optimum and lasting impact - identifying issues, researching the needs, developing solutions based on practical experiences, implementing them sizable pilot projects to validate scalability, after analyzing the pilot results, and taking the modules countrywide roll-out and implementation.

The foundation of Bharatiya Jain Sanghatana is the Volunteers' Network that is built very meticulously since day one. BJS has a nation-wide network of volunteers actively carrying out BJS responsibilities with relentless commitment. This volunteers' network is the real strength of the organization. Having such a committed network till grass-root level serving for the social cause, BJS demonstrated the power of executing projects or many seemingly uphill tasks with speed and scale.

BJS has active volunteers' network in Maharashtra, Chhattisgarh, Madhya Pradesh, Tamil Nadu, Karnataka, Uttar Pradesh, Andhra Pradesh, Gujarat, Rajasthan, Punjab, and Haryana. At many locations across all these 11 states and at few dispersed locations in other parts of India, BJS implements Social Development programs through its specially trained volunteers.

BJS focused on educational rehabilitation of disaster affected children since 1993 earthquake. From Latur & Osmanabad, BJS rehabilitated 1200 students and took complete responsibility of their education from standard 5th till their graduation. BJS established a permanent facility - Wagholi Educational Rehabilitation Center (WERC) near Pune in 1997. WERC has been hosting tribal students from Melghat (Amravati) and Kosbad (Thane) of Maharashtra since 1996. From November 2015, BJS took responsibility of rehabilitating children from suicide affected farmers' families of Maharashtra. In 2016-17 academic year, 287 tribal boys and 653 boys and girls of farmers' families are hosted at WERC for their education where all facility for their co-curricular development, sports and especially physical and mental health are provided with utmost care.

1.6.37

Name of the NGO: Nari Samata Manch Trust
Contact Number: 020- 24494652, 020 – 24473116
Address: 473, Sawali, Sadashiv Peth, Opp. Lane of New English School, Tilak road, Pune 411030
Aim/Goals: For Women and Gender Equality

About:

Nari Samata is an autonomous group of women, formed in 1982. We are one of the groups, independent of political parties but believe that empowering women is a political process, and therefore working on the issues arising of gender inequalities, also ally with the progressive movements in Maharashtra. We believe in "women and men together towards Gender equality" and men always have participated actively in Nari Samata Manch.

1.6.38

Name of the NGO: Nutan Samarth Vidyalaya
Contact Number: 020- 24488867
Address: 898, Budhwar Peth, Pune - 411002, Near Vijayanand Talkies City Post
Aim/Goals: For Children of Sex Workers

About:

The school is run for the children of the sex workers as they can not afford main stream education. The timings of the school are flexible and the fees are also negligible. The school does not have any website of its own and does not have reach to common people.

1.6.39

Name of the NGO: Kayakalp, Pune
Contact Number: 020 2446 6243
Address: Rameshwar Market, 1004/05, Budhwar Peth, Pune, Maharashtra 411002
Aim/Goals: For HIV / Aids

About:

An acute fund crunch has led to some NGO walking out of the HIV prevention programme and the ones that continue to provide interventions are struggling to make ends meet. “We have not paid salaries to as many as 63 peer educators who reach out to the high risk group of sex workers and others creating awareness about HIV and giving condoms since April,”

says Seema Waghmode, in-charge of the targeted Intervention (TI) project at Kayakalp. Kayakalp is among one of the 17 NGO in Pune district authorized by the Maharashtra State AIDS Control Society (MSACS) to provide targeted interventions. In Pune city, Kayakalp provides interventions to more than 1,000 female sex workers at Budhwar Peth.

1.6.40

Name of the NGO: Sahayog Trust, Pune
Contact Number: Dr Ravindra Bhusari – 09373 121 680
Address: Flat No. 1, Prathamesh Co-op Housing Society, Lane No. 5, Prabhat road, Pune – 411 004
Aim/Goals: For Legal rights of women

About:

Sahyog is a registered trust under 'The Bombay Public Trust Act and The Societies Registration Act'. The Trust is basically a humanistic pro-active organization, which believes in the holistic growth and all-round development of all sections of the global humanity that works towards:

- A participatory, rights based and people-centered policy of education.
- A classless and casteless society through togetherness and neighborhood concept.
- Through the dynamics of non-violence, advancement of human rights, equitable social change and distributive justice.

HRLD is working under the guidance of Adv. Asim Sarode and the team consists of Mr. Asim and Mrs. Rama Sarode, a few other lawyers,

volunteers and office assistants. To date, they are the only organization working on socio-legal issues in Pune. However, like-minded law students and lawyers have gradually come forward to assist and HRLD are encouraging other colleagues to provide a portion of their services pro-bono to the needy.

1.6.41

Name of the NGO: Chetana Mahila Vikas Kendra
Contact Number: 020 2635 4946
Address: 9 NPS Line, Behind Wonder Car Garrage, Pulgate, Pune, Maharashtra 411001

About:

Established in the year 1995, Chetna Mahila Vikas Kendra in Pull Gate, Pune is a top player in the category NGO for Women in the Pune. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Pune. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Pune, this establishment occupies a prominent location in Pull Gate. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is

known to provide top service in the following categories: NGO For Women, NGO, NGO For Senior Citizen.

1.6.42

Name of the NGO: Tejaswini, Kolhapur
Contact Number: 0231-2323046
Address: Shaskiya Tejaswini Mahila Vasatigruha, Datta Chaya Building, Near Kalamba Jail, Kolhapur
Aim/Goals: For Women

About:

TMSS is a registered NGO with focus of its programs and activities on women. It has a team of dedicated social workers, activists and volunteered from all walks of life. The objective of the NGO is to fight against all forms of social, political and economic exploitation of women and help them overcome difficult crisis situations. TMSS is fast developing its network with other women's organizations working at all levels in Maharashtra & India .

1.6.43

Name of the NGO: Astitva Pratishthan, Pune
Contact Number: 91-94201 77127, 91-99236 80741, 91-98906 90513
Address: 18, Rugved, Sankalp Society, Near Shani Mandir, Gondhalenagar, Hadapsar, Pune
Aim/Goals: For Women and Children

About:

The NGO works for Migrant children education, vocational training dropout children, rural development, science & technology center.

1.6.44

Name of the NGO: Man Deshi Foundation, Satara
Contact Number: 2373270660
Address: Mhaswad, Man, Satara-415509
Aim/Goals: For Tribal Women

About:

Access to finance isn't the only factor for success. Building business skills and access to markets is equally important to unlock the true potential of entrepreneurs.

Our vision is to empower women to make their own choices and to be celebrated as equal and valuable members of their families and communities.

In 1996, our founder Chetna Gala Sinha decided to set up the first rural bank for women. She was inspired by Kantabai, a welder from Mhaswad, Maharashtra who narrated an account of being repeatedly rejected by banks when she tried to set up a savings account.

The aim of the Mann Deshi Mahila Sahakari Bank was to address a lack of access to formal financial institutions and be a safe space for rural women to save their money.

The Mann Deshi Foundation supports the bank by addressing needs beyond financing. We work on building business skills and facilitating market access for women entrepreneurs as well as their communities.

Today, we work in Maharashtra, Gujarat and Karnataka. We aim to reach one million women by 2022.

1.6.45

Name of the NGO: Vidyadeep Foundation, Satara
Contact Number: 0212-280336
Address: Guruvidya Appt., Adalat Wada, to Samarth Mandir Road, Satara
Aim/Goals: For Women entrepreneurs

About:

VidyaDeep is established and registered in 2004. It is one of the well reputed social organizations located in Western Maharashtra. It has identified thrust areas as Scientific Awareness and Entrepreneurship Development.

1.6.46

Name of the NGO: Omkar Mahila Vikas Pratishthan, Satara
Contact Number: 9403818863
Address: Suryasrishti Colony, Bhu-Vikas Bank, Satara
Aim/Goals: For Women entrepreneurs

About:

OMKAR MAHILA VIKAS PRATISTHAN is located in Satara Maharashtra . OMKAR MAHILA VIKAS PRATISTHAN is registered as a Society at Satara of state Maharashtra with NGO unique registration ID

'MH/2009/0004215' . The NGO registration is done by Charity Commissioner with registration number MH/5786/satara. on the date of 25-02-2000, Its parent ORganaisation is . The Chairman of OMKAR MAHILA VIKAS PRATISTHAN is sunita patne and Chief functionary officer is sunita patne.

1.6.47

Name of the NGO: Sevadham Trust
Contact Number: 9890669264
Address: ID Hospital compound, opp civil hospital, Solapur
Aim/Goals: For Women

About:

Sevadham Trust, a public charitable trust, is active in service to society through projects in the areas of Health, Education and other Socio-economic initiatives. Sevadham Trust's work in the area of Leprosy, education and Aids control has been extensive and well appreciated. Over the years Sevadham has been actively working over the entire state of Maharashtra either directly or through field organizations in its network. Sevadham has concentrated its efforts in hilly and difficult terrain of tribal area of 4 Tehsils, viz. Maval, Khed, Ambegaon and Junner of Pune district and entire Solapur district and less served areas of Kolhapur district. It is also working in nearly 50% of the slums of Pune city and Solapur city. What started of as one small hospital, has now grown into a large organization (one of the largest field and networking organization in health sector in Maharashtra). To continue, further enhance and qualitatively improve the work will need your participation and helping hand. The Trust has various projects in the field of health, such as hospitals, static to mobile

clinics, primary to intensive health care and leprosy eradication, TB control and AIDS prevention, care & support projects.
In the field of education the Trust conducts literacy campaigns, nursery schools, non formal schools and a regular residential school (Ashramshala) for tribals. It also conducts adolescent comprehensive training & special programme for children with emphasis on child rights & participation. Those programs are conducted in urban slums as well as in rural tribal area. The Trust is recognized as an Educational and Research Institute by the Pune University. The Trust is recognized for placement of students of M.S.W. from Karve Institute, Bharati Vidyapeeth, Tilak Maharashtra Vidyapeeth, Social Work College, Satara etc. Mahatma Gandhi Institute of Medical Sciences Wardha has recognized Sevadham for placement of M.B.B.S. doctors for exposure in rural health. Tata Institute of Social Sciences, Mumbai has recognized it for internship of students of Master of Health Administration. The Trust was included as member of the "Country Coordinating Mechanism of the Global Fund to Fight AIDS, Tuberculosis and Malaria" set up by the Government of India, Ministry of Health, New Delhi.

1.6.48

Name of the NGO: Apulki Mahila Vikas Krida Ani Shikshan Prasarak Mandal
Contact Number: 989031030
Address: Shastri nagar , main bazaar, Solapur
Aim/Goals: For Women

About:

Apulki Mahila Vikas Krida Ani Shikshan Prasarak Mandal has a school started for orphan children. Children who are deprived of education due money or homeless children are admitted to this institute. The school promotes the students who are good in sports and gives them special coaching in which ever sports they wish to excel. They concentrate on making girls and women self-sufficient. They teach skill based courses to women so that they can earn their living. They have taught more 500 students as yet. They do not have their own website as yet.

1.6.49

Name of the NGO: Shantai Anath Ashram
Contact Number: 9730812925 , (Mrs. Anita Sanjay Jadhav)
Address: 35/2D Tirupati Nagar, Nilam Nagar Road, Near Bolkote Nagar, Majarewadi Tal - North Solapur
Aim/Goals: For homeless

About:

Shantai Anath Ashram (Solapur) is a home for orphans and destitute but does not provide adoption facility.The children stay here in the most loving and caring atmosphere, they are here till they become independent & responsible citizens. The Sanstha believes that child receives care of quality that nurtures the development needs. Such care must include nutrition, health, education, recreation and vocation skills-development in effect the Sanstha's, objectives are to help improve their child care standards and manage the adoption process more efficiently our support initiatives include.

Mission

A child who is orphan and destitute is a stigma to the society, the child is isolated and exploited in every sense, the society always takes undue advantage of such children not only in India but everywhere in the world, we induct them in shantai anathashram, solapur and always strive for their better future. (SMBMS) not only takes those kids under its care but provide the most secure and healthy environment for them to be ideal citizens.

1.6.50

Name of the NGO: Adhar Magasvargiya Mahila Sanstha , Solapur
Contact Number: 9823179704 , (Mrs. Shubhangi Kalekari)
Address: 18 Siddheshwar Housing Soc, North Sardar Bazar, Solapur
Aim/Goals: women and children and disable students

About: The NGO was established in the year 2006 by Mrs Shubhangi Kalkeri .This was an outcome of her love towards women and children and disable students, person who were in need of genuine attention .It was the result of her interest in terms of intervention for the problems of women and children and disable students and specially focusing the disabilities all sections. It also work for specific cause of problems of women and children and, old people our all above efforts are self-financing.

1.7 Summary

After visiting around fifty NGO across Kolhapur, Solapur, Karad, Satara, Pune etc., I got to understand the actual working and condition of NGO's. The working of every NGO is unique in its own way. Since they

geographically located in different areas and are working for different purpose they have their own strengths and weaknesses. Nature wise some are small unit some have a huge scope. Many of the NGO are having Websites and face book pages but very few are regularly active and dated. In some cases there are no phone or network areas also. Only one string is common for all the NGO that is the zeal and enthusiasm they have towards their work. They all are tremendous work for society in their own way.

One cannot understand the scope of their work unless you visit the NGO. Very few NGO are aided or partially aided, most of them are run voluntarily by passionate people. One cannot ignore the fact that money is required for this purpose which the NGO need. For which they can make use of social media but currently they are not using the media to the fullest which becomes clearer in the next chapter where I have reviewed the related literature like books, websites, and research papers related to my topic. I have analyzed the survey forms and interviews in the third and fourth chapter. They survey shows the percentage of usage of social media, the lacunas and dissemination of information through social media.

Chapter 2: Review of Literature

Chapter 2: Review of Literature

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2.1 Introduction

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2.1 Introduction

While conducting any research, it is an important step to refer to previous literature directly or indirectly related to the topic of research. The researcher will refer to previous research papers, thesis, books, news articles, websites etc. This study material related to the topic of research helps the researcher to carry out his research in a systematic and successful way. In this way we can avoid repetition of work and can sometimes conduct research on further topics of research suggested by another researcher. Review of literature can be useful to collect basic information and can prove as an authentic source of information. Viewing websites and research papers can help us getting updated information and understand current trends in the market.

2.2 Necessity for Review of Related Literature

1) To systematically understand the topic of research.

2) To analyse and explain the basic elements in the selected topic of research.

3) Proofs, references for research and other support material give base to the research for the references related to the topic.

4) Proper presentation, use of proper tools of study of related literature can be studied from the related literature and used for research.

2.3 Objectives of Review of Related Literature

1) Repetition can be avoided by the study of related literature.

2) Information about research methodology, tools of research, etc. are obtained through the review of related literature.

3) For presenting research, format and direction is achieved.

2.4 Research papers referred

2.4.1. Title of the Paper: Role of NGOS in Women Empowerment with special reference to Uttar Pradesh

Author: Tauffiqu Ahamad, Hemalata and Ananta Narayan

Published year: 17-08-2015

ISSN/ISBN: 2394-5869

Journal: International Journal of Applied Research

Gist of the content:

This Research paper puts light on the women empowerment issues at different levels like family, community and at the state level. Empowering the women in social, political, economic and legal aspects is necessary to convert the idle society into self-sustainable society. Women empowerment can be achieved through political power, education and employment.

The paper focuses on the assessment of the NGOs working for women empowerment and different programs of NGOs, various processes applied by the NGOs promotion of SHG, background of NGOs and their roles in the process of women empowerment. The following are the specific objectives of the study.

The core area of research is to analyze and study functions of NGOs working extensively for the development and empowerment of women in Uttar Pradesh. And also to study the different methods used for women

empowerment by the NGOs. The main objective of researcher is to analyze the problems and issues faced by them in the process of women empowerment and to study the exact role of NGOs in the process of helping the women for their development.

The research draws attention to the results of activities of member of Self-help groups

- To Acquire literacy and numerical skills
- Awareness about basic legal rights
- Awareness of projects and state development activities
- Critical political consciousness, electoral process, societal analysis and gender issues
- Enhanced social status as perceived by self and other's
- Freedom from exploitation, money lenders, landlords etc.
- Active role in organization of group and other political bodies
- To ensure literacy and education of girl child and health consciousness
- Restructuring the time utilization of women, and enhancing the decision making powers within the household.

The main agenda of Government and NGO is Women Empowerment. Voluntary agencies and their action plans of development play a significant role at the grass roots level in the regions of Uttar Pradesh. The success of these development plans depends upon the active participation of the people through Non-Government Organizations (NGO) in rural areas.

Towards the end we can conclude that there is a significant impact of NGOs on women in Uttar Pradesh. There is drastic change in lifestyle and living standard of women after joining the NGOs. The women have started earning money and are becoming independent and self-motivated. The women are now able to take their own decisions in some cases and also

give their opinions and suggestions in family matters. The study helps to find out that the efforts taken by the NGOs were useful in the areas of improving health and to increase the literacy rate of women. The study also points out that a very small percent of backward class actively attends the meetings of Gram Sabha and are not much involved in decision making process. The review of literature states that the NGOs are helping in improving the capacity building and social mobilization of women in Uttar Pradesh.

This study can be model example to study the role of NGO in different parts of country and mediums used for development.

2.4.2. Title of the Paper: Role of media in accelerating women empowerment.

Author: Ananta Narayana Toufiq Ahamad

Published year: January 2016

ISSN/ISBN: 2455-5746

Journal: International Journal of Advanced Education and Research

Gist of the content:

Governmental or non-governmental organizations are equally responsible for preventing discrimination against women. Media has a large impact in the dissemination and interpretation of knowledge. A big part of our life is influenced by media. Almost everyone benefits from the mass media. Media has power to give a platform to our thoughts and goals about empowering women. The paper focuses on the strength of media in empowering women and gender equality.

Media has the power to reach out to a huge audience and create an impact. Updated apps and networks of social media are an inevitable source of influence on masses. The media plays an instrumental role but is not used to the fullest in supporting movements for women empowerment. Depending on the use media can be powerful agent of bringing change or can be an agent of operation. Its undoubtedly a dominant medium for the advocacy of gender equality and the status of women. Success stories of women and their contribution to the society have been sidelined by the news of the hardships and atrocities faced by them. The electronic and print media should present a balanced picture of the diverse life of women and their contributions to society. Media should act more responsible before reporting and publishing any news as it has a huge influence on people. The role played by media in empowerment of women and gender equality is powerful and hence should be supported and further explored.

Suggestions & Recommendations

Media has a huge potential in empowering women. The total use of media by women is very low. Media has played an important role in empowering the women. No other sector has played its part in portrayal about the atrocities faced by the women and empowering the women.

Conclusion

The role of Media is very crucial in speeding the empowerment of women which will also lead to economic empowerment of women. The dissemination of healthy concepts of being woman, of what is the role of women in modern society, of good examples that women give us every day, the results they have achieved and continue to reach out to women in many fields of economics and beyond, the social consideration of women, giving to young women good ideas and examples for their economic empowerment the Mass Media, like social media, are practical means to

increase. With the implementation of media campaigns, to the dissemination of the concept of gender equality the mass media could also make a strong contribution. The Mass Media have always influenced the thinking and behavior of society. Success stories of established, successful and renowned women should be focused by media. In order to avoid negative portrayal of women media should enable projection of women in dignified way and promote respect and dignity towards women. Those who are able to portray women in a positive manner a system of rewards should be developed by the media professionals to sensitize on gender issues. Action should be taken against those who do not follow the norms. Media must introduce new innovative decent presentation of women based on Indian culture and society. A balance of strong legislative effort with a wide spread of social awareness along with morality and ethics is required to fight the problem and avoid women from being perceived as a commodity.

This paper focuses on media helping the women to liberate in all sectors as well as gender equality in all sectors of society. The study also helps to know how media plays an instrumental role in overall development of women in all strata of society. It is also interesting to see how the media disseminates information about women through apps etc. this paper helps in better understanding of status of women in society. Also the study shows that how is powerful and can reach millions of people. It talks about the strengths of media. Also it gives insight of the image of society. How the women are treated by the society. The study shows the portrayal of women in society by media and also the perception of women by men. Also this paper helps to understand the issues related to my research like how the women fall prey to injustice and what consequences they have face and there arises the need of NGO's. Also it highlights the importance of media

with reference to newspapers and news channels. It sights examples how the media can help to change the perception of society about women.

2.4.3. Title of the Paper: Role of NGOS towards women empowerment

Author: P.Narumugai, J.Lalith Kumar

Published year: 2017

ISSN/ISBN: 2395-4396

Journal: International Journal of Advanced Education and Research

Gist of the content:

Empowerment of women is the desperate need of the hour. Upliftment of economic, social and political status of women in India can lead to Empowerment of women in rural and urban areas. Converting the idle society into self-sustainable society is necessary by empowering the women in these aspects. Provision of adequate education facilities and effective legislation system and employment generation for women can lead to women empowerment. NGOs and the self-help groups (SHG) play a very critical role towards women empowerment by providing basic education, vocational training, training for self-employment, legal aid, protection for women and self-awareness programs. This paper helps to understand the process through which women empowerment is achieved and the status of women is uplifted with the help of NGOs in the Indian context. This paper discusses the empowerment of women in rural areas by means of NGOs and the advantages entrepreneurship among the rural women. The researcher wishes to explore what measures should be adopted by the women in order to position themselves as equal players in entrepreneurship and economic development.

