

A MINI PROJECT REPORT ON

**Philanthropist support for NGO during covid-19
Pandemic A Case Study**

Mini Project Submitted in Fulfillment of The Requirements for
The Award of The Degree of

MASTER OF BUSINESS ADMINISTRATION FROM

BENGALURU CITY UNIVERSITY



Submitted by

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Under the Guidance of
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Asst. Professor, AIMS



Al-AMEEN INSTITUTE OF MANAGEMENT STUDIES
Affiliated to Bengaluru City University
(2021-2022)



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Place: Bangalore

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Dr. B.A. ANURADHA
Principal



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Place: Bangalore

Date:

Prof. DEEPAK SINGH M.C

Associate Prof. And HOD





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I hereby declare that the Project Report entitled “**Philanthropist Support for NGO during covid-19 Pandemic-A case study**” has been prepared by me under the supervision and guidance of **Prof. Rizwana Khanum**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

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ACKNOWLEDGEMENT

This Project has been a great learning experience in valuable source of knowledge and information for me, which was only possible through the guidance and help of some eminent people, to whom I would like to, render my deepest appreciation and regards.

I like to thank the principal **Dr. B.A.Anuradha**, other faculty members and the institution itself without whom this experience would have been a distant reality.

I am really thankful to **Prof. Rizwana Khanum** faculty of management department, **Al-Ameen Institute of Management Studies**, for her valuable guidelines and suggestion which helped me to structure my Mini Project.

Hereby, I express my deepest thanks to **HOD Prof. Deepak Singh M.C** for his support and guidance to carry on with the Mini Project.

I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the Mini Project.

Last but not the least I present my heartfelt thanks to my family, Friends and well-wishers for their help and support.

UMME HANEY

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CHAPTER-1 INTRODUCTION



The current pneumonia outbreak, which began in early December 2019 near Wuhan City in Hubei Province, China, is caused by a new coronavirus (CoV) recognised by the World Health Organization as 'COVID- 19'. (WHO). COVID-19 is a virus that has the potential to cause illness. According to phylogenetic analysis of available whole genome sequences, bats appear to represent the COVID-19 viral reservoir, although the intermediate host(s) has yet to be identified. Though three essential areas of action to enhance understanding of the outbreak's pathogenic aetiology are already underway in China.

Early investigations of cases with symptoms reported near Wuhan in December 2019, ecological sampling from the Huanan Wholesale Seafood Market and other area markets, and the gathering of detailed reports on the point of origin and type of wildlife species marketed on the Huanan market, as well as where those animals went following the market's closing.

The new coronavirus, on the other hand, is already causing a lot of concern. Despite the fact that it appears to be spread by animals, it is crucial to distinguish between specific animals and other sources, the mode of transmission, the incubation cycle, the features of the susceptible community, and the survival rate. Despite this, there is currently very little clinical knowledge about COVID-19 disease, with information on the age range,

animal origin of the virus, incubation time, outbreak curve, viral spectroscopy, dissemination pathogenesis, autopsy observations, and any clinical responses to antivirals lacking among serious cases.

PHILANTHROPY

SPREAD YOUR LOVE TO OTHERS



Philanthropy is defined as a large-scale charitable donation to deserving causes, but it is much more than that. Wealthy individuals occasionally establish private foundations to support their philanthropic endeavours. Philanthropy is an effort that individual or institution makes based on an altruistic goal to increase human welfare.

During the crisis, one of the things that philanthropy did rapidly was rally. People broke down their conventional decision-making hierarchy and jumped into action because there was a real sense of urgency.

Donors have two types of reactions in response to the urgency. The first was to make a quick donation to well-known organisations or government-backed relief programmes, trusting that the money would be put to good use. The second group of funders came from those who took the time to research where money was needed and what types of organisations they wanted to assist. These were the people who were attempting to calculate the demand and supply ratios for medical supplies, food rations, and other necessities.

However, there were some inconsistencies in how philanthropists responded to the pandemic, especially during the second wave. The initial wave of the pandemic demonstrated, particularly in the context of the migrant crisis, how a lack of food and housing, as well as a lack of livelihood stability, decimated families. Despite this, all donor attention was focused on hospital beds, oxygen concentrators, and medical equipment during the second wave.

The reason for this deficiency, in my opinion, is that charity has a tendency to be carried away by majoritarian narratives. Giving has a herd mentality, and funders don't always take the time to think critically.

