

# **SUMMER PROJECT REPORT**

**“anaylatical study of interviewing program”**

**Submitted to:**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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NAAC Accredited “A” Grade Institution**



**Academic Year 2021-22**



## CERTIFICATE

This is to certify that the investigation described in this report titled “**HR trainee for Recruitment and Interviewing**” has been carried out by **Mr. Akash Mohurle** during the summer internship project. The study was done for the organisation, **Aashman foundation**, in partial fulfillment of the requirement for the degree of Master of Business Administration of **G S College of Commerce and Economics, Nagpur**.

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

**Dr. Sonali Gadekar**

**(MBA Co-ordinator)**

# CERTIFICATE

PROVISIONAL

*Certificate*

—◇— OF INTERNSHIP —◇—

THIS IS TO CERTIFY THAT

**Akash Mohurle**

FROM NAGPUR WAS ASSOCIATED  
WITH AASHMAN FOUNDATION IN THE CAPACITY OF AN INTERN  
FROM NOVEMBER 2021 TO JANUARY 2022 WITH OUR  
ASSISTANT SUPERVISOR HUMAN RESOURCES GROUP.

HE/SHE HAS COMPLETED HIS/HER INTERNSHIP  
WITH HALF STAR PERFORMANCE

JANUARY 22



*Munishpundir*  
FOUNDER / DIRECTOR

# ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in “**Aashman foundation**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to “ **Kanishka jain** ” for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

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Finally, I am grateful to my family and friends for their unending support.

**(Name and Signature of the Student)**

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# **Introduction**

## **“Analytical study of interviewing process”**

### **Interviewing**

An interview is a procedure designed to obtain information from a person through oral responses to oral inquiries.

Interview is the widely used. It is a face-to-face interaction between interviewee and interviewer. If handled carefully, it can be a powerful technique in having accurate information of the interviewee otherwise unavailable. At the same time, if the interview is not handled carefully, it can be a source of bias, restricting or distorting the flow of communication.

An interview is a face-to-face conversation between the interviewer and the interviewee, where the interviewer seeks replies from the interviewee for choosing a potential human resource.

As a research strategy the analytical interview develops a new set of concerns about the whole fit is possible, as we will show in the following sections, to think of alternatives to the process and purpose of the analytical interview compared with a view (for the present purpose, narrow) of what the company's conventional interview accomplishes. It is important to stress, however, that we use the dichotomies to illustrate the research strategy of the analytical interview. The concerns reflected in conventional interviewing are not irrelevant, but possibly less relevant in the case of analytical interviewing. We admit to over-emphasizing the one concern of the many implicit, conflicting and competing concerns in connection with analytical interviewing.

## **Definition of Interviewing**

According to Gary Dressler, “Interview is a selection procedure designed to predict future job performance based on applicants’ oral responses to oral inquiries.”

The interview is the most critical component of the entire selection process.

It serves as the primary means to collect additional information on an applicant. It serves as the basis for assessing an applicant’s job-related knowledge, skills, and abilities. It is designed to decide if an individual should be interviewed further, hired, or eliminated from consideration

## **Interviews**

Interviews can be defined as a qualitative research technique which involves “conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation.

There are three different formats of interviews: structured, semi-structured and unstructured.

**Structured interviews** consist of a series of pre-determined questions that all interviewees answer in the same order. Data analysis usually tends to be more straightforward because researcher can compare and contrast different answers given to the same questions.

**Unstructured interviews** are usually the least reliable from research viewpoint, because no questions are prepared prior to the interview and data collection is conducted in an informal manner.

Unstructured interviews can be associated with a high level of bias and comparison of answers given by different respondents tends to be difficult due to the differences in formulation of questions.

**Semi-structured interviews** contain the components of both, structured and unstructured interviews.

In semi-structured interviews, interviewer prepares a set of same questions to be answered by all interviewees. At the same time, additional questions might be asked during interviews to clarify

and/or further expand certain issues.



## **Objective of interviewing**

In the selection process, interview serves the following objectives:

- Verifies the information obtained through application form and tests.:
- Helps obtain additional information from the applicant otherwise not available.
- Gives the candidate necessary facts and information about the job and the organisation.
- Helps establish mutual understanding between the company and the candidate and build the company's image.

## **Types of Interview Questions**

There are numerous types of questions employers could ask you in an interview. However, these questions can be categorized into three main types such as Open-ended, Behavioural and Situational.