The researcher's objective is to discuss the features of NGO. Also to identify the strategies followed by NGOs towards women empowerment. To identify the objectives of NGO that is focused towards women empowerment.

The primary aim of both Government and NGOs should women empowerment. A significant role is played by the voluntary action promoted by NGOs engaged in development which is dependent upon the active participation of the volunteers through Non-Government Organizations.

The different roles of NGOs for women empowerment are as follows

- Education of the Rural Women
- Supplementary efforts of Government
- Efforts in organizing the Rural Women
- Developing various Models and Experiment
- Promotion of Rural Leadership
- Representation of the Rural Women
- Technology Promotion in Rural areas
- Provision of effective & efficient Training to Rural Women
- Monitoring and Evaluation.
- Impact assessment.

While concluding the researcher states that the empowered women develop a feminist ideology and wish to help and empower other deprived women. These women can get associated to NGOs whose mission is related to their ideology and this will help them to relate to beliefs and give them high level of satisfaction and accomplishment. The main mission of these Women centric NGOs should be earnings and independence. More efforts should be concentrated towards the education and empowerment of

vulnerable and under developed women in rural areas. Women from the backward region should receive higher education and training in interpersonal skills and work as volunteers for which government should take efforts. There is a need for support from public to enable wider diffusion of themes that are a part of feminist perspective like equality and social justice. Many people may take action in the form of starting a NGO or by supporting the entrepreneurs that run the NGOs, if they are exposed to such ideology. There should be an assurance that those involved in social work and volunteering should be able to receive publicly available resources to support the organization. This includes training programs and mentoring services to facilitate the formation of NGOs. In this case if such programs are made available to those who wish start their own NGO chances of success are much higher. Therefore the role of NGOs towards empowerment of women is very critical in the Indian scenario.

This study focuses more on the core role of NGO working for women and how they should work with an agenda. More and more literate women should become volunteers in this noble cause. It shows that only setting up an NGO is not enough but running it with effectiveness and using correct tools for development is necessary.

This paper helps in understanding the role of NGO's and how it functions effectively. It helps in better understanding of structure of NGO's as I going to study every aspect of NGO's in detail to identify the gaps between the organization and the beneficiaries. The study not only just speaks about the general functioning or its aims but speaks about empowerment of women which is a very different and important role it's playing. It is a huge responsibility which the NGO's is taking. As my study goes on I would be analyzing the different initiatives which the NGO's are taking on. The study has given me a great insight to how and which sector the NGO's should work.

2.4.4. Title of the Paper: Cyber-volunteering: Social media affordances in fulfilling NGO social Missions

Published year: 14 December 2015

ISSN/ISBN: 57 (2016) 388-397

Journal: International Journal of Elsevier

Gist of the content:

Cyber-volunteering behavior through social media is becoming popular among non- governmental organization (NGO) members. Cyber-volunteering activities have become more aggressive with the availability of social media in recent years. The objective of this paper is to discuss voluntary behavior in fulfilling NGO social missions through social media usage based on affordance theory. There is substantial literature discussing social media affordances in the context of enterprise organization, but there has been less literature discussing the activities of NGOs in social media. This research applies a qualitative methodology using semi-structured interviews with NGO members from seven selected NGOs in Malaysia that are active in different fields of education. The interviews focus on social media affordances that have influenced the execution of social missions in the NGOs. Data is analyzed using thematic coding based on the seven identified key social media affordances. The results suggest that the social media affordances related to cyber-volunteering are achieved through promoting, training, fundraising, knowledge sharing, and problem-solving activities. These affordances are highly influenced by cyber-volunteering behavior through work culture and personal privacy. The collective, individualized, and visibility affordances are most associated with cyber volunteering behavior, followed by persistence, virtual collaboration, and synthetic representation is found to be the least.

This study was qualitative in nature and was aimed at identifying cyber-volunteering behavior in NGOs through social media affordances. There are many studies relating social media affordance to enterprise organization, but these are very limited in relation to NGO cyber-volunteering behavior. Thus, it can be considered important and very useful to identify the extendibility of affordance theory, adopted from enterprise organization in the NGO context. These affordances can be categories in terms of the social media features and social media usage method associated with volunteering behavior. Five cyber-volunteering activities were identified as fulfilling NGO social missions related to social media affordances: promoting, training, fundraising, knowledge sharing, and problem solving. These activities influenced cyber volunteering behavior in fulfilling NGO social missions in terms of privacy and work culture, such as those found in reactions to particular issues, blurring the boundaries of work and personal life, and altering particular ways of accomplishing a task to fulfill the NGO social mission. Affordances such as collective, individualized, and visibility were found to be most associated with cyber volunteering behavior compared to persistence, virtual collaboration. In terms of future research, there are three recommendations. First, it is interesting to verify our findings in terms of other types of NGOs related to management in natural disaster or war-inflicted areas. The nature of the work in NGOs within this context varies in terms of the constraining environment and emergency situations. Second, studies could be carried out on identification and verification of other types of affordances in context of NGO that might not be too applicable to enterprise organization. For example, there might be bonding, wellness, and fairness affordance qualities in social media for evaluation as part of a social mission of most NGOs. Lastly, similar studies on affordances of social media could be done in the context of political campaign where the term cyber troopers are gaining familiarity in the south eastern region.

This study is done in Malaysia and Scenario of NGOs over there. But the basic thrust remains the same, use of social media in the development and empowerment of NGOs. The main inference which can be drawn from the study is that use of social media is affordable and suits the life style of people in today's time.

2.4.5. Title of the Paper: Role of NGOs towards Women Empowerment

Author: P.Narumugai, J.Lalith Kumar

Published year: 2017

ISSN/ISBN: 2395-4396

Journal: International Journal of Advanced Education and Research

Gist of the content:

In this paper the researcher focuses on the empowerment of women. Empowerment of women can be done through sustainable rural and urban development by the uplifting the economic, social and political status of women in India. Empowering the women in these aspects is necessary to convert the stagnant society into self-sustainable society. The women empowerment can be achieved by providing adequate education facilities, political support, and effective legislation system and employment generation for women. NGOs and the self-help groups (SHG) play a very important role towards women empowerment by providing basic education, vocational training, training for self-employment, legal aid, protection for women and self-awareness programs. Therefore their main aim is to uplift the women in the society. This paper focuses on the process through which women empowerment can be achieved and how the status of women can be uplifted with the help of NGOs. This paper seeks to explore some measures

that should be adopted in order to position rural women as equal players in entrepreneurship and economic development. The researcher suggests that the NGOs can function effectively if they have a particular area of focus. NGOs that focus on all aspects of the society cannot excel in any of those aspects. Therefore, the NGO cannot perform to its fullest capacity. Whereas the NGOs which concentrate on any one area, are able to deliver better results in solving the issues. Women empowerment is not only confined to empowerment of adult females. Since the women are deprived of education in younger age the rate of illiteracy is high and affects empowerment of women. If we have to achieve complete women empowerment every girl child needs to get education. In addition to this women centric programs and projects, in should be focused by NGOs. The NGOS should have good internal governance which will lead to transparency and accountability. Then and only then will the people join the mission and support it financially. All the NGOs working for women should have a strategic approach which will expand their scope towards reaching women and empowering them. The primary focus of government and the NGOs has been women empowerment. Volunteers of the NGOs engaged in the development work play an important role in rural development which depends upon the active participation of volunteers.

The references of the study are from Indian NGOs and are therefore very relevant to my study. The study focuses more on the empowerment of the women and role of NGOs. This research is useful for me as it helps in better understanding of issues, limitations and challenges faced by NGOs in the day to day working.

2.5 Books Referred

2.5.1 Title of the book: Encyclopedia of Grant-in-Aid Schemes for NGOs and Voluntary Organizations in India

Compiled and Edited by: Mohan Vasant Vaidya

Publisher: Prakashanvishwa,

C-12, Harshada Garden, 127/2, Mahaganesh Colony,Paud road, Pune.

About the Book:

This book is a true encyclopedia, of NGOs and their details. This book contains lots of information about the nature of NGOs; their profile etc. there is a list of NGOs all over India and working in different sectors. There are NGOs aided, non-aided, partially aided, CSR, private, Self-help groups etc included in the book. Along with the Details of NGOs, there is information about the Government schemes for women, farmers, homeless, old age people, children, beggars, sex workers, trans-genders etc. The books help to understand the dynamics of the spread of NGOs. It helps to understand the various schemes introduced by the government and their use. The book was useful in collecting information about NGOs.

2.5.2 Maha NGO Federation, my nation my responsibility.

Compiled and Edited by: Shekhar Mundada

Publisher: Shekhar Mundada

Survey no.35/1/1A, Gokul Nagar, Opp. Paramount Garden, Katraj Kondhwa Road Pune 411307

About the Book:

This book is a true guide to ay common man to access details of NGOs working in almost all the sectors, particularly in Maharashtra. The writer has keenly covered sectors like Education, Health, Environment, Women Empowerment, Rural Development, Agriculture, Old Age Home, Orphan Age, HIV Patients, Animal Husbandry, Skill Development, Rehabilitation of Drug addict, Development of Tribes and Child Development. The writer has given in detail information of NGOs, like address, contact details and the core area of their work. This book has helped me to reach out to NGOs which I would not have been able to cover due to geographical barriers.

2.5.3 Special Issue on Dr. Mrs. Puja Praksh Yadav's First Death Anniversary

Compiled and Edited by: Dr. Suhas Joshi

Publisher: Dr. Suhas Joshi

Akhil Budhwar Peth, Devdasi Sanstha, Pune

About the Book:

Dr. Puja Prakash Yadav established the NGO named Akhil Budhwar Peth Devdasi Sanstha, which works or the Devdasi and their children's Education, health and basic needs. They have till yet done 40 remarriages of the Devdasis. They also work for HIV positive people she has also been President, Women wing, Shivsena, Pune for 10 yrs. This book is a tribute to her extensive work for devdasis and speaks about the activities of the NGOs and her success stories. The book helps in understanding the dynamics of the working of the NGO and the extension activities. There are articles written by many eminent personalities about her work and

achievements. Her NGO has helped lot of women to become self-sufficient and lead their life respectfully.

2.5.4 NGOS in India – The challenges of women's empowerment and accountability

Compiled and Edited by: Patrick Kilby

Publisher: Taylor & Francis, 2010

About the Book:

The book examines how NGOs operate in Southern India in the early 2000, this book discusses the challenges faced by small, local NGOs in the uncertain times of changing dynamics. The writer focuses on meaning of empowerment for Indian women, and how NGOs are accountable for these groups who are an important part of the empowerment. The meaning of community empowerment, in which the 'solidarity' of a group can be a path to individual empowerment, is discussed, as well as analyzing how empowerment can be a useful concept in development. Based on the case studies of 15 NGOs as well as in-depth interviews with 80 women's self-help groups, the book highlights the key features of effective empowerment programs. The author uses innovative statistical analysis tools to show how a key factor in empowerment of marginalized women has an relationship between themselves and the supporting NGO. The book goes on to discuss the different ways in which the NGOs can work with communities in the future, and recognize the limitations of a donor-centric accountability ideology. It provides a useful contribution to studies on South Asia as well as gender and development Studies. This study can be co-related to the NGOs working in western Maharashtra.

2.5.5 Self-help Groups (SHGs) and Women Empowerment in India

Compiled and Edited by: Arjun Yallappa Pangannavar

Publisher: New Century Publications, 2012

About the Book:

According to the writer a women plays a critical role in the family which is the basic unit of a society. Family is a strong force for social cohesion and integration and as such should be strengthened. The inadequate support to women and insufficient protection to their respective families affect society as a whole and undermines efforts to achieve gender equality. In different cultural, political and social systems, various forms of family exist and the rights, capabilities and responsibilities of family members must be respected. The emergence and rapid multiplication of Self-help Groups (SHGs) based on micro credit is a phenomenon that is gaining increasing importance in the development scenario. SHGs are being viewed by governments and NGOs as a strategy for both women's empowerment as well as poverty reduction. SHGs are a conduit for routing a wide range of government-sponsored development messages and schemes. NGOs have been adopting SHGs as a strategy to bring women together, at a faster pace and larger scale than the collective building processes adopted by them earlier. This book explains and examines the role of SHGs in the socio-economic empowerment of poor rural women in India. The writer is mainly discussing the mindset of the society which is helpful in my study.

2.5.6 Media Management

Compiled and Edited by: B.K. Chaturvedi

Publisher: Global Vision Pub House, 2009

About the Book:

The book helps in understanding the Media Management fills a void in the growing field of media management. More and more, colleges and universities are teaching media management courses, mostly in response to student's needs and requests. In this flourishing field, there were no refereed periodicals in which media management scholars could regularly get published and that provided information on the latest media management theories and practices. The text of this book is ideal for students of management because it takes into account flexibility, individuality, and creativity as students face realistic problems and opportunities mirrored in the professional world. Though the references are for the students one can understand the how to use media for various purposes. The study deals with the dissemination of information on media for development of NGOs.

2.5.7 Corporate Social Responsibility in India: A Practitioner's Perspective

Compiled and Edited by: Nirbhay Lumbde

Publisher: Notion Press, 10-Oct-2018

About the Book:

The book deals with Indian CSR. The writer says that in the last five years it has been a roller coaster ride for many CSR professionals and the journey will continue to be intriguing with an ever-changing landscape. It may take a few more years before we could have seamless processes and systems in

place. A good number of development organisations are trying out various ways and means of creating impact with access and availability of CSR grants. It has also seen the emergence of CSR agencies, social enterprises and platforms that will boost and recognize NGO efforts and corporate reputation. With the emergence of CSR as an important subject in the academia, government and media echelons it is critical that development practitioners and CSR professionals have a philosophical background of the topic. It is also important to understand definitions of various social, economic and political jargons, related institutions and world systems. The book restates and simplifies these from a CSR practitioner's point of view and captures CSR professional's journey of understanding the subject area over the years. It also provides few practical approaches to make their role relevant, contextual and prepare for the future. The book also fills the gap of non-availability from a practitioner's point of view of the CSR subject.

2.5.8 Business and Community- The story of Corporate Social Responsibility in India

Compiled and Edited by: Pushpa Sundar

Publisher: SAGE Publications India, 24-Jan-2013

About the Book:

In this book the writer discusses the emerging critical issues and the achievements as well as deficits of Indian CSR and also highlights the objectives in threefold:

1. Its aim is to enhance the public knowledge, understanding and appreciation and the contribution of Indian Business to the society.

2. It highlights the exceptional individual companies in the history of Indian CSR companies to create enthusiasm in the younger generation.
3. It identifies the factors which encourage CSR to enable business and government to take appropriate action over it.

Written in a simple, non-jargon language, it is easy to understand without being simple. Its extensive bibliography will be useful for further research.

2.5.9 Corporate Social Responsibility in India: Cases and Developments after the Legal Mandate

Compiled and Edited by: Nayan Mitra, Rene Schmidpeter

Publisher: Springer, 28-Sep-201

About the Book:

This book provides a comprehensive overview of Corporate Social Responsibility (CSR) in Indian corporations following the 2013 legal mandate on corporate spending of profits for CSR. Bringing together authors hailing from diverse walks of life, the book pursues a 'hands-on' approach, with real-world case studies and examples that help the reader feel the dynamic pulse of India immediately after the ratification of the CSR mandate in the Companies Act, 2013. The Act is expected to affect over 16,300 companies with an estimated flow of approximately 200 billion Indian rupees into the economy every year, thus shaking the foundations of business and society and impacting the country at multiple stakeholder levels. As a result, India is likely to become the birthplace of social, economic, and environmental transformation through financial investments in CSR.

In order to insightfully reflect on this transition, this book has been divided into three parts. The first part presents the CSR mandate and its implications, while the second focuses on its implementation and the third part provides a view on the way forward.

The book helps to reveal the various layers of CSR in an emerging economy like India and is expected to spark debate, discussion and research among policy-makers, consultants, academics, practitioners and other stakeholders the world over, which will further expand its contribution to CSR literature and open up new vistas in CSR research.

2.5.10 Corporate Governance, Ethics and Social Responsibility

Compiled and Edited by: Balachandran V, Chandrashekharan V

Publisher: PHI Learning Pvt. Ltd., 31-Dec-2011

About the Book:

This book examines various issues and factors underlying corporate governance and suggests remedies for problems. The book speaks about issues like contemporary, ethical, legal and environment and concepts in the corporate business world, and showcases various codes of conduct, concepts, guidelines, and rules and regulations in relation to ethical business practices. It can also be useful for corporate professionals, administrators.

Key features-

- Examines the CSR practices of Indian corporates.
- Provides an account of the legislation governing corporate social responsibility.

- It focuses on the contributions made to CSR by corporates through NGOs.
- Provides guidelines for ethics to be maintained by professionals.

2.6 Documentary films Referred

2.6.1: Women in India still fight for Equal Status with Men | Chaitanya Mahila Mandal | Pune

About the film:

Women in India are still facing Domestic Violence, by Family or after Marriage. To fight and support for them. Chaitanya Mahila Mandal help them be independent, learn writing, reading, cooking, stitching and much which can help them become independent. Chaitanya Mahila Mandal have also thought about Red Light area kids, who have dark future as their mother is not with them and can have an impact on them because of sights and visuals which is not for them at this age. They are sent to night care center and taught various educational and physical activities for their development. These are various areas which are not seen in our society which this NGO is fighting for and helping children and women of Indian society. Do help them and share awareness by Linking, Sharing and Subscribing the Video.

Chaitnaya Mahila Mandal Smt Jyoti Pathaniya Gururaj Soc, Aapte Colony, Bhosari,Pune 020-27127618 | 9422004152 Tapasya is a series of Documentaries on NGOs of Maharashtra. Aurusha Films had produced and recorded these video series and this series has been aired on Doordarshan and re telecasted on Zee24 taas.

2.6.2: Life is barbed.....

About the film:

This is documentary on Humanitarian work of Dr. Rajendra Dhamane of MAULI SEVA PRATISHTHAN (NGO) From Ahmednagar Maharashtra India. Work done by Dr Rajendra and Dr Mrs. Sucheta Dhamane is done on humanitarian grounds. They are working through MAULI (Meaning "Mother") NGO situated in Shigve ,Ahmednagar on Ahmednagar -Shirdi Highway in Maharashtra India. This work is for faceless, homeless mentally ill destitute women found on Indian roads and pilgrimage centers. MAULI is Life Long Care home for these women and their children who are born in MAULI only. All work is on public donations without any government or institutional support.

2.6.3: MAVIM 'Tejaswini' Documentary (English)

About the film

Mahila Arthik Vikas Mahamandal (MAVIM) is Maharashtra state's Nodal Agency for implementing women oriented developmental schemes. MAVIM is carrying out government schemes and programs in all 36 districts of Maharashtra, including the Mumbai suburban areas, 250 Urban Local Bodies (ULBs), and rural areas across the state. Tejaswini Maharashtra Rural Women Empowerment Programme of MAVIM supported by the government of Maharashtra and International Fund for Agricultural Development (IFAD) has been implemented in 34 rural district of Maharashtra from 2007 to 2017. The film created by JJ Institute of Applied Arts Mumbai reflects the achievements of the scheme and transformation brought by MAVIM to the society.

For more information on MAVIM please refer **mavimindia.org**.

2.6.4: Narayan SevaSansthan Documentary 2016 December

About the film:

We can see how Narayan Seva Sansthan came into existence and how it works to serve needy. Narayan Seva Sansthan is a one of the best NGO in India. Established in 1985, they have worked extensively over the last 3 decades to reach out and rehabilitate differently able people from the under privileged segment. Narayan Seva Sansthan works with 480 branches in India and 49 branches abroad while focusing on alleviating disabilities and providing proper Physical, Social and Economic Rehabilitation. They do this through well-planned and comprehensive programs in health, rehabilitation, corrective surgeries and helping aid distribution making us the best charity organization in India. They are an organization that helps the differently able individuals realize their hopes, dreams and ambitions and help those who need just a little extra support. So far, Narayan Seva Sansthan and its tireless team with the noble reverences has helped over 3, 33,427 individuals with free of cost corrective surgeries and don't intend to stop. One can donate online to raise this graph to new unimaginable height. Their aim is to create an inclusive society, where people with disabilities are accepted into the mainstream economy and social life. They believe that every single person is special and talented and is just looking for a chance to excel.

Website: **narayanseva.org**

2.6.5: Rose Circles – A women's Upliftment Project

About the film:

This documentary short film, by Mary Lee Weir, looks into tribal India as Anne Godfrey and the Rose Circle team implements the training of tribal women, below the poverty line.

