<u>**SUMMER INTERNSHIP PROJECT**</u>

"DIGITAL MARKETING STRATEGIES ADAPTED BY SHUBHAM NARI SHAKTI MAHILA KALYAN SAMITI"

Submitted to:

DMSR

G. S. College of Commerce & Economics, Nagpur

(An Autonomous Institution)

Affiliated to:

Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur

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NAAC Accredited "A" Grade Institution

Academic Year 2021-22

1

CERTIFICATE

This is to certify that the investigation described in this report titled **"DIGITAL MARKETING STRATEGY ADAPTED BY SHUBHAM NARI SHAKTI MAHILA KALYAN SAMITI"** has been carried out by **Ms. Ashwini Ashokrao Chaudhari** during the summer internship project. The study was done in the organisation of **Shubham Nari Shakti Mahila Kalyan Samiti**, in partial fulfilment of the requirement for the degree of Master of Business Administration of G. S. College of Commerce & Economics (An Autonomous Institution) affiliated to **R. T. M. N. U., 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. Afsar Sheikh   **Dr. Sonali Gadekar**

(Faculty Guide)   **(MBA Coordinator)**

<u>Certificate</u>

CERTIFICATE OF COMPLETION

ASHWINI A. CHAUDHARI

This is to certify that Ashwini A. Chaudhari, Master Of
Business Administration student of G.S. College Of Commerce
& Economics(DMSR), Nagpur has completed his/her
internship with Shubham Nari Shakti Mahila Kalyan Samiti
from the period of 12 January 2022 to 12 February 2022 as a
Brand Management Intern.

SHUBHAM MALVIYA
Authority signatory

Letter Of Recommendation

Shubham Nari Shakti Mahila Kalyan Samiti

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Letter of Recommendation

To,

Ashwini A. Chaudhari

Date:

14/02/2022

Ashwini A. Chaudhari worked as a **Brand Management Intern** for a period of 30 days at **Shubham Nari Shakti Mahila Kalyan Samiti.** During this time, He/She has given various duties and tasks ranging from marketing and operations to **Brand Management** and research.

I feel very proud to say that he/she worked hard for this internship and successfully fulfilled all the duties and was always eager to learn more.

He/She worked sincerely and with dedication, hence I, on behalf of **Shubham Nari Shakti Mahila Kalyan Samiti,** would like to personally recommend him/her for any future career responsibility & opportunity.

It is my strong belief, after seeing his/her work, that he/she will do an excellent job in all future endeavors.

With best wishes.

Congratulations!

Shubham Malviya President

SHUBHAM MALVIYA
Authorised Signatory
Shubham Nari Shakti Mahila
Kalyan Samiti

ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a Summer Internship project in **"DIGITAL MARKETING STARTEGY ADAPTED BY SHUBHAM NARI SHAKTI MAHILA KALYAN SAMITI"** and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **"Ms. Jahanvi 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. 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'm thankful to the Principal of G.S. College of Commerce & Economics, 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.

<div align="right">(Ms. Ashwini Ashokrao Chaudhari)</div>

Index

INTRODUCTION

Ω **Introduction to Marketing Management**

Marketing management is centred on creating, planning, and implementing strategies that will help achieve wider business objectives. These business objectives can involve increasing brand awareness, boosting profits, or entering into previously untapped markets. When we begin to consider the field of marketing management, it's important to look to marketing experts Philip Kotler and Kevin Lane Keller, who, in their book "Marketing Management," offer a standard marketing management definition as "the development, design, and implementation of marketing programs, processes and activities that recognize the breadth and interdependencies of the business environment."

These professionals need to study their customers, have a deep understanding of the methods and strategies that retain and delight them, and be active in measuring achievements and optimizing internal processes.

Think of it this way: A high school teacher does not just teach. They have to understand their students, create methods and strategies for passing on information, and track student progress through metrics and achievements.

In essence, the right marketing management processes should elevate a brand, establish a strategic marketing vision for an organization, and coordinate resources to get it all done.

Ω **Introduction to Non -Profit Organization**

A non-governmental organization (NGO) is a non-profit group that functions independently of any government. NGOs, sometimes called civil societies, are organized on community, national and international levels to serve a social or political goal such as humanitarian causes or the environment.

> ➢ NGOs, or non-governmental organizations, play a major role in international development, aid and philanthropy.

> ➢ NGOs are non-profit by definition, but may run budgets of millions or up to billions of dollars each year.

> ➢ As such, NGOs rely on a variety of funding sources from private donations and membership dues to government contribution.

As the name indicates, NGO is the short form of Non-Governmental Organization. NGOs work with main object of benefitting the society at large, which may include eradicating poverty, providing food, education, medical relief, sustainable development, protection of Environment at large. NGOs could be formed in various forms of organizations and every form of organization have different kind of requirements for its formation. NGOs can be in the form of Trust to be registered under Trust Act 1882, Society to be registered under Societies Registration Act, 1860 or Section 8 Company to be registered under Companies Act, 2013. Apart from the big manufacturing units and Multi-National Companies, NGOs are also contributing towards the social development of India. Therefore, the Role and functions of NGO in India is very important for the growth of the country as a whole.

Ω **<u>Roles and Functions of NGO:</u>**

NGOs are Non-Governmental Organizations that are involved in carrying out a wide range of activities for the benefit of underprivileged people and the society at large. They work to improve the welfare of society at large. Following are some of the functions of NGO:

Eradication of Poverty

Promote Education

Protection of Environment

Environment Conservation

Wildlife Conservation

Awareness about human rights

Providing Health and Nutrition

Providing Food and Shelter

Old Age homes

Adoption homes

Homes for Women

Sanitation and Hygiene

Animal Rights

Disease Control and Others

Women Empowerment

The members of NGOs identify the problems in the society and their resources try to resolve them by performing the above-mentioned functions. The members of NGOs work with the objective of charitable motive only, there is no self-interest involved, as the main aim of NGOs in India is to serve the poor people and the people who are suffering from natural calamities. However, these organizations have to comply with the rules and regulations as are framed by the government of India.

