

## **To study the strategies used by the NGOs to enhance the visual communication through websites to increase their reach**

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### **Introduction**

There are hundreds of NGO's or self help groups working for needy. NGO are the need of society. There are many deprived people in society who are unable feed themselves and do not even have shelter. These NGO's are working for such homeless people. There are many old organizations that work for needy but were not properly structured. Or many be they were small scale and now are a huge organization. They are having a strong social presence. They are majorly known for their extensive work but the publicity mediums are helping them to reach out more. In today time world is developing at a fast rate and developing in all the sectors. People have become progressive. We are living in a global village, where every day a new technology is developing or a new invention is taking place. We have advanced in all the fields like medicine, engineering, aerospace, trade, ammunition, automation and sectors. With progress in these fields we have been successful in developing the global media. From newspapers to electronic media there has been a great evolution in its form and its content presentation. It has been proved to be the best ways of mass communication. In recent times with the development in internet facilities the new media has emerged that is web media. With the help of computers it is easy to do work. It is time saving and helps to do smart work. There are many factors responsible for the emergence of new media. The world is coming closer due to digital development. We can be connected to each other even if we are living in two corners of the world. The NGO's are having their websites which have most of the information about their work and activities. The NGO usually post photos or videos on their websites and lately on the social media portals. They have significance as they are uploaded for a purpose which might very organization to organization.

They make some impression on the viewers. There are many NGOs working for children in specific and have their own website. A single photo has the capacity to speak thousands of words. Thus it's important to study the information disseminated through videos or photos by the NGOs running for children. This study will help to understand the gap between NGOs and viewers. The visual communication is done through various modes like uploading photos, videos, short films documentary, and caricature tec.

### **Importance of the topic**

- The NGOs are a need of society. There are many Orphans, old abandoned people, needy women, terminally ill patients who need shelter and more than that they need someone who will care for them.
- NGOs enable citizens to work together voluntarily to promote social values and civic goals, which are important to them.
- They promote local initiative and problem solving in the fields of environment, health, poverty alleviation, education, neglected section of society etc. Therefore the visibility of the NGO is very important.
- There are many NGOs across the country. They are working for various purposes. The main question is how do we locate the NGOs?
- The NGOs thus have to create a self identity.
- With the advancement in technology the NGOs have to adopt new methods to reach out to their beneficiaries.

### **Objectives of the research**

- To study the new mediums of communication and its applications.
- The main objective of the research is to find out the reach and impact of websites and dissemination of information through the platform.
- To understand the types of visuals uploaded on the websites.
- To find out the methods of analyzing the feedback of visual communication through websites.
- To analyze the obstacles and limitations of NGOs with respect to the use of the new medium like website. **Review of Literature**

**Title of the Paper:** Role of NGOs in Women Empowerment: With Special Reference to Uttar Pradesh

**Author:** Tauffiqu Ahamad, Hemlata, Ananta Narayana

**Published year:** 17-08-2015

**ISSN/ISBN:** 2394-5869

**Journal:** International Journal of Applied Research **Gist of the content:**

The paper focuses on the women empowerment at multiple levels like family, community & the state. The question surrounding women's empowerment is the condition and position of women which has now become critical to the human rights based approaches to development. Empowering the women in social, political, economical and legal aspects is necessary to convert the idle society into self-sustainable society. Women empowerment can be achieved through political power, education and employment.

The study is a sincere effort to assess the NGO programs and the impact of NGO based on the purpose of women empowerment and various processes applied by the NGOs, promotion of SHGs, the background of NGOs, and their role in the process of Women Empowerment. The following are the specific objectives of the Study.

The researcher's main objective is to study the functions of NGOs which are extensively involved in the process of Women empowerment in the state of Uttar Pradesh. To study the various methods used for Women empowerment by NGO's in Uttar Pradesh. The researcher wants to analyse problems faced by the NGOs during the women empowerment process in Uttar Pradesh. Also to study the strategic roles of the NGOs perform to help women to access information for their development.

The research draws attention to the results of activities of member of Self help groups

- Acquisition of literacy and numerically skills
- Awareness of basic legal rights
- Awareness of projects and state development activities
- Critical political consciousness; electoral process, societal analysis and gender issues
- Enhanced social status as perceived by self and other's
- Freedom from exploitation, money lenders, landlords etc
- Active role in organization of group and other political bodies, viz. Panchayat.
- Ensuring literacy and education of girl child; Health consciousness

- Restructuring of women's time utilization; and Enhanced decision making powers within the household.

