

SUMMER INTERNSHIP PROJECT

“A STUDY OF HUMAN RESOURCE PRACTICES ADOPTED BY NGO WITH SPECIAL REFERENCE TO AASHMAN FOUNDATION”

Submitted to:

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(An Autonomous Institution)

Affiliated To:

Rashtrasanth Tukadoji Maharaj Nagpur University

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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

“A Study of Human Resource Practices Adopted by NGO With Special Reference Aashman Foundation” has been carried out by **Ms. Ashlesha Pradeep Dongre** during the summer internship project. This study was done in the organisation of **Aashman Foundation**, in partial fulfilment of the requirement for the degree of Master of Business Administration from DMSR, G.S. College of Commerce & Economics, Nagpur Affiliated to R.T.M. Nagpur University.

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.Afsar Sheikh
(Faculty Guide)

Sonali Gadekar
(MBA Co-Ordinator)

CERTIFICATE





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 “**Ms Amanpreet (VJAman)**” for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor “**Dr. Afsar Sheikh**” for helping me during the project. I am thankful to the principle of G.S College of Commerce and Economic Nagpur.

“**Dr N.Y.Khandait**” and to the Dean of the DMSR“ **Mr. Anand Kale**”

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

(Ashlesha Pradeep Dongre)

Undertaking

I, **Ashlesha Pradeep Dongre**, hereby undertake that the project work entitled “A Study of Human Resource Practices Adopted by NGO With Special Reference Aashman Foundation”, Nagpur is my own work and to the best of my knowledge and beliefs is not submitted to any university for any degree.

Ashlesha.P.Dongre

G.S.College Of Commerce & Economics

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INTRODUCTION

Human resource management is the organizational function that manages all of the issues related to the people in an organization. That includes but is not limited to compensation, recruitment, and hiring, performance management, organization development, safety, wellness, benefits, employee motivation, communication, policy administration, and training.

Human resource management is also a strategic and comprehensive approach to managing people and the workplace culture and environment. Done well, it enables employees to contribute effectively and productively to the overall company direction and the accomplishment of the organization's goals and objectives.

The department members provide the knowledge, necessary tools, training, administrative services, coaching, legal and management advice, and talent management oversight that the rest of the organization needs for successful operation.

Human resource management, HRM, is the department of a business organization that looks after the hiring, management and firing of staff. HRM focuses on the function of people within the business, ensuring best work practices are in place at all times.

Human resources are also identified by other terms like 'personnel', 'people at work' 'human assets' and 'human capital'. Human assets are intangible as they exist within the human resources

The importance of human resource management

The role of HRM practices are to manage the people within a workplace to achieve the organization's mission and reinforce the culture. When done effectively, HR managers can help recruit new professionals who have skills necessary to further the company's goals as well as aid with the training and development of current employees to meet objectives.

A company is only as good as its employees, making HRM a crucial part of maintaining or improving the health of the business. Additionally, HR managers can monitor the state of the job market to help the organization stay competitive. This could include making sure compensation and benefits are fair, events are planned to keep employees from burning out and job roles are adapted based on the market.

HR in Organizations

Generally, all managers in organizations are regarded as HR managers. College Dean, Matron, Sales managers, and Supervisors are all assumed to engage in HR management, but their effectiveness and efficiency depend on how HR system is being organized and managed in organizations. Essentially, it is inappropriate to engage a Matron (Head nurse) or an Engineering manager in designing and administering HR activities such as pay system and reward; human resource planning; recruitment and selection; employment regulations etc. Therefore, medium and large organizations create HR department and equip it with HR specialists that can conveniently handle these activities. However, smaller

organizations do engage in some of these activities, where the owner usually handles them. And in some other small businesses, clerical assistant is employed to handle the payroll systems, record keeping and other clerical work. Supervisors and Managers (irrespective of their departments) are involved in recruiting, selecting and training prospective employees, as a result these activities tend to shift their attention away from their primary assignments and reduce the time they spend on their core and other business area.

Organizational development is a critical aspect of fundraising. If the systems of your organization are set right, you not only perform better, but you also have the prospect of attracting donors to support and empower you. The “Human Resource Management for NGOs” here aims to make small and medium-sized NGOs understand and assess organizational behavior and functioning; manage organizations through planning, implementing and monitoring activities strategically; improve the performance of their staff; build effective management systems, policies and plans and improve long-term sustainability and resource mobilization.

Concept of Non Governmental Organization

A non-governmental organisation (NGO) is a legally formed organisation run by natural or legal people that is not affiliated with any government. Governments typically use the phrase to refer to entities that do not have government status.

A non-governmental organisation (NGO) is a citizen-based group that acts outside of the government, usually to distribute resources or serve some social or political goal. The World Bank divides non-governmental organisations into two types: operational NGOs that focus on development initiatives, and advocacy NGOs that focus on supporting a cause.

What do NGOs do?