Ω **Importance of NGOs in India**:

The functions of non-governmental organizations (NGOs) play an important role in advancing our country's socio-economic development. However, due to its enormous democracy, there are still a number of challenges and millions of individuals that require access to exercise their rights. The following sectors have benefited from NGO's vital functions:

What is the Importance of Creating a Non-Profit Organization?

Even today, though, unrestrained economic inequality exists, and individuals struggle to obtain basic necessities such as health, food, clothing, housing, and education. This is when the nongovernmental organization (NGO) steps in to assist and serve. They do their job by filling in the blanks.

What are the Functions of Non-Governmental Organizations in India?

The functions of non-governmental organizations (NGOs) play a significant part in bringing about social change for the betterment and progress of society. It has been demonstrated that

these organizations are active in various parts of the world, and that they are dedicated to serving mankind and other noble causes. It is critical that the members of the NGO are well educated, inspired, and enthusiastic about the organization's mission and functions. The following are a few of the NGO's roles: The role of a social safety-valve NGO is critical in organizing public inconvenience and serving as an advocate for societal concerns and needs. They play an important role in the lending process.

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✓ Boost Government Efficiency

One of the functions of NGOs is to ensure that the government responds to citizens' concerns and solves their problems, thus making the government's work more responsible. NGOs are also allowed to make recommendations and support improvement and flexibility in government policymaking by contributing their own research and experience.

✓ The Function of Service

The non-profit organization serves as a means for people who are concerned about any social or economic problem to respond and provide a helping hand. NGO's aid in conflict resolution and foster an atmosphere of trust and confidence.

✓ Empowerment of Women

In working for women's empowerment, the performance of major NGO functions has come a long way. Fighting sati, dowry, cruelty, and other social threats to educating women, lowering the female feticide rate, and providing jobs to women are just a few examples. It is still doing all possible to eliminate gender inequity. Many foundations, such as Sewa, Agrani Foundation, Eklavya, and Environmental Action Group, work for such causes.

✓ Sustainable Development

This region requires the most attention because no one is willing to compromise their current requirements or harm natural resources in order to attain their selfish aspirations.

Non-profit marketing is the use of marketing tactics and strategies to amplify an organization's cause and mission, solicit donations, and attract volunteers and supporters.

Ω **Introduction to Marketing Strategy**

A marketing strategy is based on deep research and analysis, factoring what can positively or negatively impact on business success. This research forms the foundation of our

overall <u>marketing plan</u> and sets the direction for how to achieve company's vision, mission, and business goals.

Marketing strategy is the comprehensive plan formulated particularly for achieving the marketing objectives of the organization. It provides a blueprint for attaining these marketing objectives. It is the building block of a marketing plan. It is designed after detailed marketing research. A marketing strategy helps an organization to concentrate its scarce resources on the best possible opportunities so as to increase the sales.

Marketing strategy for a charity and non-profit organization is the use of marketing tools by a non-profit organization in pursuit of a variety of goals, which can range from **promoting the organization and its message to fundraising, encouraging membership, engaging volunteers, and driving political or social change.**

Marketing is as important for non-profits as it is for businesses, but the target audience is potential **donors and volunteers**, not potential consumers, and the challenge is to convince your audience **to donate money without necessarily getting anything tangible in return**.

Marketing is a very important function in business practices. It entails making the customer aware of the proposition of a product or service, making them buy the product/ service, and ultimately building a brand. In non-profits too, the marketing principles hold good because there is requirement of funds to carry on existing functions and to build capacities for future. So, the donor is our customer here, and the cause or project is a product.

Research and evidence have shown that market-oriented <u>organizations</u>, which understand the target audience thoroughly, are the most successful ones. How would one attract a customer (a donor here) if there are no efforts made towards building a brand and a customer base? So, let us understand the applicability of marketing principles for NGOs, to understand why they need

marketing and why it is necessary to realize the importance of concerted efforts and allocating resources towards it.

Ω **The marketing mix: 4Ps of marketing:**

Marketing mix is used as a tool by the managers to design marketing plans and to achieve desired results. It comprises of 4 Ps: Product, Place, Price, and Promotion. Drawing a parallel with NGOs,

- The **Product** for an NGO is the cause or idea it supports or a core programme or project. We know that many NGOs work on the same cause, like child education, health, women empowerment, etc. One needs to study the models adopted by other NGOs to have a clear understanding of what differentiates them, what is the unique proposition in terms of benefit to the beneficiary or otherwise.

- **Price** is the budget to be asked to the donor, the project or program cost. NGO needs to have the ability to explain what change the donation will bring about. In case of corporate donors, NGOs must project these costs as an 'investment', as the donor company has potential gains from this investment, like positive results for the brand, apart from the 'Social Return on Investment' (SROI). NGO needs to have the ability to demonstrate to the corporate donor how they can 'do well by doing good for the society', and use the business case to pitch for funding.

- **Promotion** refers to all the methods of communication that a marketer may use to provide information to different stakeholders about the product or service. In case of NGOs, promotional and communication material including the websites, social media platforms, and also proposals play role in promotion of the cause. These

days new innovative approaches are being used by non-profits for promotion of a social cause, like 'Walkathons' by NGOs like Seva Sahayog, Smile Foundation, and many others; 'social media campaigns' to increase awareness, while also gathering resources like funds and volunteers!

