

FUNCTIONING OF MUSKURAHAT FOUNDATION

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Abstract: NGOs, by virtue of being small in size, innovative, flexible and participatory, are widely known to be more successful in reaching the poor people. The changing role of (NGOs) non-governmental organizations now a day is more critical and strategic in the process of global human development than before. Recently, the range and number of activities undertaken by NGOs has increased. Now, they just act as raising awareness amongst masses or acting merely as pressure groups. Their activities have now diversified and include a variety of actions like demonstration projects implementation; environment monitoring; conducting developmental works in partnership with the government; training programs related to promotion of environmental education and community development; and promoting regional and international cooperation on education. The purpose of the paper is to understand the working of Muskurahat foundation with other NGOs and to study the growth of the project KEYtaab at Muskurahat foundation. The primary research is been used to collect the data. I have worked at Muskurahat foundation as an intern for one month studied deeply about the NGO.

Keywords: - NGO, Muskurahat Foundation, KEYtaab, community development and demonstration.

Introduction

Nongovernmental organizations (NGOs) looks over to the quality of life children are going to have at present and education they are going to receive. NGOs play vital role in the society as they are able reach the areas which are not focused by government or corporate. The Nongovernmental associations, with their participatory methodology, individuals' activating limit, closeness to grass-roots and better bits of knowledge into the requirements of the individuals have risen as elective advancement specialists. The willful division has

developed as a reasonable 'third segment' which is close to the administration part and the private undertakings. They have risen as a practical institutional structure to fill in as impetus for advancement and change. Michaela Nummenpää mentioned in her paper "NGOs and Primary Education: A Case Study in New Delhi, India" that in 2000 the Sarva Shiksha Abhiyan (SSA) program was launched in order to guarantee that all children are enrolled in schools. The foundation and the goals of the program are: ensuring universal primary education and retention, closing of the

gender and social class gap in education and improving the quality of education (SSA 2011:2,5). The Government of India made effort in 2010, when the Right of Children to Free and Compulsory Education Act (RTE Act) was launched.

In this research paper I have written about the NGO Muskurahat foundation which is located in Mumbai. They also focus on women empowerment. This research paper is all about the functioning of Muskurahat foundation. How they raise funds to keep the NGO working for the good social cause. This is purely based on the primary research.

Review of Literature

1. Michaela Nummenpää in her research paper “NGOs AND PRIMARY EDUCATION: A CASE STUDY IN NEW DELHI, INDIA” concluded that government does not provide sufficient funds or do enough for NGOs so that they provide primary education. Thus, NGOs have to come up new and innovative ideas. Over time, the Government of India has taken a more active role in education issues and NGOs have changed their focus from providing education to awareness rising, advocacy and preparing children for school.
2. Reeta Sonawat in her research paper “A study on NGO services for children in Mumbai, India” concluded that though NGOs are doing great work but still there are huge gaps in the services they offer. They work on few areas and other area gets neglected. Child rights are still not the important part of the cause. There is an immediate need to focus on
- child rights and free them from child labor.
3. Khulan Davaadorj in her research paper “Voices of Non-Governmental Organisations on Education” concluded that in the areas of development NGOs have added new dimension to politics and helped human beings to find new forms of addressing global issues. The main brought in focus by NGOs are unequal access to education, especially for girls, children with disabilities and the least advantaged children such as children from poor families, migrants and street children. The fact is that all this revolves in a cycle, in many areas of the world, not going to school leads to various other problems which essentially end up in poverty and possibly death.
4. Rosetta Avolio-Toly in her research paper “Successful Models of Non-Governmental Organizations in Consultative Status: Best Practices in Education” NGOs should look into new models of success to discover strategies they can incorporate when planning and implementing their projects. Programs of any type that are implemented with a strong focus on the community, with help from government or community partners, that build up the capacity of communities and increase their ownership over projects which might success.
5. NISHEN RAI in her research paper “Contribution of NGOs Towards Primary Education with Special Reference to East District of Sikkim” concluded that primary education is very important for every individual. The

process of getting each child free and compulsory education is on its progress yet difficult. The formation of NGO tells that government fails to provide quality education to children. NGOs are working hard to transform the education system for the children provide them better life. This research helped in finding that small change can make huge difference.

Objectives

1. To study the various fund raising techniques of Muskurahat foundation.
2. To study how KEYtaab project of Muskurahat foundation is different from other NGO's
 - a. projects.
3. To study the extent of project KEYtaab in different states.

Research Methodology

The current study is both explorative in nature. This is the desk research work where the reviews of available secondary literature for the study were collected.

The current study is concentrated on the NGOs.

The researcher aims at analyzing the functioning of Muskurahat foundation and their fund raising process. The current study is explorative in nature.

The study focuses on analyzing the functioning of Muskurahat foundation and their fund raising process in India has motivated the researcher to select this area of research.

Database of the study includes secondary data. The secondary data required for the

study were collected from journals, published documents, and websites.