NGOs can work toward a range of objectives depending on their type. According to the World Bank, there are two sorts of non-governmental organisations (NGOs): operational and advocacy. Advocacy NGOs promote specific issues, whereas operational NGOs focus on development programmes. Many NGOs, particularly major ones, deal with both sorts at the same time, albeit they tend to specialise in one. Emergency relief, international health education, women's and children's rights, economic development, environmental activism, disaster preparedness, and other areas of engagement are all possible

Other Types Of NGO's

Within the two categories of operational and advocacy, NGOs can be divided up even further based on their specific areas of work. Here are some of the main types:

- ✚ BINGO – A “big international” NGO, such as the Red Cross. These are also called “business-friendly” NGOs.
- ✚ INGO – An international NGO such as Oxfam.
- ✚ ENGO – An environmental NGO like Greenpeace.
- ✚ RINGO – A religious international NGO such as Catholic Relief Services.
- ✚ CSO – A civil society organization like Amnesty International.
- ✚ GONGO – A government-organized organization like International Union for Conservation of Nature.

Importance of NGOs in India:–

The Human Resource Management “HRM” in a non-governmental organization “NGOs” is not different to HR in any other firm, but the problems that HR manager faces within the NGO industry are quite unique.

There are three different dimensions of the importance of HRM in NGOs. To begin with, the personnel services is out of the context of taking the employees for physical capital. The employees of profit organizations are usually considered as physical capital; while NGOs see them as the most important values of the organization and consider them the backbone of the organization.

How are NGOs funded?

NGOs are funded primarily through grants, loans, membership dues, and private donations. They are also able to get funding from government organizations without losing their NGO status. While some NGOs depend on this type of funding, governments can't be involved in decisions or oversee what the NGO does.

Each NGO needs to set up their own HR Unit in order to:

❖ Maintain a healthy working environment

Creating a workplace where employees feel comfortable, supported, and motivated. It's crucial to the success of the organization, but it takes time and expertise. An HR unit creates policies and procedures which create a fair workplace.

❖ Attract and retain top talent

Recruitment, onboarding, talent management, performance management, learning and development, are all business functions handled by the HR department.

They are crucial to create a workforce that will drive business performance to the top.

HR Practices

Any practice that deal with enhancing competencies ,satisfaction, commitment and culture building can be consider an HR practices.

❖ HR practices can play 3 major role ,these roles are :-

1. Building critical organisation capabilities
2. Enhancing employee satisfaction
3. Improving customer satisfaction



Scope for HR Practices in India

In India, there is a lot of room for HR practises. In India, there are greater opportunities to introduce HR strategies to boost employee productivity. In comparison to other industrialised countries such as Japan and Canada, where an ageing population is a problem, India has distinct personalities, and the 20–25 year age bracket represents a window of opportunity known as the demographic dividend. This "**demographic dividend**" indicates that India has a higher proportion of working-age people than other large developing and developed countries.

As a result, the reliance ratio is low, giving the economy a cost advantage and increased competitiveness. There are more opportunities to incorporate new methods into Indian businesses and position India as a global competitor. Furthermore, the worldwide skilled workforce shortfall is predicted to reach 56.7 million by 2020 as a result of the ageing economy problem. With the global trend of outsourcing jobs, India has the potential to become a global reservoir of trained manpower, with 28 of the world's lowest-cost economies accounting for 28 percent of the graduate talent pool.

India has a distinct edge over other countries in that it can meet both its domestic demand for Human Resources (skilled manpower) and the labour shortages in other countries. To influence its position, the government is taking proactive initiatives to fill the existing talent gap.

Comparative Analysis of HR Practices in Public and Private Sector

Nowadays, top managements of organisation in India are paying increased attention to HRM because they have realized that Human resources need to be closely integrated with planning & decision-making based on sound policies and practices.

1. To create a climate of openness and trust.
2. To build collaborative culture, whereby everyone is an important member of an effective team to promote human capabilities and competencies in the organization.
3. To bring about integration of the individual and organizational goals.
4. To improve the quality of work-life.

Best HR Practices in Public sector in India

Steel Authority of India Limited (SAIL) the country's leading steel-making company and a Maharatna' Public Sector Enterprise has won the prestigious SCOPE Award for Best Practices in Human Resource Management for the year 2011-12.

Some Differentiators That Impact HRM Practices In Indian

Organisation

- The Indian culture is deeply rooted in its society and collectivistic values so it is easy to collaborate at the work place ,work in teams and groups
- The natural ability to work hard and for long hours and need to earn money
- Availability of large education group of individuals with different calibre of knowledge and skill
- Compensation and benefit cost continue to provide a competitive advantage for Indian making it a preferred business location the world over

The benefits of HR practices

- ❖ **A higher rate of employee productivity:-** Research has shown that employees can perform at a much higher rate of productivity when supervisors and managers pay more attention to them.
- ❖ **Maintains organizational culture:-** The culture of your business impacts every person within your company. With a healthy company culture, you obtain employee retention, a good reputation, increased productivity and quality.
- ❖ **Increases employee satisfaction:-** Effective HR management will support your employees, understand employee motivations, and ensure the best employee experience is being met.