Open-ended questions are those that do not have specific direction and cannot be answered by "yes" or "no". An example of an open-ended question is "Tell me about yourself?"

Behavioural questions focus on your past performance such as "Can you give an example of how you dealt with \_\_\_\_\_ in the past?" Based on the past behaviour and "proven track record", employers try to predict how effective the candidate would be in the new position.

Sometimes employers present problematic scenarios that require solutions. These are referred to as Situational questions. You need to demonstrate your analytical and problem solving skills in your answers.

Listed below, you will find a combination of Open-ended, Behavioural and Situational questions frequently asked by interviewers.

## TYPICALLY ASKED QUESTIONS

### Your Qualifications and Experience

1. Tell me about yourself. (Open)
2. What previous experience has prepared you for the duties and responsibilities of this position?
3. Tell me about the position you had at \_\_\_\_\_. How has this prepared you for this position?
4. Describe the experience that you feel is most relevant to this position.
5. Describe a team project that you have undertaken. What was your role? What did you learn from this experience? (Behavioural)
6. You have been working on a project for over a month and are about to finish writing the report. Suddenly you realize some very important facts that should be included in this project have been overlooked. What would you do in this situation? (Situational)
7. Give an example of a time when you demonstrated creative problem solving. (Behavioural)
- 8.. You are working on a group project with your colleagues. While the deadline is getting

closer, the group still cannot agree on how the project should be completed and one of the members is simply not doing his share. What would you do in this situation? (Situational)

### **Company profile**



**Aashman foundation**

Ashman Foundation was started in the year 2009, as a group of people who wanted to give something back to the society in some or the other way. Later in the year 2012 it got registered as a Non Governmental Organization.

Ashman Foundation is working for the upliftment and betterment of the less-privileged kids. It works in the field of child's education, health and his rights.

Started as a group of 10 friends, today Ashman Foundation has more than 100 volunteers who work hard round the year for the betterment of the society.

Over the years, Ashman Foundation has conducted plethora of projects which not only includes grass-root level projects which are directly related to the kids but also includes fund-raising events.

Ashman Foundation is an NGO working for single income family widows, women empowerment & child education.

Ashman Foundation supports single income family widows by supporting them with monthly grocery and currently we are supporting 1,000 plus such widows across India.

Ashman Foundation believes in empowering widows & females. They are teaching them free of beauty parlour courses, patient care courses, stitching courses, computer courses and achar making to make them earn their living.

Lastly, they are running our own schools by the name of nishulak patshala. We have 16 schools in 11 states of India. Where 4,500 + students are taking free education along with moral development and we provide them the tools for schools that is for education which is required.

Ashman Foundation is govt registered organization and it is a joint effort from a group of human towards Humanity with mission that every weak human must have got support so that he or

she must from hard time with positive energy and in skilled way. We resolved to work for village/slum area's development on the set principles of Ashman. The women are mostly neglected and relegated on the society as well the youth are lacking guidance and alternate skills to overcome their immediate problems and sustainability. All these factors and the degrading environmental situations mobilized to become a collective and formed this organization.

## **Achievements, awards and latest development**

Ashrams and schools and over 10000 children covered so far and the number is growing.

Aashayein Foundation conferred the Certificate of Appreciation during the Young Achiever Award 2008 by Rotary Bangalore Midtown and Brigade group.

Dharmesh Porwal, one of the organization's trustees, was selected for social entrepreneurship workshop at London School of business Ankur Sharma awarded Chhatrapati Shivaji award for his work towards BMKS.

Anshi Goel awarded "Women who are Catalysts for Social Change" on Women's Day by Infosys, Hyderabad for her work in Aashayein in March 2009.

Aashayein Foundation organizes events for the underprivileged students such as summer camps, Republic Day celebrations, Aashayein Walkathon, uniform distributions.



## **Our Mission**

The dream of Ashman foundation is to work unconditionally on women empowerment, single income Families and underprivileged children through Relevant healthcare innovative education and environmental based livelihood programs.

## **Our Vision**

With the help of common man , corporates and established institutions we will create values ; enhance skillful environment and uplift social and financial level into the different segment of society and Bring change into the lives of people with the emotional ,financial and social development support so that they can feel and be empowered.

Furthermore , we will try to increase the expectancy of life for the people .

## **Departments details:**

### **1)Social Media Marketing: (3 months)**

They need to use these 3 platforms to create awareness about Aashman, make it's voice reach out to masses using social media.