IMDB: www.imdb.com

Official Trailer Page: **rosecirclesdocumentary**

Listed in: Glasgow International Film Festival, Library of Shorts (Feb. 2012)

Screen: New York International Film Festival, August 2012

2.6.6: Dalit Women (We are not untouchable - End caste discrimination now)

About the film:

Go to www.endcaste.com today - it takes one click to register your support to end caste discrimination! Caste discrimination is a global human rights issue affecting an estimated 260 million people across the world, the majority of which live in South Asia where they call themselves Dalits. The human rights violations against Dalits fundamentally breach the principles of equality and non-discrimination and despite legislation in many countries prohibiting caste discrimination Dalits have little or no access to justice and crimes against them are often committed with impunity. This short film brings to light a handful of violations that those who continue to be treated as 'untouchables', are subjected to, focusing particularly on Dalit Women who must deal with multiple discrimination due to gender and caste. They also show how Dalit activists stand up for their rights and demand change. The film is launched in connection with the introductory film on caste discrimination - We are not untouchable - End caste discrimination now. The two films are a collage of video material from Dalit community video volunteers, documentary filmmakers, and NGOs. They cover India, Nepal, Pakistan, Bangladesh and Yemen.

2.7 Websites referred

A) Government websites (GOI)

B) CSR websites

C) Other

2.7.1 wcd.nic.in

Women and child development

Introduction

The department of Women and child development of the Indian Government of India came into existence as a separate department from 30th Jan 2006. Earlier it was under the ministry of Human Resource development since 1985.

The main aim of the ministry was addressing to the lacunas in the state action for women and children in promoting inter-ministerial and inter-sectarian convergence to create gender equitable and child- centric legislation, policies and programs.

Vision and Mission

Vision

The vision is to empower women and help them become equal partners in development process in an environment which is free from violence and discrimination. Also nurture them and their children with many opportunities which will help them in their growth and development.

Mission

The mission is to promoting social and economic empowerment of women through cross-cutting policies and programs, mainstreaming gender concerns, creating awareness about their rights and facilitating institutional and legislative support for enabling them realize their human rights and develop to their full potential. Also to ensure development, care and protection of children through cross-cutting policies and programs, spreading awareness about their rights and facilitating access to learning, nutrition, institutional and legislative support for enabling them to grow and develop to their full potential.

The website is updated with latest information. The site gives correct guidelines as to which schemes are running for whom, where to contact, who is the correct person to contact and photo gallery with updated photos. This site is useful for common people.

2.7.2 India.gov.in

National Portal of India

The website has details of Services related to

- Education and learning
- Health and wellness
- Electricity , water and local services
- Money and taxes
- Jobs
- Travel and Tourism
- Justice , law and grievances
- Business and Self – employed
- Births, deaths, Marriages and child care
- Pensions and benefits

The website works more like a search engine or guideline for common man. One can check the status of the pan card, Adhaar card, voters' id etc.

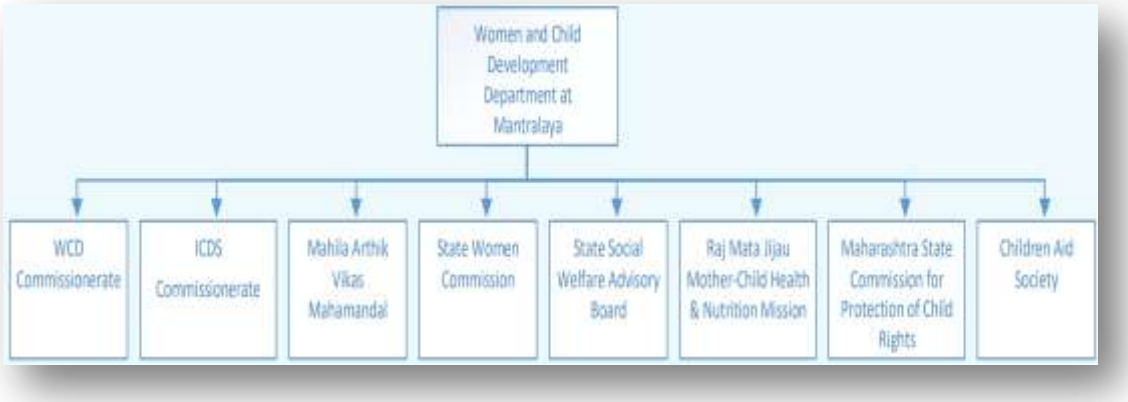
2.7.3 womenchild.maharashtra.government

Women and child development Maharashtra Government

Introduction

Women and Child Development Department was formed as a separate Administrative Department by the Government of Maharashtra in June 1993. The main objective of the Department is to concentrate on survival of girl child, her protection, development and welfare. The department is responsible for policy making, formulation of programs or schemes, implementation of development programs, and co-ordination of government and non-government organizations working for Women and Child Development. Maharashtra is the second most populous state with around 11.2 cr. citizens residing in the state.

- Women constitute around 48% at around 5.41 cr.
- Children (0-6 yrs.) constitute around 12% at around 1.33 Cr.
- Sex ratio of 894 for age group of 0-6 yrs.



- There are Two Commission rates and other field offices under the administrative control of Women and Child Development Department. The department is responsible for the overall strategic direction setting, administration and financial matters pertaining to these Commission rates and Field Offices. The above chart depicts various commission rates/ field offices that the Dept. has under its wing:

2.7.4 womenshealth.gov

Women health organization

Vision

All women and girls achieve the best possible health.

Mission

Provide national leadership and coordination to improve the health of women and girls through policy, education, and innovative programs.

Goals

- Inform and influence policies
- Educate the public
- Educate health professionals
- Support innovative programs

History

The Department of Health and Human Services' (HHS) Office on Women's Health (OWH) was established in 1991 to improve the health of women by advancing and coordinating a comprehensive women's health agenda. During the early 1990s, OWH focused on developing women's health as a specialized issue for government action and attention alongside efforts by partner organizations. These issues included research, health care prevention and service delivery, public and health care professional education, and career advancement for women in health and scientific careers.

Thanks to OWH's leadership, women's health is now firmly rooted in the national health landscape and many achievements have been made in

women's health. Today, OWH focuses on emerging women's health priorities to meet the needs of women and girls. Working collaboratively with federal agencies and partners, OWH supports a variety of campaigns, programs, and policies around health disparities, violence against women, HIV and AIDS, trauma-informed care, health across the lifespan, and the provision of health care.

2.7.5 mha.gov.in

Ministry of home ministry

Women safety division

The roles and responsibilities of the division are as follows

- Strengthen investigation and forensic set up in States/ UTs
- Training and skill development of investigators
- Creation of National Registry of Sexual Offenders
- National Cyber Crime Reporting Portal
- National Forensic Labs

About the ministry

The Ministry of Home Affairs (MHA) discharges multifarious responsibilities, the important among them being internal security, border management, Centre-State relations, administration of Union Territories, management of Central Armed Police Forces, disaster management, etc. Though in terms of Entries 1 and 2 of List II State List in the Seventh Schedule to the Constitution of India, 'public order' and 'police' are the responsibilities of States, Article 355 of the Constitution enjoins the Union to protect every State against external aggression and internal disturbance and to ensure that the Government of every State is carried on in

accordance with the provisions of the Constitution. In pursuance of these obligations, the Ministry of Home Affairs continuously monitors the internal security situation, issues appropriate advisories, shares intelligence inputs, extends manpower and financial support, guidance and expertise to the State Governments for maintenance of security, peace and harmony without encroaching upon the constitutional rights of the States.

2.7.6 nari.nic.in

Nari- national repository information for women

Such news is updated on website. Though they are not very current they need to be updated time to time for correct dissemination of information to beneficiaries.

- E- Books on MWCD Swatchata Pakhwada Activities.
- A training module for 2 day workshop on the topic sexual harassment of women at office or work place.
- Launch of Mahila Police Volunteer on 14th Dec 2016.
- Significant achievements of three years 2014 to 2017.

2.7.7 thenationaltrust.gov.in

Introduction

The National Trust is a statutory body of the Ministry of Social Justice and Empowerment, Government of India, set up under the "National Trust for the Welfare of Persons with Autism, Cerebral Palsy, Mental Retardation and Multiple Disabilities" Act (Act 44 of 1999).

The vision of the trust is an inclusive society which values human diversity and enables and empowers full participation of Persons with disability to live independently with dignity, equal rights and opportunities.

The National Trust's vision statement reflects a very changed India for all Indians and is based on human rights, i.e. UNCRPD, approach. The vision statement focuses NT as being a leader in the disability sector in India. As laws focusing on Persons with Disability are changing, focused leadership needs to be established. Working through local and regional registered organizations and local level committees, the National Trust must make its vision and focus clear throughout the country.

The mission of the National Trust works towards providing opportunities for capacity development of Persons with Disability and their families, fulfilling their rights, facilitating and promoting the creation of an enabling environment and an inclusive society.
The National Trust's mission, or fundamental purpose, is to create an enabling environment, i.e. providing opportunities for Persons with Disabilities through comprehensive support systems which can also be done by collaborating with other Ministries, etc., which will lead towards development of an inclusive society.
The objectives of the National Trust in particular are

- to enable and empower persons with disability to live as independently and as fully as possible within and as close to their community as possible;
- to facilitate the realization of equal opportunities, protection of rights and full participation of persons with disability;
- to extend support to its registered organisations to provide need based services; and

- to evolve procedures for appointments of guardians and trustees for persons with disabilities

2.7.8 ngodarpan.gov.in

The above website is extremely useful as one can register their NGO and become the member for free. One gets to know different schemes of government regarding NGOs. They can also view other thousands of NGOs and their profile. This helps to connect to many sources through same platform. There are continuous updates about different schemes lunched on scroll.

2.7.9

1. **Mother and Child Tracking System (MCTS)**

   (nrhm-mcts.nic.in)

The Mother and Child Tracking System was launched in 2009, helps monitor the health care system to ensure that all mothers and their children have access to a range of services, including pregnancy care, medical care during delivery, and immunizations. The system consists of a database of all pregnancies registered at health care facilities and birth since 1 December 2009.

2. **Rajiv Gandhi Scheme for Empowerment of Adolescent Girls – Sabla**

(Wcd.nic.in)

'Sabla' the Rajiv Gandhi Scheme for Adolescent girl empowerment is an initiative launched in 2012 that targets adolescent girls. The scheme offers

a package of benefits to at-risk girls between the ages of 10 and 19. It is being offered initially as a pilot programme in 200 districts. The programme offers a variety of services to help young women become self-reliant, including nutritional supplementation and education, health education and services, and life skills and vocational training.

3. **Priyadarshini (dipp.gov.in)**

Priyadarshini is a program initiated in April 2011, which offers access to women in 7 districts to self- help groups.

2.8 Summary

The review of related literature has helped the researcher for the better understanding of the research and deciding the research methodology. By studying the above literature related to the topic 'To study the effective use of social media for women's NGO in dissemination of information' the researcher has got brief idea about the way she will conduct her further research. The researcher has got immense data and study material which will be useful for her in the research process.

Chapter 3: Research Methodology

Chapter 3: Research Methodology

Contents

3.1 Introduction

3.2 Necessity

3.3 Aims and Objectives

3.4 Types of Research

3.5 Types of Research Method

3.6 Selection of Research Method

3.7 Sampling Method

3.8 Tools of Data Collection

3.9 Research Design

3.10 Hypothesis and null hypothesis

3.11 Scope and limitation

3.12 Summery

3.1: Introduction

In the first chapter of the research the researcher has decided the necessity of the topic, objectives of the research, scope and limitations, etc. Then in the second chapter the researcher has collected the reference material of the topic and research paper related to the same.

The researcher has been studying the role of media towards the NGOs working for the sex workers and their children. After clearly stating aims and objectives and collecting reference material now she can decide the research method which she has to follow to conduct research in this chapter; to achieve her objectives.

There are several types of research methods, among those the researcher has to decide the appropriate method by which she will get the desired results.

3.2: Necessity

1. This research is necessary as it will help to improve the working of NGOs for women, use of new media and better Publicity of NGOs.

2. The research shall help to bring out the problems and obstacles faced by the management of NGOs working for women in Western Maharashtra.

3. The research is necessary as it will study and analyse the different roles of New Media in bringing social development with respect to the women and their related issues.

4. The research shall help to diagnose new issues related to upliftment of women, NGOs and the use of new media.

5. The research is necessary to study the mindset of staff of NGOs and the beneficiaries and also the perspective of common people.

6. The research is must to study and analyse the factors responsible for ignorance of new media and insufficient help from NGOs.

3.3: Aims and objectives

The NGO's are aware of the potential that internet provides them to reach out to their stakeholders and they are trying to make use of this potential. Most of the literature concerning NGOs and their social media activities shows that NGOs are having a hard time adapting to social media and they are not making full use of the potential that social media offers them. The purpose of this study is to examine the social media activities of the NGOs located in the cities of Western Maharashtra. The data is collected through interviews with people in key positions in the NGOs and also content of social media pages of NGOs is analyzed. Facebook and Twitter are selected as social media websites examined in the study, since they are well-known and widely used sites. The goals of and expectations from NGO's, social media usage are questioned in interviews. The study also tries to determine whether NGO's are using different social media websites for different aims and in which way they are using them. Additionally the study explores with whom they interact on social media, how are they choosing to interact and how efficiently the NGOs are using the feedback they get. The challenges and shortcomings regarding NGO's, social media usage are explored as well. At the end, findings of the study are discussed, and recommendation for practitioners and possible future research implications are presented. These are the aims and objectives of the researcher.

1. The researcher's main aim is to analyze and study the statistics of efficient working of NGOs towards the use of New Media.

2. To find out the perception of NGOs towards the use of social media.

3. To study the new mediums of communication and it's applications.

4. To find out the reach and impact of social media and dissemination of information.

5. To find out if train the trainers program needs to be conducted in NGOs for creating awareness about the use of social media.

6. To analyze the obstacles and limitations of NGOs working for women with respect to the use of new media.

3.4: Types of research:

1) Basic Research

2) Applied Research

Basic Research:

The basic research is defined as a research which is based on imagination, thus carrying a theoretical or scholarly approach to it. In such research, collection of data and samples are selected very carefully. As the research is more theoretical and time consuming and also money spend on the research is less.

Applied Research:

This is defined as the research which has facts involved in it. Thus it facilitates progress of better decision making. This research is mostly conducted by the NGOs or research consultancies. It has more of random sampling for data collection. The amount of time and money spend is more on the applied research.

In the research topic, 'To study the effective use of social media for women's NGO in dissemination of information', there are already few facts

involved in it. The researcher also has a certain image in her mind about the Medias perception.

Therefore the researcher has considered her research to be an **Applied Research.**

3.5: Types of research methods:

There are many types of research methods out of which any researcher selects the appropriate method to carry out his/her research.

The following are the types of research methods.

1. Content analysis
2. Survey research
3. Longitudinal research
4. Experimental research

Content analysis: It is defined as any systematic procedure devised to examine the content of recorded information.

Survey research: It an important and useful method of data collection widely used for media research primarily because of its flexibility.

Longitudinal research: It involves the collection of data at different point of time, rarely used in mass communication.

Experimental research: It is the oldest approach in mass media research and continuous to provide a wealth of information for researcher and critics of media.

3.6 : Selection of research method

The researcher has selected Survey method to conduct her research:

Survey Method:

A) Definitions :

1) It is an important and useful method of data collection. Widely used for mass media research. Due to its flexibility this research is pioneered by sociologist Poul Cazarsfeild.

2) A survey research method can be defined as the process of data collection which has been done by filing questionnaires and interviews from samples of the research.

B) Uses of survey method :

1) Survey method is useful in gathering data directly from the samples on which researcher has been doing research.

2) Due to survey method the researcher can know the exact opinion of those people or population on which the research is being done.

3) Data collected by survey method is easy to analyse and place in the report by using statistical tools such as, tables, pie charts, bar diagram, etc.

C) Why the researcher selected the survey method:

The survey method is important and useful in mass media research. This method includes data gathering, information from interviews and questionnaire to achieve the objectives of the research. As the objectives of this research can only be achieved by survey research method, so, the researcher has selected the survey research method.

As per the uses of survey method mentioned above, the researcher can directly collect data from the people associated with the NGOs, the new mediums of communication and society. Then she can analyze the exact opinion of media person, women beneficiaries and members of NGO.

Therefore, it will be convenient for the researcher to collect and analyze the data to execute the research and attain the desired goals of the research.

One of the big benefits of using surveys that it will allow researcher to gather a large quantity of data relatively quickly. A survey can be administered as a structured interview or as a self-report measure, and data can be collected in person, over the phone, or on a computer.

- Survey allows the researcher to collect a large amount of data in a relatively short period.
- Survey is less expensive than many other data collection techniques.
- Survey can be created quickly and administered easily.
- Surveys can be used to collect information on a broad range of things, including personal facts, attitudes, past behaviors, and opinions.

3. 7: Sampling method

It is not possible for the researcher to spend so much money, time and efforts to cover entire population related to research. It may lead to a problem of getting unauthentic information. Therefore, the researcher selects a trustful group which represents the entire population. The researcher does her research on this group and comes to a conclusion related to the population. This term is called as “Samples”.

TYPES OF SAMPLING METHOD:

A) Probable sampling.

B) Non-probable sampling.

A) **Probable sampling:**

1) Random sampling.

2) Lottery sampling.

3) Tabulation sampling.

4) Grade sampling.

A) Non-probable sampling:

1) Incidental sampling.

2) Quota sampling.

3) Purposive sampling.

3.7.1 Probability samples

Probability samples are selected according to mathematical guidelines, whereby each unit's chance for selection is known. It allows the researcher to calculate the amount of sampling error present in the research study.

3.7.2 Non-probability samples

Non-probability samples do not follow guidelines of mathematical probability. They give no chance to the researcher to calculate amount of sampling error present in research study. The researcher cannot follow mathematical guidelines to select her sample groups. Therefore the researcher has selected **Non-Probability Sampling Method** for her research.

3.7.3 Types of non-probability sampling

The Researcher has selected Purposive sampling method of Non-Probability Sampling.

Purposive sampling

Purposive sampling is a non-probability sampling method and it occurs when elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money. It includes subject, elements, specific qualities, characteristics and eliminates who fails to meet certain eligibility. For example there is huge number of NGO's in Maharashtra and to narrow down to western Maharashtra. But I need to choose those specific NGO's who work for women related issues in specific. The researcher has selected these fifty samples out of huge population and thus she has divided them through this method. The researcher has already studied non-probability sampling method such as incidental sampling, quota method sampling, etc. But she has found purposive sampling method the most appropriate for her research topic.

3.8: Tools of data collection

The researcher has selected the following tools of data collection to gather information of her topic.

A) Interviews

B) Questionnaires

3.8.1 Interviews

The researcher has decided to conduct interviews of experts, media person and NGO members. These interviews are conducted to know their expertise opinion about their issues related to her topic i.e. “To study the effective use of social media for women’s NGO in dissemination of information”.

3.8.2 Questionnaires

It means the preparation of desired questions which will help in getting the necessary answers. These questionnaires are prepared so as to get clear opinion of desired samples. The samples get the complete freedom to answer the question without any burden as their personal details are not disclosed in this process.

3.9: Research Design- (Survey method)

The researcher is going to study the perspective of the NGOs, and collect all the information by visiting the NGOs working for women in western Maharashtra. The researcher has collected information about the history of the NGOs and their working style. She has also studied the problems of women in that specific area. The researcher has studied the NGOs and their shortcomings, problems and development plans. The researcher has conducted interviews of experts in the field of media, NGOs and social workers working for women. The researcher has analysed the collected information to study the influence of media on NGOs working for women and perspective of the society towards them and vice versa. The researcher has studied the new media’s of communication, its benefits and its apt application for social development. The researcher has conducted survey to understand the flaws and plus points of NGOs, and the needs of the

beneficiaries. The main aim of the study is understand how the information is disseminated by the NGO'S to reach their beneficiaries. Also to identify the day to day working issues of NGO's and the limitations of the staff working in the NGO's. The researcher will correlate each question of the questionnaire to the hypothesis statement to test the hypothesis and come to conclusion and further recommend or suggest solutions for the identified gaps in working of NGO's. The NGO's are aware of the potential that internet provides them to reach out to their stakeholders and they are trying to make use of this potential. Most of the literature concerning NGOs and their social media activities shows that NGOs are having a hard time adapting to social media and they are not making full use of the potential that social media offers them. The purpose of this study is to examine the social media activities of the NGOs located in the cities of Western Maharashtra. The data is collected through interviews with people in key positions in the NGOs and also content of social media pages of NGOs is analyzed. Facebook and Twitter are selected as social media websites examined in the study, since they are well-known and widely used sites. The goals of and expectations from NGO's, social media usage are questioned in interviews. The study also tries to determine whether NGO's are using different social media websites for different aims and in which way they are using them. Additionally the study explores with whom they interact on social media, how are they choosing to interact and how efficiently the NGOs are using the feedback they get. The challenges and shortcomings regarding NGO's, social media usage are explored as well. At the end, findings of the study are discussed, and recommendation for practitioners and possible future research implications are presented. These are the aims and objectives of the researcher.