Today, we are witnessing a massive devastation of livelihoods in India, with large numbers of families facing an irreversible descent into poverty. More importantly, I am concerned that our memories will fail us once more. This is a serious concern because, if we don't learn from our response to the second wave, we will repeat the same mistakes—we will continue to direct resources in a narrow manner, with disastrous results.

Philanthropy must do far better than it has in the previous year. "We came to the forefront during the pandemic and a huge amount of funds was raised," many individuals are congratulating themselves on the back today. However, we must recognise that just because billions of dollars have been raised does not mean that philanthropy has performed well.

As economies grow and philanthropists become more numerous and generous, there is a need to be more careful about how money is distributed. And this will necessitate some reflection as well as a shift in perspective.

In recent years, there has been a rising global debate on whether charity is effective. And, in accordance with that, I believe philanthropy must evolve more quickly. We must shift our focus from the quantity of the grant to whether we are helping the communities we set out to serve and what our overall impact has been.

Because of the herd mentality I mentioned before, some types of organisations and problems have gotten the lion's share of the money available. We must break free from this perspective if we are to actually make a difference.

Mckinsey's 7S Model:

The Model categorizes the Seven elements as either hard or soft:

Hard Elements	Soft Elements
Strategy	Shared Values
Structure	Skills
Systems	Style
	Staff

The three "hard" elements include:

- Strategy.
- Structures (such as organization charts and reporting lines.
- Systems (such as formal processes and IT systems.

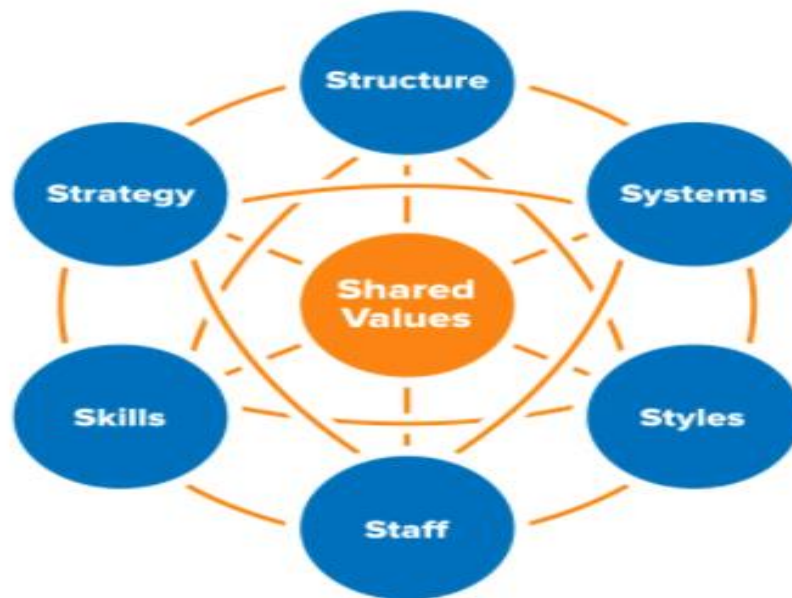
These elements are relatively easy know, and management can influence them directly.

The four "soft" elements include:

- Shared values
- Skills
- Style
- Staff

These elements can be harder to identify, and are less tangible, and more influenced by company culture. But these are as important as the hard elements if the organization is going to be successful.

McKinsey's 7S model:



Lets look at each of the elements individually:

- Strategy: This is organization's plan for creating and maintaining a competitive advantage over its competitors.
- Structure: This is how company is organized (how departments and teams are categorized, including who reports to whom).
- Systems: The daily procedures that staff use to get the task completed.
- Shared Values: These are the values of the organization and refer to the work ethics. These were called "superordinate goals" when the model was first developed.
- Style: The style of leadership adopted.
- Staff: The employees and their capabilities.
- Skills: The actual skillset and competencies of the organization's employees.