- **Place:** The final P, the Place denotes the ease of access to the product for the consumer. For businesses, distribution channels and resources required are planned under this head. In case of development projects by NGOs, current <u>CSR</u> trends suggest that the corporate donors look for a project implementation site that is close and convenient to the donor to visit, monitor, or engage employees. However, the actual need on the ground is the first and foremost criterion to design a plan.

Here's how else non-profit marketing can help.

➢ Non-profit marketing raises awareness.

Your non-profit organization is a brand; therefore, you need to raise awareness just like any other business or company. Marketing raises awareness of your brand, and **<u>brand awareness</u>** spreads the word about your organization and your overall cause.

➢ Non-profit marketing raises funds.

Non-profit marketing and **non-profit fundraising** go hand-in-hand. The more people that know about your organization, the more potential funding you can bring in.

➢ **Non-profit marketing drives donor memberships and recurring donations.**

Many non-profit organizations offer donation memberships and **monthly giving programs**, like **this one from Charity: Water**. These programs are valuable because your organization doesn't have to fundraise so actively and so often, and they can actually help you raise more money the **average monthly online donation** is $52 ($624 per year) compared to the average one-time gift of $128.

Marketing your non-profit gets your cause in front of fresh eyes and informs your donors about how they can consistently contribute.

➢ **Non-profit marketing recruit's volunteers.**

Non-profit marketing isn't just for funding — it also drives manpower (and woman-power!) to your organization. Regardless of industry or size, all non-profits benefit from volunteers, and marketing your organization can help bring in new hands.

Moreover, volunteers are **twice as likely to donate** as non-volunteers.

➢ **Non-profit marketing promotes your services.**

Awareness, funding, and volunteers are integral to your non-profit, but what about the purpose of your organization? What about the people, animals, or cause you're helping? Marketing can help with that, too.

The more people who know about your non-profit organization, the more people you can help.

Ω **Digital integration in marketing for charities and non-profits**

The non-profit "market" is becoming more and more crowded. In the wake of various situations of suffering and discomfort around the world, the causes that demand attention and need immediate action, both national and international, seem to multiply every day.

In addition, the **spread of COVID-19** has profoundly influenced the way that marketing strategy for a charity and non-profit organization can be practiced. Think, for example, of the <u>boom that has hit non-profit associations for medical research</u>, or the way that the <u>tools for online fundraising have changed</u>.

In such a context, it may seem outdated that much of the fundraising for many non-profits is done primarily using traditional sales and marketing techniques, such as face-to-face collection. The latter, for example, which seems to work in the short term, may have a long-term impact on trust — and not necessarily a positive one.

Choosing to reduce or eliminate face-to-face (f2f) personal contact may in fact allow you to **move beyond single-touch** ("street" or "door-to-door") fundraising, leaving ample room to focus instead on **an online-offline campaign designed to get leads and qualified donors**.

While these channels continue to prove effective for some segments, in order to **intercept the emergencies, sensitivities, and needs of different donor pools**, new measures and initiatives are needed to achieve greater **transparency and personalization**. **Digital integration** thus inevitably ends up being on the to-do list for most non-profit organizations.

Ω **Digital marketing strategy for a charity and non-profit organization: Social, email, video**

According to McKinsey, when things return to "normal," **75% of users who have gone digital** in these last few months of lockdown and social distancing **will surely continue to use the new tools**. In contrast, it seems highly unlikely that offline consumption will grow to pre-COVID-19 levels.

The truth, however, is that many third sector practitioners conceive of digital as simply a support for traditional channels. Yet **integrating digital into the marketing and communications plan** can increase the effectiveness of other channels, helping reach the potential of each within a **multi-touchpoint fundraising funnel**.

Some organizations, also aided by the emergency produced by the crisis, have taken the opportunity to begin a **digital transformation** that has led them to develop more flexible methodologies and tools. The pandemic has given a big push toward **diversifying revenue streams and supporter segments**.

At the same time, it has accelerated processes that had already begun to modernize the communication methods of organizations, who are increasingly forced to move in **an almost exclusively digital scenario**.

o **Social media marketing**

Social media marketing allows non-profits to share their messages globally and locally to target profiled audiences and respond quickly to emergencies. Social media offers non-profits many benefits:

✓ **Promote awareness**: Communicate the mission and new initiatives, campaigns, and issues, reaching the people who need support

- ✓ **Build community**: Grow the base and recruit potential volunteers, speakers, supporters, and mentors. They create channels and groups where people can interact, share resources, and stay informed about issues of interest

- ✓ **Motivate to action**: Encourage people to participate in concrete initiatives (such as sit-ins, marches, protests, marathons), lobby politicians to adopt certain policies, and organize fundraisers.

- ✓ **Make an impact through sharing**: They build an engaging narrative by celebrating victories both large and small, celebrating the contributions of every volunteer and donor, and communicating campaign results in real time

- o **Email marketing**

Email marketing is not only effective in supporting the business of large and small companies, it is also an extremely useful tool for non-profit organizations. Email marketing can make an important contribution in contacting and involving people through **direct outreach** that is spaced out over time.

Email marketing for non-profits:

- ✓ Helps keep the workload under control

- ✓ Activates contact with all selected recipients through a minimum flow of operations

- ✓ Develops a donor base (distinguishing different degrees of "loyalty" within it)

- ✓ Expands the reach of initiatives by reaching more recipients in less time

With the lack of time (and sometimes limited resources) faced by most employees (often volunteers) of non-profit organizations, email marketing is one of the best ways to **open and maintain a channel with supporters**. Moreover, through email, it is possible to **communicate the results achieved to donors**, in terms of the impact of the donations collected, and **show the organization's appreciation and gratitude**.

o **Video marketing**

Video, in its various forms, is confirmed as one of the most used resources within the content strategy of brands and institutions. According to the latest Wyzowl survey (2021 edition) for **93%** of marketers involved, videos are a fundamental part of their strategy.