3.10: Hypothesis and null hypothesis

H_1. Hypothesis

Use of Social media in NGO sector is inadequate and that affects the strengthening of the institution.

H_2. Hypothesis

Social media is not an effective tool for dissemination of information in NGOs working for women.

H_1. Null Hypothesis

Use of Social media in NGO sector is adequate and helps in the strengthening of institution.

H_2. Null Hypothesis

Social media is an effective tool for dissemination of information in NGOs working for women.

3.11: Scope and limitation

Scope

According to the researcher this research can be conducted at national and international level with respect to the role of various Social media platforms and NGOs working for women and social development. There are millions of Philanthropist organizations, NGO's and social trusts worldwide who work for needy, orphan and helpless girls, women and elders.

Limitation

But, to reach out to so many NGO's for study purpose would be difficult. It would be a time consuming and expensive exercise. Therefore the researcher has limited her research to the state of Maharashtra.

Delimit

The Researcher has delimited her research to the geographical area of western Maharashtra in the cities and rural part of Pune, Kolhapur, Solapur, Satara and Karad for more specific and accurate results.

3.12: Summary

In this chapter the researcher has finalized the type of research as applied research. The researcher has finalized the type of research method as survey method. In this chapter she has also fixed her sampling method as non-probability sampling. She further has decided to use purposive sampling method, a type of non-probability sampling. She also has decided to use interviews and questionnaires as tools of data collection. In the last segment the researcher has given the detail research procedure.

In the next chapter the researcher will analyze and present the collected data to get the desired results. The conclusion of the research will be based on the analytical representation of the collected data.

Chapter 4: Data Presentation, Analysis and Interpretation

Chapter 4:

Data Presentation, Analysis and Interpretation

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4.1 Introduction

In this chapter, I have presented the available data for further analysis and research. Analysis and interpretation are the most important steps in the research. It can be called the process of creating a product from the raw material. Without collecting this data the research becomes meaningless. In this chapter I have done proper classification, analysis and interpretation of data to reach certain conclusions. The questionnaire was formed on the basis of the objective of research. The questions were a combination of multiple choices and open ended. The multiple choice questions helped me get the exact preferred choice and open ended questions helped me to get what are ideas of the members of NGOs. After interpreting the survey questions I am able to analyse the exact usage of social media by NGOs and the dissemination of the information through the elongated answers. The analysis is done manually and interpreted in form of pie diagrams the statistical tool used further.

The questionnaire was filled up by the employee of the NGO's. These employees are the main samples or respondents.

4.2 Data Analysis, Tabulation and Interpretation

The researcher has analyzed, presented and interpreted the data in the following way:

4.2.1 Data Presentation

1. To analyze and study the statistics of efficient working of NGOs towards the use of New Media.

2. To find out the perception of NGOs towards the use of social media.

3. To study the new mediums of communication it's applications.

4. To find out the reach and impact of social media and dissemination of information.

5. To find out if train the trainers program needs to be conducted in NGOs for creating awareness about the use of social media.

6. To analyze the obstacles and limitations of NGOs working for women with respect to the use of new media.

4.2.2 Data Analysis and Interpretation

Analysis is the most important and integral part of research. Data collection by various techniques should be given scientific representation. This analysis should not be person based or of limited nature but should be wide and based on imperial and basic qualities. Analysis is explaining a complex concept by separating the various elements present in it by imperial methods.

Meaning of interpretation

Interpretation is researcher's own understanding or opinion of the data collected regarding the topic of research.

4.2.3 Types of Analysis

1) Quantitative Analysis

2) Qualitative Analysis

1) Quantitative analysis

This data is converted into numerical form which can be presented in the form of tables, graphs etc. by performing statistical operations.

2) Qualitative analysis:

The collected data using various tools is presented in the form of words or alphabets instead of numbers. The numerical data has to be converted into word form or else qualitative analysis is not possible.

4.3 Quantitative Analysis

Researcher has conducted a survey for NGOs about the usage of social media , their general functioning, infrastructural facilities and the problems faced by the NGOs. The survey form includes multiple choice questions and few open ended questions. I have visited 50 Ngo's in Rural and urban areas of Western Maharashtra and collected 100 samples in total. The samples are owners and employees of NGO. I have analyzed the multiple choice questions statistically and interpreted in pie diagram. Also I have analyzed the open ended questions in qualitative way.

4.3.1

The hundred respondents are the employees of the NGO'S. These respondents are from the NGO's in Kolhapur, Satara, Karad, Solapur and Pune. The employees are male and female both. The researcher had no choice to select the respondents on the bifurcation of gender, age or education due to scarcity of number of employees. Questionnaires are an effective means of measuring the behavior, attitudes, preferences, opinions and, intentions of relatively large numbers of subjects more cheaply and

quickly than other methods. There is an important distinction is between open-ended and closed questions. Questionnaires provide a relatively quick and efficient way of obtaining large amounts of information from a large sample of people.

Data can be collected relatively quickly because the researcher would not need to be present when the questionnaires were completed. This is useful for large populations when interviews would be impractical. The researcher will correlate each question of the questionnaire to the hypothesis statement to test the hypothesis and come to conclusion and further recommend or suggest solutions for the identified gaps in working of NGO's.

The questionnaire is attached in the appendices.

H_1. Hypothesis

Use of Social media in NGO sector is inadequate and that affects the strengthening of the institution.

These questions from the questionnaire are linked to the first hypothesis and satisfy answers to the research statement.

Q.2 How do the beneficiaries come to know about the NGO?

Q.3 Do you have access to computers in office?

Q.4 Do you have access to internet on Phone or Computer?

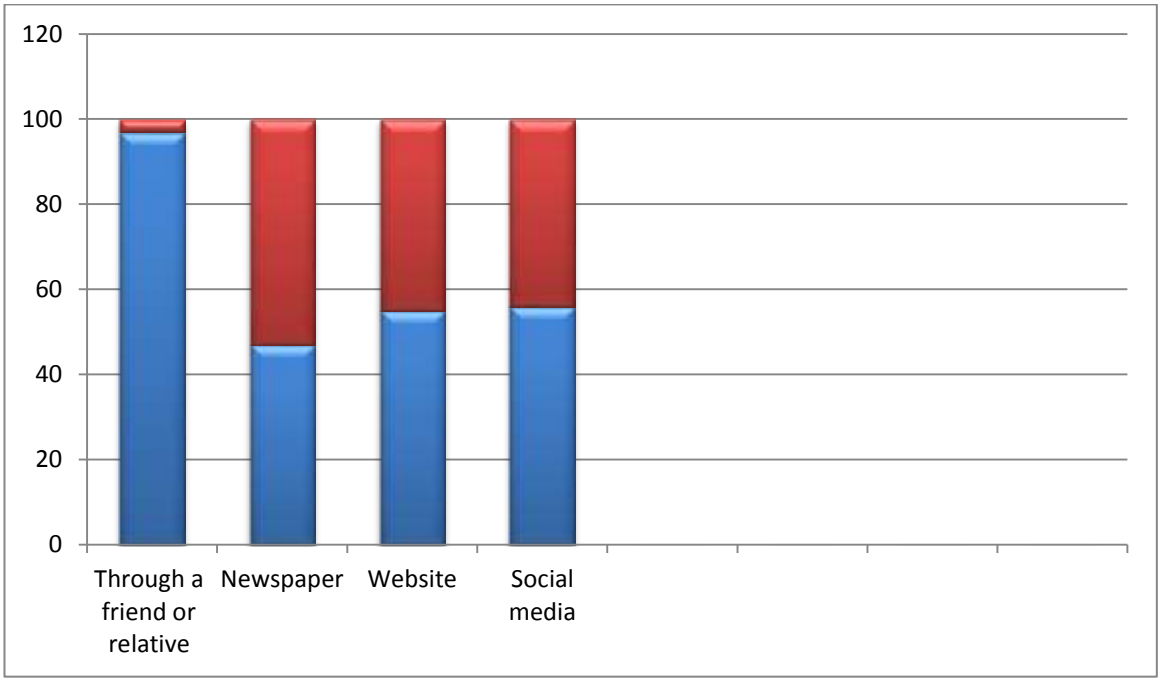
Q.5 Does your NGO have its own website or Facebook page? If yes what content is generated on it?

Q.6What is the means of communication to reach to your donors?

4.3.2

How do the beneficiaries come to know about the NGO?

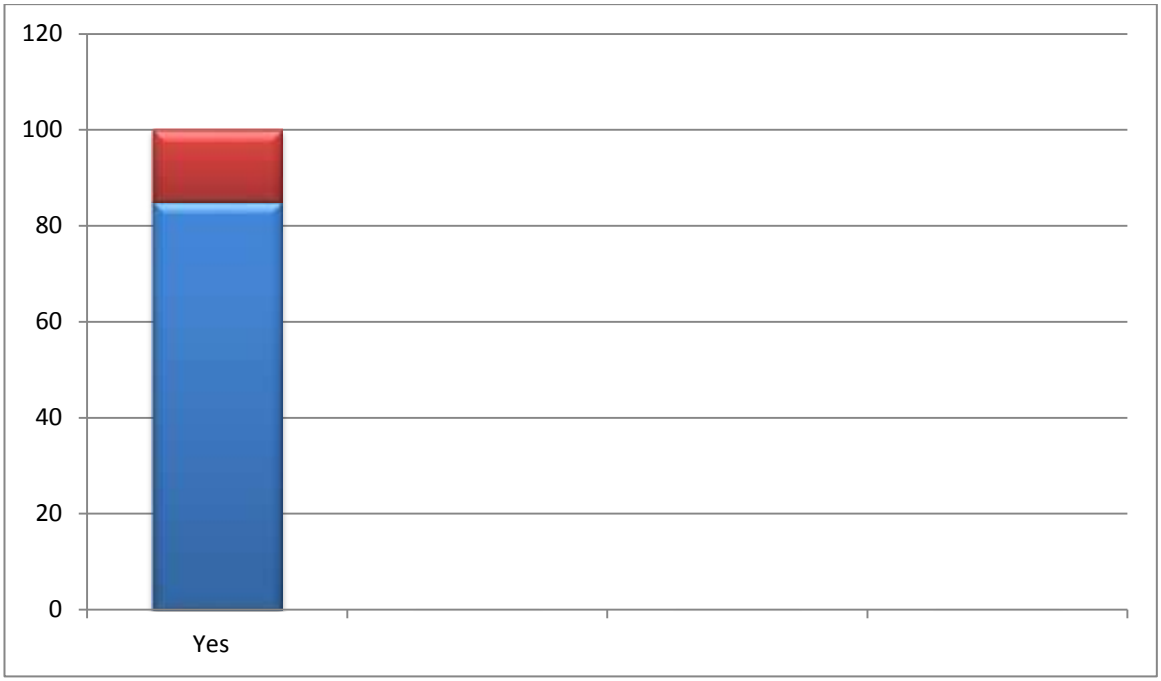
Total Responses	Through a friend or relative (A)	Newspaper (B)	Website (C)	Social media (D)
100	97	47	55	56
Percentage	**97%**	**47%**	**55%**	**56%**



4.3.3

Do you have access to computers in office?

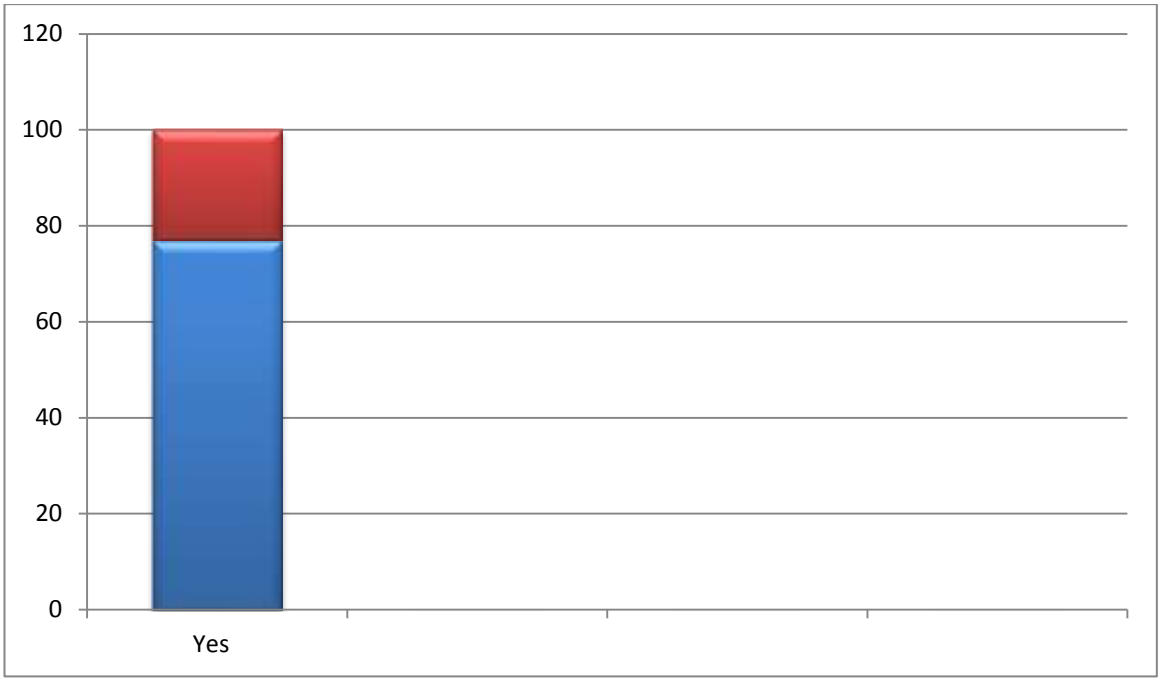
Total Responses	Yes	No
100	85	15
Percentage	**85%**	**15%**



4.3.4

Do you have access to internet on Phone or Computer?

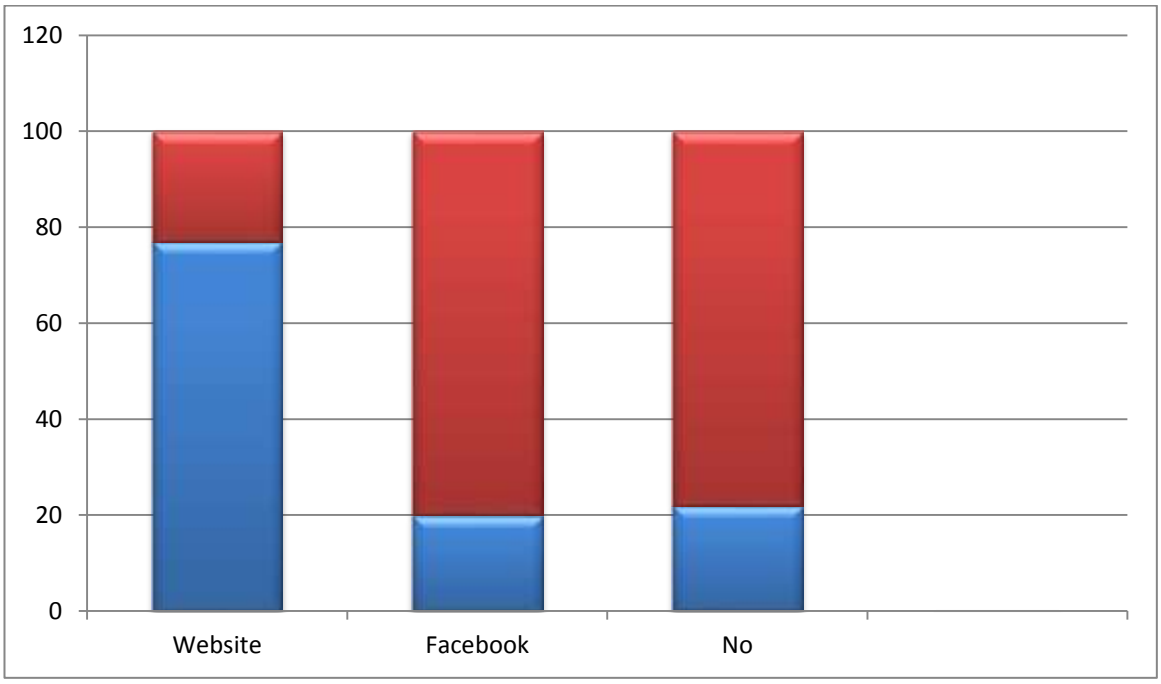
Total Responses	Yes	No
100	77	23
Percentage	**77%**	**23%**



4.3.5

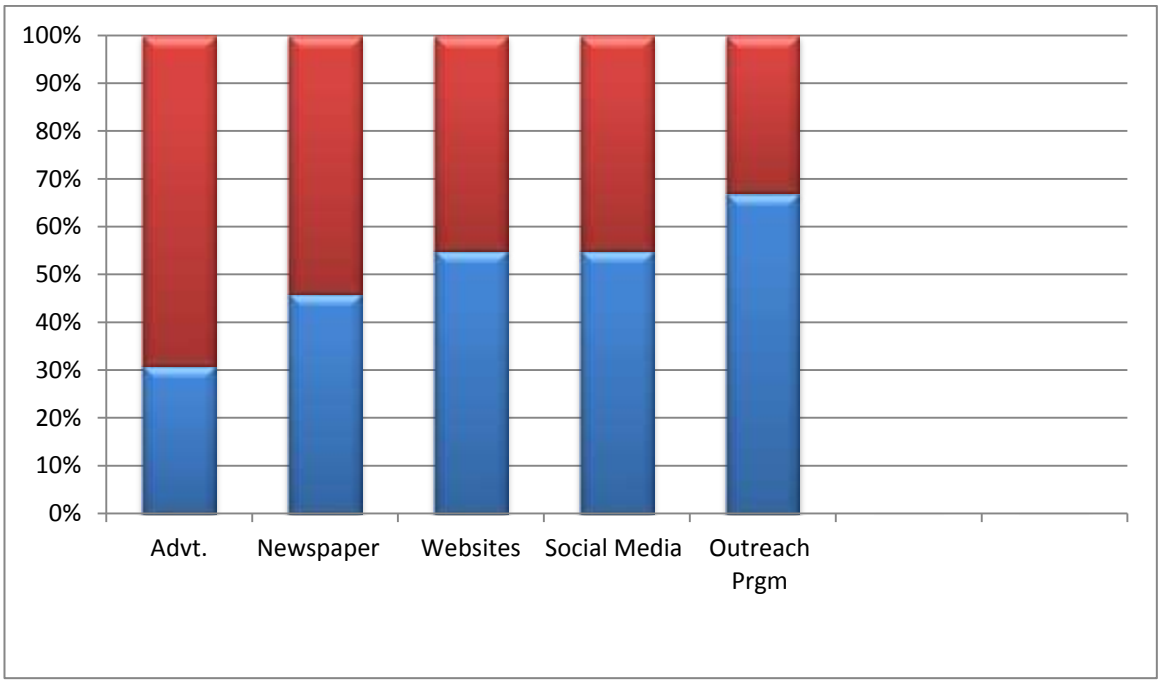
Does your NGO have its own website or Facebook page? If yes what content is generated on it?

Total Responses	Website	Facebook	No
100	77	20	22
Percentage	**77%**	**20%**	**22%**



4.3.6 : What are the means of communication to reach to your donors?

Total Responses	Advt. (A)	Newspaper (B)	Websites (C)	Social Media (D)	Outreach Prgm (E)
100	31	46	55	55	67
Parentage	**31%**	**46%**	**55%**	**55%**	**67%**



Analysis:

In the Q.2 I have addressed a very important question that how do the beneficiaries come to know about the NGO's. Four options were asked if they come to know through a friend or relative, newspaper, website, social media. The question was tricky as I was not posing the question directly to the beneficiaries the answers received are on the basis of data registration book of NGO which they fill up while registering a new candidate or enquiry book. The responses received are varied and are represented separately for better understanding. For option a) 97% say that they got to know about the NGO through a friend or relative and 3% say no. For

option b) 53% say No that they did not come to know through newspaper and 47 % say yes that they came to know through newspaper. This is interesting that nearly 50 % newspaper reach is effective. For option c) 45% say no and 55% say yes that website was a source of first-hand information. This result is also same as above. And option d) 44% social media was not effective and 56% people say that social media has a good reach. To conclude we say that most of the beneficiaries come to know about the NGO's through a friend or relative. Though most of NGO's believe that the other means of communication should be used to reach to the beneficiaries.

(Q.3) 85% of the NGOs have access to computers which is a positive sign and only 15 % NGO have yet to be computerized but are positive to be soon computerized. This shows that the NGO's are making use of new technology for their day to day work. This question was important to understand if the NGO are having computers or no? Since most of the NGO's have computers it was a positive sign that at least they have basic technology available.