List of Foundations in India:

Help Now Foundation:



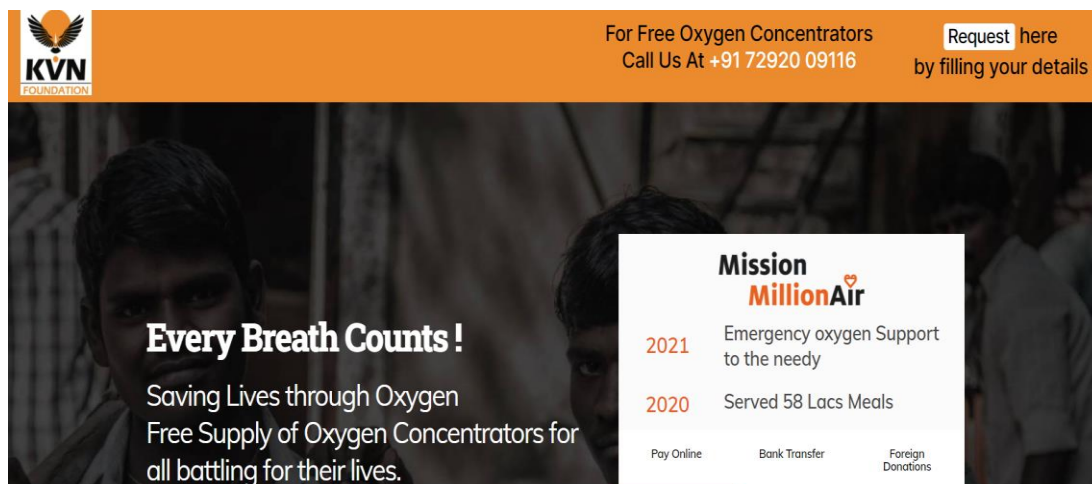
Help Now Foundation is setup In Mumbai, Delhi, Bengaluru, Pune.

HelpNow was founded by three IITians, Aditya Makkar, Shikar Agarwal, and Venkatesh Amrutwar, and has grown to become the largest private ambulance network in the world.

HelpNow is a student-led initiative that provides a secure, 24-hour logistical network in India for delivering COVID patients/suspects, drugs, phlebotomists, healthcare staff (doctors, nurses), and blood/organs/medical supplies. You may help by donating money to the following organisations:

- 1) Purchasing BLS (Basic Life Support) Oxygen Ambulances.
- 2) Over 50,000 PPE Kits A minimum of 5 kits per person is required for the staff of 300 ambulances (drivers and paramedics).
- 3) Providing disadvantaged people with free ambulance service.
- 4) Enticing a legion of drivers to join the cause and resurrect ambulance service.

KVN Foundation:



KVN FOUNDATION

For Free Oxygen Concentrators
Call Us At +91 72920 09116

Request here
by filling your details

Every Breath Counts !
Saving Lives through Oxygen
Free Supply of Oxygen Concentrators for
all battling for their lives.

Mission MillionAir

2021	Emergency oxygen Support to the needy
2020	Served 58 Lacs Meals

Pay Online Bank Transfer Foreign Donations

KVN Foundation is setup In Bangalore, Chennai, Hyderabad, Mumbai, and Noida.

The KVN Foundation is providing free oxygen concentrators to those in need so that they can receive crucial life support until they can locate a hospital bed, see a doctor, or fully recover. These will be delivered as needed for 5 to 10 days, then returned, disinfected, and utilised on the next patient with a fresh set of consumables.

Milaap Foundation:



THE ONLY WAY TO FIGHT THIS, IS TOGETHER

#IndiaFightsCorona

Donate Now

Milaap Foundation is setup in Delhi NCR, Hyderabad, Chennai, Bihar, Bengaluru.

What began as a small attempt to feed the hungry who were stranded during the lockdown has grown into a variety of Mercy Mission initiatives:

1. In BLR, was able to give 73,007 Mercy Ration Kits worth Rs 7.5 crores to 300 different localities.
2. The foundation was able to serve meals to 1,75,300 migrant labourers returning to their home states on 107 shramik trains from Bangalore.

3. The Foundation was able to operate 33 Mercy Kitchens, distributing 10.8 lakh packaged meals.

Mission of Milaap:

Who are we assisting as the second COVID - 19 wave disrupts lives:

In Bangalore, people are yearning for oxygen.

People on the lookout for ambulances to transport the sick to hospitals.

We assist in the following ways:

Mercy Mission is a conglomerate of more than 20 non-governmental organisations (NGOs) operating in various sections of Bangalore.

Helpline for Mercy:

Since March 29, a telephone helpline with a team of 16 has been operational, serving the entire Bengaluru city.

In the previous two weeks, we've had over 2000 calls to our compassion helpline number, all seeking aid.