- ❖ **Training and development:** Training needs of an employee are identified. Continual learning will mean that employees can keep their skills up to date and bring valuable and innovative ideas back to the company.

For example,

HR practices include formulating a method for measuring and analysing the effects of a particular employee rewards program. Other examples include the creation of a program to reduce work-related injuries, and building a framework to ensure employment laws are adhered to.

HR Practices

HR practices include in different organisation are :-

- HR Planning
- Recruitment And Selection
- Training And Development
- Performance Appraisal
- Carrera Planning
- Promotion And Transfer
- Reward And Recognition

- **HR Planning**

HR Planning is to ensure that the organization has the right types of persons at the right time at the right place. It prepares human resources inventory with a view to assess present and future needs, availability and possible shortages in human resource.

There upon, HR Planning forecast demand and supplies and identify sources of selection

- **Recruitment & Selection**

Recruitment is the process in which people are offered selection in an organization. It is when prospective employees are searched for and are then encouraged to apply for jobs within the organization.

This is just one step in the process of employment however it is a long process that involves a series of tasks, starting with an analysis of the job requirements and ending with the appointment of the employee. Specific tasks involved in the process of **recruitment** include:

- Analyzing job requirements
- Advertising the vacancy
- Scrutinizing applications
- Shortlisting candidate

Recruitment activities are typically performed by Human Resource practitioners, either internally or externally. **Internal recruitment** sources are promotion, transfers, retrenched employees, contact

or references, ex-employees, retired employees, etc. **External recruitment** sources are recruitment through advertisement, campus recruitment

Types of Recruitment

There are two types of recruitment in this organization. They are:

1. Internal Recruitment
2. External Recruitment.

☐ **For Internal Recruitment:**

The principal methods are-

- ☐ Job posting
- ☐ Use of computerized skills inventories
- ☐ Referrals from other departments

☐ **For External Recruitment:**

Organizations rely on-

- ☐ Advertisements
- ☐ Public or private placement agencies
- ☐ Field recruiting
- ☐ Including campus recruiting

Selection:

Selection is the process of identifying an individual from a pool of job applicants with the requisite qualifications and competencies to fill jobs in the organization. This is an HR process that helps differentiate between qualified and unqualified applicants by applying various techniques.

Some activities include: -

- Screening
- Eliminating unsuitable candidates
- Interviews

The selection process is a largely time-consuming step in an employee's hiring experience. HR managers must carefully identify the eligibility of every candidate for the post, being careful not to disregard important factors such as educational qualification, background, age, etc.

Training and development

Training is one of the important activities of human resource management. In the training process companies try to motivate and train the employees in a manner so that they can work more effectively in the future

Motivation

Motivation is to inspire people to work, individuals in such as to produce best results. It is the willingness to exert high level of effort towards organizational goals, conditioned by the efforts and ability to satisfy some individual needs. An important part of the retention of staff, reducing staff turnover and minimizing absenteeism at work is ensuring that staff are properly motivated. The wage should be increased, the facilities should be insured and social security should be confirmed.

Organisation Profile



Aashman Foundation is a non for profit organisation working resolutely towards promoting the cause of women, empowering single income families and promoting child education, through its various livelihood programs. Through our various endeavours our aim is to protect and promote the well-being of underprivileged sections of the society and create a positive impact as responsible stakeholders of society.

Aashman Foundation is a NGO And it's helps the poor children as well as Single Earning Widow Family. The brand ambassador of the foundation VJ Aman, has played a pivotal role in the campaign as she voices the concerns of such women through her videos and helps spread awareness about the campaign on the social media platforms to gain momentum in the public eye

Aashman Foundation, a non-profit organization which works for upliftment of the families of single income widows and supports the women by empowering them with skills that enable them to become the bread earners of their family. Skills like stitching, beauty parlour, patient care, computers etc. are taught by the NGO.

Type	Non-profit
Sub Type	Society
Start Year	2018
Number of Employees	300+
Contact No.	8427807716
Emailed	delhi@aashmanfoundation.com
Address	Panchukl Haryana
Mission	The dream of AASHMAN Foundation is to work unconditionally on Women Empowerment, Single Income families and underprivileged children through relevant healthcare, innovative education and environmental based livelihood programs.
Vision	Our work aims to break the vicious cycle of poverty and social isolation and to restore hope for a better future. We believe that every person has the right to access resources and opportunities in order to live and develop with dignity and to become an active and contributing member of our society.