They constitute a powerful tool that:

✓ Is used more and more with each passing year (the number of companies using video as a marketing tool has increased by **41%** since 2016);

✓ Hits the target of increasing understanding of products and services among potential and existing customers (**94%** of people surveyed have watched an explainer video to learn more about a product or service).

The unprecedented events of 2020 have profoundly affected the supply and demand for video, so much so that:

✓ 91% of marketers believe video has become even more important for brand communication

✓ 68% of consumers say the pandemic has affected the amount of video content consumed online, and the vast majority (96%) say the amount has increased

✓ 86% of video marketers say video has increased traffic to their website

- ✓ 94% of video marketers say video has helped increase users' understanding of their product or service

Video also continues to have **exceptional reach**: People enjoy this content online for an average of **18 hours per week** (an increase of 2 hours per week from 12 months ago and an increase of more than 7 hours per week over three years) and are **twice as likely to share it** as any other type of content, including social media posts, blog posts and articles, and product pages.

Ω **15 Effective Digital Marketing Strategies for Indian NGOs During COVID19**

In this period of **COVID 19 pandemic**, your *non-profit organization is hit with the biggest financial challenge* of all time. Having no money to operate, survive, and raise awareness for the cause you work, it seems impossible for you to compete and thrive in a world of bigger, louder, and more financially equipped competitors. In this pandemic, your donor's income has substantially gone down. They don't have money whether they are businessmen or salaried employees. Another challenge that your NGO is facing is that you can't meet your donors personally or can organize any of the fundraising traditional activities.

Build a Robust Digital Marketing Plan for an NGO

Making a perfect digital marketing strategy for your non-profits organizations is the first digital activity that you should do. Digital Marketing activities are very crucial for your sustainable fundraising system. We are going to discuss various steps that will help you in generating an Effective Digital Marketing Plan for fundraising. You should know your goal before directly jumping into the digital marketing strategy. You have to always do background research and

know your goal; this will help you to systematically start working on its achievement. These are a few pointers that need to be considered while making a Digital Marketing Plan for your NGO:

»What does your NGO want to achieve?

»What is your current digital marketing strategy?

»Who are the competitors NGOs and what are their digital activities?

»What are the digital platforms you are concentrating on?

»Who should be your ideal donors and where are they digitally available?

Build A Responsive Website for an NGO

Around the globe, NGOs invest both time and money in developing their websites. But while building the website for your NGOs you need to keep in mind that an effectively designed website will be great for collecting donations, engaging supporters, and increasing awareness for your NGO and the cause for which it works. Almost all the NGOs have limited budgets for their activities, but a strong online presence of your NGO is the most suitable cost-effective and efficient way to spread your mission and raise funds for it**.**

Develop A Blogging Platform for A Non-Profit Organisation

Your NGO should craft compelling stories as a blog post and engage with its audience and prospective donors. Blogging is one of the most versatile digital marketing tools and your NGO should use blog posts as part of its content marketing strategy. Blogging provides a unique position to your NGO to leverage its efforts by sharing engaging stories that will speak directly to your target audience and donors about your mission and cause for which you work, without relying on outside agencies to help spread the word for you.

Set Up Google Analytics in an NGO website

We recommend making sure your site is equipped with Google Analytics (or Adobe Analytics if that's more your style) and Google Search Console. Google Analytics and Google Search Console are both free – making them ideal tools for your non-profit. In fact, this should happen before you start acting on any marketing tactics.

Google Search Console Setup in NGO's Website for Search Engine Performance Tracking

GSC (formerly Google Webmaster Tools) is a free platform for anyone with a website to monitor how Google views their site and optimize its organic presence. That includes viewing your referring domains, mobile site performance, rich search results, and highest-traffic queries and pages. Thus, setup of Google Search Console in your NGO website for search engine performance tracking is a must recommended tool.

Build An NGOs Local Presence through Google My Business (GMB)

Setting up a local presence through Google My Business (GMB) is a great (and free) way to engage with people who use your services, as well as donors and volunteers.

Explore Pay-Per-Click Advertising for a quick turnaround result in the NGOs Fundraising Program

PPC advertising is a crucial tool for you to drive user engagement, increase donations, and build brand recognition. PPC will allow your non-profit to target potential donors, volunteers, or advocates while they browse search engine results, explore a website, or watch a video. Best of all, non-profit businesses are eligible for the Google Ads Grants program. Benefits of Using PPC Advertising are.

»Quick Results

»Measurable Results

»Neither dependency on Google Algorithmic changes nor on SEO.

»Crack Business opportunities.

»Visibility and brand recognition

»Outreach to the exact audience

»Doors opened to local customers

»Affordable Budget

»A great tool to test marketing strategies for other platforms

»Rich in Functionary and

»Easy to report

Have a Strong Presence in social media Like Facebook, Instagram, Twitter, and LinkedIn

Facebook with about 2.6 billion monthly active users worldwide, is one of the most popular platforms, not only for personal use but for business as well. For businesses, Facebook is a place to share photos, updates, and general news with those who follow or "like" you. Followers of your NGO come to your Facebook page to find out what's going on in your company see pictures of events, products and explore future events and products. Your Non-profit organization can best use Facebook for showcasing their activities and keep people engaged and active towards the propagation of their cause and mission.

Twitter is a fast-paced, concise, and easy way to connect with your audience. There are 330 million monthly active users and 145 million daily active users on Twitter. Twitter is a sea of information of 280 characters or less content waiting to be read, clicked, followed, and re-

tweeted. Twitter is one of the best platforms for your NGO to propagate its cause and keep its donors informed about the activities for which they have donated.

LinkedIn is different from the rest of the social media outlets because it's specifically designed for business and professionals. Users mainly go to LinkedIn to showcase their job experience and professional thoughts, making it one of the more important platforms to use for those in B2B. Your NGO can best utilize the platform of LinkedIn by posting articles and posts which can create debate on the issues on which they want the people to become aware.