Mercy Medical Services:

Mercy Angels ambulance teams of paramedical staff and skilled volunteers have been organised to help ferry COVID19 patients to hospitals to ensure preparation.

Mercy Oxygen: We offer free oxygen cylinders to patients who are being transported to hospitals or who are in home quarantine with mild symptoms.

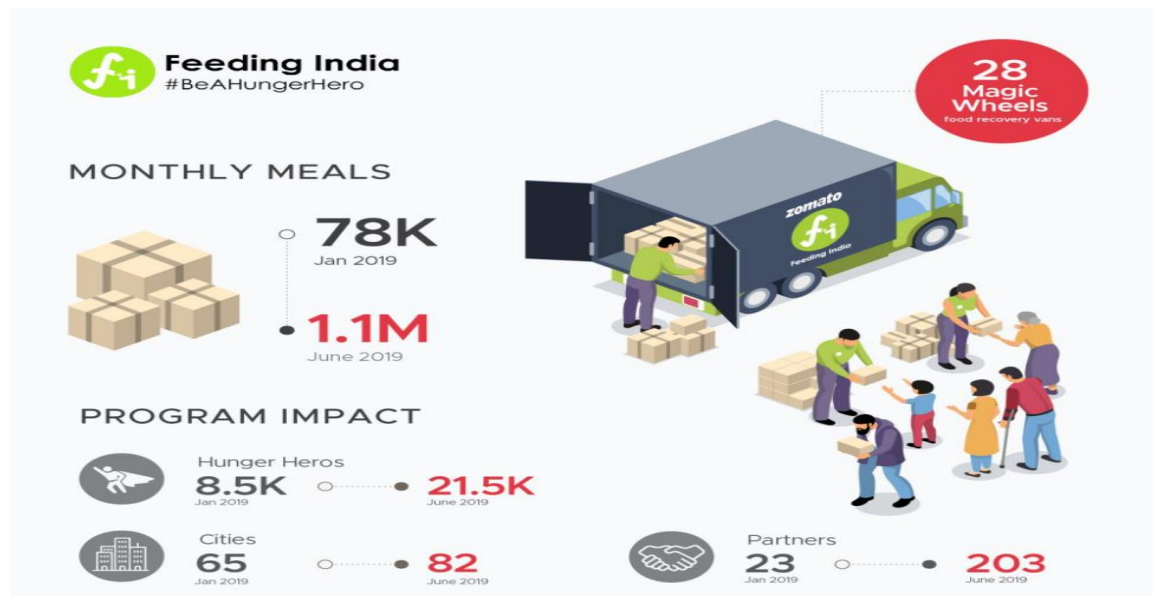
PayTM Foundation:



PayTM foundation Is a PAN India Foundation.

Amid the increasing Covid-19 situation in India, Paytm's not-for-profit business, Paytm Foundation, is seeking INR 10 crore to distribute oxygen concentrators around the country. Paytm will match all donations made through this campaign.

Zomato Feeding India:



Zomato Feeding India is a PAN India Foundation.

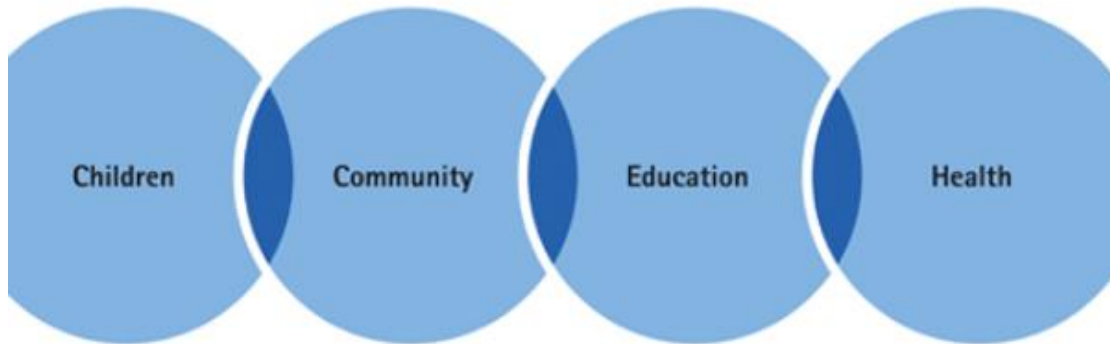
The non-profit wing of Zomato To assist hospitals and families in need, Feeding India has teamed with logistics business Delhivery to source oxygen concentrators and related equipment.

