



Cooperative Education Report

Title

**A Study on the Development of NGOs in Co-ordination
with Women Empowerment**

Written by

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Siam University**

Title - A study on the development of NGOs in co-ordination with women empowerment.

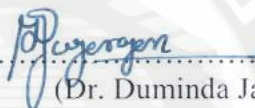
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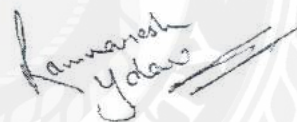
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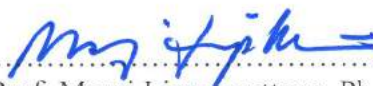
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Credits : 5

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Abstract

This report refers a summary of a duties and responsibility during my internship at Nongovernmental Organization Nepal (NGO-CC) at the department of Research and Marketing which is a part of my Bachelor program at Siam University. This report includes all the detailed information about my work as an intern at NGO-CC Nepal during my three months internship program. This report consists from my analysis about the NGOs operations in Nepal and its significant benefits towards the rural poor. In this report I related some of the theories with my practical learning experience that I have gained during my internship.

NGO-CC Nepal, established with a vision to enhance financial literacy and accessibility among the people to ensure sustainable livelihoods. Increasing financial institutions, governments and non-government initiatives and working on the area of financial accessibility. NGO-CC Nepal has effectively worked on improving the living standards of marginalized people on various rural areas like Nuwakot, Sindhupalchowk, LapsiPhedi and Kavre. Its main target is to help people establish a small enterprise for livelihood and its current program is like a pillar for its vision.

NGO-CC Nepal is one of the major key companies in the terai region of Nepal for the development of various programs, infrastructures, schools, hospitals etc. it aims to gain market share by providing the best possible options for the development of livelihood as earlier as possible in the rural areas of Nepal. NGO-CC is a non-profit, non-political and non-governmental organization (NGO) committed to participate and promote national development through upgrading socio-economic conditions of the disadvantaged and underprivileged people in the society

Keywords: Nongovernmental Organization, empowerment, enterprise

Acknowledgement

I would like to thank Kathmandu College of Management for giving me an opportunity to know the corporate sector of Nepal and work in that industry. It helped me to practically implement the knowledge which I learned in the 7th semester with the help of doing internship in an organization like NGO-CC Nepal. I would like to express my special gratitude to NGO-CC Nepal and team for letting me work in their organization as an intern.

I would also like to extend my gratitude towards Siam University, Bangkok for giving me this wonderful opportunity to learn and grow through practical implementation of my theoretical study.

I would also like to thank my internship coordinator Dr. Duminda Jayaranjan and Mr. Chanatip suksai for helping me and guiding me throughout my internship program. The internship opportunity I had with NGO-CC Nepal, as part of the curriculum of BBA program of Siam University, was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am very glad that I met some exceptional personalities during these three month of internship period whom I aspire as a student.

I would like to take this opportunity to express my deepest sense of gratitude to Mr. Harinder, Operation Manager, Mr. Ramnaresh Yadav, Research specialist and for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

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Vivek Jaiswal

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Chapter 1

Introduction

1.1 Company Profile

NGO-CC Nepal, established with a vision to enhance financial literacy and accessibility among the people to ensure sustainable livelihoods. Increasing financial institutions, governments and non-government initiatives and working on the area of financial accessibility. NGO-CC Nepal was established with a mission to make people financially literate so, they can use their financial resources to its optimal level.

NGO-CC Nepal has effectively worked on improving the living standards of marginalized people on various rural areas like Nuwakot, Sindhupalchowk, LapsiPhedi and Kavre. Currently it runs two programs. One is Financial Literacy and the other one is Investment Literacy. Its main target is to help people establish a small enterprise for livelihood and its current program is like a pillar for its vision. Beside these literacy programs. NGO-CC Nepal is also using technology as a source to help and teach other people since 75% of the country's population can reached through internet (Ivins, 2011)

So, it has launched its new project "Learnovest.com". The initial concept of developing 'Learnovest' was propelled by the understanding that nation's and people's prosperity lies on the level of financial literacy of the general people. The vision of NGO-CC Nepal is to develop an e-learning website that would provide a highest level of learning experience to the new comers and amateur investors of Nepal Stock Market through Learnovest.com.

NGO-CC is a non-profit, non-political and non-governmental organization (NGO) committed to participate and promote national development through upgrading socio-economic conditions of the disadvantaged and underprivileged people in the society. The organization, as a national non-governmental organization (NGO), was formed in 1995, by a group of social worker having the humanitarian mentality. Since 1995, NGO-CC has been working in the fields of health, nutrition and family planning ; Mother and Child health care; Safeguarding of Childless Women; Safe Water, Sanitation and Hygiene; HIV/AIDS, Malaria and TB Control; Non-formal education for child, adolescent and adult; food security; environment & natural resources and disaster management; bio-diversity conservation; livelihood, early recovery and Shelter for disaster community, livelihood and life skill education, IGA and Vocational training for marginalized group; Women Development and Empowerment Program; Low cost

Housing, Disabled rehabilitation, Rights, Justice and Good Governance Program; Safe Migration Project and Awareness raising on various social issues and advocacy.

NGO-CC has been working with GOB, international development agencies and multilateral/bi-lateral donors as a development partner and services providers since 1995. NGO-CC has been implementing various project through financial and technical support of UNDP, UNICEF, Save the children, CIDA, Action Aid Nepal, USC as well as Different Ministry of Nepal. Over the couple of development work, NGO-CC have achieved special consultative status from the ECOSOC since 2010, UN. On the other hand SKUS has networking relationship with national and international arenas.

Its central office is located at Radhemai, Birgunj, Nepal and it has his branch office at Lokanthali, Bhaktapur. NGO-CC Nepal has presence on Social Medias and it can be reached digitally through its email address “info@ngo-ccnepal.com”.