Instagram is more than just a mobile photo and video sharing social network, it provides a perfect opportunity for businesses to reveal insights into the core of their brand identity in a visual, creative and engaging way. Instagram is the fastest-growing of the big social media platforms, with 1 billion users, more than 200 million+ active business profiles and two million advertisers. Instagram can help your NGO to post the photographs of your activities and also those photos which sensitize the people towards your cause and mission.

Regular Small Investment in Paid Social Media Advertisements

media ads can go a long way. Your non-profit can use social media to create targeted ads based on your prospect's demographic. You can even localize posts to have the biggest reach within a designated community. Before investing some of your non-profits marketing Rupee into social media take some time to review your organization's Google Analytics account to see which social media profiles are delivering the highest conversion rates. If you are not tracking conversions, then your non-profit should set up goals in your analytics profile. Here are a few key benefits of social media advertising:

»Social ads can be used for market research.

» Segment your audience and ad copy by demographics.

» Increase your organization's traffic and leads quickly.

» Boost or promote your organization's top-performing organic content.

» Easy access to social media analytics.

» Options for minimal investment.

Display Donate Button Prominently in All Digital Platforms like NGO's website and Facebook

Facebook recently released a feature to allow non-profit organizations to add a "donate" button to their organization profiles. Adding this CTA to your non-profits page creates a great fundraising enticement and can drive in new donor prospects for your brand. The process of applying for this feature could not be easier. There are a few requirements that you must meet to be eligible.

Plan A Digital Calendar for Content, Donor & Marketing Activities

The audience, competitive, and keyword research you've performed is about to have a big payoff. Rather than guessing what content will resonate with your target audiences, you have data to drive your content strategy. You know what message resonates with your audiences, how competitors are positioning these messages, and the keywords that they're typing to find this content. But the most important point is that how do you keep all this great information and all the ideas that will inspire your organization? You can do it by creating a marketing calendar.

Engage The Audience Through Segmented and Personalized Mailers

Taking the time to analyse and segment your non-profit's email lists can lead to higher open rates, more clicks and less unsubscribes. Segmenting your lists also can create a more personalized experience for your target prospects. Personalization leads to higher campaign

success rates. On average, emails that are personalized to a prospect receive 41 percent higher click-through rates and boost open rates to 29 percent. Segmenting your email lists does not have to be challenging. Here are a few ways to segment your lists today to get better campaign results:

»Ask your audience how often they want to hear from you and segment by communication preference.

»Segment by volunteer or donation patterns.

»Create a nurture campaign to segment leads that have gone cold or do not yet meet qualifying criteria.

»Segment by email campaign engagement (clicks, opens).

»Segment by content that visitors are most interested in based on specific web visit patterns.

»Segment by prospect location (localize email content to create more engagement).

Collection of Testimonials from Donors, Volunteers, and Beneficiaries that Tell Stories

One of the best ways to encourage people to act – whether to buy something online or to donate time or money to your NGO great cause – is through identifying with others. User-generated content and people telling their stories will increase micro goal completions, remove barriers towards completing end results, and facilitate a quicker buying cycle. This becomes even more compelling in the remit of non-profit situations, although in part due to the very personal reasons that can drive people to donate, act, and get involved in charitable operations.

Perform Search Engine Optimization to build Organic Traffic to an NGO website

Optimizing your website and its content for search engines allows people to discover your organization when they search online for relevant queries. SEO for non-profits is practically

the same as SEO for any other organization, except that local-focused non-profits should double-down on their local SEO efforts.

Your ultimate SEO goal is to appear in the top three Google search results for search queries relevant to your cause or brand name. You want to aim for the first three Google results because they get 75.1% of all clicks, with the first result getting an average click-through rate of 31.7%, which is 10x more likely to receive a click compared to a page in the tenth position.

Without proper SEO, websites generally struggle to get discovered unless somebody searches with a site-specific or branded query. But a full-throttle SEO campaign is resource-intense and never-ending. Instead of tackling all 200 ranking factors, I suggest you focus on the following eight areas of improvement. These tasks are among the most important ranking factors and can significantly improve your website's chances of ranking well:

»Secure your site with HTTPS

»Make your site mobile-friendly

»Improve page load speed

»Produce quality content

»Include the correct schema markup

»Promote your site on social platforms

»Establish a strong local SEO strategy

»Earn quality backlinks

Build a YouTube Channel for Video Marketing

With video ruling the digital sphere, having some strong video campaigns can make a world of a difference.

Not only is video good as a permanent post on your home page or as a vlog, but you can also use them in direct marketing initiatives. Using video in your emails can double or triple click-

through rates, boosting landing page conversion rates by 80%. Just including the word 'video' in a subject line improves email opening rates by 19%.

The example from the Rainforest Alliance is an example of a campaign that still tops the lists of best charity campaigns 7 years later due to its humor and simple messaging.

The most important thing to remember when creating videos is to inspire emotion in viewers by using strong imagery. After all, close to 60% of people who watch non-profit videos go on to make a donation.

Profile of Shubham Nari Shakti Mahila Kalyan Samiti

The Shubham Nari Shakti Mahila Kalyan Samiti comprises of mainly housewives and for women empowerment who came together under their young president, Shubham Malviya. The Samiti started with just 5 women, but today the group boasts almost 200 members. In the age group of 17-60 years, they serve not only the Malviya area but six other districts coming under the Betul, Hoshangabad, Bhudhni, Rajgadh, Sehore range. Barely 10 years old, the Samiti meets on the first Saturday of every month to solve problems, help the needy or take up cudgels with the officers of the development authorities. They also take a tough stance against police inaction where innocents are made to run around to get their complaints registered. With a Rs 20 per month collection as a donation, they try their best to set things right and have helped not only damsels in distress but also many a member from the opposite sex. The Samiti has also successfully addressed and sorted out matters related to starvation, children's education, drinking water and marital.