Zomato is helping India by provinf Ration kits and cooked meals for the needy.

This beneficial impact was made possible by two factors: the Feeding India team's enthusiastic enthusiasm, led by Ankit, and the reach and trust Zomato enjoys with its users.

CHAPTER–2 METHODOLOGY

Objective of the study:



- To study how CSR funding is likely to change and how CSR funders are thinking about post-COVID-19
- To study how CSR funders can support NGO partners.

Need of the study:

- When the pandemic hit India, NGOs were a natural partner in this effort due to their extensive experience in tackling numerous socio-economic challenges. The government, too, reached out to NGOs, understanding that no one is better positioned to grasp the pulse on the ground and engage with communities than NGOs. In no time, thousands of NGOs engaged with district administrations across the country to combat the situation.
- NGOs play a unique role in educating the public about COVID-19. NGOs are well positioned to give health information to vulnerable and hard-to-reach groups because of their established presence within communities.
- While COVID-19 limits and prevention measures were quickly communicated to urban people, information about the disease remained scarce in rural regions. These non-profits stepped in quickly to fill the void, establishing communication and distribution networks throughout the

country's hinterlands. They've also been tasked with raising awareness about the virus in order to prevent its transmission, as well as educating people about the necessity of social distance.

Statement of the problem:

- COVID-19 is creating new demands while also putting a lot of financial strain on all NGOs. The COVID-19 pandemic is causing unmet demands over and beyond the usual, ranging from medical and public health needs to the response to economic uncertainties affecting disadvantaged communities.
- More resources are needed by NGOs working directly to satisfy such needs. At the same time, even if they aren't immediately responding to the crisis, all NGOs are feeling the strain. Many donors may reduce their contributions as a result of the pandemic's economic uncertainty. Many NGOs have had to cancel many of their regular activities and fundraising events due to public safety concerns.
- Most organisations have minimal financial reserves to get them through the coming tough times, leaving them in a vulnerable position.

Secondary Data:

The secondary data for the study is collected through magazines, periodicals, journals, publications and internet.

Methodology of the Research:

The Report is purely descriptive and the data was gathered from the secondary data and the report contains Foundations/NGO's that are helping during this tough phase of Covid-19 pandemic. There is much of a Philanthropist support for NGO's during covid phase.

Discussion:

The collected Data is discussed keeping in view the objectives of the study.

Limitations of the Study:

- ✓ Time was a constraint.
- ✓ The secondary data was assumed to be true and unbiased.

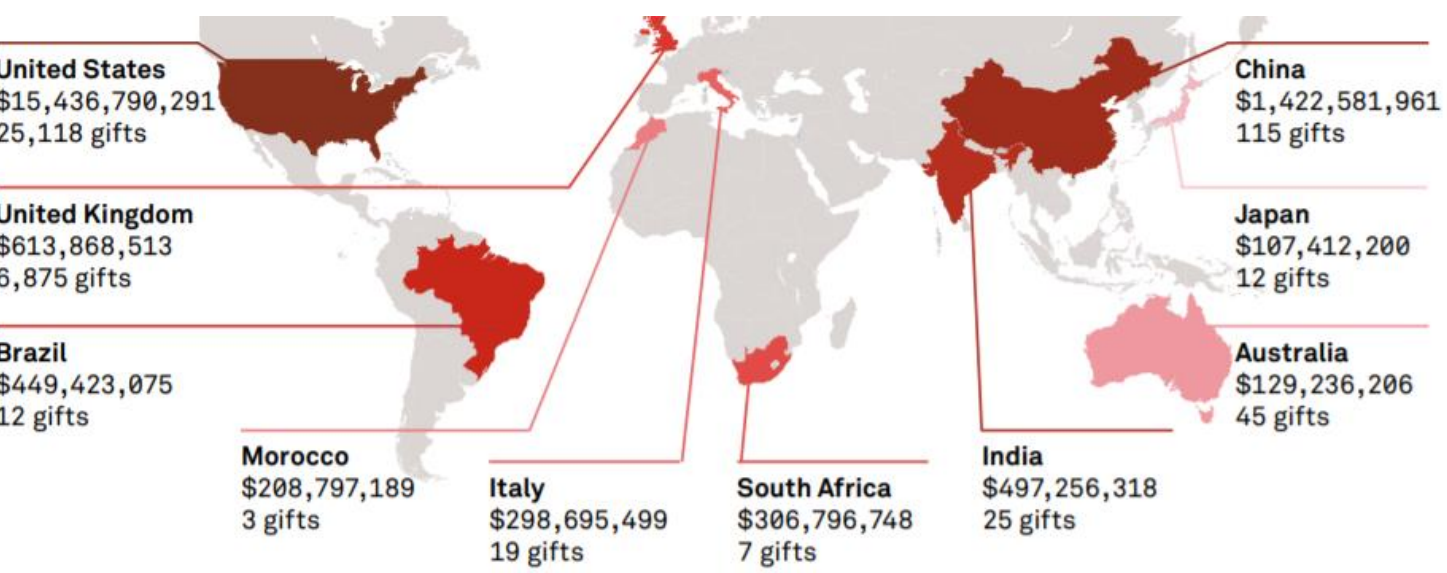
CHAPTER-3 ANALYSIS & DISCUSSION:

COVID-19's physical, social, and economic consequences will only worsen as the epidemic spreads. Even with vaccine rollouts, there is still more work to be done to guarantee that we, as a global community, are protected. Individuals, families, and communities to recover from the destruction countries, and communities

The response of philanthropy to the COVID-19 pandemic shows that not only can donors be extremely generous in a crisis, but they can also lead with trust and courage. As seen by greater total giving, even if only a small portion of it is used in the form of unrestricted grants and cash aimed at needy people. Indigenous peoples and other peoples of colour. There is still much to be done. Done, particularly in terms of funding for policy-delivery initiatives changes in the system are required to address generations of inequity.

Trusting those closest to the issue to deliver an accurate diagnosis and direct the response is a solid start in disaster philanthropy. Although philanthropy has come a long way, it still has a long way to go. Rather than ending, current initiatives toward more effective techniques point the way forward.

Top Donor countries funding:



Philanthropic research:

According to research, about 20% of the total Covid relief funding guaranteed in 2021 has been paid to India. Nearly 50 grants and pledges totaling \$285 million have been made to aid India's devastating Covid-19 outbreak, which began in April.

Over the last year, foundations, that collect and analyses worldwide philanthropy spending, has been tracking Covid-19 relief. According to a report released in March 2020, more than \$20 billion has been pledged to pandemic assistance in 2020.

In February of 2021, it shifted its focus to India, releasing a Philanthropy in India database in collaboration with Ashoka University's Centre for Social Impact and Philanthropy. The database has gathered stories of giving and need in India in addition to recording funds donated.

A terrifying second wave:

After successfully mitigating Covid during the first year of the epidemic by social separation and lockdown measures, India was hit by a terrifying second wave in April.

According to government estimates, the country's death toll has topped a quarter-million people, accounting for 30% of Covid-19 deaths globally. According to authorities, the country had the world's highest daily death toll on Tuesday this week, with 4,529 deaths. According to experts, the exact number of deaths and illnesses in India is much higher than what has been reported.

The response of Indian charity:

Philanthropies in India have been quick to respond to foundations in the midst of the crisis. According to Rohini Nilekani Philanthropies' Natasha Joshi, the organisation has notified partners that they can repurpose donations to fulfil the physical and mental health needs of their communities. The EdelGive Foundation in Mumbai has provided grantees with similar flexibility and support.

Throughout the pandemic, Tata Trusts in India have been working hard to support Covid relief efforts, ranging from healthcare to migrant labour assistance to remote education. Tata Trusts, according to Candid, was one of the largest Indian funders of Covid relief in India last year, with funds from Tata Trusts and the Azim Premji Foundation accounting for half of the entire cash pledged in response to the pandemic in 2020.

During India's lockdown, Azim Premji, the millionaire behind the eponymous organisation, committed to donate \$3 million per day — he has already given over \$1 billion and has been dubbed the "most giving Indian" by several publication.

Individual, corporate, and charity giving have all increased as a result of the organised, community-driven relief efforts. Dasra, a venture philanthropy fund, and Indiaspora, a non-governmental organisation, have been soliciting cash for relief efforts with the help of Indian organisations; so far, \$2.9 million has been given.

It's crucial during the coronavirus the greatest risk of global catastrophe... is not missiles but microbes," which, he predicted, could kill over 10 million people and wipe \$3 trillion (£2.4 trillion) off the global economy."