About Aashman

- The dream of **Aashman Foundation** is to work unconditionally on Women Empowerment, Single Income families and underprivileged children through relevant healthcare, innovative education and environmental based livelihood programs. For an organisation which started its operations just over a year ago, it is breath-taking to see how far they have come.
- Aashman Foundation, a non-profit organization which works for upliftment of the families of single income widows and supports the women by empowering them with skills that enable them to become the bread earners of their family. Skills like stitching, beauty parlour, patient care, computers etc. are taught by the NGO. The brand ambassador of the foundation VJ Aman, has played a pivotal role in the campaign as she voices the concerns of such women through her videos and helps spread awareness about the campaign on the social media platforms to gain momentum in the public eye. Aashman 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 Aashman Foundation has more than 100 volunteers who work hard round the year for the betterment of the society. Over the years, Aashman 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.
- Aashman Foundation works with a vision to create a society where children can prosper to their complete potential and enjoy equality in its true essence.

- **AASHMAN** promotes the culture of kindness and wants to instill the sense of giving back to the society amongst modern youth.

EMPOWERING CHILDREN

We believe that children are the future of our country. If a country has to develop, empowering children is a must. All our projects thus are based around children.

ENSURING BETTER LIFE

Almost 1/3rd of India's population still lives below the poverty line. The only magic trick to uplift all of them is good education which can provide them good employment. We constantly strive for this so that the children can get better lives and uplift their families out of poverty.

EDUCATION FOR ALL

AASHMAN Foundation believes in education for all irrespective of their caste, creed or socio-economic background. The kids we teach at our centres are from diverse backgrounds. It is our dream to provide every child in India with quality education

SPREADING SMILES

All our projects and events have one common goal - to spread smiles. A perfect smile on the face of the kid makes all our efforts worthy



Project taken by Aashman Foundation

Project: Ability Development

Skills transform lives and drive economies. Without adequate investment in skills, people languish on the margins of society, technological progress does not translate into economic growth, and a society is unable to compete in an increasingly knowledge-based global arena. People with poor skills face a much greater risk of experiencing economic disadvantage, and a higher likelihood of unemployment and dependency on social benefits. Skills affect people's lives and the well-being of nations also in ways that go far beyond what can be measured by labour-market earnings and economic growth.

Project: Women Empowerment Centre

To promote or undertake activities for the promotion of, or to provide credit as an instrument of socio-economic change and development through the provision of financial and social development services for the upliftment of women. To support women to become independent in spirit, in thought, in action and have full control over their lives rather than be the victim of the actions of others. This particular project by the organisation aims to achieve socio-economic empowerment of women through their operational units.

Project: Widow Support

The NGO supports widows by providing them with monthly grocery, medical treatment, and also education to their children. Apart from this they support them through their project called Socio-Economic Empowerment of Women. They provide them with rural based skill training to make them self-sufficient and further aide them manage credits so that they can

safeguard their hard earned money and multiply their savings. Upliftment of widows socially and financially is one of their primary objectives.

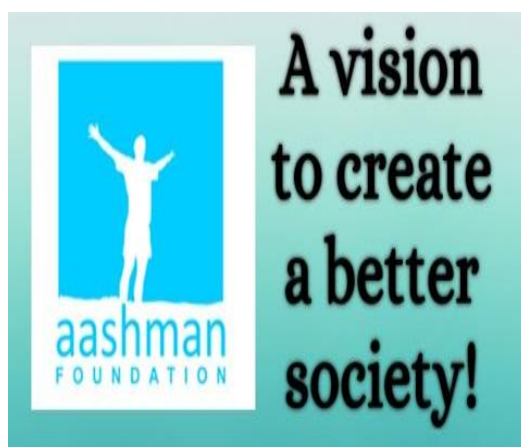
Child Mentor Programme

Child Mentor Programme (CMP) is an initiative to connect directly with the kids. Each volunteer selected for the CMP will be given full responsibility of 1 kid studying either in municipal school or private schools but having a poor socio-economic back ground.

The volunteer will have to look after the education, health, regularity at school and social aspect of the child. She/he will have to dedicate a minimum of 3 hours a week i.e. 12 hours/month (Preferably 3 hours every week) towards his/her respective student.

Food for Thought Project

Food For Thought started back in the year 2013 as a fund raising event. Our volunteers set up a temporary food stall for 10 days in this event on the hustling youthful and vibrant IIM road. Different food items are prepared and sold by the volunteers in the stall for 10 days and all profits are donated for our various grass-root projects like notebooks distribution, child mentor project, etc



The growing importance of human resource practices **in the NGO, volunteer and not-for-profit sectors**

- The “Human Resource Management for NGOs” here aims to make small and medium-sized NGOs understand and assess organizational behaviour and functioning; manage organizations through planning, implementing and monitoring activities strategically; improve the performance of their staff; build effective management systems.
- Human resource management is the management of the people who work in an organization.
- Human resources or the people working in the organization are the most important resource. Human resource management is the process of employing people, training them, compensating them, developing policies relating to the workplace, and developing strategies to retain employees in NGO.
- Human resources' main role is to improve employee performance, which makes the overall company function better and achieve more
- HR professionals can take a key role in shaping their organization's strategy and contributing to its future success because they know the workforce better than most thus HR is an important part of an NGO .
- Human resource management is the back born of any organization The success of any NGO more or less depends upon the effective and efficient human resource thus the importance of HR department in this NGO sector also has increased over the years.