(Q4) This question is linked to Q.3 as it talks about the application of the technology. 77% NGO have access to internet while 23% don't. This is a big achievement on the part of NGOs. Many of the NGOs are in remote areas where internet facility is no easily available. But still they have managed to get it and most importantly they have people who can use internet for at least the basic things like checking updates on websites etc. there is no use of a computer without internet it's just like a blunt knife. The results are quite satisfying.

(Q5)This question is one of the most important questions as it comes close to the focus area of research. The analysis is again done separately of every option for better understanding. In first place the NGOs 72% say yes they have websites and 28% say they don't. Though many NGOs have websites

they are mostly not updated. Also the data which is disseminated on website is not monitored or designed to the requirement in many cases. 80% of NGOs do not have a face book page while only 20 % have their own page. This shows their social media presence and that they are not making enough use of social media to reach out. The third option states that almost 78% NGOs do not have any social media presence and there is possibility that they are not aware of its use and benefits, whereas just 22% of NGOs are aware of social media in totality.

(Q6)This question is very important to understand the means of communication the NGO uses to reach the donors or beneficiaries. In a different perspective we come to know the ways through which the NGOs are having their presence. Through advertisements 31% say yes they reach out through ads while 69% say no. Putting up an ad requires money therefore the ad part becomes relative. Through newspaper 46% say yes and 54% say no as this speaks about newspaper coverage to the NGO in form articles or advertorials. Through websites 55% say yes and 45% say no. this is obvious as earlier data says that only 50 to 55 % NGOs have a website. Through social media 55% say yes and 45% say NO. This also depends on the social media presence of the NGOs. And lastly through outreach programs 67% say yes and 33% say no. maximum number of NGO conduct outreach program and are a primary way of communication to donors and beneficiaries.

As the Hypothesis 1 states Use of Social media in NGO sector is inadequate and that affects the strengthening of the institution is true from the above explanation. The above answers prove that there are mediums available but not in use or making proper use of them to specifically reaching out to beneficiaries. In most of the cases computer is available but is used to keep records, bills, store photos or documents. It is hardly used for any communication. There is fluctuation is availability of internet.

There is power cut in rural areas so all the functioning comes to stand still. Very few people are aware of the use of Social Media aids like face book, what's app, instagram etc. Some have websites but are not fully functional. They are not updated therefore there is lac of viewership. All these factors combine and prove that the use of social media is inadequate in the NGO sector and affects the strengthening of the organization. It shows the gap that infrastructure is there in many cases but supportive factors are missing like awareness about the use of social media, basic facility like electricity, internet connection in remote areas, infrastructural facilities, and majorly funds. If this gap is fulfilled social media can help to reach thousands of people which can help the NGO achieve two things like funds and create awareness. Social media presence can benefit in showcasing their amazing work.

H_2. Hypothesis

Social media is an effective tool for dissemination of information in NGOs working for women.

These questions from the questionnaire are linked to the second hypothesis and satisfy answers to the research statement.

Q.7 Are you aware of the following social media's?

Q.8 Does your NGO make use of social media to reach out to people?

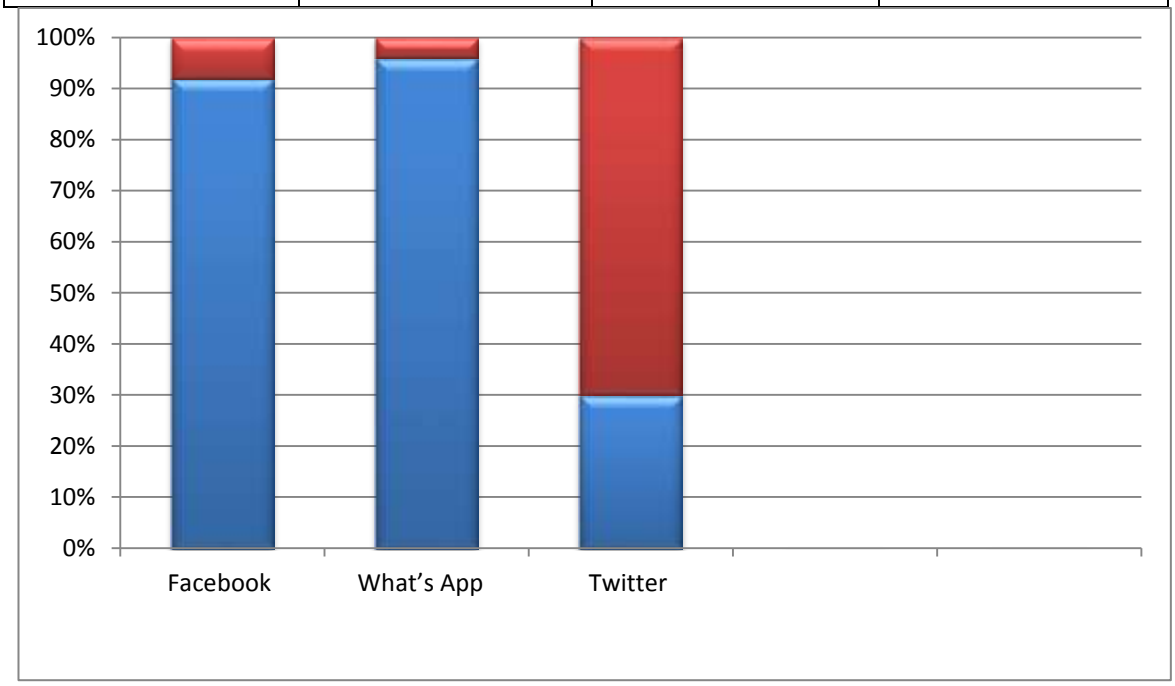
Q.9. Has social media / websites helped your NGO to gain funds or publicity?

Q.11. Do any trainers come to NGO? If yes what kind of programs they conduct?

Q.12. What are the out-reach programs conducted by the NGO & state its impact?

4.3.7: Are you aware of the following social media's?

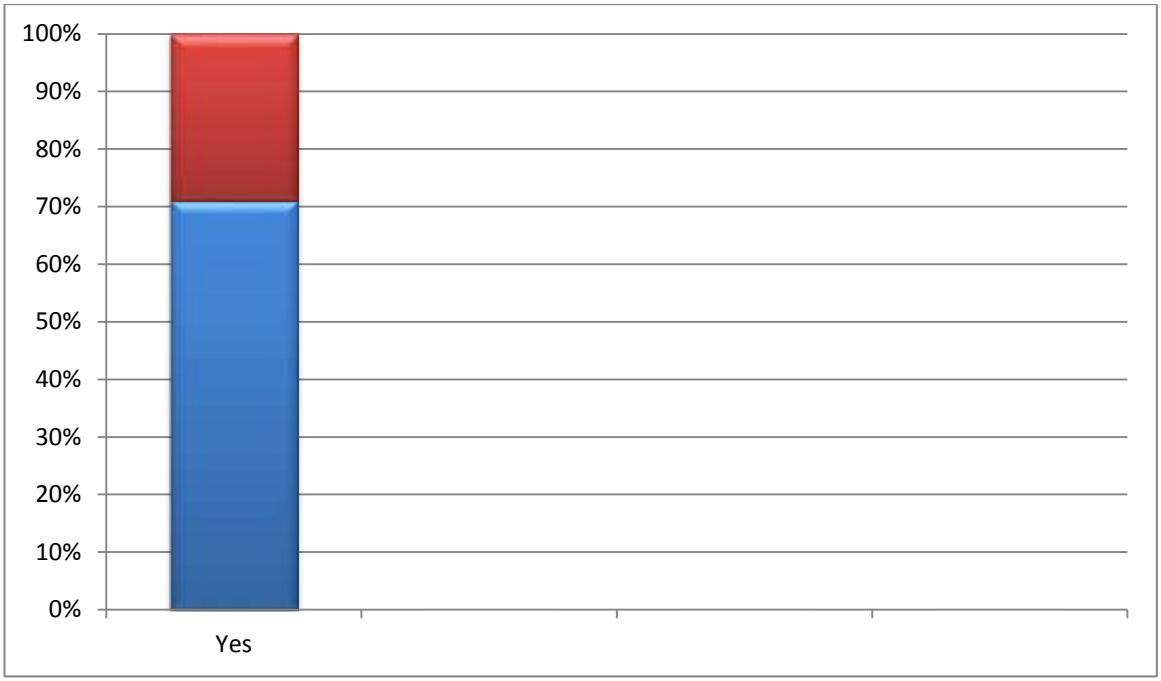
Total Responses	Facebook (A)	What's App (B)	Twitter (C)
100	92	96	30
Percentage	**92%**	**96%**	**30%**



4.3.8

Does your NGO make use of social media to reach out to people?

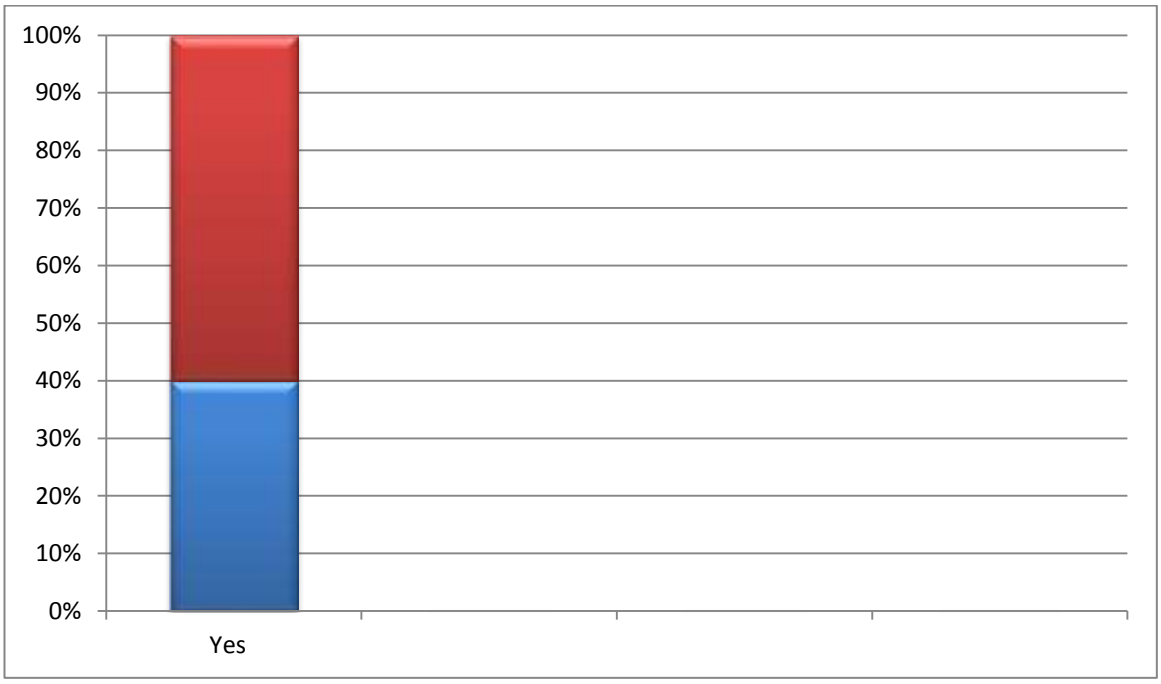
Total Responses	Yes	No
100	71	29
Percentage	71%	29%



4.3.9

Has social media / websites helped your NGO to gain funds or publicity?

Total Responses	Yes	No
100	40	60
Percentage	**40%**	**60%**



Analysis:

(Q.7) in this question 92 % NGO say that they are aware of Facebook while only 8 % are unaware of it. This question is important even if they are not using social media it is important to know if they are aware of its application and basically the concept. 96% NGO are aware of what's app and only 4 % are unaware of it. Surprisingly the popularity of what's app is slightly more than Facebook. Only 30 % NGO are aware of Twitter and 70 % are not aware of Twitter. It is the most unpopular among the NGOs.

(Q.8)After understanding the popularity and understanding of social media it is important to know if they are really using it or not for reaching out to people. Almost 71% of NGOs are using social media for reaching out to people. The impact factor is variable as the dissemination of information and impact is not calculated here. And around 29% percent NGO are not using social media to reach out to people.

(Q.9)The most important factor to follow is that if the reach out activity through social media has helped to gain any funds from donors or any other monetary funds. As yet 40 % NGO say yes they have gained funds or raised funds through reach out strategies through social media while 60 % say no they have not received any funds through social media.

(Q.11)This question has a great significance as this relates to the quality improvement of staff in the NGO. Train the trainers program is very important as this helps to keep the staff updated about the new trends of working, and being with the new technology and its usage. Also these programs might help in personality development of the staff which would help in better understanding of the problems of beneficiaries. These programs might also help in understanding new schemes and programs for the beneficiaries. In some cases it might help in dealing with psychological problems and medical problems of women and mentally retarded children.

In most of the responses there are hardly any such programs conducted at their NGO. Very few NGO conduct or send their staff to such programs. The rural NGO which based in very interior parts are not aware of such programs or sometimes face problem in reaching out to such training programs. Most of the times it is observed that the owner of the NGO most of the times private NGO, train their staff in their own way. The employees are trained as per the circumstances and requirement of the place. The only driving force is passion and zeal. In few cases workshops for beneficiaries are conducted but not for workers. We can conclude that training programs

are not conducted on regular basis or in some cases are not aware of such things. Most of the employees are not MSW or with a formal education in social work. Therefore they are trained informally. They lack communication skills and are hesitant to adapt new technology. Most of the employees are localities and are paid very less. Therefore there are only two categories of workers one passionate and other they don't have any other job. The NGO should conduct workshops, training programs for the employees so that they are well versed with the current trends.

(Q.12)This question is one of the most important one as it helps to understand the different programs conducted by the NGO to be in the public eye. The responses got for this question are varied. One of the most common answers for this question is that they conduct medical camps and organ donation camps. Most of the NGO said that they don't require publicity or attention they want to work silently. But the main aim of reach out program is to get funds, which is a fact or truth. Other out -reach programs include women entrepreneurship development program, generating start-ups, training to existing entrepreneurs to increase their efficiency and productivity, start-up awareness camps- generating awareness of women development. Some others include skill development courses like stitching, cooking, typing, driving etc. Singing programs are most common programs conducted by the NGOs to reach out to people. Sometimes some celebrities do charity show for some NGOs. Camps are conducted for drug addicts, HIV / AID, condoms distribution camps, awareness of diseases due multiple partners in case of sex workers, legal sessions for women who need legal advices, advocacy sessions for *devdasi* women, sanitation and personal hygiene sessions in remote areas, exhibitions of artifacts made by the *adivasi* women, stalls of food items made by women entrepreneurs, unique initiatives like *'Mamachya Gvala Jau Ya'* for orphan children. These out-reach program help in reaching out

to people and making them aware of the noble work of the NGO. Most of the NGO are non-aided and have run their NGO on funds gathered through donation. Therefore the people need to know what they are doing then only they can donate money or in any kind. The impact factor of these out- reach programs is great and gives great benefit to NGO.

Example of SVAYAM -NGO their Outreach program structure

They believe that each and every member of society has a role to play in ending violence against women. Through their outreach programs they attempt an analysis of the causes of violence and discuss ways in which different social groups can combat it. These programs are conducted in different ways - through exhibitions of posters, workshops, discussions, film shows, theatre performances and other cultural mediums. We conduct these programs with the following groups:

- **Educational Institutions**
- **Judges, Lawyers, Law Students**
- **Police**
- **Community Groups**
- **General Public**

Community Groups

They believe that it is essential to work at the grassroots level among disadvantaged sections of society. Many local clubs and other groups working at the community level approach them after identifying and assessing the preliminary needs of the women in their community. Accordingly, they design and conduct meetings, workshops, seminars, rallies and other programs with these women directly. These programs give the women an opportunity to talk about the violence they face in their

everyday lives, to understand the social context that perpetuates it and find out how they can organise and get help to deal with it. At the same time, they are able to give them information about Swayam so that they can approach them for help in times of need. They also work with men in these communities.

Judges, Lawyers, Law Students

Women facing violence often approach the Criminal Justice System for redress and it is important that an organisation like Swayam works with survivors of violence, interacts with the system to make it more gender sensitive and receptive to women's needs. Over the past eight years, members of the Management team of the Asia Pacific Advisory Forum on Judicial Education on Equality Issues. This is a unique forum of Judges and NGOs that imparts gender equality education primarily to judges but also to lawyers, law students and public prosecutors. It is the only Forum in the world we know of where judges and NGOs work together to design and deliver equality education to judges. At present they have five High Court judges from West Bengal on their training team.

They have conducted 9 workshops, seminars and talks with judges, judicial officers, law faculty and lawyers. Of these, 5 have been workshops on gender equality with 125 judicial officers in West Bengal, Assam, Meghalaya and Jharkhand. As a result of these trainings, they have seen a positive impact on the attitudes and decision making of some of the judges who have undergone the training.

Educational Institutions

These programs are meant for students at the School, College and University levels. It has been their constant endeavor to sensitize 'future adults' to the issues of gender inequality and woman's rights, and what

constitutes violence. They also work with and involve the teachers to make the program sustainable.

Regular workshops, film shows and a poster exhibition entitled 'Half a Sky' are held at various educational institutions across the state. In 2004 they have successfully conducted 15 awareness programs with 12 schools and colleges in West Bengal. They believe their efforts have got fruit - in many institutions, the student and teacher bodies have come forward to join Swayam as volunteers.

Police

Interacting with police at various levels is an integral part of Swayam's work as they have to approach different police stations with the cases of individual women affected by violence. Attitude of Police towards women who register cases with them, directly impacts the outcome of their case. Thus training police on gender issues is imperative and gender sensitization programs are a key outreach program of Swayam.

General Public

It is critical to sensitize the general public, particularly men, as they feel that no major change can occur unless society at large changes. They create awareness amongst the general public using various means like poster exhibitions, theatre, films, cultural programs, talks, seminars etc. Swayam's Theatre Group performs regularly in public places and is a very effective tool to ignite social consciousness.

Through this example we can understand the importance of outreach program. Still many other NGO need to conduct outreach programs at regular intervals for better impact.

The Hypothesis 2 was that Social media is an effective tool for dissemination of information in NGOs working for women which is proved

in the above analysis. The above questions are a mixture of descriptive as well as objective questions. After analyzing the descriptive answers we can conclude that it is not that the NGO's are not doing anything to reach the masses. They are conducting outreach programs to reach people and gather funds for the NGO's. They are conducting music shows, art performances, lectures, street plays, and exhibitions of products made by the beneficiaries. Commonly the news coverage of such events has been published in the local newspapers as a part of publicity. This too has happened with lots of efforts and many times due to contacts. The journalists are not keen on taking up such news articles on their own. The NGO's usually put the photos of the events on the website and many of them have a yearly/ monthly souvenir booklet/ magazine published which contains the noble work of the NGO. These magazines are circulated free of cost to near and dear ones, and relatives. This does not help in reaching out to masses. From the questions 9 and 10 analyses we can see that in some cases the NGO'S have been successful in gaining funds by using websites and face book page. Some people from out of state and metro cities have viewed their photos and contacted them. The NGO's now understand the importance of social media and its benefits. The NGO's are still taking time to adapt social media due to lack of funds, infrastructural limitations and skilled labor. In one case they have posted videos of women doing different activities like learning to make baskets, jewelry, cooking products etc, girls doing yoga, sharing their experiences and help desk link with the videos. They received many likes and comments as it appealed to masses. Such examples should be duplicated. Therefore we can conclude that social media is proving to be an effective tool for dissemination of information in NGOs working for women.

4.4 These questions were asked for the General understanding about the structure and functioning of the NGO'S

Q.1 Is your NGO Aided or Non-Aided?

Q.10How many women have benefitted through your NGO?