Fundraising Methods

Types of funding:

1. GOVERNMENT PROGRAMME FUNDS-

A sanction order is issued by the Ministry in the name of the President/Secretary and funds transferred to the bank account of the organization which should be under the joint operation of President and Secretary. If the organization headquarter is not located at the project site, the funds would be transferred by the organization into a bank account at the project location to be jointly operated by the Secretary and a duly authorized project head within a week from the date of receipt of funds in account. For this purpose, a bank account should also be opened at the project location in the name of organization. Muskurahat foundation doesn't raise funds through this source.

2. PRIVATE OR INDIVIDUAL FUNDS-

In private or individual fund, the crowdfunding is very famous. Crowdfunding is the process to raise money from large number of people. Large groups of people pool together small investments to provide the capital needed to get a project off the ground. Charities can create a campaign for specific causes and anyone can contribute. Type of crowdfunding used by NGO is Donation-based crowdfunding,

3. CORPORATE DONATION-

Many Indian companies contribute a great deal to the society through Corporate Social Responsibility (CSR) since the very beginning, like Aditya Birla group, Tata group and many more. So, CSR is a widely known concept in Indian context. Also the Companies Act 2013 has put CSR in the forefront, with a 'comply or explain' directive, for companies with net profit greater than 5 crores INR annually. This mandate has provided a huge opportunity for Indian NGOs to tap. But not all NGOs have the capability to take advantage of this, and thus have no access to CSR funds, because of a number of reasons which may include no network, lack of initiative, little understanding of the scenario, etc.

Fund Raising Method Used by Muskurahat Foundation

Muskurahat foundation organizes Daan Utsav for 7 days to raise funds. They organized a total of 35 events and managed to collect a staggering amount of 1.2 lakhs from 2000 contributors spread across 5 locations. The collaboration with 91 springboard hubs all over Mumbai added a golden touch of achievement to Daan Utsav 2018. Daan Utsav 2018 at Muskurahat crossed new levels of achievements and generous giving of the donors encouraged all of them to climb even bigger mountains and produce even more joy. List of events:

1. Eat for a cause
2. Beg and Borrow
3. Popcorn Carnival
4. Stack of Coins
5. Chain of hearts
6. Hopes of Dreams
7. Blind Book Date

Famous events which were held are:

- **Blind Book Date**

One of the most popular youthful ideas in recent times has been that of "finding love over secret books" through the concept of "Blind Book Date". The deal is to package books with their titles hidden and only the genres showing. The challenge is to choose accordingly to these taking a chance on what one will find under the cover, much like the chances we take with those whom we believe we love. With nearly 800 books sold at the 30+ events partnered with, Blind Book Dates are their latest and coolest crowdfunding ventures.

- **Christmas with WeWork**

It was unique crowdfunding collaborative with the well know corporate working space of WeWork. At its Centre was the campaign of gift a child Christmas today organized with WeWork with the main motive of raising enough funds for the kids to buy them Christmas gifts. Three fun activities conducted over 3 days of fundraising with the first two being the charity Bake Sale and the Blind Book Date organized with WeWork; the third but not the least of them was 'fulfil a wish'. This was their chance to help the kids get their Christmas gifts by donating to

Muskurahat or b gifting them something by themselves.

- **Charity Bake Sale**

Another major crowdfunding event at Muskurahat is the charity bake sale that initially began as part of Daan Utsav, but which has since evolved into an autonomous event with its own joys and challenges. The simple idea is to make as huge a sale of our delicious cupcakes and cookies (which were made by home bakers) as they can raise the largest possible amount for the pure purpose of donating it their kid's welfare. By setting up stalls around across college campuses and in co-working spaces as well as year- round social events, all of their charity bake sales have been major successes.

Rosetta Avolio-Toly stated in her paper "Successful Models of Non-Governmental Organizations in Consultative Status: Best Practices in Education" that Many of these NGO's are operating under tight budgets, with funding they may or may not be consistent over the years. While a large portion of the projects are working with networks to fabricate their ability to offer types of assistance, right now these networks don't have the ability to sanction them all alone. In the event that the NGO's came up short on subsidizing, or proceeded onward to another program, the nearby network would be not able to continue these projects. There should be viable arranging with regards to how to make these projects practical in the long haul—regardless of whether

through government or institutional hand over, and so forth.

KEYtaab Project

For bettering the future of these children, besides formal education, these children need basic life skills, global skills and above that love and affection to cope up with the competitive environment. The KEYtaab initiative, aims to develop the lives of these children – socially and morally and add value to the upbringing of these orphan children and Juveniles in Shelter homes across India. Through KEYtaab they interact with children from shelter homes and orphanages spread across parts of the city. Telecasting with the dreams and bustling with positivity – these children are inquisitive and are in the quest for the right door to their success. They provide these children with a world beyond their academics.

These kids belong to different age groups, between 6-22 years. Apart from focusing on their social and moral development, they celebrate their birthdays, take them out for trips, and celebrate festivities and all other special events with them. They ensure that these children know, that they're very special to them and to this world. KEYtaab is Muskurahat's attempt to reach out to students living in shelter homes with a custom-made curriculum that bridges 2 crucial gaps.