A. Mission/purpose/objectives/goals of the company

- **Vision:** A happy, prosperous and poverty-free society where everyone’s basic needs and rights are ensured.
- **Mission:** To empower the poor and vulnerable people and create self-financed, self-employed and self-empowered communities with increased capabilities by providing need-based services and supports like agriculture, health, sanitation, education, HIV/AIDS prevention, gender, environment, humanitarian support, social security, marketing, technology etc
- **Goals:** To improve quality of life of the poor and the community people as a whole.
- **Organizational structure:** NGO-CC Nepal has a pyramid organizational structure. The organizational culture at NGO-CC Nepal is very formal and specialized. There are eight department in NGO-CC which are mentioned below; a) Disaster Management and emergency response b) Education c) Health , Nutrition and Family Planning, Water and Sanitation d) IGA, Livelihood and Food security e) Capacity development f) Women development and empowerment g) Monitoring and evaluation h) Accounts and administration

1.2 Organizational Structure:

The current organizational structure of NGO-CC Nepal is as follows-

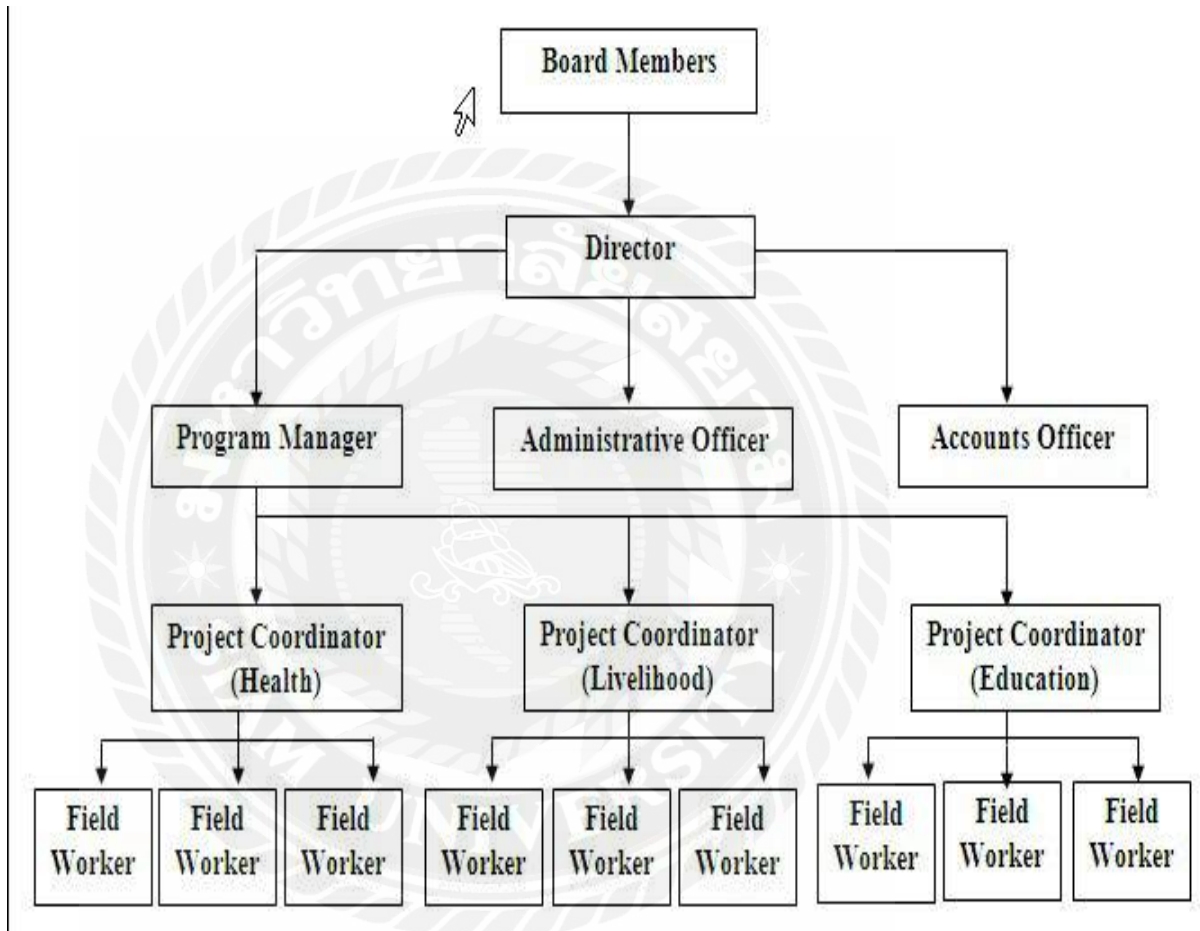


Figure 1- Organizational Chart of NGO CC Nepal

1.3 Statement of the report

The Undergraduate in Business Administration Kathmandu of Management, incorporates an internship program in the 8th semester of this four-year course. The program is developed such that the students get an opportunity to apply their theoretical knowledge in the real working environments. Also, the students pursuing this program get a firsthand account of solving the day to day problems and crisis that arise in any organization.

The program is designed in a manner that helps student to understand the working environment, the organizational culture, the responsibilities and the implication of being an employee, the nature of the work one has undertaken. More so, it helps students to realize their interest in a particular line of career. In addition, it helps students realize the areas in which their skills and knowledge could be used for grabbing the opportunities, which will be mutually beneficial to the students when they later starting working and also the organizations that they work for.

As of the internship program, I selected NGO-CC Nepal from among the alternatives of Hero Moto Corp, Hotel Makalu and NGO-CC Nepal. The selection was made based on the criteria such as giving an opportunity to focus on desired department whilst gaining experience in other departments too, conducive and welcoming environment with ample opportunities to learn.

During my internship program, my study was focused on the supply human resource planning, recruitment, organizational behavior practices deployed by the company, focusing on the strengths and weaknesses of these practices. The underlying purpose of this analysis was to identify the best practices that can lead to better performance of NGOs in Nepal.