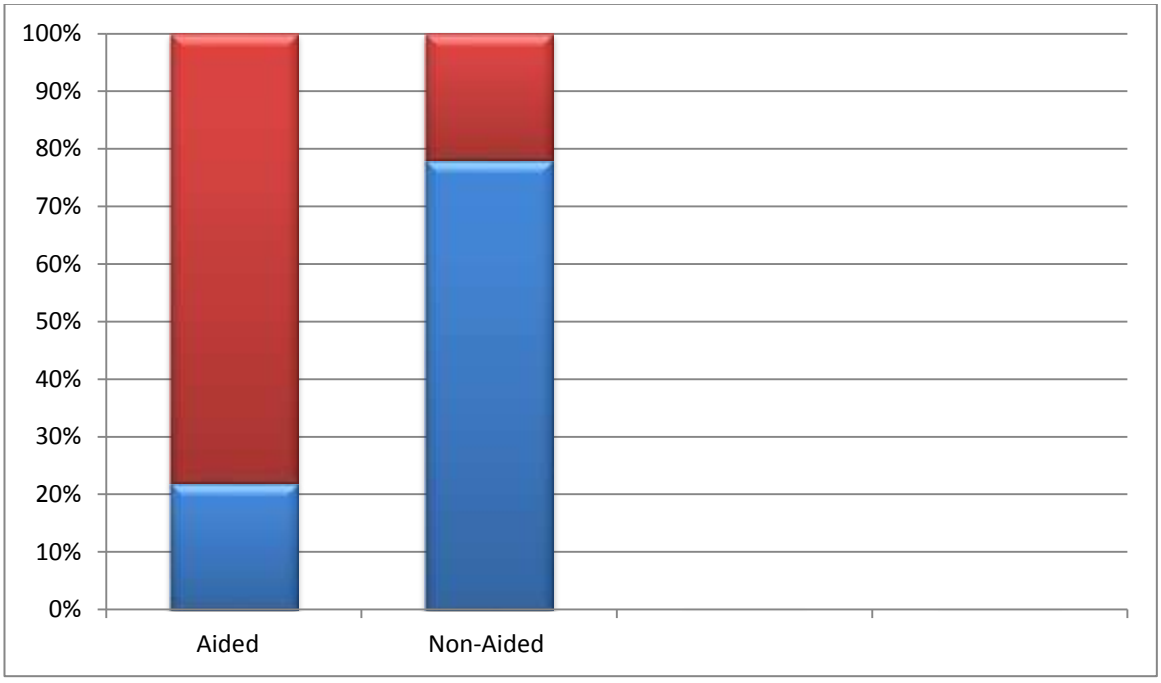
Q.13 Can you explain the management structure or policies of the NGO?

Q.14How can media help in the up- liftment of NGO?

Q.15What are the future plans to increase the reach of the NGO?

4.4.1 (Q.1) Is your NGO Aided or Non-Aided?

Total Responses	Aided	Non-Aided
100	22	78
Percentage	**22%**	**78%**



Analysis:

According to the survey 78% of the NGOs are non- aided and 22 % of NGO are aided. The NGO selected were from the western Maharashtra from cities like Pune, Solapur, Kolhapur, Satara, Karad. Surprisingly the Maximum Aided NGO are in the rural areas. Also this data reflects that there are many passionate people who willing to work for destitute of society. They are working towards the upliftment of the society. Another point is that since maximum NGOs are non- aided therefore they require lot of funds and are entirely dependent on donations. The NGO which are aided are not in very great conditions. They have their own limitations, e.g. only limited seats are aided and rests are non-aided. This question helps to understand the demography of monetary structure of the NGO in Western Maharashtra. (50 NGOs covered in total).

4.4.2 (Q.10) How many women have benefited through your NGO?

Analysis:

This question was asked with a view point to know how many beneficiaries have gone through the NGO. The number of women differed from NGO to NGO. The older Ngo's naturally had more women benefited but some of the newer projects had a huge number of women beneficiaries. A project by Saheli HIV/AIDS has benefited more than one thousand women, which is a great achievement. An Ngo in Satara, Rajmata Jijau Bahudeshiye Foundation has served around 6oo to 800 women. A success model like Swayamsiddha Kolhapur has trained and given business to more than 3000 women and is a recipient of National and International Awards for skill development projects. Old age homes in their own capacities have benefitted many women and old people. Asha Kiran a women rehabilitation center (Government Funded) has rescued more than 100 girls till date.

Another outstanding achievement is of tribal NGO Mann Deshi Satara, who has served 1000 women in the tribal area of Mann. Most of the NGOs have a huge number of beneficiaries.

4.4.3 (Q.13) Can you explain the management structure or policies of the NGO?

This question was asked with a view point to know the structure of the NGO, as it can affect the working of the NGO. The responses got from the NGOs were very obvious that most of the NGO did not have any formal structure as such. The main owner (who has started the NGO) if he/she has passed away it is bound to become a trust therefore the care taker and its other employees. In very few cases there are project managers, development officers in Gov. NGO, rectors, project head, women cell head and other helper staff for logistic work like cleaner, office boy or *mama/ maushi* for other work. The structure of the management team affects the decision making of the matters. The policies of the NGO are not very rigid but are definitely value based.

Example – Vanchit Vikas, NGO has Executive President and committee of 8 members on different projects.

4.4.4 (Q.14) How can media help in Up-liftment of NGO?

We cannot think of a complete society without media. The media holds a major stake in the development of our society. The media, especially the print media usually carries a story or a series of stories which are related to an area or person where development is required. These types of stories create awareness among the common people, governmental bodies, government officials etc. They are forced to think or act on that particular

issue, which was ignored for a long time. This is an example how media indirectly carries out development of the society.

The media can do much more when we talk about the media co-operations with the NGOs. If both the organizations can cooperate properly there can be considerable changes in the society. NGO needs funds, support of the government and also the common people to carry on their work. The NGOs require media support to create awareness about their projects among the public and to pressurize the governmental bodies and get approval from them. One of the main problems faced by the NGOs is difficulty in finding funds, getting enough media attention. The print media especially the newspapers have a good hold over the society. They have the power to create images and icons as well as to destroy them. Therefore the newspapers are powerful tools for social development. The newspapers can do much for the NGOs in the current situation.

A newspaper is pricewise one of the cheapest form of communication. It reaches to masses and is one of the best ways to create awareness to educate and inform. It has its own special place in every one's life, be it a rich man or poor. In today's time there are numerous ways and Medias of communication, some traditional like radio, television and magazines etc. and web media. A newspaper is a regularly scheduled publication containing news, information in the interest of people therefore newspaper as a media is an instrumental tool in publicizing the work of the NGOs. Most of the responses got for this question are positive but not satisfactory. NGOs are positive that media can help in up-liftment but they are quite calculative about it. They usually do not cover the stories unless there is some glamour to the story. Exception to this is case of NGO Avani Kolhapur they said that most the publicity they get is due to the local print media. They always cover all the stories of NGO same is case of Mamata Bal Sadan NGO of Smt. Sindhutai Sapkal, they get media attention all the

time. Whereas Meenakshi Tai of Vanchit Vikas says media wants to cover sensational news if girls are rescued at brothels but from the angle of police and their smartness and not how the NGO rehabilitation of the girls post rescue operation. Another eye opener was that hardly any one of the journalists is working on Development beat. When in talks with the great legendry Journalist Mr. P.Sainath said ,'today hardly any newspaper want to cover any development story unless it has any influential name attached to the project or they are willing to sponsor any advertisement. But today social media has become so powerful that you can reach to people by means of blogs , Facebook etc. one should be able to make good use of it.'.

Over the last few years, social media has emerged as an important medium of communication globally for reaching out to a vast audience. Currently there is a plethora of social media sites and applications that are being used by diverse organizations. The main purpose of using social media is to connect to a large audience spreading across the globe, within fraction of a second and spread your message.

Different social sites offer consumers a wide range of options for generating awareness. For instance, Twitter is a social site designed to let people share short messages or updates with others. Facebook, in contrast and is a complete social networking site that allows for sharing updates, photos, joining events and a variety of other activities. These social media sites are also being used to market and promote various products and works.

Just like any business house or academic institute, NGOs can also take advantage of social media to create awareness amongst relevant stakeholders about their activities. There are few key questions to be asked for effective use of social media for promoting your work.

1. **Why use social media to promote your work?**

It will help to reach out to potential donors, social workers and other users. Every post made on a social media platform is an opportunity for customers to convert. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. Most social media sites have a discovering feature. By discovery feature, when a user searches, comments or likes a particular type of content, then the site looks up similar posts or content and suggest it to the user for better user experience. This basically provides you a platform where even if a user who does not know about your company or organization, but is interested in your content can be reached potentially by using the right content.

Its free – If one handles your own social media management, running a social networking campaign is as cheap as it gets. If you hire a social media management or online PR agency, it'll be an investment that they will be likely to see a return on. Posting poorly written content or conveying the wrong kind of messages on social networking sites can seriously affect your digital presence.

2. **How to use social media for promoting your work?**

Decide your goal and plan your content accordingly. There are various marketing or promotion goals from which you can create the mix that you want. It can be creating your presence on internet, to connecting with old or current users, to finding new users or simply keeping up with competition. Before you get started with social media, one should prepare a list of goals you want to achieve from this exercise.

List of few social media sites:

1. **Facebook-** Millions of people use Facebook every day to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

2. **Twitter-** it is a real-time short messaging service (SMS) that works over multiple networks and devices. In countries all around the world, people follow the sources most relevant to them and access information via Twitter as it happens from breaking world news to updates from friends.

3. **Instagram-** It is an application that allows you to share pictures with your followers who can "like" and comment on your posts. Instagram also allows you to share those posts on Facebook and Twitter.

Along with mentioning your NGOs story and best practices, make sure you use some facts and figures related to your mission. This will make the users understand the severity of the social cause that you address. You should take advantage of the virtual platform to support your fundraising efforts. With a donate button on your social profile, people who are passionate for the cause can contribute towards the cause, thereby increasing your online fundraising success. Try using images and videos of the projects to have a deep impact amongst the users. Visual images and video stories always create better understanding of your project thereby influencing more people to connect to your organisation. Study has shown that viewers respond quicker to visual content that written. So accompany the written content with visual content, that is add photos to blog post or updating photos on social media with small caption with a link to the site with elaborate content. Like in the real world, in the virtual world building a network helps in various ways. You can start building a network by sharing and

appreciating others content. Social media is very much reciprocal. People notice and appreciate it when you take the time to share their blog posts, images, videos, etc., and will likely return the favor.

One should always keep in mind that content on internet is internal, therefore plan and access your content before posting. Social media is a great and a powerful medium to reach out to people; therefore it should be used with discretion and control to create a positive image for the work. If such use of media social or traditional is done the NGO can be benefited in many ways. The traditional media will slowly diminish but new media or social media is the current trend which should be utilized fully and many of the NGOs are doing a great job.

4.4.5 (Q.15) What are the future plans to increase the reach of the NGOs?

This question was asked with a view point to understand the perception of growth or expansion in terms of projects, infrastructural developments etc. Without planning nothing can achieved. Surprisingly many of the NGOs have responded No as an answer. We want to sustain well and maintain what we have started as that is main challenge in running the NGO. Some of the NGO are definitely looking forward to expand their projects and move to interiors of the cities. They want to rescue more and more women and also want to gain monetary funds. Many of the NGO want to get land and also develop infrastructure like extra rooms, beds, water heaters, furniture, fans, computers, internet facility, generators etc. some of them have clearly stated that they want funds to run their NGO. Some of the common goals of the NGO are increasing capacity building trainings at more advanced levels, establishment of Health Care Centers, awareness

camps on education and health, through use of advertising material and media, medical camps etc.

The qualitative analysis of the interviewee is analyzed in a semi structured method. The semi-structured interviewing, is used because I was not going to get a chance to interview them again. The semi-structured interview provides a clear set of instructions for interviewers and can provide reliable, comparable qualitative data. Semi-structured interviews often precedes by observation, informal and unstructured interviewing in order to allow the researcher to develop a keen understanding of the topic of interest necessary for developing relevant and meaningf ul semi-structured questions.

The inclusion of open-ended questions and training of interviewers to follow relevant topics that may stray from the interview guide does, however, still provide the opportunity for identifying new ways of seeing and understanding the topic at hand.

Also the detailed interview is attached in the annexure. In case of a semi-structured interview the interviewer does not strictly follow a formalized list of questions. One can ask more open-ended questions, allowing for a discussion with the interviewee rather than a straightforward question and answer format. This method was useful as most of interviewees are owners or initiators of the NGO's they were hesitant to disclose information about the NGO's. To get maximum information from them it was necessary to ask informal questions and get information from them in the of their experiences or storytelling. Therefore in my case the semi-structured interviews, allowed me to ask some questions which were predetermined to all candidates, while they responded spontaneously in the free-flowing conversation. These are the people whom the researcher has interviewed.

- . Kanchantai Parulekar- Swayamsiddha , Kolhapur
- Smt. Sunanda Kulkarni- Asha-Kiran , Karad
- Smt. Jyotsna Karkhanis – Jijau Mahila Bahudeshya Foundation , Satara
- Shri. Indrajeet Dhehmukh- Shivam Pratishthan, Karad

4.5 Summary

This chapter has helped the researcher to come to certain conclusions. This chapter deals with the analysis, interpretation and the tabulation of data collected as per the answers of the survey. This chapter is the heart of the thesis and it gives a conclusion to all the studies so far. This chapter has helped to fulfill the objectives of the researcher and also come out with the issues which the researcher had not thought off. In this chapter we come to an end by analyzing and interpreting the data and getting the above conclusions of the research.

Chapter 5: Conclusion

Chapter 5: Conclusion

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5.6 Summary

5.1: Introduction:

Today the world is developing in all the sectors. People have become progressive. We are living global village, where every day a new technology is developing or a new invention is taking place. We have advanced in all the fields be it medicine, engineering, aerospace, trade, ammunition, automation and sectors. With progress in these fields we have been successful in developing the global media.

Initially there was only print media which included newspapers which goes back to. The media has changed since then. From newspapers to electronic media there has been a great evolution in its form and its content presentation. It has been proved to be the best ways mass communication. The print media has come a long way. Be it radio or television they are conventional media. In recent times with the development in internet facilities the new media has emerged that is web. With the help of computers it is easy to do work. It is time saving and helps to do smart work. As the term 'new media' suggests to use new mediums for mass communication. There are many factors responsible for the emergence of new media. The world is coming closer due to digital development. We can be connected to each other even if we are living in two corners of the world. This is due to mobiles, internet, emails what's App, Skype etc. earlier people led a leisure life. People did not feel the urge to be connected. They did not feel the need to know what is happening on the other side of the globe. But with time this need has emerged that we should be aware of what is happening around us. Due to the change in lifestyle of people the traditional Medias had to change their structure. New papers became online, blogs, tweets, what's app email, apps all these practices of communication have become popular. The main benefit of these media is that they cheap and time effective. Today the daily life of a person has become so hectic and busy that on does not have enough time to eat, sleep

and spent quality time with family. Due to these circumstances the media has also transformed itself. Timeliness is the deciding factor. Now a day's people don't have time to read newspapers or listen to radio. One may not get dedicated time to watch TV, or read papers so there is a possibility to miss a story or information. To avoid this technology has come to tip of your fingers. Now one click can change your life. Now a day's each one of us has a smart phone and internet access. If we take the example of phone we can use it for numerous things. We can call or message as a basic function of phone. Apart from this we send email, write and read blogs, do video conferencing, read online papers, watch videos etc. in recent times almost all the leading newspapers have an online edition and paper. Online TV channels are visible.

With development in the field of media, some other sectors are yet to progress. The social scenario in some way has not developed as expected. Even though the world is progressing at high speed the society is way behind. India faces many social problems like illiteracy, poverty, unemployment, malnutrition, female infanticide, child labor, crime, prostitution etc. There are many organizations working for the down trodden, helpless and for the betterment of the needy. There are many orphan children in India who fall prey to child labor, or child trafficking. Girls are in majority who are left by their parents because they wanted a boy. This mentality has not completely vanished from the society. Government has many schemes for such cases. There are various schemes for farmers, women, children, unemployed, uneducated, retired people, entrepreneurs etc. The main problem is the implementation of these schemes. The beneficiaries do not get the benefits of the schemes as it does not reach them. Corruption does not allow the right schemes to reach the right people. The result of this is the society has got divided into two parts, poor are getting poorer and rich are getting richer. The disparity in the

society is increasing day by day. Since the geographical area of the country is so large, that the people staying in remote areas, tribes are unreachable. When the government fails to reach these people the NGOs step in non-profitable organizations are run by people who are willing to work for the betterment of the society selflessly without expecting any financial gains. More to this have the vision and spirit to work at grass root level for development of the society.

There are many problems in society especially if we concentrate on the problems faced by women like domestic violence, dowry, female infanticide, child marriage, human trafficking, prostitution etc. These problems should be addressed and deled with sensitivity. There are many NGOs working for such women, who are victims of inequality, human trafficking, dowry etc. these women are rejected by family, husbands and society too. These women have no source of income and mostly fall prey to begging or prostitution. Many of these women are illiterate. The NGOs give shelter to these women. The ratio of these women in Maharashtra is high. The NGOs try to give shelter to these women and their children. The media covers these issues but still lot more can be achieved. They media can play a key role for such women and such NGOs. These women have equal right to stay in society and live their freely. These NGOs are run by professionals and sometimes illiterate folks too. Therefore they are not so familiar with the new media and use of media. The most important factor is the management of these NGOs.

5.2: Conclusion of the thesis

Hypothesis Testing is basically an assumption that we make about the population parameter. There were two hypothesis considered by the researcher:

After visiting almost 50 NGOs working for women across the entire western Maharashtra I can conclude by saying that the use of social media is not sufficient. In both cases the hypothesis has proved correct. We can derive this conclusion after testing the hypothesis by statistically analyzing the data in the questionnaire and interviews as presented in the chapter 4 Data Analyses and presentation. Both the hypothesis are tested by giving separate analysis of question sets linked to each of the hypothesis and separate analysis of respondents for questions asked for general understanding of the working of NGO's. Therefore the researcher can state that the use of Social media in NGO sector is still inadequate and has affected the strengthening of the institution. This can be understood from accessibility of computers and internet and also the infrastructural facilities available in the NGO's. Secondly during the analysis of data we come across many examples of the ways in which Social media can be an effective tool for dissemination of information in NGOs working for women. The researcher has all hundred hand filled survey forms which are an evidence of authentic information about NGO's. The same forms are analyzed and tested in chapter 4. There are many factors which can be listed after critically studying each NGO. Every NGO is different or unique in its own way. All the NGO are working for a noble cause and are working with immense passion. Most of them face only one major issue that is insufficient funds. Funds are the only hindrance in most of the cases. Then some other problems like human resource, skilled labor, infrastructural facilities, land, even getting beneficiaries in some cases can be listed. Most of NGO which are situated in interiors of Kolhapur, Satara, Karad and rural Pune are working with great zeal and have ample place but lack skilled labor and infrastructure. The NGOs are having their own websites but most of them are not updated. Very few NGOs are having updated websites having correct phone number, address, updated details of events post and up-coming events details and also donation details. Though

they are having websites they are lacking social media presence. Most the NGO's do not have an official Facebook page or a twitter handle or in rarest case of what's app group. In the first place there has to be change in the mindset of the NGOs that they need to expand and reach out to people. Publicity in context to NGOs is taken mostly in a negative way. Publicity is to showcase the good work to common people and also to let the beneficiaries know about the NGO. The NGO have a Facebook page at the most but the page is not updated since months. There is no use of such presence and makes no impact. The employees somehow now slowly understand the use of social media in strengthening of the NGO. They are now slowly adapting to taking videos and putting up on Facebook, writing story like write ups for sharing their experiences, also using social media to promote the beneficiaries etc. The factor that the other important aspect is though the information is being shared but what about the dissemination of the information? What kind of data is generated on the websites and social media is equally important. That needs to be monitored first, then comes the actual planning and strategies of social media campaign.

The analysis of Hypothesis 1 of the survey prove that there are mediums available but not in use or making proper use of them to specifically reaching out to beneficiaries. In most of the cases computer is available but is used to keep records, bills, store photos or documents. It is hardly used for any communication. There is fluctuation is availability of internet. There is power cut in rural areas so all the functioning comes to stand still. Very few people are aware of the use of Social Media aids like face book, what's app, Instagram etc. Some have websites but are not fully functional. They are not updated therefore there is lac of viewership. All these factors combine and prove that the use of social media is inadequate in the NGO sector and affects the strengthening of the organization. It shows the gap that infrastructure is there in many cases but supportive factors are missing

like awareness about the use of social media, basic facility like electricity, internet connection in remote areas, infrastructural facilities, and majorly funds. If this gap is fulfilled social media can help to reach thousands of people which can help the NGO achieve two things like funds and create awareness. Social media presence can benefit in showcasing their amazing work.

As per the Hypothesis 2 the Social media is an effective tool for dissemination of information in NGOs working for women which is proved in the above analysis. The above questions are a mixture of descriptive as well as objective questions. After analyzing the descriptive answers we can conclude that it is not that the NGO's are not doing anything to reach the masses. They are conducting outreach programs to reach people and gather funds for the NGO's. They are conducting music shows, art performances, lectures, street plays, and exhibitions of products made by the beneficiaries. Commonly the news coverage of such events has been published in the local newspapers as a part of publicity. This too has happened with lots of efforts and many times due to contacts. The journalists are not keen on taking up such news articles on their own. The NGO's usually put the photos of the events on the website and many of them have a yearly/ monthly souvenir booklet/ magazine published which contains the noble work of the NGO. These magazines are circulated free of cost to near and dear ones, and relatives. This does not help in reaching out to masses. From the questions 9 and 10 analyses we can see that in some cases the NGO'S have been successful in gaining funds by using websites and face book page. Some people from out of state and metro cities have viewed their photos and contacted them. The NGO's now understand the importance of social media and its benefits. The NGO's are still taking time to adapt social media due to lack of funds, infrastructural limitations and skilled labor. In one case they have posted videos of women doing different

activities like learning to make baskets, jewelry, cooking products etc, girls doing yoga, sharing their experiences and help desk link with the videos. They received many likes and comments as it appealed to masses. Such examples should be duplicated. Therefore we can conclude that social media is proving to be an effective tool for dissemination of information in NGOs working for women. At the end we can say both the hypothesis have proved right that the use of social media in strengthening the NGO's is inadequate and it is by no doubt the most effective tool in dissemination of information of NGO'S to common people and beneficiaries.