In the conclusion there is significant impact of NGOs on women in Uttar Pradesh. After joining NGO's, drastic changes are seen in the life style and living standard of women. Now women have started earning money, becoming independent and self-motivated.

They can take their own decisions in some matters and give their suggestions in family concerns. The study found that the NGOs' efforts were fruitful in the area of health and to increase literacy level of women. Study found that a very small percentage from the backward classes actively participate in the meetings of the gram Sabha and are involved in the decision making process. As per review of literature NGOs are helpful to improve the capacity building and social mobilization of women in Uttar Pradesh.

This study can be model example to study the role of NGO in different parts of country and mediums used for development.

□ **Title of the Paper:** Role of NGO'S Towards Women Empowerment

**Author:** P.Narumugai, J.Lalith Kumar

**Published year:** 2017

**ISSN/ISBN:** 2395-4396

**Journal:** International Journal of Advanced Education and Research **Gist of the content:**

Empowerment of women is the desperate need of the hour. Empowerment of women can be achieved in rural and urban areas by development and uplifting of the economic, social and political status of women in India. Empowering the women in these aspects is necessary to convert the idle society into self-sustainable society. Women empowerment

can be achieved through provision of adequate education facilities and effective legislation system and employment generation for women. NGO'S and the self-help groups (SHG) play a very vital role towards women empowerment by providing basic education, vocational training, training for self-employment, legal aid, protection for women and self-awareness programs. This paper looks into the process through which women empowerment is achieved and the status of women is uplifted with the aid of NGOs in the Indian scenario. This paper discusses upon the empowerment of rural women by means of NGOs and the advantages entrepreneurship among the rural women. This paper seeks to explore some measures that should be adopted in order to position rural women as equal players in entrepreneurship and economic development.

The researcher's objective is to discuss the features of NGO. Also to identify the strategies followed by NGOs towards women empowerment. To identify the objectives of NGO that is focused towards women empowerment.

Women Empowerment has been the primary focus for both government and most NGO's. Voluntary action promoted by NGOs engaged in development play a significant role towards rural development which is dependent upon the active participation of the volunteers through Non-Government Organizations (NGO).The various roles of NGOs towards women empowerment are described below:

- Educating the Rural Women
- Supplementation of Government Efforts
- Efforts Organizing the Rural Women
- Building various Model and Experiment
- Promoting Rural Leadership

- Representing the Rural Women
- Promoting Technology in Rural areas
- Providing effective & efficient Training to Rural Women.
- Monitoring and Evaluation.
- Impact assessment.

This study focuses more on the core role of NGO working for women and how they should work with an agenda. More and more literate women should become volunteers in this noble cause. It shows that only setting up an NGO is not enough but running it with effectiveness and using correct tools for development is necessary.

### **Books Referred**

**Title of the book:** Encyclopedia of Grant-in-Aid Schemes for NGOs and Voluntary Organizations in India

**Compiled and Edited by:** Mohan Vasant Vaidya

**Publisher:** Prakashanvishwa,  
C-12, Harshada Garden, 127/2, Mahaganesh Colony, Paud road, Pune.

### **About the Book:**

This book is a true encyclopedia, of NGO'S and their details. This book contains lots of information about the nature of ngo's; their profile etc. there is a list of NGOS all over India and working in different sectors. There are NGO'S aided, non-aided, partially aided, CSR, private, Self help groups etc included in the book. Along with the Details of NGOS, there is information about the Government schemes for women, farmers, homeless, old age people, children, beggars, sex workers, trans-genders etc. The books help to understand the dynamics of the spread of NGO'S. It helps to understand the various schemes introduced by the government and their use. The book was useful in collecting information about NGO'S.

**Name of the book:** Maha NGO Federation, my nation my responsibility.

**Compiled and Edited by:** Shekhar Mundada

**Publisher:** Shekhar Mundada  
Survey no.35/1/1A, Gokul Nagar, Opp. Paramount Garden, Katraj Kondhwa Road Pune 411307

### **About the Book:**

This book is a true guide to ay common man to access details of NGOs working in almost all the sectors, particularly in Maharashtra. The writer has keenly covered sectors like Education, Health, Environment, Women Empowerment, Rural Development, Agriculture, Old Age Home, Orphan Age, HIV Patients, Animal Husbandry, Skill Development, Rehabilitation of Drug addict, Development of Tribes and Child Development. The writer has given in detail information of NGOs, like address, contact details and the core area of their work. This book has helped me to reach out to NGOs which I would not have been able to cover due to geographical barriers.