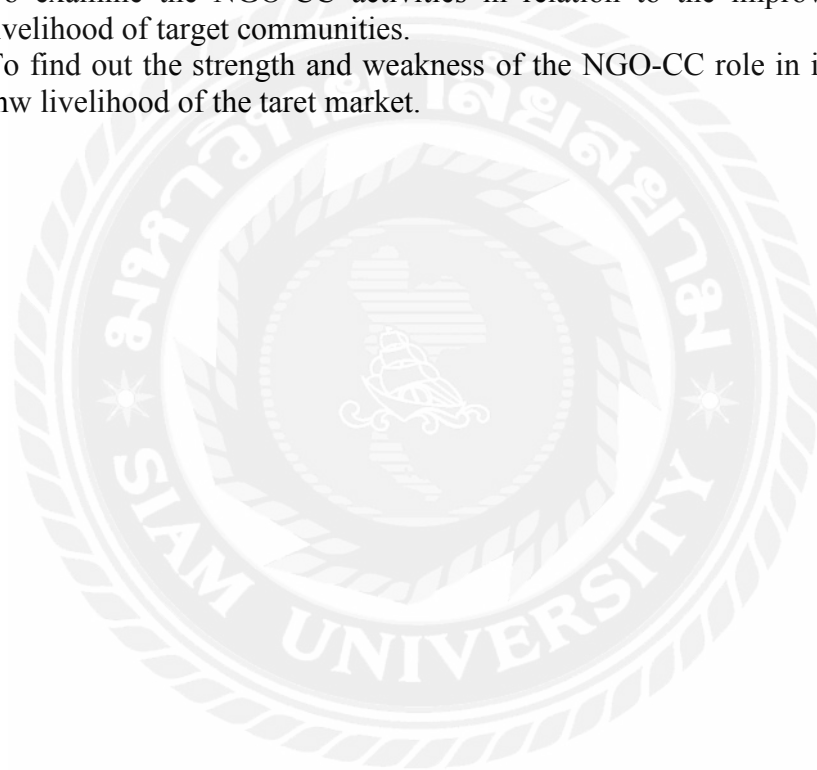
NGO CC Nepal can use some improvements. I would suggest them to do promotional campaigns in order to reach new communities and donors. This is so because, they have not been able to promote their work and create awareness in the market about their social campaigns for poor. The whole communication system is manual. People don't use technology to make their operation a lot easier. So, it would be very helpful for them if they use MIS systems to communicate and save time, and effort.

1.4 Objectives of the Study:

The overall objectives of this study are to clarify the roles and importance of Research department in the procurement procedure of an NGO.

The specific objectives of this study are as follows:

1. To assess the organizational landscape of NGO-CC in relation to the needs of the rural poor.
2. To review the existing policies with regard to NGO-CC role in the improvement of livelihood in the rural nepal.
3. To examine the NGO-CC activities in relation to the improvement of livelihood of target communities.
4. To find out the strength and weakness of the NGO-CC role in improving thw livelihood of the taret market.



1.5 Expected outcomes:

1. Finding out the best leaders and competitors in non-governmental organizations industry.
2. Finding out the main merchants of competitors
3. Finding out the strengths and weaknesses of other NGOs in Nepal.
4. Finding out the commission structure INGOs and NGOs.
5. Finding out the incentives and benefits that could make agents switch their service.
6. Finding out the additional services that customers, agents, and merchants are looking for.

1.6 Limitation of the Study:

During my internship in NGO-CC, I encountered some difficulties which include:

1. Time constraints: NGOs and development work is huge field and require more time to touch all of the part of development works. During the intern period I have only cover some of areas of development work whereas most of the areas were untouchable due to time constant. In short period it is difficult to cover all the important topics of development field gained from course.

2. Lack of availability of some colleagues to share their knowledge with interns: NGO is a center for exchange of ideas and experiences among practitioners of development sectors. Internship program in NGOs offers opportunity to young people to acquire knowledge and improve their skills in the development areas. However, some staff members are not usually available; what prevents interns to approach them for requests for clarification.

3. Lack of expertise in specific field: All staffs are not expert in all side. Some may expert in M&E, other are expert in project design. During the inter period I feel unavailability of expertise in the field of M&E, Project Design, Project management.

4. Lack of profession environment: During my internship period I have feel that NGO-CC has some gap on profession environment, management & administration, executive committee. Organization is more centralized and lack of chain of command I observed those are essential for good professional environment and job satisfaction.

5. Limited involvement in project and field work: SKUS has only 6 running projects in the field of education, health, livelihood, capacity building and disaster management and emergency recovery. I was involved in 2 projects. The project I was involved is emergency project where all dimension of project i.e. complete life cycle of the project was absent and intervention of the project. Only 25 days I have worked at field which is not sufficient to gain skill and knowledge.

Chapter 2

Literature Review

2.1 Main theory and concepts

Several recent studies indicate an alarming increase in the level of poverty in developing countries particularly in South Asia over the last decade. As a consequence, 40 percent of the world's poor live in south Asian countries.

The report named, 'The Role of Non-Governmental Organization in the Improvement of Livelihood Condition of Nepal' displays an overview regarding the current tasks undertaken by NGO's in regard to solve and mitigate problems currently present in the society. (Dhakal, 2002)

2.1.1 Current status of people living in rural areas

In rural areas, poverty still remain a problem in the society. The situation has not been mitigated yet. So, it remains a challenge for the nation to eliminate poverty in rural areas. Therefore, it is the task of the government to develop plans, built employment opportunities, and infrastructures for the betterment of the society as a whole. Also, private organizations, NGO's help is required to lessen the poverty situation in Nepal.

2.1.2 Modern Non-governmental organizations

They are considered one of the major actors in the socio-economic process. The northern countries and international agencies consider them as alternate institutional mechanisms for the transfer of resources to and also for understanding the reality of the developing countries. The southern countries are increasingly taking these entities as an effective vehicle for bringing social transformation, economic advancement and furthering democratic governance. IN Nepal, a major issue to overcome is to improve the livelihood of many living in rural areas and poor. In order to overcome this situation, government of Nepal along with NGO's are going in a right track in solving those problems. Hence, NGO's have expanded in a positive record during the last quarter of 21st century. So, it is very important that NGO's activities are to be monitored and determine the effectiveness of NGO's in solving the problems of societies such as poverty and other living condition factors.

This study displays the how NGOs handle situations that deal with societal problems such as poverty. Therefore, a basic overview of NGOs responsibilities and tasks are exhibited in this report.

The study was designed to get an overview of the roles played by the NGOs for handling the poverty issues.

The present research has reviewed poverty issues and explored how the findings can best be applied in the amelioration of livelihood both at the conceptual and practical levels. It reviews the efforts made to address poverty issues in the Nepalese context. It also presents the roles of NGOs in the planning process of the country and links their role and function to poverty eradication, legal status, management system, and the problems they have been facing.

In the conclusion of this report, awareness campaigns are most effective for making a positive influence in the perception of the people improving the livelihood condition of the people.

As a result of increased awareness, school enrolments of children – both male and female – have gone up, participation in social organizational activities has increased and household sanitation and health conditions have improved.

An examination of the available literature relevant to this study reveals that it is relatively limited. However, towards the later part of the 1980s and particularly during 1990s, both foreign and Nepalese scholars began to research on Nepal's NGO problems. While some of the authors on Nepalese socio-economic development pointed to the problems of NGO movement in brief.