THE ROLE OF HUMAN RESOURCE MANAGEMENT IN NGOs

- The Human resource management (HRM) is a strategic approach that focuses on managing people in organizations in a structured and thorough manner. This Process refers to policies, practices and systems which influence employees' behaviour, attitude and performance.
- HRM is a crucial component that built the quality of Human capital, which plays a critical role in creating and sustaining high-performance organization.
- Each NGO needs to set up their own HR Unit in order to

❖ Maintain a healthy working environment:-

Creating a workplace where employees feel comfortable, supported, and motivated. It's crucial to the success of the organization, but it takes time and expertise.

An HR unit creates policies and procedure.

❖ Attract and retain top talent;-

Recruitment, on boarding, talent management, performance management, learning and development, are all organisation functions handled by the HR department. They are crucial to create a workforce that will drive organisation performance to the top.

THE IMPORTANCE OF HRM IN NGO

The Human Resource Management “HRM” in a non-governmental organization “NGOs” is not different to HR in any other firm, but the problems that HR manager faces within the NGO industry are quite unique.

There are three different dimensions of the importance of HRM in NGOs. To begin with, the personnel services is out of the context of taking the employees for physical capital. The employees of profit organizations are usually considered as physical capital; while NGOs see them as the most important values of the organization and consider them the backbone of the organization.

In addition, the employees of NGOs are affected by intrinsic values and they are motivated by these values. The missions of organizations, the democratic nature of organizational culture, and the significance to individuals can be counted as intrinsic values. Furthermore, employees are the most critical stakeholders regarding the strategic plans of NGOs. As it can be inferred from these three dimensions, the human factor underlies the sustainability of NGOs. For this reason, human resources management is considered the primary element in such organizations.

As a part of that, HRM for NGOs ensures sustainable growth. It is the essential strength upon which employees’ strategies, processes and operations are based.

It basically aims to:

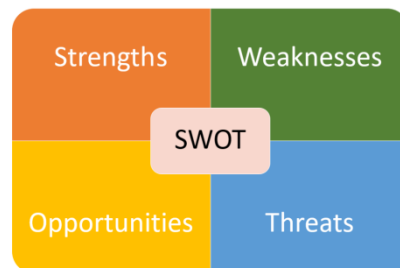
- Understand and assess organizational behaviour and functioning.
- Manage organizations through planning.
- Implementing and monitoring activities strategically.

THE GOALS OF HR in NGO's

HRM systems can be the source of organizational capabilities that allow organizations to learn and capitalize on new opportunities". We can conclude that HRM has an ethical dimension which means that it must also be concerned with the rights and needs of people in organizations through the exercise of social responsibility

- Support the organization in achieving its objectives by developing and implementing HR strategies that are integrated with business strategy.
- Contribute to the development of a high-performance culture.
- Ensure that the organization has the talented, skilled and engaged people it needs
Create a positive employment relationship between management and employees and a climate of mutual trust

Organisation Analysis



SWOT Analysis of Aashman

A SWOT exercise is a tool that has been found useful in many NGOs

Strength

- High Demand for Services
- One major donor

Weaknesses

- Lack of community awareness
- Under developed board of trustees

Opportunities

- Public service contracts soon to be put out to tender
- Developing links with the business community

Threats

- Other more established NGOs complete similar work
- Limited financial reserves

SWOT describe 'where the project or organisation is now the existing resources that can be used immediately and current problems that won't go away. It can help identify where new resources, skills or allies will be needed'.

Once you have completed your SWOT analysis you will be far better able to produce a strategic plan that incorporates all of the listed elements and provides a guide for future growth and expansion

Human Resources Practices in AASHMAN FOUNDATION

In our organizations, HR is a challenge by the multiple roles it is required to fulfil— administrator, strategic partner, challenger, champion of good people management, guardian of organization values, the conscience of the organization and governor.

Achieving the right balance is relying on HR, investing in its capacity and actively listening to the needs and concerns of managers and staff.

The six key work HR orientations identified are:

- Career development and opportunities for advancement
- Training opportunities
- Job influence and challenge
- Involvement and communication
- Performance management and appraisal processes
- Work-life balance

As a part of that, HRM operations are involved in many practices. The following practices, which are implemented to boost the effectiveness of the organizational environment, are considered essential: recruitment and selection, training and development, flexible reward, employee involvement, and Work conditions in order to clarify how the process of the HR unit in the development of the organization by selecting the best candidates.