We can point wise analyze the conclusions

1. The use of Social media in NGO sector is inadequate.
2. The lack of usage of social media has affected the strengthening of the institution.
3. Still most of the NGOs lack media literacy and are hesitant of its use.
4. Most of NGOs are facing a same problem of insufficient funds.
5. In many cases it is observed that though there are infrastructural facilities there is not enough trained labor.
6. The NGOs still prefer or relay on print media the traditional media rather than social media.
7. The aided organizations are in poor condition as compared to non-aided NGO's.
8. It is observed that most of the NGOs are run by senior citizen and presence of young generation is very less which also leads to less use of social media as the senior citizens are hesitant to use social media.

9. The NGO's who having their websites are mostly non-operational and non-updated which takes away the whole purpose of having it.
10. Still the NGO lack in reach out programs or simply reaching out to the beneficiaries. The publicity is still word by mouth.
11. There is less awareness about twitter, then Facebook and more popular what's app. Other social media portals are not known at all.
12. There is less seriousness about the strengths of social media for strengthening the NGO by all means.

5.3: Remedies

1. The social media is very cost efficient and should be used more extensively by NGOs.
2. The NGO should consult a social media expert or content writer for better and efficient dissemination of information.
3. The NGO should plan more effective outreach programs.
4. The NGOs working for women should have a separate Public Relation department, which will increase their rapport with the media.
5. The media especially the newspapers should run series of articles or feature based articles on the issues related to the sex workers to remove the social stigma.
6. The newspapers should highlight the work of the different NGOs working for women E.g. The anchor stories can be covered so that NGOs recognition of society and attention of the government.
7. The society should change their mindset by contributing to the NGOs and expressing their views about the issue in the newspapers.

5.3.1: Suggestions

The research conducted by the researcher on the topic, 'To study the effective use of social media for women's NGO in dissemination of information' can be recommended to the below people:

1. Members of NGO

2. Members of social organizations

3. Members of media, journalist working on development beat

4. People working for women especially in brothels, slums, tribal areas etc.

5. Concerned government sectors

6. Students of media, journalism and MSW

5.4: Scope for further research

1. An in depth study can be done on the actual functioning of the NGOs working for the sex workers and their children or any NGO in particular.

2. A comparative study can be done between different media's about their coverage given to the issues of social up-liftment and in specific the issue of women.

3. An in-depth study can be done on specific area of social media usage in up-liftment of NGOs and strategic planning of social media campaign.

4. A similar research can conducted in other areas of Maharashtra and India to understand the other demographic limitations, challenges and success stories of NGOs.

5.5: Contribution of the thesis

1. Further the researcher will get the constructive information from this thesis to carry out their research work on related topics.

2. The thesis studies the various angles of the topic selected, other aspects of working of NGOs and perception of the media towards the issues faced by the NGOs working for women and children.

3. The researcher got an opportunity to analyze the problems or obstacles of the NGOs working for women and children.

4. The researcher can study the perception of the media about the coverage social issues and more important the issues related to the working for women and children.

5.6: Summary

The last chapter of the thesis is the complete review of the research work of 50 NGOs in western Maharashtra places like Pune, Kolhapur, Solapur, Karad, Satara. It gives a glance of the research from the introduction of the topic, research methodology, sampling methods to the conclusion and also recommendations for further research.

Appendices

Questioner

TILAK MAHARASHTRA VIDYAPEETH

TOPIC- TO STUDY THE EFFECTIVE USE OF SOCIAL MEDIA FOR WOMEN'S NGO IN DISSEMINATION OF INFORMATION

Research Guide: Dr. Geetali Tilak **Research Student: Nutan Kanegaonkar**

==========

ABOUT THE NGO

Name of NGO: _____

City: _____ Taluka: _____

Year of Establishment: _____ No. of Employee: _____

Phone no: _____

Address: _____

Registered: YES/ NO

Date:

Questionnaire

(Survey form to be filled by NGO representatives)

Q.1 Is your NGO Aided or Non-Aided?

a)Aided ☐

b) Non-Aided ☐

Q.2 How do the beneficiaries come to know about the NGO?

a) Through a friend or relative ☐

b) Newspaper ☐

c) Website ☐

d) Social media ☐

Q.3 Do you have access to computers in office?

a) Yes ☐

b) No ☐

Q.4 Do you have access to internet on Phone or Computer?

a) Yes ☐

b) No ☐

Q.5 Does your NGO have its own website or Facebook page? If yes what content is generated on it?

a) Website ☐ _____

b) Facebook ☐ _____

c) No ☐

Q.6What are the means of communication to reach to your donors?

a) Advertisements ☐

b) Newspaper articles ☐

c) Website ☐

d) Social media ☐

e) Outreach programs ☐

Q.7 Are you aware of the following social media's?

a) Facebook ☐

b) What's App ☐

c) Twitter ☐

Q.8 Does your NGO make use of social media to reach out to people?

a) Yes ☐

b) No ☐

Q.9 Has social media / websites helped your NGO to gain funds or publicity?

a) Yes ☐

b) No ☐

Q.10How many women have benefitted through your NGO?

a) _____

Q.11 Do any trainers come to NGO? If yes what kind of programs they conduct?

_____

_____

Q.12 What are the out-reach programs conducted by the NGO & state its impact?

_____

_____

Q.13 Can you explain the management structure or policies of the NGO?

_____

_____

Q.14How can media help in the up-liftment of NGO?

_____

_____

Q.15What are the future plans to increase the reach of the NGO?

_____

_____

LIST OF NGO'S IN WESTERN MAHARASHTRA COVERED IN RESEARCH

SR. NO.	NAME OF THE NGO	PLACE	TYPE
01	Avani	Kolhapur	Orphanage
02	Ekati	Kolhapur	Mahilashram
03	SHIVAM (Sawali)	Karad	Old age home
04	Matoshree	Kolhapur	Old age home
05	Swayamsiddha	Kolhapur	Women empowerment
06	Shivam	Karad	Girl child development
07	Sanjivani	Karad	Mentally retarded school
08	Anath Mulanche Ghar	Kolhapur	Orphanage
09	Mahila Balvisak Ayuktalay	Karad	Women development
10	Snehavardhan	Pune	Women development
11	Jijau Mahila Pratishthan	Pune	Women development
12	Aatman	Pune Talegaon	Old age home
13	Shivganga	Pune Talegaon	Old age home
14	Miraghar	Pune Talegaon	Old age home
15	Maharshi Karve Stri Shikshan Sanstha	Pune Kamshet	Old age home
16	Saheli	Pune	HIV/AIDS
17	Aksharmanch	Pune	Mukta vyaspeeth
18	Vanchit Vikas	Pune	Old age home
19	Matoshree	Pune	Old age home
20	Nivara	Pune	Old age home
21	Veshya Anyay Mukti Parishad	Sangli	Women development

22	Sampada Grameen Mahila Sanstha	Pune	Women development
23	Chaitanya	Pune	Women empowerment
24	Sankalpa Charitable Trust	Old Age Home	Old age home
25	Kinara	Pune Kamshet	Old age home
26	Vanvasi Kalyan Aashram	Pune	Tribal girls and boys
27	Anath Hindu Mahilashram	Pune	Mahilashram
28	Maher	Pune	Women and child
29	Mamata Bal Sadan	Pune Purandar	Orphanage
30	Bhagini Nivedita Pratishthan	Pune	Women and child
31	Hindu Women Rescue Home	Pune	Women development
32	Swadhar	Pune	Inst. For women –child dev.
33	Ishwari	Pune	Skill building center
34	Sawali	Pune	Mentally retarded girls
35	Bahrtiya Jain Sanghatna	Pune	Tribal girls and boys
36	Narrusti Samata Manch Trust	Pune	Women development
37	Nutan Samartha Vidyalay	Pune	Women development
38	Kayakalpa	Pune	Women development
39	Sahayog Trust	Pune	Legal rights of women
40	Chetana Mahila Vikas Kendra	Pune	Women development
41	Astitva Pratishthan	Pune	Women development

42	Rajmata Jijau Mahila Bahudeshiya Foun.	Satara	Women development
43	Tejasvini	Kolhapur	Women development
44	Jidnyasa	Kolhapur	Mentally retarded girls
45	Aadhar Magasvargiya Mahila Sanstha	Solapur	Women development
46	Shrimani Mahila Vikas Mandal	Solapur	Women development
47	Sevadham Trust	Solapur	Women development
48	Shantai	Solapur	Orphanage
49	Rajya Mahila Aayog	Solapur	Women safety
50	Samarthak	Solapur	Women development

Annexure

Interview

In this chapter I have interpreted the interview taken by me during my research. I have interviewed the eminent people with exceptional contribution in social work. I have interviewed few journalists, lawyers etc this has helped me to understand the different perspectives of the work they doing for women through the NGO'S.

1. Smt. Kanchantai Parulekar- Swayamsiddha , Kolhapur

Swayamsiddha is run by women volunteers; dedication and development consciousness are the only qualifications to become one. Swayamsiddha believes in empowering women and making them self reliant through informal, conventional and non-conventional education. It is a centre for Personality Development and making women self-reliant and confident to undertake constructive work in society. If we develop a mother then the next generation will become an owner instead of a servant, keep them physically fit, impart them education and inculcate social awareness among them. .

Kanchantai is 57-year-old but her age has not deterred her from carrying on with the work that means the most to her. Kanchan Parulekar left her job as a bank officer in Bank of Maharashtra to give a fresh life to underprivileged women from rural areas of Maharashtra. In 1992, she started Swayamsidda, an organisation to enable marginalised women to exceed barriers of poverty and illiteracy and build a better world for themselves and subsequently improve the community they are living in through specific self-help groups, keeping in mind the peculiarity of a place and community. Despite several success stories, she does not think she is

doing something great. She received the Sarda Equal Opportunities Award for her contribution, towards women.

Though her father and mother did not have much of their own, they gave a part of their earnings to some social cause; naturally the habit got instilled in her early on. At the age of 13, an MP from Kolhapur, Dr V T Patil adopted me and took charge of her education. While she was growing up, her parents and foster dad told her that the privileged class should always give something back to the society. Hence, after completing her education and donning several roles like teacher, bank clerk and bank officer, she started working for the upliftment of rural woman. The work truly satisfied her and she knew this is what she always wanted to do.

Needless to say, women across communities are just known as the weaker sex. In rural areas, gender bias is of a different paradigm. There is absolutely no education, no awareness and hence they feel that it is alright to be treated as secondary bodies. She wanted to make them self-reliant. Through non-formal education, she tapped their potential and created a way they can use their hidden talent for their benefit. All this, she did without completely changing their family life. She started the programme first in Kolhapur city before moving on to villages like Radhagiri, Chongad, Gaganbhawda all in Kolhapur. Her work speaks about her success and more than 3000 women have benefitted through her initiative. She also adds that the NGO is making good use of social media to increase the reach of NGO. We have our website which updated on regular basis. We are still not using facebook so effectively but we are planning to upload some encouraging and success stories video on the page. The government schemes really don’t help the beneficiaries as it takes a lot of time in getting the funds. She looks forward to expanding the work in other parts of Maharashtra.

2. **Smt. Sunanda Kulkarni- Asha-Kiran , Karad**

Mrs. Sunanda Kulkarni is associated with the NGO for more than 20 long years. She is extremely dedicated to her work. Asha-Kiran is funded project of Government for rehabilitation of women. Women who abandoned, ran away from home, trafficked, forced to enter prostitution are recued by them and send back to their homes. The centre also works for making these women self- reliant. These women are taught different skills like cooking, stitching, small scale jobs. Sunanda madam deals with more complex jobs. She works as counselor as most of girls are in complex set of mind. They are totally depressed with life and try to do suicide or harm each other. She also helps the girls to keep physical hygiene and cleanliness in the hostel. She has successfully done 50 marriages of rescued women which speaks volumes about her work. She faces challenges in the NGO as she has to keep tight security in the premises as the girls try to escape. Her job is relentless and full of challenges. She has adapted new technologies at the NGO. She a computer and also personally operates the website. She has also made what's app group where she updates about the activities to her colleagues. They approach her for volunteering in donating things to the NGO.

3. **Smt. Jyotsna Karkhanis – Jijau Mahila Bahudeshya Foundation , Satara**

She is associated with the institute for long time. Women and Child Development Department was formed as a separate Administrative Department by the Government of Maharashtra in June 1993.

She says the main objectives of the Department are to focus on promoting the survival, protection, development, welfare and participation of women and children in a holistic manner. She adds that the department is

responsible for policy making, formulation of programmes /schemes, implementation of development programmes, and co-ordination of efforts of both governmental and non-governmental organizations working in the field of Women and Child Development.

She says that they are having a website but there is less skilled labor who can make correct use of it. The people who want to take benefit of the NGO are social media user many times. So we use the traditional method of conducting programs to reach out to people. Our work is immense and we wish to do it on a larger scale. So we feel the need to use social media. There is one major problem of electricity cutting so use infrastructure is not enough having other basic facilities is equally important.

4. Shri. Indrajeet Dhehmukh- Shivam Pratishthan, Karad

Shivam Pratishthan is a brain child of Shri. Indrajeet Deshmukh. He started the NGO with the sole motive to form a Centre to provide a platform to inculcate, enhance a self believe thought process to uplift the youth for the betterment of the society which in-turn results in the enlistment of the country. Shivam Prathisthan is now in its 15th year spreading the good-will message, values to the youth. In its first year it had 36 volunteers and with-in short period it has motivated and catapulted to 15000 volunteers. He says that it most important to be with flow. We have to be updated. Therefore my site has continuous updates of videos and I also have Facebook page. My beneficiaries are youth and therefore we have to use new technology for development projects.

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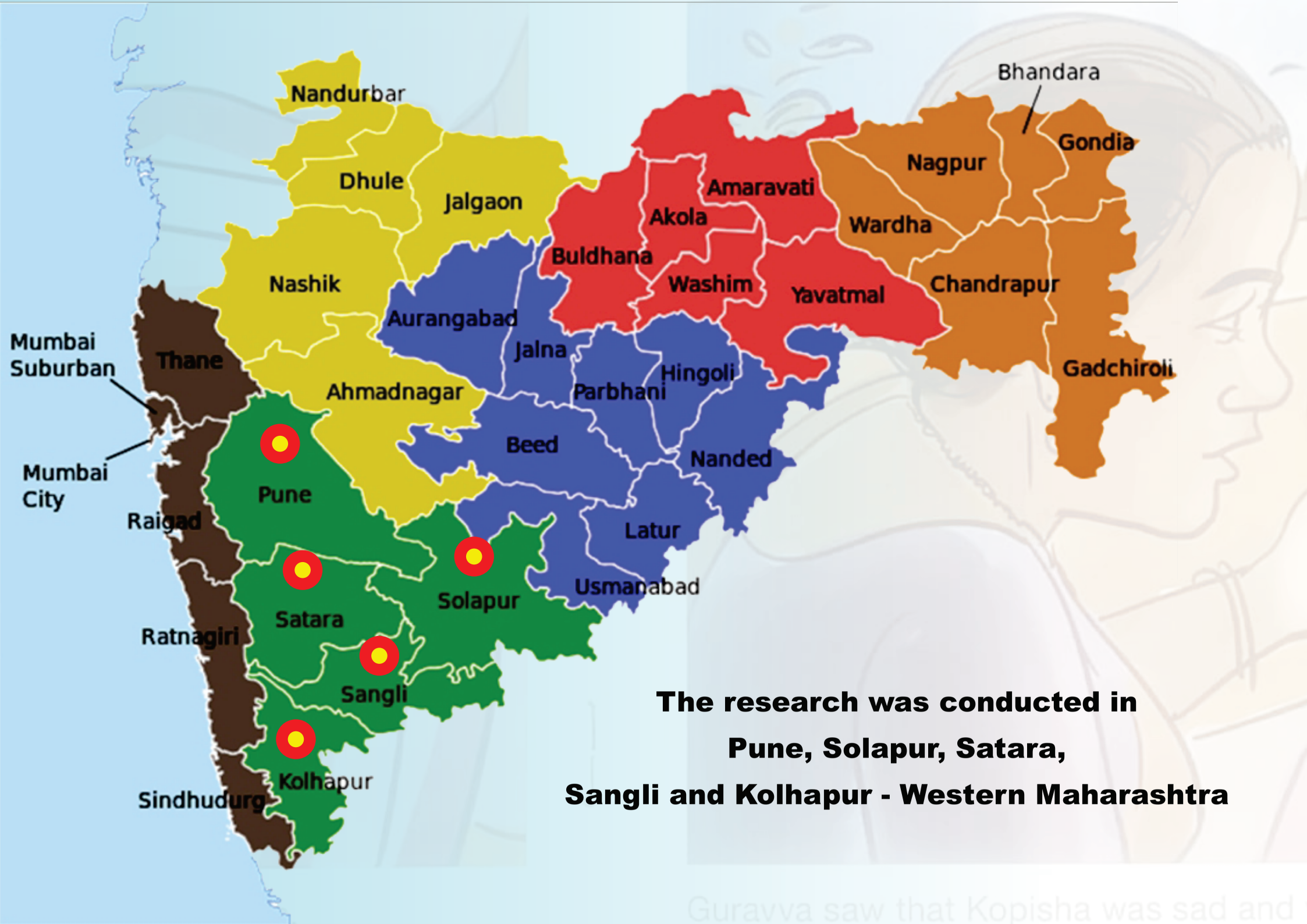
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The research was conducted in

Pune, Solapur, Satara,

Sangli and Kolhapur - Western Maharashtra



Daughter of the Hills

TRAFFICKED AND RESTORED

SANGRAM

Sampada Grameen Mahila Sanstha
(SANGRAM)

Chaitanya
चैतन्य

Chaitanya

Empowering rural women

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Training Center	:	Sangam Classic, 1st floor, Wada Road, Rajgurunagar, Tal. Khed, Dist. Pune- 410 505. ☎(02135) 226593.
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Mira Ghar

MIRAGHAR

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मानवी वाहतुक

संकल्पना स्पष्टीकरण

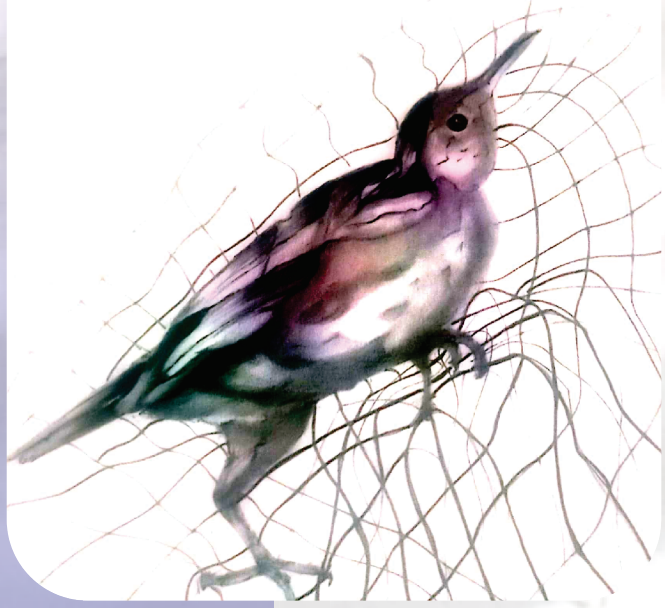
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The Children India

Activity supported by the Canada Fund for Local Initiatives
Activité réalisée avec l'appui du Fonds canadien d'initiatives locales
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SAVE OUR SISTERS
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RAIDED

How Anti-trafficking Strategies Increase Sex Workers' Vulnerability to Exploitative Practices



Our Inspiration



या सुखांनो साद घालु दु:खीतांच्या जीवनी,
फुल नाही तर पाकळी होवू ।
दु:खीतांच्या जीवनी सुगंध देवु ।।

एक आशेचा किरण...