"In Philanthropy, Race Is Still a Factor in Who Gets What, Study Shows," — "Philanthropy is frequently used to address inequity. However, according to a study to be presented next week by two major philanthropic groups, race continues to be a determining factor in determining which organisations receive funding and how much they receive.

The Role of Charity During the Coronavirus Pandemic- "We often see philanthropy in action in times of catastrophe, such as gifts in the aftermath of a storm or earthquake. Individuals gather together and contribute to alleviate difficult situations. Grantmaking foundations – philanthropic organisations — also devote considerable resources to responding to emergencies."

"Why the Coronavirus Pandemic is Philanthropy's Big Moment," according to Newsweek — "This is the golden age of generosity. The SARS-CoV-2 pandemic is precisely the type of situation for which philanthropy is well-suited, and philanthropists are well aware of this. They're stepping it up a notch." "When faced with a catastrophe, it's natural to look for rays of hope for a brighter future. In the case of the coronavirus epidemic, we are hopeful that some of the current temporary adjustments in the philanthropic world may lead to longterm gains in educational giving."

CHAPTER 4: SWOC Analysis



Strengths:

Strengths are advantages. Advantages that the nonprofit has that will benefit it to attain its goal. Internal donor sources, stable finance, outstanding leadership, or a compelling message, all of these qualities are examples of strengths.

Weaknesses:

Smart business leaders are honest about their flaws so that they can devise solutions to address them. The same is true when it comes to a nonprofit organisation. Anything that has the potential to be a strength can also be a flaw. Weaknesses that are appropriately addressed can, in theory, become strengths.

Opportunities:

Business leaders are always on the lookout for new chances. Being the first chiropractor in a community full of athletes looking for non-surgical pain therapy is an example of success in business. Nonprofits must seek out the same types of chances. Marketing opportunities or certain types of events that promote the nonprofit's mission can be found.

Challenges:

Threats occur in any business organisation, and they must be addressed. Laws, restrictions, and even strong competition are all potential threats. Threats are primarily external, but they can also emerge from within.

Consider a board of directors that disagrees on the nonprofit's direction and how to spend finances. It also has the potential to split the volunteer army, with people choosing sides and campaigning for support. This is a threat to the nonprofit's ability to aid people in the community, as well as an internal threat. To avoid an interruption in the support offered to the nonprofit's cause, all internal and external dangers must be addressed.

CHAPTER-5 OUTCOMES OF STUDY



Bringing changes:

General support may enhance entire towns and the overall nonprofit ecosystem if funding is related to great leadership and groups with solid objectives. Leaders are free to experiment, provide consistent services, and invest where they see fit. Unrestricted funding can also lead to longer-term relationships between funders and grantees that are built on a common mission rather than projects.

Re-examining one's own aims is the first step in evaluating a transition to unlimited funding. For example, a health-focused foundation should consider whether its mission is to eradicate a specific disease today or to build the infrastructure and ability of communities to prevent existing and future diseases. The response to that question could lead to alternative funding options for general support.

We encourage our supporters to think of themselves as "leadership funders" rather than "project funders," with the goal of consistently increasing resources to address the real and changing needs of communities. We believe that the Council's promise enhances foundations' interest in general support of trustworthy organisations and investing in excellent local leadership for those who want to explore more unconstrained funding.

CHAPTER–6 CONCLUSION



Philanthropy, like all other stakeholders, is dealing with a worldwide crisis that necessitates unparalleled speed, flexibility, and strategic thinking. As the weeks pass, it will be critical not to revert to old patterns functioning, but rather to focus on what philanthropy does best—move people risk failure, promote equity, and evolve nimbly to strengthen the society of which it is such an integral part a necessary component

The coronavirus pandemic is hurting everyone, but the country's 14.5 million poor people face unique hurdles in remaining afloat. Poverty-stricken workers are more likely to have unstable jobs with fewer benefits and fewer resources to help them bridge income gaps. Low-income people incur additional expenditures from rising store pricing and higher bills as a result of remaining at home. They are more likely to be sick, disabled, or caring for others, and the resources they rely on, such as food banks and advice lines, are in jeopardy.

The government has committed to take bold and compassionate steps to help employed and self-employed people, as well as bolstering key aspects of social security. The government must now take more specific measures to ensure that the poorest people are able to withstand the storm. Increasing levels of support through statutory sick pay, Universal Credit, and other benefits, extending sick pay to low-income workers

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