### **2) Marketing and sales**

They must be comfortable with posting videos and posters in their social media platform, generate funds for the organisation to support the needy, collaboration with brands & individuals for gathering either funds or brand awareness, branding, lead generation, client relationship management, etc.

### **3) HR: (45days,3,6, 9, or 12 months)**

Human Resources department is important part this organisation .they perform the various task like conducting a Recruitment and Interviewing process. The Human Resource person handling the candidates and handling the all departments.

#### **Roles & responsibilities for HR**

- Create internship drives in college campuses
- Use online medium to enroll candidates
- Screen resumes and application forms
- Schedule and confirmed interviews with candidates
- Post, update & remove internship ads from intern boards, career pages, and social networks
- Prepare HR-related report's as needed (like training budget by department)

- Participate in organizing company events .

#### **4) Fundraising: (45days)**

Person must be energetic and confident about raising funds with new individuals as well as institutional organizations, need to support organisation in running campaigns with monetary as well as in-kind support.

Example, if milk donation drive is going on then he should be the first one to spread this to people in city through all platforms of social media or over phone calls, and he can bring cash support or milk support to the needed ones. means he must be told how to do the establishment of communication and achieve the desired outcome.

#### **5) Videographer: (30days)**

We have opened up hiring for videographers. The conditions is as follows :

- 1) The person should not be completely a Fresher. Bit experienced is required.
- 2) Should have camera. We are not hiring anyone who calls himself or herself a videographer by making videos on phone.
- 3) The person should be living in these cities - Chandigarh - Panchkula- Mohali- Zirakpur

Not other location's entry will be entertained.

## **6)Social Work Department: (6, 9, 12 months)**

The intern will have to work on social causes and will not be involved in professional work like HR

Anyone can apply who has that genuine aspiration to work for socialentertaine

- Tenure

\*1. 3 months\*

\*2. 6 months\*

\*3. 9 months\*

\*3. 12 months\*

- Eligibility

\*Anyone can apply who has that genuine aspiration to work for social causes\*

- Benefits

\*Certificate of internship towards social work will be provided\*

- Key responsibility areas(KRA's) : social work

Task Name :

- Hands Of Humanity
- Let's be ready for Red
- The Book Train
- Soap Bank Campaign
- Mission Unnati

- Nutritious Diet camp

Tenure : one month each for each task.

## **7) Online Event Management**

Duration:-\* 3 Months \*(Min.)

- Interns need to generate an idea for online events, gather masses, do events for awareness about Ashman and various social agendas about the NGO itself.
- Collaborate with brands & individuals to make the event happen, handle team etc.

## **8)Graphic Designing (3 months)**

Require bit experience.

The person should know how to make stop graphic motions. Whatever entries come to you for stop graphic motion you need to ask them to send you their sample work. Nobody will onboard without the consent of ours. You will send the sample to your group supervisor. And they will send us. Please don't send us directly. Only group supervisors will reach out in this case.

## **9) Summer Internship : (30 days)**

this department will contain task from Human Resource, social media Marketing, fund raiser, sales & Marketing department. This is an overall internship department. 1 task of each department will be there.

## **Triple Certifications**

Silent features

- Focus on in kind collection
- Be the face of organisation
- Be the change
- Extra ordinary talent will lead the project
- Be an angel

### **Perks:**

1. Offer letter
2. Internship certificate
3. If you are a top performer you will get a \*Letter Of Recommendation\*

### **Condition:**

You must have a Facebook Instagram and Whatsapp Account

It is an unpaid internship

Stipend- Unpaid

**\*Work from home\***

## **Products And Services Offer**

### **Bacche Mann Ke Sacche (BMKS)**



The objective of this project is to identify and create educational opportunities for kids who do not get a chance to attend schools. Through this project children from economically weaker section of the society are identified and supported – giving the child an opportunity to realize its full potential. This project is also aimed to create awareness about education among masses and families who cannot afford education.

BMKS is already in its 3rd year of operations in Bangalore. This project has been launched in Hyderabad in the current financial year 2009–10.

The scope of the project is to:

Identify children who cannot afford education or are unable to attend school due to multiple

reasons.

Admission of students to government or government aided school in the vicinity.

Targeting the students in age group 6 to 16 from the standard 1 to 10.

Taking appropriate actions to ensure continuation of student's education (till 10th Standard).