### **Research Method**

- The Research method used - **Survey Method**
- **Use of the Research Method**

- The reason to select the method is it helps to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context.
- Survey Method is used to level out researcher biases in other methods and to reveal differences between what people say and what they actually do.
- **Application of the method**
  - This method includes data gathering, information from comparing the interface of Websites of NGOs, public handles and visual data created and disseminated to achieve the objectives of the research.
  - Survey method is useful in gathering data directly from the samples on which researcher has been doing research.
  - Due to survey method the researcher can know the exact opinion of those people or population on which the research is being done.
  - Data collected by survey method is easy to analyse and place in the report by using statistical tools such as, tables, pie charts, bar diagram, etc.
  - As the objectives of this research can be achieved by using case study Survey method it will be convenient for the researcher to collect and analyze the data to execute the research and attain the desired goals of the research.

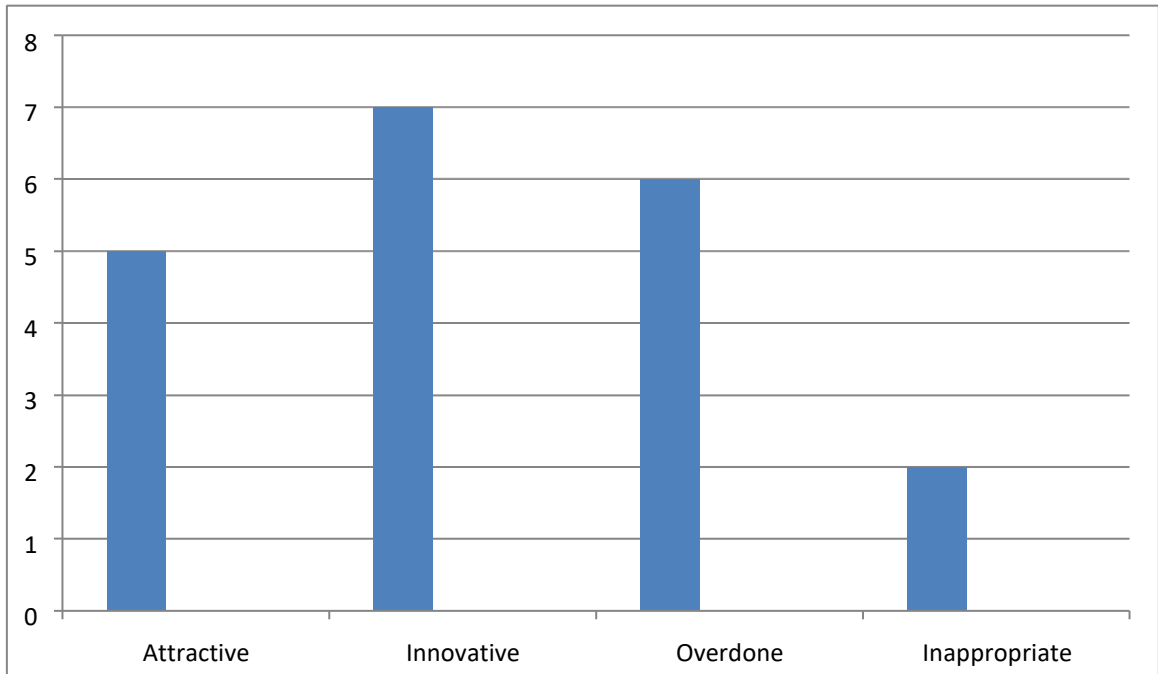
#### **Hypothesis**

H1. The strategies used by the NGOs to enhance the visual communication through websites to increase their reach not sufficient. **Null Hypothesis**

N1. The strategies used by the NGOs to enhance the visual communication through websites to increase their reach is sufficient. **Data Analysis and Presentation**