Shubham Nari Shakti Mahila Kalyan Samiti is a non-profit organisation, established in 2007 that works primarily in the domain of Corporate Social Responsibility (CSR), Legal, Employment, Health, Energy & Environment, Senior Citizens, Education, Minority, Child & Youth Development, Art & Culture, Food & Nutrition, Animal & Wildlife and Agriculture. Its primary office is in Bhopal, Madhya Pradesh.

President Of Shubham Nari Shakti Mahila Kalyan Samiti

Shubham Malviya (born 26 April 1996) is an Indian businessman. He is the Managing Worker and Director of Shubham Credit Cooperative Society limited Bhopal also Shubham Malviya is

a President of Shubham Nari Shakti Mahila Kalyan Samiti is a non-profit organization, established in 2007 that works primarily in Energy the domain of Legal, Employment, Health, & Environment, Senior Citizens, Education, Minority, Child & Youth Development, Art & Culture, Food & Nutrition, Animal Husbandry and Agriculture. Its primary office is in Bhopal, Madhya Pradesh.

Support Team

They had undertaken a government project by National Council Vocational Training NCVT We trained students under this program in sectors like IT sector personality development and soft skills and also got them placed in reputed organizations We also adopted some villages and there we run health and safety campaign together with spreading awareness and working with them to clean the surroundings NCC camps. The Shubham Nari Shakti Mahila Kalyan Samiti comprises of mainly housewives and for women empowerment who came together under their young president, Shubham Malviya.

Facebook

https://www.facebook.com/snsmahilakalyansamiti/

LinkedIn

https://www.linkedin.com/company/shubhamnarishakti

Twitter

https://twitter.com/NariKalyan

Type	Non-profit
Sub Type	Society
Sector(s)	Agriculture Animal & Wildlife Food & Nutrition Art & Culture Child & Youth Development Minority Education Senior Citizens Energy & Environment Health Employment Legal Corporate Social Responsibility (CSR)
Start Year	2007
Number of Employees	100+
Government ID	MP/2017/0155508
Registration ID	01/01/01/17458/07
Projects in States	Gujarat Haryana Himachal Pradesh Jharkhand Madhya Pradesh Jammu and Kashmir
Projects in Districts	Sehore Hoshangabad Rajgarh Betul
Overview	Claims to have 20,000 women members in 19 states and 350+ centres. Through the centres and with a contribution of Rs. 20/- per month from the members they help people in distress (including men too). Coordinates with development authorities for helping the needy and to ensure they get justice.
Primary Office Address	20-B, Nema Complex, In front Of Bhel Jublee Gate Indrapuri
City	Bhopal
State	Madhya Pradesh

Objective Of Study In NGO

1) To see things from a different perspective.

2) To understand how little things can change the lives of so many people.

3) To explore all that which is hidden inside and build many more valuable skills set of an individual.

4) To implement our ideas and make it happen in the real world.

Scope of the Study

1. We can work with various department with an NGO.

2. We can also interact with different regional NGOs of the state to get more aware of the strategies to be implemented.

3. To get more aware about the regional rural people through medical campaigns.

4. Can also provide them such details that government has created especially for unprivileged people.

Need Of the Study

1. To study NGOs clearer link to a guiding purpose, the greater good.

2. To find the responsibility of fulfilling moral and social needs that ought to be taken by the government.

3. To explore the philosophy that there's more happiness in giving than receiving.

Contribution During SIP

A) Promoting NGO through SNS.

B) Connecting different states of NGOs through telly calling.

C) Contribution in Certificate Department, Excel Department.

Ω **Minor Task**

1.For the Minor task we have to post the photos/ posters on the Facebook, Instagram, WhatsApp, LinkedIn or any other social media that an individual have.

2.It was the one type of promotion that we have to do on the social media.

3.The photos/posters used to be of the work primarily in the domain of legal, employment, health, energy and environment, senior citizens, education, minority, child and youth development, art and culture, food and nutrition, animal husbandry and agriculture which is what the exactly the NGO is in.

4.The photos/posters were sent by the HOD of the department.

5.We have to submit the screen shot of the photos/posters which we posted on the social networking sites before 5pm in the pdf format only.

Ω **Major Task**

1.For the Major task we have been allotted the region and state were given by the HOD of our department.

2.Every individual used to get the different region and state.

3.According to the region and state which were allotted by the HOD we have been also provided the link called NGO Darpan through we which we have to select the region and state provided to the individual.

4.The list of the NGOs appear by selecting the region and state.

5.After that every individual need to call the NGOs which used to appear on the link.

6.On the calling each have to explain the other parties (i.e., different NGOs head) about the project.

7.The project include the collaboration with the different NGOs related to social causes like skill development, providing essential, etc. all those activities which provide benefits in the domain of education, energy, health, environment, senior citizen, child and youth development.

8.After explaining how difficult for our NGO to implement any project in different state in India so therefore we need NGOs who can work with our NGO, after that we have to prepare the excel sheet in accordance who are interested and not interested in the collaborations.

9.In the excel sheet we have to include the name of the organization, number, email id, region, state, status of the NGOs.

10.Hence every individual has to submit the excel sheet before 5 pm.

Ω **Working in Certificate Department**

1.Every individual who work with the certificate department has to make certificates for those who has successfully completed their internship period in an organization.

2.In order to make the certificate of an intern, a particular google form is created, they have to fill up it so we get to know their current status of work in an organization and details about them.

3.A particular app is used for making of certificates and we used to get the order from the HOD of our certificate department.