### **Shikshana Abhiyana**

The objective of this project is to provide quality education to the students in various governments and government aided school. The project aims at bridging the knowledge gap between the public and private schools. One can see the members of Aashayein visiting schools to teach the children and motivate them so that they can take up education in their life. Shikshana Abhiyana is also

aimed at building the capacity of the school and school authorities by organizing various teacher training programs, workshops, seminars, etc. for the teachers of government and government aided schools.

Work towards reducing the gap between the level of education in public and private schools.

Function in auxiliary capacity to improve quality of teaching in government schools from standards



1 to 10.

Ensure all-round development of children with focus on scholastic as well as extra-curricular activities.

Motivate students, teachers and parents to create a better learning atmosphere.



### **Pustak Abhiyan**

Most of the underprivileged children cannot afford notebooks and other stationery material. As a result, they have little or no exposure to writing or reading or both. The organization believes this to be one of the major reasons for children unable maintain their interest in classes or practice what is learnt at school, causing in drop-outs. Pustak Abhiyana is about ensuring that each and every child has access to basic writing material for their education. This project is mainly aimed at rural schools.

Identify students who do not have access or have shortage of basic writing material.

Target the students in age group 6 to 16 from standard 1 to 10.

Provide basic writing material to such students either individually or by doing basic writing

material

donation drive in government and semi-government schools.

Make this a continuous process where Aashayein will provide writing material as and when the students have exhausted their supply.



### **Breakfast Serving**

The Breakfast Serving drive was the organization's first step towards serving underprivileged children in orphanages, mentally challenged places (called 'aashrams'), which was extended to old age homes later. This activity gives the foundation an opportunity to interact with kids and senior citizens. Every Sunday morning, Aashayein members visits an 'aashram' and serves breakfast. The purpose is also to identify the requirements, problems and challenges faced by the authorities who run these foundation and support them monetarily or non-monetarily. Identify orphanages and old age homes which have monetary constraints.

Serving breakfast to such orphanages or old age home every Sunday morning.

Maintain a database of orphanages or old age homes for collaboration to meet their other needs either directly or referring the same to a partner NGO.

To serve as a platform for new members to be introduced to Aashayein's volunteers and programs and for all volunteers to meet and share their ideas and thoughts to help the organization attain its goals.

## **SWOT Analysis**

### **Strengths**

- Community participation
- Less complex administrative structure
- Volunteer staff in many roles
- Flexibility of approach, no rigid guidelines
- Use of local resources
- Efficient delivery of services at substantially lower costs

### **Weakness**

- Weak Human resource policies

- Understaff
- Accountability and transparency
- Operations are small in scale

## **Opportunities**

- Grant may be from a government or private agency or group
- Tax exempt

## **Threats**

- Very vulnerable to economical crisis
- Funding problems

## **TERMINOLOGIES**

1. Onboarding
2. References
3. Empowerment
4. Underprivileged
5. NGO

### **Objective of the study**

The Target for my first task is to get at least 8 Onboardings in 21 days by generating leads from various sources

The Second task is to guide the teams in collecting and onboarding the candidates that are given as leads by the interns' team. The total onboard from my team should be minimum of 5 from all the candidates in my group candidate.

The third task is to train the existing employees i.e Core Team. Allocating their work. Getting a minimum of 5 onboard daily.

The fourth task is reporting & promotion, where I have to report to my Supervisor daily. The performances of all the candidates should be monitored and given a promotion

after completion of the task.

### **Scope of study**

The work that was allotted when joining the foundation is to generate leads. The leads can be generated using various platforms like LinkedIn, Internshala, Etc. Those leads will be then on boarded after being interviewed by the core team of the supervisor that I was assigned. After completion of the minimum requirement of the task and tenure of 21 days, I have been promoted to Assistant Supervisor. As an Assistant Supervisor, I was responsible for maintaining a group of interns and a core team with two interviewers, two Process Partners, and an MIS. I have to conduct weekly meetings with the team and ensure all of them are performing their best. I will be reporting the daily performances of the interns to my group supervisor daily. This helped me in learning how to handle teams and experience in guiding to team to success. This has also the increase my knowledge of HR department.