- The purpose of the recruitment in an organization is to find potentially qualified job

seeker, who will be able to perform job duties. On the other hand, selection is the

process of selecting the most appropriate applicant from the group of recruited

applicants to complete the job concerned

- Training and development: Training is seen as a systematic approach to learning and

development that improves the individual, group and organization. Training also has effect on the return on investment since the organizational performance depends on employee performance because human resource capital of organization plays an important role in the growth and development of such organization

- Flexible reward: The reward system purpose is to pull talented candidates, to get them to be more effective at work, to motivate and keep those that have a superior fit with the enterprise. individual and collective reward and productivity of employees are the central drivers of the activity in any type of organization.

Therefore, every organization should take care at the offering of remunerations in manner to control the level of employee self-satisfaction in sustaining the performance.

- Employee involvement: It is argued that participatory decision making is a vital element to improve the work satisfaction of an organization .Employees believe that they have a value in their organization because of their involvement.

Work conditions: Working conditions are created by employee interaction with their organizational climate and include psychological and physical working conditions emphasizes that more attention needs to be paid to the identification and treatment of working conditions, because when an employee has a negative feeling toward the work that will influence on the organization's performance

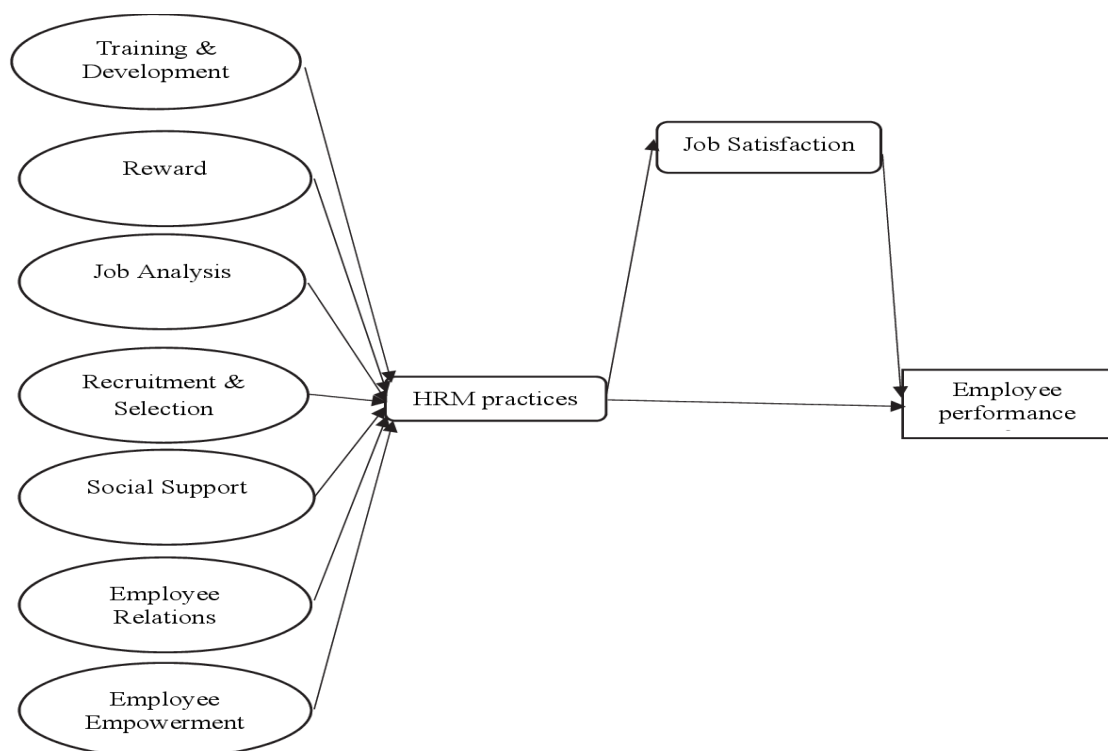


Fig. 1. Research framework

Objective Of NGO

1. To help and generate training programme for self-employment of women and educated unemployed people and to work for adult education.
2. To provide help under health & nutrition services for women and children.
3. To create Training/education centre and health centre.
4. NGO provides free education, training programs and other information.
5. To work for the social development of underprivileged individuals, groups and communities
6. To encourage and popularise voluntary work.

Objectives to study

1. To develop effective coordination and communication within the organization of an employee.
2. To improve the lives of people and work for the development of the nation..
3. To establish and use a workforce that is able and motivated, in order to achieve the goals of an organization.
4. To make ideas happen in the real world.
5. To develop formal communication skills and techniques to work in an organisation.

Scope of the study

1. Young minds have lot of enthusiasm in them. They have so many plans and strategies while growing up.
2. The feedback of an internship is very effective.
3. Proper planning leads to utilization of human resources.
4. Effectiveness of recruitment process increases efficiency of organisation.
5. We can explore various departments of NGO.

