Using Website as an Empowering tool for NGO

Rachita Jaiswal

Department of Computer Engineering

St. Vincent Pallotti College of Engineering andTechnology, Nagpur

Prathamesh Naik

Department of Computer Engineering

St. Vincent Pallotti College of Engineering andTechnology, Nagpur

Dhirajkumar Gupta

Professor of Computer Engineering

St. Vincent Pallotti College of Engineering andTechnology, Nagpur

Salome Dongardive

Department of Computer Engineering

St. Vincent Pallotti College of Engineering andTechnology, Nagpur

Rahul Meshram

Department of Computer Engineering

St. Vincent Pallotti College of Engineering andTechnology, Nagpur

Abstract— **Growing website development technologies have been quite helpful for NGOs as they develop and grow their businesses. NGOs are able to communicate and connect with people online from any location by utilizing all the most cutting- edge technologies. In this paper, the focus is on how websites haveaided NGOs in recruiting volunteers and monthly donations, as well as on the process and strategy to create a website. The main goal in creating this website was to give users a user-friendly interface so that they could simply search for information about the NGO in order to volunteer and register themselves.**

Keywords- Web Development, NGO, charity, Donation

I. INTRODUCTION

Website development has been used by numerous businesses in India to have an online presence ever since it was first introduced in 1990. The success of an organization can be significantly impacted by its internet presence. In India alone, there are 3.2 million non-governmental organizations (NGOs). These organizations work to imbibe and create social values and social change to benefit society. Therefore, NGOs have to come up with precise strategies to advance relationships, improve the exchange of information, and begin communication with the targeted audience. Websites, in particular, have been a helpful resource for non-profit groups, enabling them to innovate and adapt to societal changes [3]. The effectiveness of NGOs' websites in facilitating communication with their target audiences is growing. Numerous research investigations have since been conducted on it [2].

Individuals desire to devote their time and effort to a worthy cause from all over the world. As of, there are more than 1 billion volunteers in the world. In India, there are around

18.65 billion volunteers who give their time and effort to good causes. India has actually boosted its donations to NGOs, while

previously known for its non-institutional humanitarian gestures. Websites make it possible to communicate directly with visitors, employees, and volunteers, including those who weren't previously aware of you. Having a website helps your group look more credible and professional while appealing for funding.

This website's objective is to give users a place to learn about the aims of NGOs and their varied programmes and services. The available live chat feature enables users to ask questions and receive responses. The simulation would be highly beneficial for the instructors as well as the NGO students in order to make learning more engaging and innovative. Most significantly, it will contribute to raising awareness of the social issue that society is dealing with as well as the way that the organization is investing its time and effort in order to support and effect change.

The great majority of websites and web apps support JavaScript, the primary web language, on the client side. This indicates that, despite the diversity of server-side technologies, JavaScript remains a key component of web technology.

II. MOTIVATION

Anything is now possible with just a click of the screen. An extra communication route for the company is its website, which can be quite helpful in some circumstances. Online donations have become more common as everyone's schedules get busier. The Charity works for a number of concerns, including women's emancipation, alcohol anonymity, nutrition, and health. By developing a website for the NGO, it would be possible for individuals from all over the world to connect with them and it would be easier for users to learn more about all the services the organization offers.

LITERATURE REVIEW

NGOs have been more crucial in recent years in solving social, economic, and environmental challenges around the world. NGOs are non-profit organizations that run independently of governmental institutions and work to address a variety of social concerns, including poverty, healthcare, education, and human rights.

NGOs employ a number of venues to spread their message and rely on public support to accomplish their goals. The internet is one of the most efficient ways to spread information and garner support. Having a website helps your organization look more credible and professional while appealing for funds.

An NGO website that is well-designed and optimized can boost donations, encourage public involvement, and further the organization's objective. Users can find your organization's most recent contact information, information, and address on an NGO website.

Worldwide, online giving and volunteering are expanding quickly. More Indians reportedly stepped forward to support charitable organizations during the second lockdown, with online donations seeing a 730% increase in comparison to the time before the limitations were announced, according to research from digital payments solution company PayU.

Due to all of these circumstances, we made the decision to create a website that will assist the group in connecting with a large number of people who are eager to support and volunteer for such a cause.

It helps explain the work your NGO does so that potential participants and partners will have a better understanding of your cause, which is important when you're seeking for funding, contracts, or donations.

III. RELATED WORK

There are numerous websites for various NGOs. The Swadesh Foundation-Rural Development NGO in India, Smile Foundation, and Care India are a few of the well-known websites that we consulted while working on this project. The navigation bar, the search bar, the contribution button, and a slider with moving images, when we enter the website, are a few of the characteristics that were present on all of these websites. These websites are all fully responsive and have a straightforward yet very functional graphical user interface (GUI).

IV. APPROACH

The website is being developed for Sanjeevan Multipurpose Society a Nagpur-based NGO. The website consists of thefollowing modules

- Social Service
- School
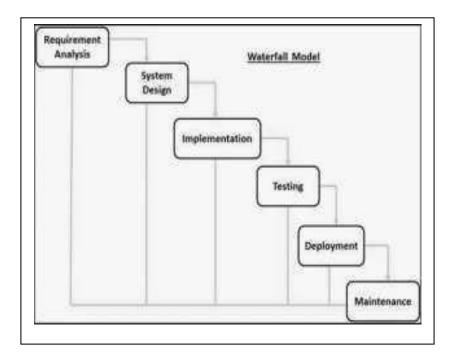- Montessori Teachers Training
- Church
- Admin

Figure 2 Waterfall model for website development

V. CONCLUSION

The website complies with all criteria and offers comprehensive information about the Charity. Users of this website can sign up to volunteer, give, and communicate with aChatbot to get answers to their questions. Get informationregarding the school and its programs. Enroll for diplomas in the many courses offered as part of the Montessori program, and learn more about the church services

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