2.1.3 Effect of non-governmental organization

The positive impact of (NGOs) in international relations is increasing, mostly in regards to development. NGOs are in a mission of their own across nations with the hope of mitigating or possibly eliminating poverty out of the third world.

Most of the times, countries that face extreme poverty, high infant mortality rates, low life expectations, low literacy rates, and little political freedoms are the countries that lack strong and active establishments. The governmental bodies of those countries have not been addressing these issues. So, NGOs are doing what the government are not doing to solve such issues. There is the passion, as well as the competency to achieve for success.

However, collecting funds is the main problem. But there are many ways of doing so. NGOs Funds can be secured through corporate sponsorships.

An inevitable aspect of securing funding for an NGO is corporate sponsorship. There is debate over whether corporate sponsorship should be allowed or not for NGOs to match their goals and interest with what corporate sponsors want. In explaining the various practices during research in an NGO, the theoretical

concepts that support this research are described below, along with the respective job description. The related theories and concepts are as follows:

2.2.1 Agency theory

Agency theory states the player acting as the principal delegates' responsibility for the execution of valued activities to the agent. Agency theory assumes that actors are rational making them capable of making decisions; based on the information available to them. However, the required information may not always be available to both parties; thus, creating an information asymmetry. (Sanderson J, 2015) This theory was applicable on all my roles and responsibilities as I acted as the agent on behalf of the organization during the filing and arrangement of required documents for procurement process.

2.2.2 Value for money theory

This theory states that an organization should be able to obtain the maximum benefit over time with the resources available. It focuses on achieving an equilibrium balance among economy, efficiency and effectiveness and cost effectiveness. (National College for Teaching and Leadership, 2018) (Saxena, 2012) I was able to apply this theory while aiding in approval of the yearly budget where the allocation of resources were done for optimum benefit.

2.2.3 Probity theory

This theory states that all transactions must follow by the principle of fair and open competition. It emphasizes the full procedures of an organizational task must be recorded with respective notes and evidence, that supports the decisions made. (National College for Teaching and Leadership, 2018) As I was assigned to ensure that all the supporting documents were available for various transactions for transparency and accountability, I believe this theory was applicable as well during my internship.

Product Details

The main products introduced by NGO-CC Nepal are:

1. Published Training Manual; Samridhi ko lagi bittiya chetana.
2. Developed virtual investment website: learnvest.com to help people learn investment skills in the real world with virtual money.



Figure 1- Virtual investment website

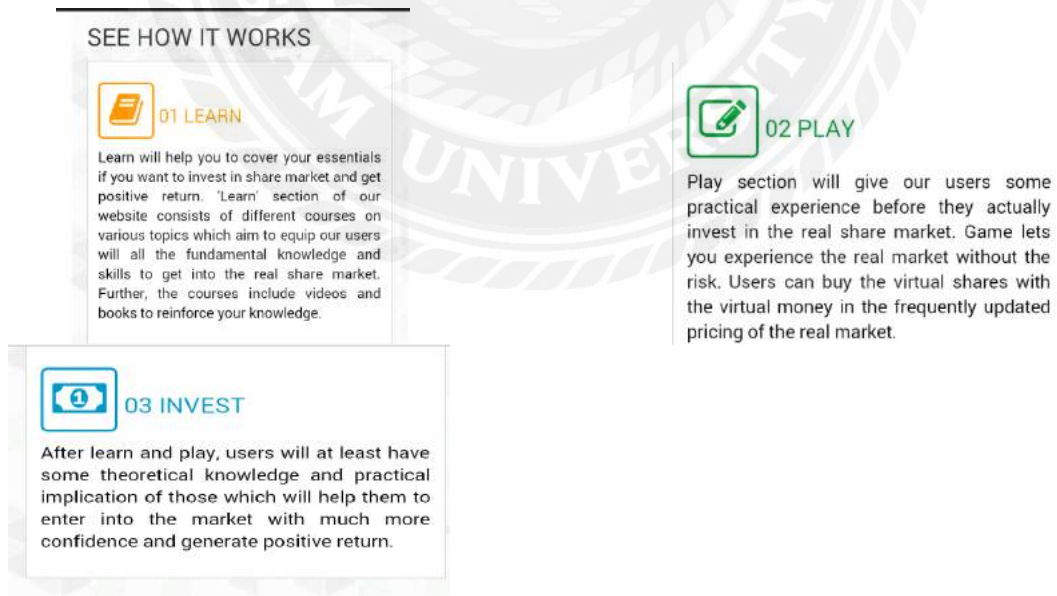


Figure 2- Functioning of Learnvest

2.3 Target segment

NGO-CC Nepal dreams of uplifting the marginalized people of rural areas. So, they are running different programs for different groups of people. Basically, they are targeting Rural Women, Students of government schools, Women's club, local clubs and peoples of rural villages. Due to bad geographic conditions and unstable and pressurizing politics in local level it has not been able to go to places where these programs seeks place so, it has been targeting rural areas near Birgunj Valley.

2.4 Market analysis of the brand

NGO-CC Nepal is a new entity looking forward to add value to the lives of marginalized people of Nepal. Even in a small span of time, NGO-CC Nepal has created impressions among various educational institutions, corporate bodies and bureaucratic organizations. Financial and investment literacy programs and enterprise development programs are new for Nepal.

NGO-CC Nepal is the first Nepali NGO to start the financial literacy programs. The company has strong brand equity on funders, partners and the rural areas under its connection. It has partnership with Nepal's big financial institutions, insurance companies and bureaucratic organizations.

2.5 Prominent competitors

Since the concept of financial literacy is new to Nepal, there are very few organizations working in this field, so the competition is less. Not-For-Profit organizations like Entrepreneurs for Nepal and Samrridha Pahad are the main competitors for NGO-CC Nepal.

For Enterprise development program, It faces huge competitions from Biruwa Venture, Business Incubation Center, Nepal Grihini Udhyog, and Entrepreneurs for Nepal.

2.6 Principle and Approaches of NGOs in Nepal:

NGOs in Nepal will work with existing groups or/and formation of self-help groups (SHG) and mobilize them for their own transformation, addressing their own immediate priority needs and take charge of their futures. NGOs will use work alongside the groups by organizing, strengthening and uniting them in the SHGs for their social, economic and cultural transformation using the Seven Step Model to initiate any actions and momentum that will self-correct and grow year by year. To complete the cycle of 7 steps model NGOs will design all its programs in the framework of 6 years. The model steps to follow are:

Step 1: Group Formation and Reformation: Create and then recreate self-help group and carefully build good rapport, interpersonal relationship and its capacity.