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

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 is applied on primary their shape and became secondary data.

Types of secondary Data:

- ▪ Newspaper Articles

- ▪ Web Sites

- ▪ Research Papers

- ▪ Company Sites

- • **Research Hypothesis:**

  A hypothesis is the statement or an assumption about relationship between variables. A hypothesis should always be testable, measurable, clear and understandable. The procedures used to measure and/or manipulate a variable.

DATA ANALYSIS & INTERPRETATION

Data analysis can be defined as the process of gathering, modeling and transforming data so as to get useful information, suggestions and conclusions in decision-making. The literal meaning of interpretation is "explaining or drawing-out the meaning". The process of data interpretation includes drawing-out conclusions from data analysis. There is a close association between data interpretation and data analysis.

Data analysis, also known as analysis of data or data analytics, is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

The purpose of interpreting the data is to reduce it to an intelligible and interpretable form so that the relation of research problem can be studied and tested, and conclusion drawn. On the other hand, when the researcher interprets the research results.

Ω **INTERPRETATION ON STATE WISE**

The Central Statistical Institute of India announced in 2009 that there were 3.3 million NGOs registered in India, or one NGO for every 400 Indian citizens. In 2020, GuideStar India (GSI) had more than 10,000 verified NGOs and more than 1,600 certified NGOs on its portal. There are also 100,873 NGOs registered on the 'NGO Darpan' Portal of Nitti Aayog.

The NGO-DARPAN is a platform that provides space for interface between Vos/NGOs and key Government Ministries / Departments / Government Bodies, to start with. Later it is proposed to cover all Central Ministries / Departments / Government Bodies.

This is a free facility offered by the NITI Aayog in association with National Informatics Centre to bring about greater partnership between government & voluntary sector and foster better transparency, efficiency and accountability.

The NGO-DARPAN started out as an initiative of the Prime Minister's Office, to create and promote a healthy partnership between Vos/NGOs and the Government of India. The Portal is managed at present by NITI Aayog.

There are 36 states in India in which Madhya Pradesh has 6511 numbers of NGOs among which our NGO is Shubham Nari Shakti Mahila Kalyan Samiti.
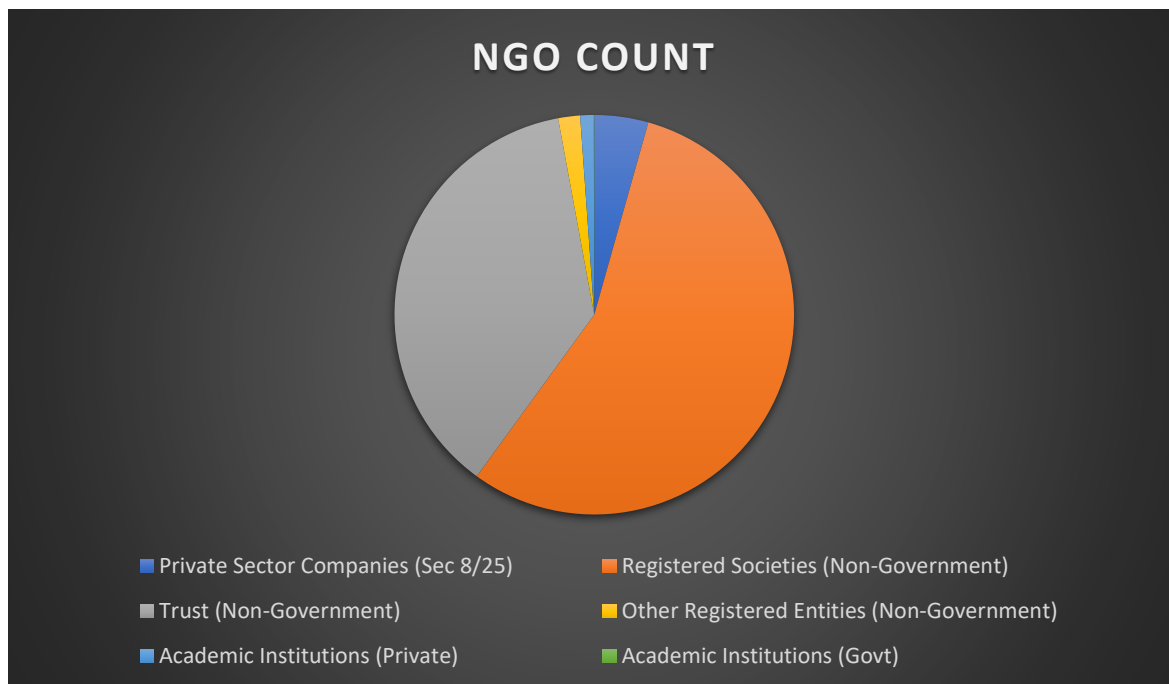
NGO COUNT
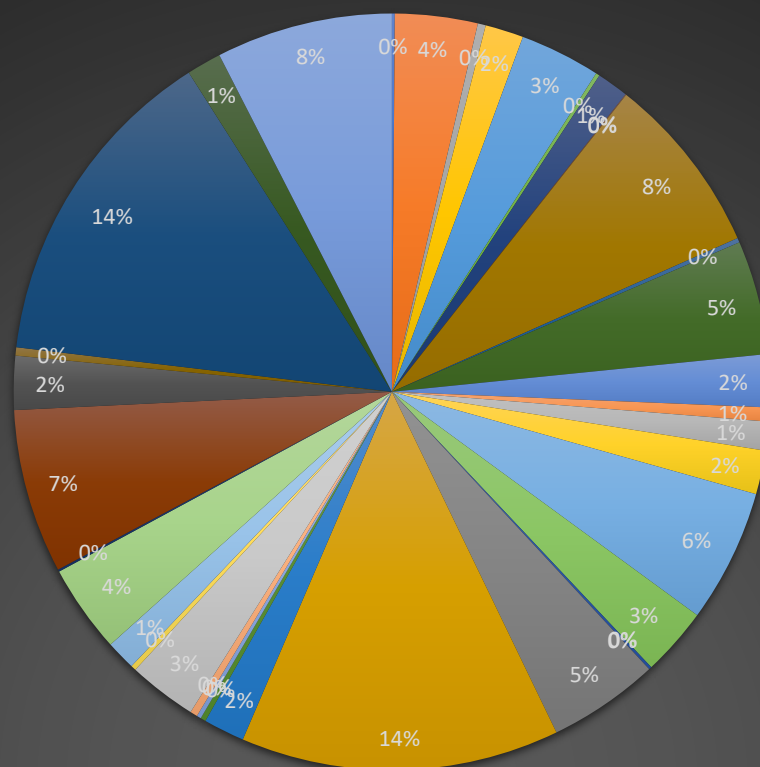
- ANDAMAN & NICOBAR ISLANDS
- ANDHRA PRADESH
- ARUNACHAL PRADESH
- ASSAM
- BIHAR
- CHANDIGARH
- CHHATTISGARH
- DADRA & NAGAR HAVELI
- DAMAN & DIU
- DELHI
- GOA
- GUJARAT
- HARYANA
- HIMACHAL PRADESH
- JAMMU & KASHMIR
- JHARKHAND
- KARNATAKA
- KERALA
- LADAKH
- LAKSHADWEEP
- MADHYA PRADESH
- MAHARASHTRA
- MANIPUR
- MEGHALAYA
- MIZORAM
- NAGALAND
- ORISSA
- PUDUCHERRY
- PUNJAB
- RAJASTHAN
- SIKKIM
- TAMIL NADU
- TELANGANA
- TRIPURA
- UTTAR PRADESH
- UTTARAKHAND
- WEST BENGAL