स्नेहवन

Website : www.snehwan.in



महिला व बाल विकास आयुक्तालय

कौटुंबिक हिंसाचारापासून महिलांचे संरक्षण कायदा २००५





एफ ७८८५
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फा.सं.को./आ-I/तक/८० छ. (८०G) ३८-३१/२०११-१२१२/११३३

सिद्धाई महिला मंडळ ट्रस्ट, संचलित
महाराष्ट्र शासन पुरस्कृत

मातोश्री वृद्धाश्रम, कोल्हापूर
महाराष्ट्र शासन

मातोश्री वृद्धाश्रम

नागदेववाडी (चंबुखडी पाण्याच्या टाकीसमोर) कोल्हापूर-४१६ ००२
फोन : (आश्रम ऑफिस) २४३७०२०, ९५२७४२२७००.
मोबा. (अध्यक्षा) ९८५०८३१५३१, (उपाध्यक्षा) ९५२७४१२७००

शासनाचा ''महत्वाकांक्षी'' प्रकल्प



नोंदणी क्रमांक: ई १२७४ (कोल्हापूर) दि. १३ एप्रिल १९९४

संघटन

सहकार्य

सद्भाव

डॉ. व्ही.टी. पाटील फाऊंडेशन

त्रिसूत्रीच्या आधारे ग्रामीण जनतेला
स्वावलंबी बनविणारी दर्जेदार, विश्वासार्ह संस्था

स्वयंनिर्भरता संकुल : १२१५/क टाकाळा, आनंद विहार अपार्टमेंट सेनापती बापट मार्ग, ताराराणी विद्यापीठ कंपांऊंडला लागून, पुर्व बाजू
वेळ : सोमवार ते शनिवार दुपारी ४ ते ६

कार्यालय : ११५१ ई, सरोज संकुल, (बेसमेंट), साईक्स एक्स्टेंशन, (स्वंयसिध्दा कार्यालयजवळ) कोल्हापूर. फोनः ०२३१-२५२६४७४
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सौ. सरोजिनीदेवी विश्वनाथ विश्वस्त मंडळ, कोल्हापूर

(नोंदणी क्र. : के. ई. ६३० स्थापना : १६ फेब्रुवारी १९६८)

द्वारा संचलित

स्त्रियांना स्वावलंबी बनवून त्यांच्यात आत्मविश्वास जागवून
स्त्री शक्तीचा विधायक आविष्कार घडविण्यास कटिबद्ध असलेले



व्यक्तिमत्त्व विकास आणि व्यवसाय मार्गदर्शन केंद्र

स्वयंसिद्धा

प्रबोधन ● प्रशिक्षण ● स्वयंनिर्भरता

(प्रारंभ १५ जून १९९२)

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● निर्मिती मूल्य पाच रुपये ●



संकल्प चॅरिटेबल फाऊंडेशन

'स्नेहालय' (जेष्ठांचे आपले घर)

इंद्रायणीनगर, श्रीराम मंदिराशेजारी, इंदोरी, ता. मावळ(पुणे) फोन: ९८८१७९८०९७



नियमावली

१) हलता फिरता येणाऱ्या वृध्दांना आंनदी जगण्यासाठी हे स्नेहालय आहे.
२) स्नेहालयातील प्रवेश विश्वस्त आणि व्यवस्थापक यांना मान्य असेल त्यांना दिली जाईल.
३) स्नेहालयात रहात असताना भोजन, निवास, विजबील व इतर सोयीसाठी लागणारा सर्व खर्च स्वत:ला अगर निवासीचे नातलग यांना द्यावा लागेल. तो महागाईनुसार कमी जास्त होऊ शकतो.
४) कोणत्याही निवासी ज्येष्ठांस आपल्या खोलीत कोणतीही वीजेची व ज्वलनशील उपकरणे वापरता येणार नाही. अगर ठेवता येणार नाही.
५) संस्थेने वापरण्यास दिलेल्या चिजवस्तू आपणाकडून हरवल्यास अगर त्यांची मोडतोड झाल्यास त्याची नुकसान भरपाई त्यांचेकडून घेतली जाईल
६) आपल्याकडे असतेल्या मौल्यवान वस्तूंची यादी संस्थेकडे द्यावी. अशा वस्तू स्वत:च्या जबाबदारीवर सांभाळाव्यात. त्याची संस्था जबाबदारी घेणार नाही.
७) निवासी ज्येष्ठांनी संस्थेचे नियम पाळणे बंधनकारक राहील. ते अशक्य झाल्यास अगर आपली वर्तणूक असमाधानकारक वाटल्यास स्नेहालय सोडावे लागेल.
८) आपल्या वर्तणुकीमुळे इतरांना व संस्थेला त्रास होणार नाही याची काळजी निवासी व्यक्तीने घ्यावी. तसे न घडल्यास प्रथम समज देण्यात येईल, तरीही सुधारणा न झाल्यास त्यांचे स्नेहालयातील सदस्यत्व रद्द केले जाईल.
९) निवासी वृध्दांना कमीत कमी सहा महिन्यासाठी रहावे लागेल त्या अगोदर स्नेहालय सोडल्यास डिपॉझिटची रक्कम परत मिळणार नाही. मात्र संस्थेनेच स्नेहालय सोडून जाण्यास सांगितल्यास ती परत केली जाईल.
१०) एक महिन्यापेक्षा जास्त दिवस बाहेर राहण्यासाठी व्यवस्थापनाची परवानगी घ्यावी लागेल.
११) स्वत:च्या व्यक्तीगत कामासाठी महिन्यातून फक्त चार दिवस बाहेर राहू शकेल.
१२) वृध्दाचे निधन झाल्यास त्यांच्या नातेवाईकाला ८ तासाच्या आत अंत्यविधी साठी घेऊन जावे लागेल. या वेळेत अथवा परिस्थितीनुसार योग्य त्या वेळेत नोंद केलेले नातलग अंत्यविधी करण्यास आले नाही तर संस्था मृत व्यक्तीच्या इच्छेनुसार व धर्मानुसार पार्थिव देहावर अंत्यसंस्कार करतील.

स्नेहालयातील सुविधा

१) तीन बेड असलेली खोली २) वर्तमान पत्र, वाचनालय ३) आंघोळीसाठी गरम पाणी
४) रुचकर जेवण ५) करमणुकीच्या सुविधा
६) वैद्यकीय सेवा मोफत सोय (त्यात रूग्णालयात दाखल केलेला खर्च नाही)

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: CONTACT PERSONS :

1. Bal Deodhar - President Cell No. 9004322839
2. N. K. Rao - Secretary Cell No. 7972867374

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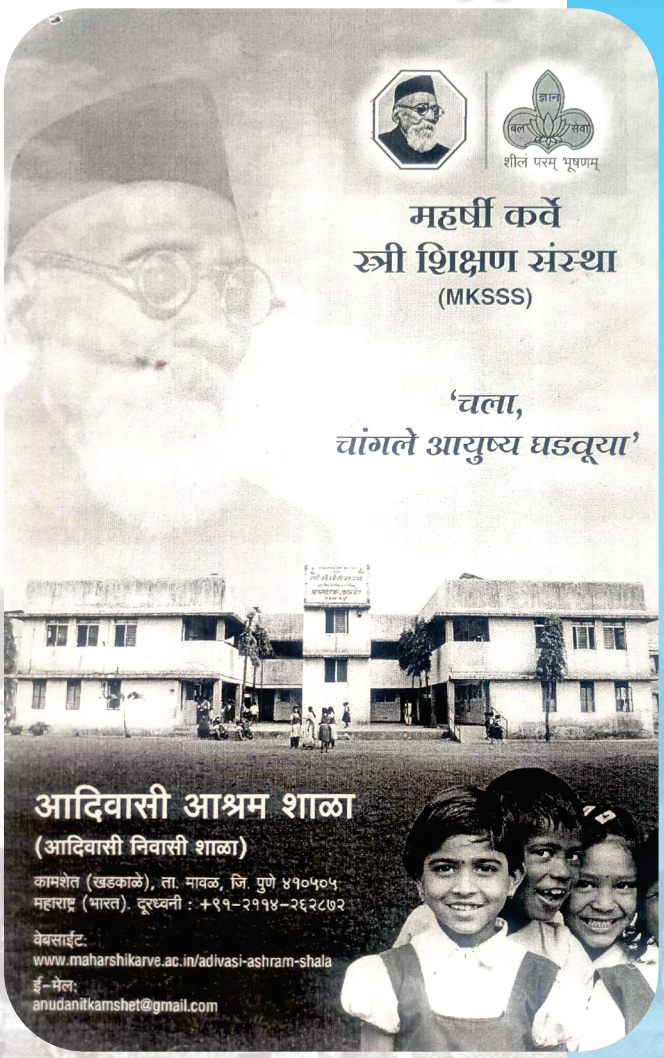
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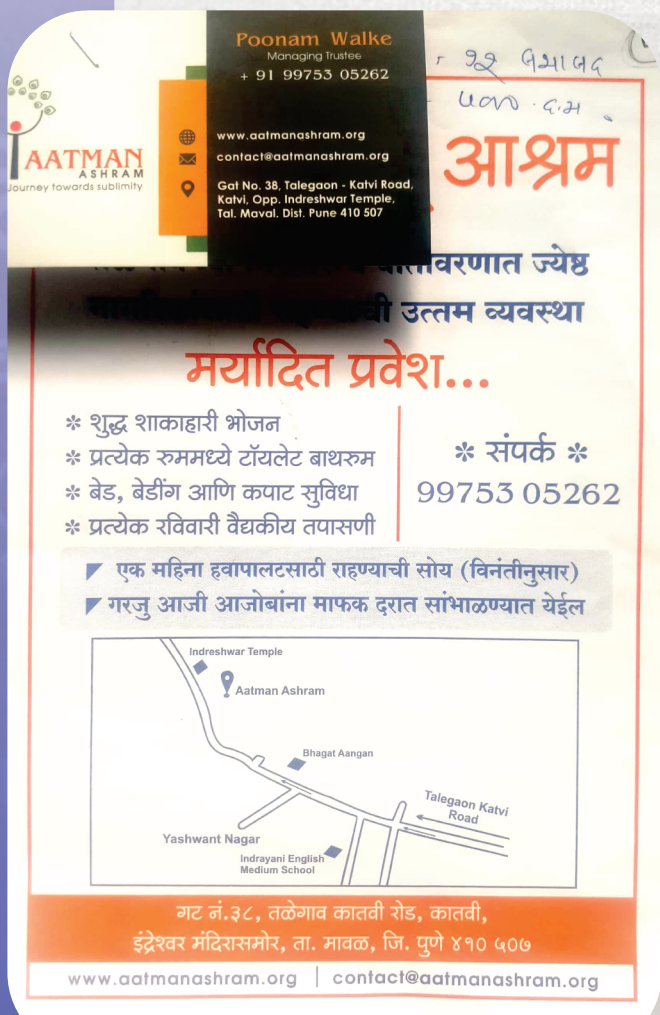
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३२, म्हस्करनेस कॉलनी, ॲटम प्लास्ट समोर, तळेगांव दाभाडे, ता. मावळ, जि. पुणे.

तळेगांव दाभाडे वृद्धाश्रम फोन नंबर - ९५ - ०२११४ - २२७९२

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— नियमावली —

- सावलीत राहताना पाळावयाचे नियम -

१) ॲडमिशन देणे हे सर्वस्वी ट्रस्टी मेंबरच्या किंवा चेअरमनच्या हातात राहील.

२) रुम कोणती द्यावी हा अधिकार चेअरमनच्या हातात राहील. शक्य तो प्रत्येकाची सोय पाहिली जाईल. परंतु मला अमुकच जागा पाहिजे असा हट्ट धरता येणार नाही.

३) आता लावला जाणारा महिन्याचा चार्ज आताच्या खर्चाप्रमाणे आहे, महागाई वाढेल, एवढा पैसात खर्च भागणे कठिण जाईल तेव्हा पैसे वाढवण्यात येतील. तो खर्च सोसण्यास निवासी किंवा निवासीचे नातलग तयार असले पाहीजे.

४) निवासी हालता चालता असेल, स्वत:ची कामे स्वत: करण्याइतपत ताकद त्याच्यात असेल तरच आश्रमात ॲडमिशन दिली जाईल.

५) वर्षातून एक महिना निवासी बाहेर राहु शकेल. त्यावेळी त्यांच्याकडून अर्धा चार्ज घेतला जाईल एक महिन्याहुन कमी दिवस बाहेर राहिल्यास त्यांच्याकडून पूर्ण चार्ज घेतला जाईल. १ महिन्याहुन जास्त दिवस बाहेर राहावयाचे असल्यास परवानगी घ्यावी लागेल. न सेक्षा त्याची रुम रिक्षर्व ठेवली जाणार नाही स्वत:च्या व्यक्तिगत कामासाठी (पेन्शन आणणे वगैरे) निवासी महिन्यातुन फक्त चार दिवस बाहेर राहु शकेल. इतर दिवशी त्याने आश्रमातच राहिले पाहिजे. तो जास्त दिवस बाहेर राहु लागल्यास त्याला आश्रमाची विशेश जरुरी नाही असे समजून त्याची मेंबर शिप रद्द करण्याचा हक्क चेअरमन व ट्रस्टीना राहील.

(मागे पहा)

स्थापना : २४/०३/१९९३

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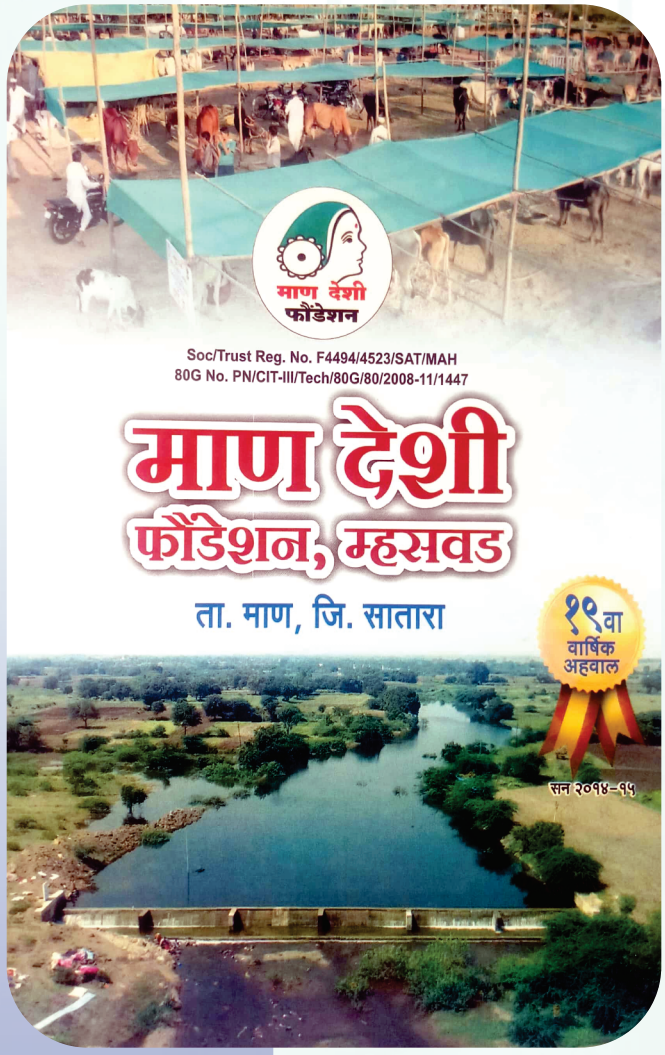

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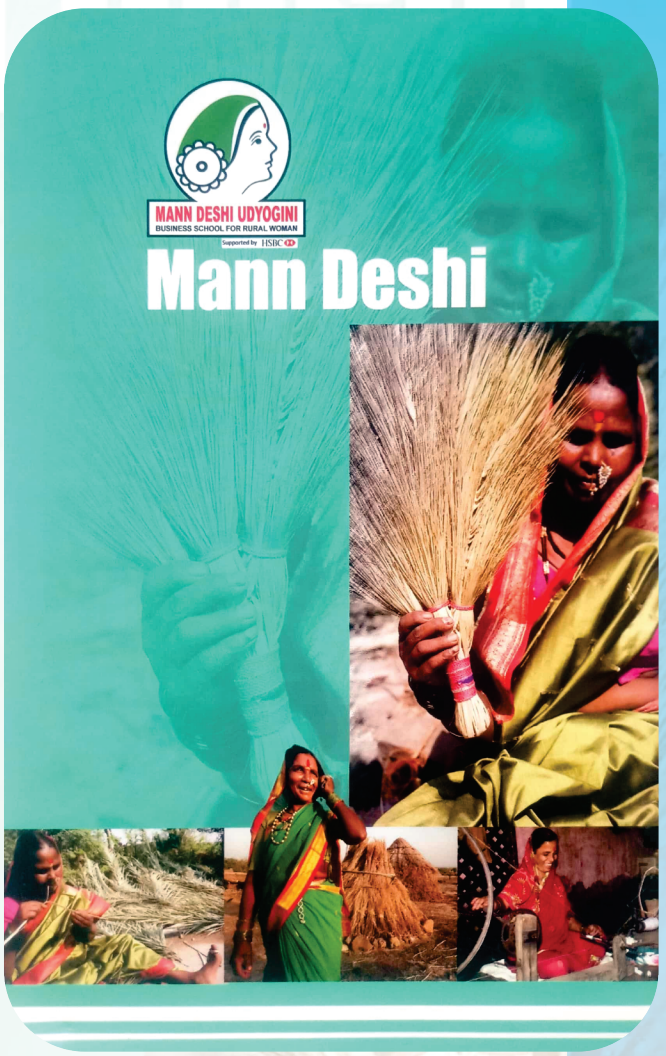
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Mann Deshi
Empowering Women, Transforming Lives

Mann Deshi is dedicated to the economic empowerment of rural women. Our model is simple. We run a Bank that provides women with affordable and easy access to credit and a Foundation that provides women with the knowledge, skills and support necessary to become successful entrepreneurs with more control over their lives. To date, we have reached over 300,000 women. **By 2022, we aim to reach one million women.**

Founded in 1996 in Mhaswad, in the drought-prone region of Satara district in Maharashtra, **Mann Deshi Mahila Sahakari Bank** is the first cooperative bank set up exclusively for and by rural women. Working primarily with the previously unbanked, the Bank offers women a number of unique and customised services and products that enable them to finance their small businesses and build their assets. The Bank regularly advocates for more inclusive and gender focused banking policy.

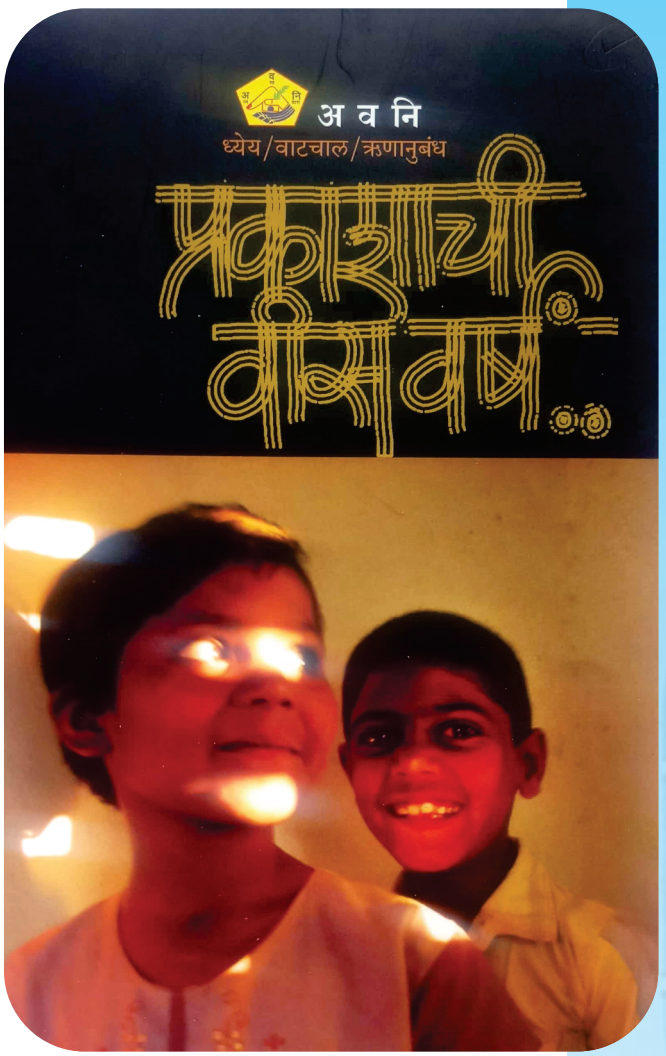
Mann Deshi Foundation's flagship programme is its business schools for rural women. These schools are run out of branch offices as well as buses that travel to the remotest of villages. The schools provide a number of courses - from financial literacy to enterprise set up to business expansion. Mann Deshi's Chambers of Commerce offer mentoring, networking, marketing and expansion support for women entrepreneurs.

The Foundation also runs a number of community and social programmes. Its community radio highlights relevant government policies and schemes, promotes women's businesses and features success stories. Its sports programme awards scholarships and nurtures potential athletes. It provides bicycles to girls so that they can complete their education. Finally, the Foundation works on fair practices in agriculture as well as water conservation.

Our vision is to empower women to make their own choices and to be celebrated as equal and valuable members of their families and communities.

Did you know?
According to the International Finance Corporation, which has committed $1.3 billion to increasing credit access for small enterprises run by women, it is estimated that India's GDP could increase by 25% if







॥ राम कृष्ण हरि ॥
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