Need to study

- NGOs provide opportunity for the self-organization of society..
- They promote local initiative and problem solving. Through their work in a broad array of fields – environment, health, poverty alleviation, culture & the arts, education, etc.
- NGOs reflect the diversity of society itself. They also help the society by empowering citizens and promoting change at the “grass roots”.
- Give opportunity to apply knowledge in real world environment.
- Knows about the time management ,discipline, and effective communication skills.

Contribution during SIP

During my internship i was mainly assign in HR department.Aashman Foundation

Always determine what jobs need to be done, and how many and types of workers will be required.

So, to ensure appropriate personnel are available to meet the requirements set during the strategic planning process. I believes that the quality work comes from quality workers who are well motivated and ready to take challenge to provide better service.

There are three units in HR:-

- ☐ HR Staffing
- ☐ HR Operation
- ☐ Training & Development

I was recruit in HR Staffing

HR staffing process was putting the right people in the right positions at the right times- is one of the most critical tasks any organization faces. The quality of the work performed can be only as high as the capabilities of the people performing it.

The work assigned me as a HR staffing unit is

- Recruitment
- Selection

Weekly task

Week1

In the start of my virtual internship I began as an HR intern .we were given a task which was basically a recruitment drive .the name of the task was Ek or Ek gyarah which means we had to recruit more people for the NGO for various department like HR, Marketing, Content writing, Graphic designing, Brand management.

Week 2

We had to recruit more people so we had to add images on social platform about the organisation what they actual work for to attract more people.

Week 3

After completing my task I had given the opportunities to lead a team of HR interns .I was assigned to a team of 6 interns from whom I take daily updates regarding the candidate they are bringing.

Week 4

During the 4 week there was competition between the groups leader and we had to get the most no. on intern on board with us. After getting the candidate we had to take the interview regarding the internship.

Week 5

After getting on board I got the opportunity to become as an HR supervisor and I use to lead 2 department one was Recruiting and other was marketing department i.e. posting the advertising and daily update on all social platform.

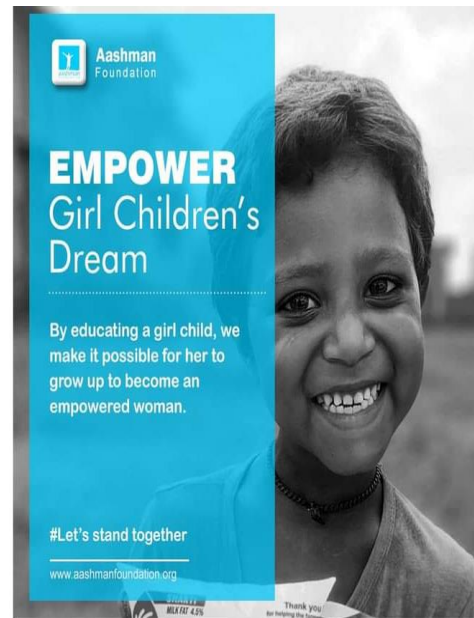
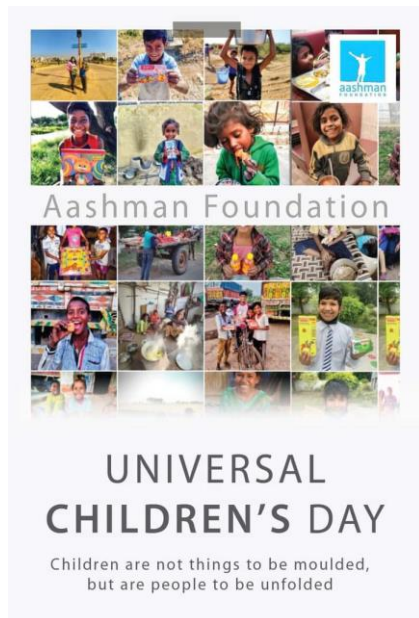
Week 6

The department which I was leading I had to take the daily updates from them and I had to assign them task and they use to report me daily regarding the task and I had to maintain the records in the excel sheet.

Week 7

I use to handle the onboarding process team . I us to take the interview and then allot the interns to the new team who had cleared the interview round.

Activity done by Aashman Foundation



Aashman Foundation

**End Child Poverty And Feed
The Needed Ones**



**Give Them Proper
Nutritious Food**

**Otherwise, It May Causes
Malnutrition To Them**

**AASHMAN
FOUNDATION**

14%

Every 5th child born in India is affected with malnutrition. Which has even impacted their mental state. In order to fight this we are here with u looking for your support to help.

Milk bank campaign:

Aashman Foundation has started this campaign known as Milk Bank Campaign. Under this we have taken an initiative to provide milk on daily basis for a month to children in need. We have targeted 2,021 children in need. Whom we will provide milk daily for monthly basis.



The back calculation of this campaign is Rs.25 a packet of milk.

One packet of milk 25-30 days = Rs.750 month for 1 child.

Therefore, to give 2,021 children we need 2,021 x 750 = Rs.15,15,750

Every small bit of your donation will count.