Step 2: Identify past success: Identify past success, achievements and publicize them to raise awareness of what works, and has worked, in the community. Development grows from successes, and what people do best is the most likely basis for success in the future. On its own a community may not recognize what their successes really are.

Step 3: Study success elsewhere: Initiate groups members to visit other communities that seem to be ahead of your community. Find option that worked for other people, and then adopt the good ideas to your own situation.

Step 4: Self-evaluation: Gather information on resources for addressing specific strength weakness, opportunity and risk to evaluate groups and their status.

Step 5: Effective decision making: Announce a problem solving meeting and encourage wide participations. Discuss cause of problems and explorer alternatives. As people agree on priority draw up a work plan that assigns jobs and functions to all.

Step 6: Take action: Take action on at least one achievable agreed on priority. Seek issues that have the greatest emotional appeal in the community. Involve as many people in the community as possible. Start activities and delegate tasks with greater participation of the people in greatest need (women and poor).

Step 7: Monitor plan and achievement: Involve people in monitoring activities to make correction. Don't hesitate to admit errors and to adjust action accordingly. Try options, adopt them, and keep improving. The basis of monitoring is four criteria to ensure the growth, success and impact of groups.

2.7 Three principles dimension followed by the NGOs in Nepal

NGOs through its learning have seen that the three actors i.e. (government, community and experts (Empower/Mentor/NGO) principles produces synergistically in the development effort when combined and functioning simultaneously, therefore the principle of three dimension shall be promoted and incorporated in the program components

Principle 1: Forming and 3 ways partnership of community members, officials and expert:

Community energy seldom mobilizes by itself. Communities need help from officials (Government), who can adjust policies and regulations to facilitate cooperation among factions and channel external resources. Communities also need help from experts (NGO) who can build capacity by training, introduce new ideas, and help monitor change.

There are tension between top down and bottom up. The government officials' wants community to follow but community blame officials for not doing the works for themselves. In this situation the experts (Empower/Mentors) who brought to the process and understanding local causal relationship and knowledge of a wider range of options and outside in perspective is as essential as the bottom up and top down.

Principle 2: Basing action on locally specific data:

Find/define common objective(s) using data to bring all parties together into a forum. Lacking such data, participant will make decision on the basis of opinions. These tend to be most influenced by whoever talks most convincingly, by whoever holds more power at moment, or by information from more distant situations – which may or may not be relevant. But when action is driven by data and based on a clear assessment of priorities, decision making can transcend differences and point towards the most efficient path to change.

Principle 3: Using and community work plan to change collective behavior.

People can come together in partnership; they can agree on objective data; but to achieve lasting result they must change behavior together. While changing behavior for the community may start simply by gaining new skills, that imposition of power community leader, official, or experts-face more challenging requirements, changing their behavior to share power.

The approach has been called *KAASC*, K= Knowledge sharing, A=Awareness rising, A=Attitude changing, S=Skill gaining and C=Capacity strengthening is the highlight of the approaches. When people have knowledge s/he will have awareness as well. When the person is aware s/he should start to change the attitude. Once

begin to change the attitude the people need skills to do something. Accordingly they need to strengthen their capacity as well.



Chapter 3 Methodology

3.1 Roles and Responsibilities assigned by the company

The Three-month internship at NGO-CC Nepal from 15th February 2018 to 15th May 2018 helped me to enhance my organizational and management skills. During my internship as a Research and marketing intern, I was assigned to various tasks on different projects. Mostly I was working on Investment Literacy Program. I got the opportunity to give the product presentation at Securities Exchange Board of Nepal and also, I gave the financial literacy introduction to the students of three schools which helped me to boost my public speaking skills. I learnt about the online analytics while reviewing the performance of Learnovest.com.

During my internship I tried to find out how NGO-CC Nepal can position itself as an honest NGO in the eyes of community and donors. As a marketing student I think NGO-CC Nepal needs to focus more on its Enterprise Development program than Investment and Financial Literacy Programs.

I also tried to find out international donors who are donating the NGO's running these kinds of program. I also looked at ways through which NGO-CC Nepal can generate revenues. I found out that the organization must focus on Social Entrepreneurship so that it can generate its own revenue to run the program.

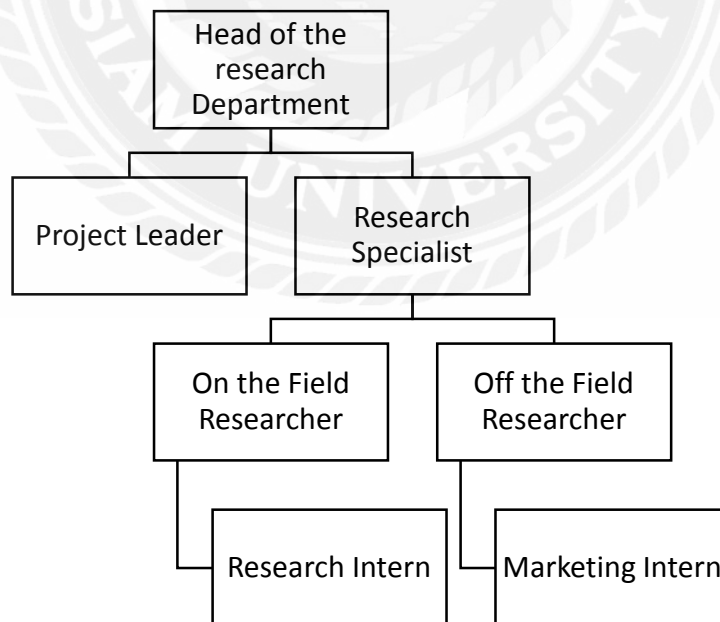


Figure 1- Micro Organizational Chart

I have performed the following activities during my internship period and some lesson learned from these activities which mentioned below;

Part A: Perform day to day office work:

- Regular email check and e-mail correspondence and discussion with chairperson Internet browsing for donor's fund and sharing with high officials
- Day to day correspondence (Letter from NGO, Donor and other stakeholders)
- Preparation of report for donors and other agencies
- Keeping update of all the project activities going on
- Prepare draft project proposal, concept note, letter of interest (LOI), Expression of interest(EOI)
- Prepared important meeting minutes at the time of meeting
- Assist to legal paper like registration certificate renewal, Executive committee approval process and maintaining record
- Assist to staff recruitment (in whole staff recruitment process).