1. Bring global skills like critical thinking, problem solving, inferring, analyzing, hypothesizing etc. to them in their shelter homes.
2. BE LIKE THE PARENT – Delivering the curriculum in a way that enhances life skills and brings the warm guidance of a parent (UPBRINGING) into the curriculum itself.

How KEYtaab project is different from other projects of different NGOs

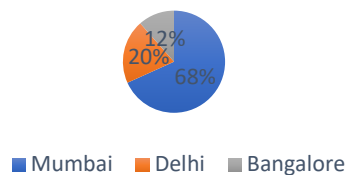
KEYtaab is the key and the most important project of Muskurahat foundation as they act like the parents to the orphans and juveniles. This project has seen great success in Mumbai because it's being their native place. They have a great hold of KEYtaab project in Delhi also, but they are developing in Bangalore. The KEYtaab project has given the parent's shadow over their head that they have been missing because of no parents or with the parents who can't afford them.

NISHEN RAI stated in her paper "CONTRIBUTIONS OF NGOS TOWARDS PRIMARY EDUCATION WITH SPECIAL REFERENCE TO EAST DISTRICT OF SIKKIM" that they wanted to make their village better by imparting good education to their children, running their own Ngo schools has led to major impact providing free and compulsory education. Moreover, the education they are providing from class Nursery to V is free of cost. Their target of focus is way different from KEYtaab. Every NGO has different focus which makes them different from each other. The need of great importance is that essential training ought to be

universalized, optional training ought to be vocationalized and advanced education ought to be extended. Conversation on universalization of rudimentary training had been a discussion of policy making even before independence. Anyway the Britishers kept the approach intentionally deferring it. In this respect Mahatma Gandhi surrounded his arrangement of Basic Education in 1937 and attracted an arrangement to instruct all the offspring old enough gathering of 6-14 years. This can be supposed to be the main appropriate plot towards its universalization. Through numerous plans had been made to execute this plan, extraordinary concentrated endeavors were made after autonomy as it were. Concurring to our Constitution which was embraced in 1950, this action was to be finished inside a timeframe of ten years. The objective continued changing in each five-year plan. The Sarva Shiksha Abhiyan (SSA) actualized in 2002 fixed the objective of accomplishing this objective by 2010. In spite of numerous strategies centering upon its accomplishment, still we are a long way behind the objective.

The Spread of KEYtaab Project-

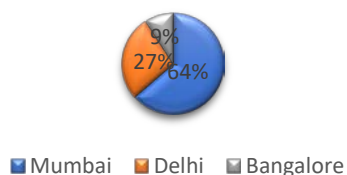
Total kids in KEYtaab project in different states



The total number of kids in KEYtaab project in the shoulders of volunteers and interns to raise funds from their friends and families and they can focus on approaching bigger corporate clients.

Mumbai	202
Delhi	60
Bangalore	34

Total KEYtaab projects in different states



The total number of KEYtaab projects in projects like: ENlabs, Swajeevi, Holistic learning in BMC schools and AnganShiksha Ragpickers for the development of the kids. The most famous and developed project is KEYtaab in which the act as parents to the kids raise their character.

Mumbai	7
Delhi	3
Bangalore	1

Majority of kids who are privileged to be a part of this project are in Mumbai. Mumbai being the starting point of the Muskurahat foundation, they were able to accommodate more kids in this project. They still working hard to spread their wings in different states and increase the intake of kids into KEYtaab project. The KEYtaab project has great spread in Mumbai followed by Delhi then Bangalore. They have the fellowship program to increase the outreach.

In every few months they hire new fellows to manage the branch of Muskurahat foundation in different cities. The fellow has to commit for at least one year with Muskurahat if they want to make this count.

Suggestions

Muskurahat foundation should not only rely on crowd funding. It should try ask for funds from government and raise funds from corporate as CSR activity. This will release the burden from

Findings

The Muskurahat foundation has many events to raise the funds like: Eat for a cause, Beg and Borrow, Popcorn Carnival, Stack of Coins, Chain of hearts, Hopes of Dreams and Blind Book Date which part of crowd funding. They hire volunteers and Interns for the crowd funding. Other way of raising fund is corporate funding. But their main source of funding is crowd funding. They have launched many projects like: ENlabs, Swajeevi, Holistic learning in BMC schools and AnganShiksha Ragpickers for the development of the kids. The most famous and developed project is KEYtaab in which the act as parents to the kids raise their character.

Conclusion

In comparison to other NGOs they focus on the development of character of kids. The NGO is founded by the 17 years old teenagers so they know important it is to develop the personality of kids in this modern and competitive world. Therefore, they came up with such a brilliant idea to help orphan and juveniles so that they can also survive in

this world once they grow up. There are many NGOs who focuses on education but every few are there who focuses on the character development of the orphan kids.

Future Research

The researchers need to concentrate on more factors so it can give progressively precise outcome from the analysis. It is critical to distinguish which variable can impact in the growth of Muskurahat Foundation. Furthermore, it is important to extend this examination by centering the other upcoming projects furthermore, level of scholarly. Consequently, it will help the government in focusing providing more benefits to the NGOs.

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