Support these children in need looking for your help and support to get basic diet of milk daily on monthly basis.



Make a donation today:
Name : Aashman Foundation
Account Number: 35362010000124
IFSC Code : COOP0001836
Bank : Union Bank Of India
UPI Id : aashman@uboi

For any further queries you can contact me:
mekushgupta@gmail.com

Visit us:

<https://instagram.com/aashmanfoundation?igshid=dgm7b8136f9>

<https://www.facebook.com/aashmanfoundation>

<https://www.youtube.com/user/496poonam>



Milk Campaign, Book Donation, Girl Education

Limitations

1. Due to the COVID-19 pandemic internship was conducted online
2. Information given by the respondent may or may not be accurate .
3. Company used Discord App as a communication platform, so there was difficulty to understand its operation.
4. Lack of availability of information and data, due to non availability of updated data.
5. Due to shortage of time it was not possible to pull all kind of information in this report.
6. Online internships leads to communication gap

Research Methodology

Research methodology describes of the method and type of research we use .Research comprises of two words “Re” and “search”. It includes primary source and secondary source of data. Survey method is used for this research.

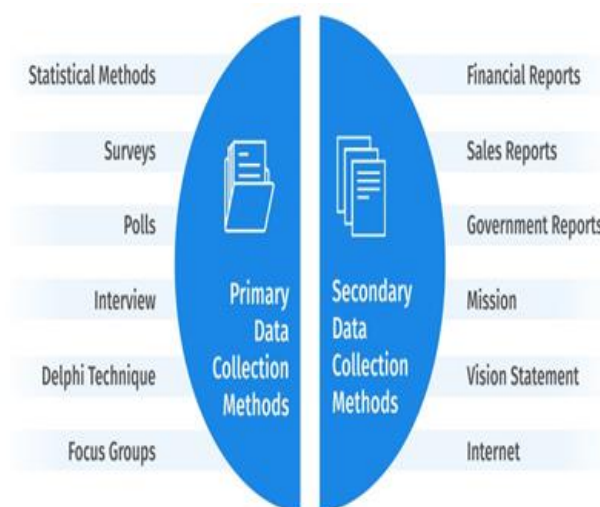
Research methodology is a systematic plan for conducting research or a way to solve a problem. It is a science of studying how research is to be carried out. Its aims to give the work plan of research. It is the systematic collection, analysis and interpretation of data to generate new knowledge and answer a certain question or solve a problem.

Definition: According to John Best, “Research is a systematic activity directed towards discovery and the development of an organized body of knowledge”.

TYPE OF DATA COLLECTION

Generally two types of data are used for any research, which are very important for the research; these can be discussed as -

- A. Primary data
- B. Secondary data



Data collection

A. Primary Data:

The Primary Data collection, the data is collected using methods such as interviews, questionnaire, observations etc. primary data means original data that has been collected specially for the purpose in mind. It is useful for current studies as well as for future studies.

The primary data collected from the field under the supervision of an investigator.

Types of primary data:

- ☐ Observations
- ☐ Personal interviews
- ☐ Questionnaire

B. Secondary Data

The secondary data are those which have already collected and stored. Secondary data easily get those secondary data from records, journals, annual reports of the company etc. It will save the time, money and efforts to collect the data. When statistical method are applied on primary their shape and became secondary data.

Types of secondary Data:

- ☐ Newspaper Articles
- ☐ Web Sites
- ☐ Research Papers
- ☐ Company Site

Findings

The findings in the recruitment and selection procedure of AASMAAN FOUNDATION are as below

- Most of the recruitments at AASMAAN Foundation were done through job portal's such as LinkedIn and Internshala.
- As interview process was conducted through virtual mode candidates were comfortable to talk with interviewer.
- It's found that selection procedure at Aashman Foundation was very effective as right candidates were chosen by the experts.
- Working environment of the company was positive and easy to learn.
- The NGOs always tries to find out the best human resources for recruiting.

Conclusion

It was an absolute good experience working at Aashman Foundation .The management had created a learning environment for us and I had got an ample amount of opportunities to learn and know my abilities . As an intern I had limited areas to work as it was virtual internship .

- NGOs play a very important role in the socio economic development.
- In the present competitive world, the NGOs sector, especially of the developing economies like India, is facing lot of tough competition, every NGOs is trying to devise innovative HR practices to attract best talent and give them comfortable environment to work.
- They had provide umbrella of services including the promotion of equality and, legal services, education and training programmes.
- The primary objective what I had learn in internship is to gather real life working experience and put these theory knowledge in practise.
- Compare subjective knowledge with practical approach of the subject.
- Develop formal communication skill and interpersonal relationship in the organisation.

Suggestion

- Communication gap should be fill with training process.
- Manager should interact to the intern on a regular basis giving briefs about organisation and its working.
- Blogs should be posted daily to active basis on social platform.

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