## **My Job Profile**

Following is the Job Description outlining my role and responsibilities at Aashman Foundation:

Running internship drives on college campuses

Using online sources to enroll candidates

Screening resumes and application forms

Post, update & remove internship ads from intern boards, career pages, and social networks

☐ Work from Home

☐ Target



- The Target for the first task is the total onboarding from my referrals should be a minimum of 10 Candidates

#### ☐Reporting

- Daily reporting to assistant supervisor

### **Contribution during SIP**

Lead Generation by advertising in LinkedIn and other social media platforms posting the job vacancies and posters on various platforms to get potential leads

Screening and Selecting the potential candidates

The screening of candidates resumes with their experience and educational background

Post vacancies on various platforms

Managing and training new trainee interns

training and guiding new and existing employees

Reporting to superiors daily

reporting on the status of applicants

discussing the performance of candidates

### **Actual Work Done by me**

AASMAAN FOUNDATION is an NGO that helps widows, Underprivileged children, Underprivileged old ones, and destitute ones. They conduct various campaigns and camps like Milk for everyone, Sanitary pads for the needy, Etc.

As an intern, I was responsible for recruiting people for internships. This process involved hosting vacancies on various platforms like LinkedIn, Facebook, Instagram, Internshala, Etc. The candidates are then followed by screening eligible profiles. The shortlisted candidates were then made to fill up the application form for further processing.

## **Learnings from the internship**

The things that I learned from the internship are:

- Lead Generation
- Generation of leads from various sources like Linkedin and social media platforms
- Convenience to the Clients
- Convince to my Clients and make sure they are fit
- Checking the eligibility of candidates
- Selection Techniques

- Phone and WhatsApp call
- Calling the candidates and ask them questions to know about our company
- Mentoring and guidance of my Clients
- Calling the Clients day to day for Documentation
- Solving the issues faced by Clients
- Time management
- Submitting the report on time

### **Limitations**

Market research is conducted to various respondents so biases such as mood, feelings act on research settings. The responses from the respondents could be biased which ultimately affects the results shown by marketing research.

## **Research methodology**

### **Task 1: Recruitment & Selection:**

- posted a job post on LinkedIn, Apna, etc.
- I have asked my professional friends for the suggestion for hiring candidates
- They have mentioned many sites and I have created a job post on that
- floated the vacancies among friends who are looking for internships

- Posted the vacancies in the WhatsApp groups
- contact Colleges and other sources for leads
- Mail colleges for internship offer for their students
- Contacted helping hands for the leads
- screening the resume of applicants
- Filtered the candidates with their education
- Willingness to work without stipend
- Made them fill the form for further processing
- They are required to fill the form in which they will be asked for their contact details
- The details will be used for interviewing and processing of candidates if selected

### **format of taking Interviews:**

Hi " candidate name " how are you.

Are you ready for interview?

#### **INTRODUCTION PART**

Tell me about yourself .

What are your hobbies?

What are your strengths and weakness ?

"You can add more questions "

#### QUESTIONS RELATED TO DEPARTMENT

Why you choose this department?

Do you have any past experience in this department?

#### TELL CANDIDATE ABOUT INTERNSHIP

You know it's an unpaid internship?

Are you on WhatsApp, Facebook and Instagram.

You know what kind of task you have to do in Internship ?

#### **Task 2: Performance management & Employee guidance**

- Managing a team of interns and core members
- Training the interns about task
- How to generate lead and the process of selection
- Conduct weekly meeting to boost and appreciate their performances

- Appreciating the well-performed and encouraging poor performance candidates
- Clearing their doubts
- To review the performances of each intern
- Calculating the onboard percentage of each intern
- Maintaining Excel sheets daily
- Follow up on the candidates brought by interns

### **Task 3: Mentoring & Follow-up**

- Training the existing employees i.e Core team on their work
- Instructing their duties and responsibilities
- Clearing any doubts and problems they face
- Allocating work for each member



- Daily work allocation to start work
- Conducting weekly review meetings
- Meetings to discuss Referrals the challenges they face
- Motivating them
- Guiding them through the progress
- Conducting Problem-solving sessions with core team members
- Collecting feedback of interviewers from interns
- Maintaining Excel sheets and updating daily
- Updating on how many candidates they contacted and processed
- How many candidates are onboard each day

#### **Task 4: Reporting & Promotion**

Collecting reports of interns in the format of Report Format

Date:

Name:

No. of reference today:

No. of on boarding today:

Total no. of reference:

Total no. of onboarding:

Collecting reports of the core team as Report

Date:

Name of IP:

reviews done today:

Selected today:

Not selected today:

Reason for not selecting:

- Conducting weekly review meetings with the Interns
- Daily Reporting of both teams
- Discussing the performance of interns with supervisor
- Promoting the best candidates
- Filling up the promotion form for the candidates
- Explaining the next task and process of workflow.