Part B: Involvement in managerial activities:

- Provide feedback to Chairman and high authority for the smooth running of any project
- Prepare project reply report, quarterly report, inception report, project progress report as per demand of donor and organization
- Join different meeting, seminar arranged by different organization as per instruction of chairman and high authority of NGO-CC
- Designing monitoring format and monitor ongoing project and provide feedback to chairperson

Part C: Involvement in project activities in the field level for ensuring quality:

- Worked as Project Officer in the project named "Emergency shelter assistance for the most vulnerable households affected by Earthquake at Dolkha district funded by UNDP.
- Major responsibility and task in the project was; Project planning and implementation with the assistance of Project Implementation Unit (PIU), ERF Field Coordinator and local GOB administration
- Beneficiaries selection (survey form develops; provide orientation on survey form, FGD; Monitoring Survey, conduct FGD; Data Scanning; cross check/ validation of beneficiary;

- Ensure endorsement beneficiary from UNO, PIO and respective UP chairman)
- Project Monitoring and Staff supervision
- Conduct training, inception meeting, monthly meeting and meeting with relevant stakeholders
- Reporting

3.2 Project Details

The study I conducted throughout the internship period was regarding the potential of Investment and Financial Literacy Programs on the third world country like Nepal. NGO-CC Nepal is also using technology as a source to help and teach other people since 75% of the country's population can be reached through internet.

So, it has launched its new project "Learnovest.com". The initial concept of developing 'Learnovest' was propelled by the understanding that nation's and people's prosperity lies on the level of financial literacy of the general people. The vision of NGO-CC Nepal is to develop an e-learning website that would provide a highest level of learning experience to the new comers and amateur investors of Nepal Stock Market through Learnovest.com.

Chapter 4

Results and Discussions

4.1 Contribution of students made to the internship

As a Research Intern, I was completely active in the operational activities of NGO-CC Nepal. During my internship I was involved in NGO-CC Nepal's two projects i.e. Financial Literacy Program and Investment Literacy Program. I went to observe market with the team of NGO-CC Nepal and I provided them with some ideas and explanation about how to deal with the customers and maintain long term relationships with them. This internship experience taught me how decisions are being made in the higher level and how people are treated in the corporate world. I am now able to work in NGOs like NGO-CC Nepal. I was part of the team to present learnovest.com in front of the board of Securities Exchange Board of Nepal, a regulatory body of securities in Nepal. After this presentation, NGO-CC Nepal was able to sign a partnership with SEBON. I also visited three schools during my internship as a part of financial literacy program as a trainer and gave an introduction about NGO-CC Nepal and Financial Literacy Program to the students. I updated the stock prices on Learnovest, answered client questions and helped the institution on analyzing the performance of the website using Alexa.

4.2 Details of related learning process and new knowledge student have received

The above activities which I have done during the internship period enhanced my knowledge and skill regarding project implementation and public relations. Some of the experiences are given below;

- i. Nowadays, effective executive committee, charismatic leadership role of chief executive and strong management is essential for NGOs development and its sustainability
- ii. NGOs should not depend on donor fund. NGOs should diversify their activities to Micro finance, income generating activities, cost sharing for NGO sustainability
- iii. Effective communication within organization and communication out of organization e.g donor, government official, and local administration is very important for project management and fund raising for NGOs work
- iv. Staffs involvement in decision making process in organization and project encourage staffs to committed and ownership on organization
- v. Every stage of implementation of the project activities is the best field of learning by doing.

- vi. Develop survey form considering beneficiary selection criteria and orientation on survey as well as day to day monitoring on survey is crucial for appropriate beneficiary selection and advantageous further effective project implementation
- vii. Community participation in whole project cycle, decentralization on project activities can helpful for effective, efficiency project implementation
- viii. For smooth project implementation and reaching estimate project target goals and activities, stakeholder's assessment, SWOT analysis can play important role
- ix. Regular Supervision and monitoring, adequate assistance from different level can enhance the quality of activities and also ensure timely accomplishment especially in early recovery and emergency response project
- x. Beneficiaries, community people, Local Elected Body and Project Implementation Committee (PIC) can take appropriate measures for reducing constraints and risk.
- xi. GO and NGO coordination is a crucial success factor for any project
- xii. Coordination with the local government representatives from the beginning of program design and planning is helpful to avoid future constraints and overcome influences.

4.3 Achieving the specific objectives of the report:

1. After the completion of this internship, I found that NGO-CC is engaged in development of infrastructures such as schools, hospitals, toilets in rural areas. This has made the life of the villagers more convenient as they don't need to go to other villages if need of those services such as medical check-ups, education, and etc.
2. NGO-CC would collect fund from INGOs in the form of donations. They would utilize this fund to make improvements in the livelihood of those people in rural areas. NGO-CC have actively been involved in providing tutorial on using toilets, awareness programs regarding importance of education, hospitals, and other infrastructures.
3. Organization's mission and vision and the employees dedication towards it. NGO-CC Nepal has a well experienced team of researcher as they have been working for more than 12 years in the same organization.
4. Good community response has been the major factor in order to bring NGO-CC Nepal where it is today, people trust towards NGO-CC has been increasing day by day and with the help of same the company is achieving its objectives.

Chapter 5

Conclusions

5.1 Self-assessment as future professional

Naturally one can acquire knowledge and skills at the end of any program. I have also acquired some knowledge and skills during my 3 months internship program. In one sentence I can say this internship enriched my knowledge, skills which cannot be expressed in language. Still I am stating some knowledge and skills in brief.

1. Knowledge and Skills Gained

This internship has changed my professional level which will be helpful in my activities in side NGO-CC and outside my working station. The knowledge I gained from the course and from internship period will enhance my personal skill. I have tried to coordinating the theory (which I have learned from the course) and practice (during internship). As a result, I feel that my quality of work improved and contributing more in the organization for the development of NGO-CC.

2. Organizational/ Professional Communication and Correspondence skilled

Developed: I learnt how to further improve my communication skills in an organizational setting and how vertical and horizontal communication can be maintained on the basis of the course of communication. During my internship I have gained more skill and knowledge in case of letter correspondence, due to proper guidance and suggestion of my supervisor and high officials of NGO-CC. I have learned the technique of effective reply of letters through mail and hard copy addressing proper way. I myself involved in related stakeholders, donors and govt. high official. My study has contributed to my communication skills, but I would like to pay more attention to it in the future. To contribute more to projects and to progress faster, I want to learn to make a more confident impression and to express my ideas and opinion more certain.