NGO STATE	NGO COUNT
ANDAMAN & NICOBAR ISLANDS	170
ANDHRA PRADESH	4,846
ARUNACHAL PRADESH	465
ASSAM	2,251
BIHAR	4,739
CHANDIGARH	224
CHHATTISGARH	1,861
DADRA & NAGAR HAVELI	30
DAMAN & DIU	17
DELHI	10,592
GOA	266
GUJARAT	6,684
HARYANA	3,104
HIMACHAL PRADESH	821
JAMMU & KASHMIR	1,690
JHARKHAND	2,570
KARNATAKA	7,821
KERALA	4,013
LADAKH	164
LAKSHADWEEP	4
MADHYA PRADESH	6,511
MAHARASHTRA	18,695
MANIPUR	2,414
MEGHALAYA	310
MIZORAM	258
NAGALAND	429
ORISSA	4,029
PUDUCHERRY	305
PUNJAB	1,738
RAJASTHAN	5,172
SIKKIM	130
TAMIL NADU	9,637
TELANGANA	3,156
TRIPURA	486
UTTAR PRADESH	19,364
UTTARAKHAND	2,038
WEST BENGAL	10,354

Ω INTRPRETATION ON NGOs SECTOR WISE

NGO TYPE	NGO COUNT
Private Sector Companies (Sec 8/25)	6,002
Registered Societies (Non-Government)	76,401
Trust (Non-Government)	50,949
Other Registered Entities (Non-Government)	2,425
Academic Institutions (Private)	1,508
Academic Institutions (Govt)	43

Limitations

1. This internship is an online mode.

2. Time was the most critical limiting factor.

3. Information given by the respondent may and may not be accurate due to which result may vary.

4. While working in the virtual platform interns may not get an experience which we would have got in offline platform.

5. Because of the unpaid internship the interns are not that enthusiastic as much as they are in paid internship.

6. Due to virtual mode every organization is in bound how to train their interns in a very short period of time.

7. The confidence which we would have gained in the offline mode was not gained in online mode.

8. We were not able to learn what we actually needed as an intern.

9. It was very difficult to collect the information and data, as in many cases updated data were not available.

Findings & Suggestions

Findings:

1.Our NGO had work with the Government of India and ministers in projects such as- PMG Disha Digital India, Pradhan Mantri Kushal Vikas Yojana, etc.

2.Our NGO not only addresses women empowerment but also addresses the issues in the community like starvation, educations of children, drinking water and marital problems.

3.Our NGO conducts various courses and provide paid services in the following areas like soft skills developing training programs, Children education services, drawings classes services, etc.

4.It runs a project for corporate social responsibility- CSR skills development with a duration of 66 days. It is a paid project.

Suggestions:

1.During pandemic it is difficult to approach rural village for the daily needs of them so it must be done in a way that by educating them how to use social networking sites and how they can get help with the sites.

2.They must tell the interns that working in NGO is not just for getting certificate but getting a better version of themselves and finding their true potential.

3.As the internship were done in online mode and from the different state of region so the importance gets down so they must connect with their interns once in a week to discuss the problems they were facing during internship and also suggest their ideas of expanding the NGOs image throughout the India.

Conclusion

1. Always work for a cause and try to bring improvement in the life of people and animals. The work is done with selflessness. It is a great opportunity for us to see things from a different perspective.

2. Their little effort is making a difference in the lives of so many is enough to make them feel good about themselves.

3. The main purpose is to improve the lives of people by caring for the poor and needy people and helping them is a noble endeavour. We believe the more we give to poor and needy people, the more we strengthen their dependency.

4. It was observed that Often people are unaware of their talents. When a person discovers what he or she likes, it's possible to do a job them forever. To explore all that which is hidden inside and build many more valuable skills set of an individual.

5. It requires proper and planned efforts to implement our ideas and make it happen in the real world. No corporate sector or organization other than NGO would entertain and give such kind of liberty.

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