## **Findings**

Internet is the emerging information technology with the credibility of immediacy and fastness, thus, it brings globalization in every aspects of communication. Communication through internet is more specified, with effective interactive strategy among its users. Indecent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Marketing communications becoming precise, personal,

interesting, interactive and social. Different strategies of communication are followed in various social networking sites like Face book, Twitter and Instagram. They not only create impact over the audience but also make them interact with the marketing statistics created. People get attached to Ashman foundation social networking sites than usual banner and pop up ads. These networking sites bring more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising. Therefore, it is necessary to study the effectiveness of Ashman foundation followed in social networking sites which are mainly accessed by Indian users. This research attempts to find the effectiveness of Ashman foundation promoting and advertising their brand in social networking sites. The effectiveness is determined with the help of survey from people who use these sites, and the content of three social networking sites is analyzed.

In its current form, internet is primarily a source of communication, information and entertainment, but increasingly, it also acts as a vehicle for commercial transactions.

Since the explosion of the web as a business medium, one of its primary uses has been for marketing. Soon, the web could become a critical distribution channel for the majority successful enterprises. One among them is marketing and spreading Aashman foundation through Social networking sites. Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They

typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups. As World Wide Web grew in popularity, social networking moved to web based applications. In 2002, social networking era really started.

IN 2006, anyone with an email address could sign up in social networking sites. Now advertisers

target more over to these media due to high rush in variety of audiences. So they hire this as the

ideal platform to communicate their brand and create an effective brand identity through highly effective and interactive communication strategy. Most of the advertisers present their ads in interactive form so that people tend more to check them and gain a little knowledge about the product. There are various forms of Ashman foundation available in social networking sites. The effective way Ashman foundation present in these networking sites would be the main aim of the study.

### **Suggestions**

- The Internship Roles and Responsibilities should be clear
- The Description should mention all the work they will do in their tenure
- The description and the given work shouldn't differ

- Guiding of the candidates should be better
- Training on how to generate leads can be given
- The Supervisor should be given some tips on how to handle teams
- Supervisors should be polite
- Can conduct activities to keep all employees engaged
- The time taken for issuing the completion certificate can be less

## **CONCLUSION**

The work done by NGOs goes a long way in nation building. With the Corporate Social Responsibility (CSR) Act mandating 2% spend by large corporate on social issues, NGOs have

The potential to touch millions of more lives through their work. Over the years, NGOs have

Streamlined their operations and enhanced their scales. Functioning of established NGOs is akin To big corporate organizations – there are well-defined KPIs and targets to meet. NGOs need to Be transparent in their work and ensure that the funds raised benefit those for whom they are Intended. This is a good trend, larger and more accountable NGOs will be able to deliver more Effectively and efficiently, making best use of resources. NGOs are already proving to be agents Of change. In times to come, they will continue to play a significant role in helping large sections Of the Indian society come out from the quagmire of poverty and distress.

Social media marketing strategies are never consistent, and there is no golden rule to follow.

The most important aspect is to get to know the specific audience and create content that is Valuable for them. However, there are some guidelines' that can be helpful, which this study has Explored and discovered. The thesis aims to explore what social media marketing strategies are Efficient for non-governmental organizations to apply on Instagram, to create user engagement. It Focuses on a specific organization but has discovered some general guidelines for minor Organizations to follow. There is no proof that these guidelines are usable for other organizations Or companies, but some of the findings could be useful when improving social media marketing, Regardless of who is using the guidelines. As social media marketing continues to expand in Usage, more focus on knowledge concerning social media marketing, is developed. There is a Need for social media specialists and the profession is requested.

I believe that the gap between

Organizations and companies on Instagram will increase because of the challenges that minor Organizations and companies stand before. The more traditional media landscape, where media

Conglomerates ruled the field is shattering, but it does not mean that the gap is disappearing. I

Believe that the focus shifts from money to knowledge, which ascertains the need for this guide.

To compete in the field of social media, knowledge is vital, and organizations or companies that

Do not possess that knowledge have to adjust their business to follow social media development.

The study has presented helpful guidelines for NGOs to create engaging content on Instagram

Since it is stated that there is no “one for all” strategy, rather dynamic tactics and approaches that

Needs to be monitored and developed through time.

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## Websites

<http://www.aasmaanfoundation.org/about.html>

[https://en.m.wikipedia.org/wiki/Aashayein\\_foundation](https://en.m.wikipedia.org/wiki/Aashayein_foundation)

<https://oorjaa.org/socialsector/aashman-foundation/>