3. Time management: I am now very much competent to proper time management and effective implementation of activities which will help me from the course of sustainable project management. Moreover, my supervisor oriented me to time management and encourages to attendee timely in office and completed all activities within time frame. I was able to implement 95% of the activities without delay. Monthly and Weekly work plan, displayed board furnished with time line of activities in front of desk, day to day activities follow up helped me to successfully completion of activities within time.

4. Learn to work as a team member (Team building): I have learnt how to participate in teamwork, respecting other people's opinions and giving out my opinions after careful thought.

5. Critical Thinking: The internship gave me an opportunity to interact, learn and share ideas with the national and international agencies specialists in different fields which broadened my thinking and practical skills on developmental activities. I can think a bit more critically on any issues raised in the office works, in projects and in my personal life.

6. Development of managerial capacity: The internship gives me an opportunity to understand dynamics of my NGO. I would know the NGO-CC goal and objectives, management style, project management process and main source of fund. The understanding of dynamic of NGO helps me to further contribution in my organization development and its sustainability. Moreover, during my internship period, I have attended on some orientation, seminar, training, meeting which played important role to develop my managerial role and capacity.

7. Helped to future Career Plan: This internship will help me to choose my future career and buildup my confident in NGOs sector. I have realized that in NGO it has huge field to work and have better career opportunity. I have enjoyed to work with vulnerable group specially women and children in hard to reach remote areas. This influenced me to be a Disaster Risk Management Specialist with advanced knowledge in both theory and practice. I have been trying to give my best to my organization development.

5.2 Comparison of practical learning vs. theory

1. On the whole, this internship was a useful experience. I have gained new knowledge, skills and met many new people of various cultures.
2. I achieved several of my learning goals; however, for some constraints I could not work as per schedule. I got insight into professional practice.
3. I learned the different facets of working within a NGO. It has also improved my thinking and analytical skills and strengthened my professional ability to work in a multicultural environment. The internship helped me to identify the strengths and weaknesses of mine. This helped me to define what skills and knowledge I have to improve in the coming time.
4. I had an opportunity to work with disaster affected people in the field level in Earthquake affected area at Dolkha District.
5. I have practically seen the crucial conditions of the people in that area where the people are living in the open space which are very inhumane.
6. The people of Nepal, national and international donors, rich man and organization should come forward for reducing their vulnerability, poverty and adversity. Let God Bless Them.

As a student of marketing, I was able to actually analyze the types of marketing problems within the organization. I was able to relate various class rooms discussions and theories practically in the span of three months in NGO-CC Nepal. I also find out my weaknesses while working in a team which I can improve in upcoming years. The three-month internship at NGO-CC Nepal helped me to explore the organizational culture of Nepal and excel in my marketing career in near future.

Public participation is needed for their own well-being in the present day scenario. But there seems to be a need for a catalyst to motivate and educate the masses to see the problems in the true light. The oneness of the community to stand up for their right to life comes only when the community is aware that they too have the right to live a decent life. The NGO-CC act as the catalyst for bringing the citizens together. The cooperation of the NGO-CC is needed for the sustainable development of the country. Most of the programs involving the public are better coordinated with the involvement of NGO-CC in Nepal. However, the NGO-CC sometimes lack in managerial skills, self-sustainability, reliability and technical capability. Hence it would be beneficial to the society if the 'do gooders' were helped in developing management skills, and enhance technical capability. It is worthwhile if NGO-CC could be replicated in structure and technical capability in other developing countries. NGO-CC have come a long way, and yet have a longer way to go.

The research objective was: Are NGOs better institutional option for livelihood improvement of the people? The purpose was to come up with the findings about the role of NGO-CC with regard to livelihood improvement of the people. The main emphasis was on analyzing the NGO-CC functions at the grassroots and also reviewing the existing policy related to the functioning of NGOs in Nepal. The present research has reviewed poverty issues and explored how the findings can be best applied in the amelioration of livelihood both at the conceptual and practical levels. It reviews the efforts made to address poverty issues in the Nepalese context. It also presents the roles of NGO-CC in planning process of the country and links their role and function to poverty eradication, legal status, management system and the problems they have been facing. In this context, this chapter summarizes the main findings of the study. Livelihood issue should be seen in comprehensively and only a single sector may not able to achieve this goal.

5.3 Problem observed and suggestions

As a student of marketing, I found many problems during my tenure at NGO-CC Nepal as an intern. The main problem NGO-CC Nepal was facing was lack of Management Information System, less presence on social media sites, lack of engagement with Youth's club of NGO-CC Nepal, confusing delegation of authority and lack of promotional campaigns.

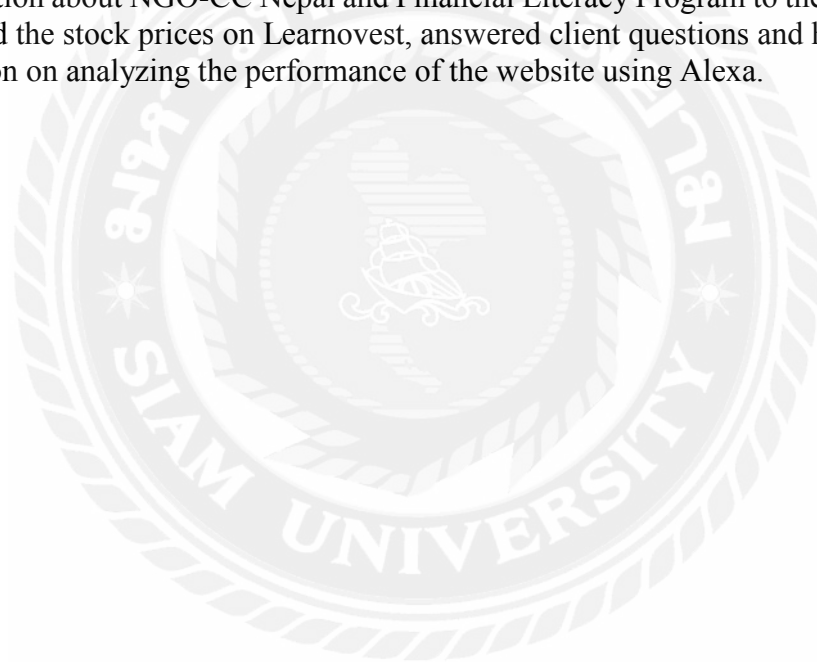
NGO-CC Nepal has presence on most of the social media sites but they are not actively present on social media due to which they are not able to communicate with the outer world about their work and new projects. They have created a Youth's club which consist about 1000 members. The club has their own board but they are controlled by NGO-CC Nepal. The group is an opportunity and strength for NGO-CC Nepal as they can be the voice of NGO-CC Nepal and create buzz in the market by conducting various activities, but the club has been dull. So, Sammunat Nepal must actively take advantage of their youth's club. The hierarchy is too confusing and it eliminates employees in the decision-making process. Since, NGO-CC Nepal has less number of employees; they must engage every employee in the decision-making process.

Since, NGO-CC Nepal has not invested to build a Management Information System, there was difficulty to flow ideas and information to all the employees. Due to these employees were not able to know the status of ongoing and upcoming projects. The communication within the organization was breached due to the lack of MIS within the organization.

NGO-CC Nepal has not been able to promote its work and create a buzz in the market about its activities. Promotion is must for NGO-CC Nepal in order to reach new communities and new donors. Since, promotional campaigns can be costly for an Ngo, it can either use its youth's club to represent and promote NGO-CC Nepal on social media or it can sign partnership with media entities.

5.4 My Contribution as Intern

As an Intern, I was completely active in the research activities of NGO-CC Nepal. During my internship I was involved in NGO-CC Nepal's two projects i.e. Financial Literacy Program and Investment Literacy Program. I went to observe market with the team of NGO-CC Nepal and I gave those ideas and explanation about how to deal with the customers and maintain long term relationships with them. This internship experience taught me how decisions are being made in the higher level and how people are treated in the corporate world. I am now able to work in NGOs like NGO-CC Nepal. I was part of the team to present learnovest.com in front of the board of Securities Exchange Board of Nepal, a regulatory body of securities in Nepal. After this presentation, NGO-CC Nepal was able to sign a partnership with SEBON. I also visited three schools during my internship as a part of financial literacy program as a trainer and gave an introduction about NGO-CC Nepal and Financial Literacy Program to the students. I updated the stock prices on Learnovest, answered client questions and helped the institution on analyzing the performance of the website using Alexa.



5.5 Learning

I started my internship on 15th Feb 2018 and ended on 15th May, 2018. I did my internship in the NGOCC, Birgunj. I worked 6 days a week and eight hours a day. In order to get the opportunity to work in NGOCC. I had to go to the NGO and give the Assistant manager an application letter. I was eligible for the internship. This internship is a no pay internship. The first day I was introduced by the President of the NGO. I was given a desk and a computer to work. The first week was every exhausting but later I got the habit. These experiences gave me the exposure in the NGO environment and have also enhanced my communication skills as well. I am very grateful that I had the opportunity to work with such good people. The hospitality that the employees in the NGO have shown me is very impressive. So, I am very happy and satisfied with this experience.

The three months internship program was a great opportunity to learn about the Nepalese corporate sector and it helped me to know my interests in different fields of organizations. Internship program was a good learning experience for me which helped me to grow further. During the two months internship program I was able to know how well an organization runs. I learnt a lot about the operational side of Not-for-Profit organization and their scenario in the current political condition of Nepal. I have understood the enthusiasm of marginalized people on investment and establishing an enterprise.

The internship program of three months has been a good learning experience for me. It has helped me to know a lot about an organization as a whole and also how important the employees' co-ordination in different departments is required in an organization for its efficient working.

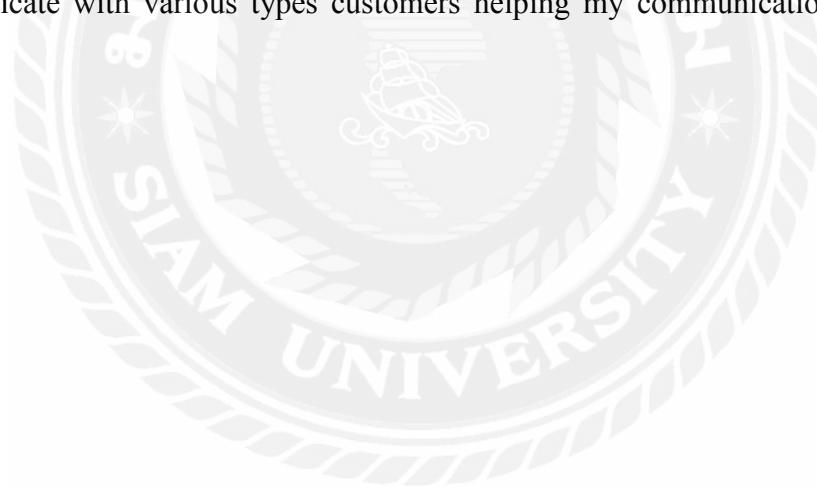
According to the definition of organization "A social unit of people that is structured and managed to meet a need or to pursue collective goals." (Business Dictionary , 2018) From the definition we can take note of two points 'structured and managed' and 'collective goal'. From this internship I have realized how important it is for an organization to work in a structured and managed manner. If an organization is not in a structured manner i.e. if there are no various departments in an organization it leads to inefficient working. If the work is not divided within the various departments in an organization, the organization cannot work successful.

Similarly, and organization consists of hierarchy, where each department have heads of their own and each department head is looked by the head of the organization (i.e. manager). This hierarchical division is important in every organization, in fact an organization cannot run unless it doesn't have a leader to guide it. And finally, collective goal, which is the main goal of an organization. All the small functions such as planning, influencing, controlling and organizing have interrelationship so that they can reach the organizational goals.

We visited a lot some schools and taught them the importance of financial literacy, because it is very essential for them and it gave me an opportunity to teach them a lesson about financial literacy.

I can use this experience when I pursue my career in near future. When I was assigned to interact with the students of Mount View English Secondary School, Balkot, Gundu English Secondary School, Suryavinayak, and Evergreen Public School, Sankhu, I really get feedbacks from my supervisor which helped me on public speaking skills.

I also got an opportunity to get involved while organizing press release, which taught me the procedure of publishing your business in the headlines of the newspaper. After monitoring the buzz of the press release, I found out the importance of Media and Media management in the success of any business. Finally, one major experience I gained from this internship was to work in a pressure environment where I had to look upon various Instructions provided by the higher-level authorities and their queries along with making sure I don't make any mistakes while arranging the meetings timings. Also, I learned how to communicate with various types customers helping my communication skill as whole.



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