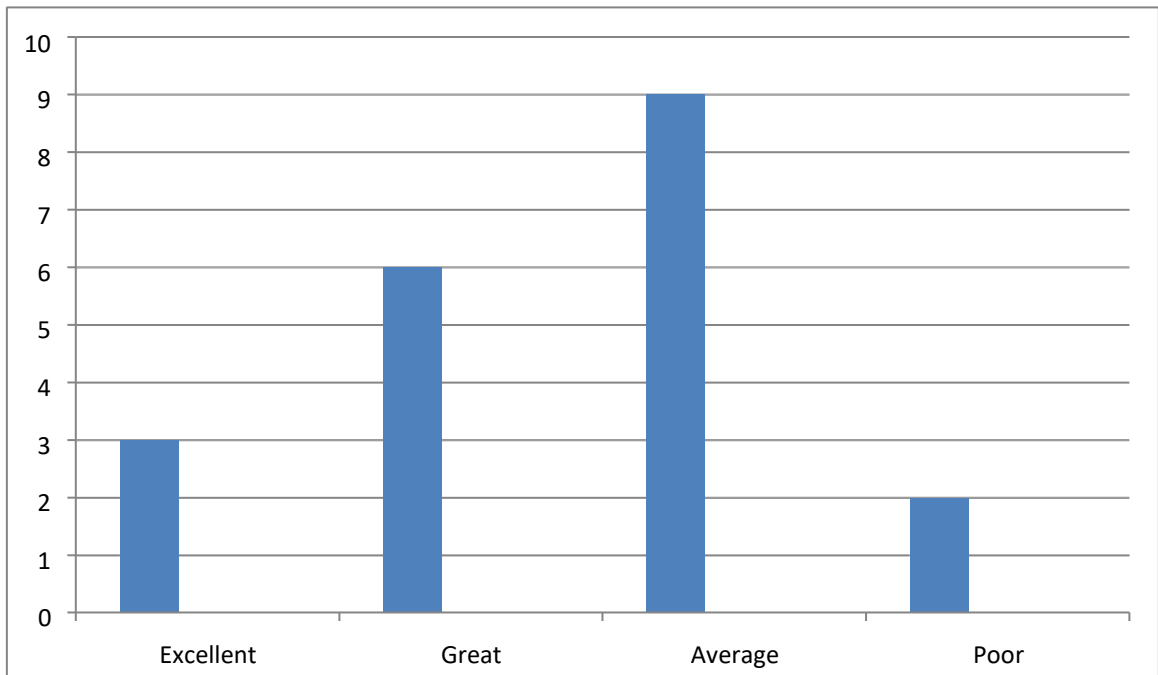
#### **Q.1. How do you find the webpage design of the NGOs websites?**

A) Attractive B) Innovative C) Overdone D) Inappropriate



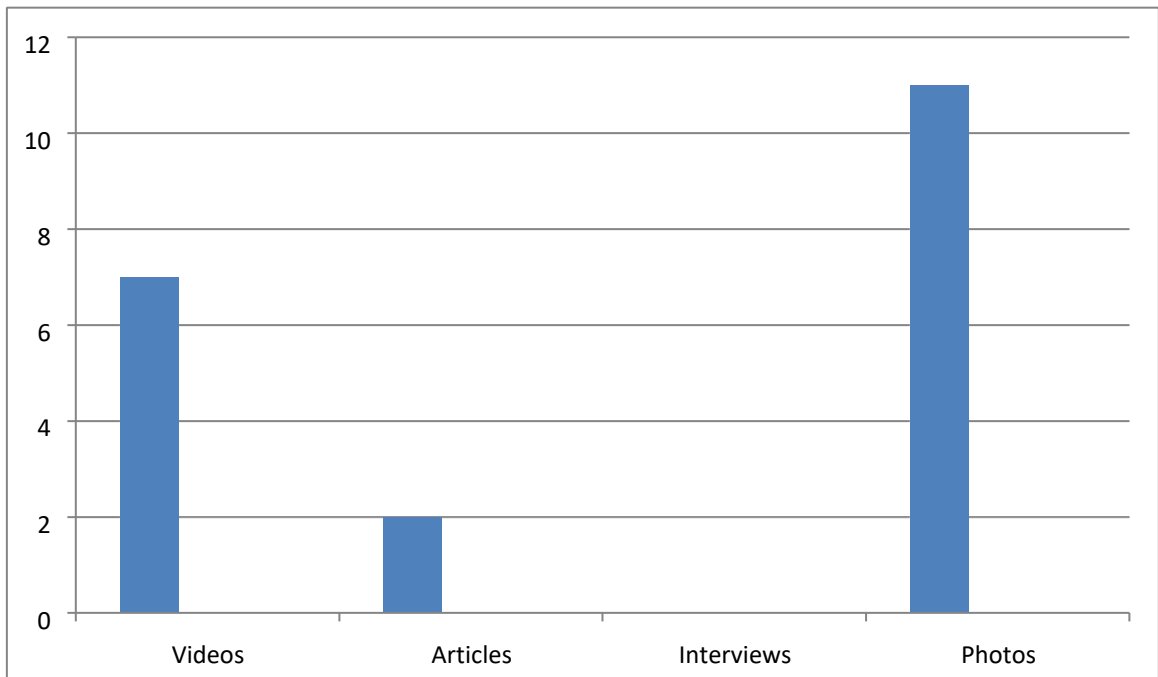
**Q.2 How would rate content on the websites of NGOs?**

A) Excellent B) Great C) Average D) Poor



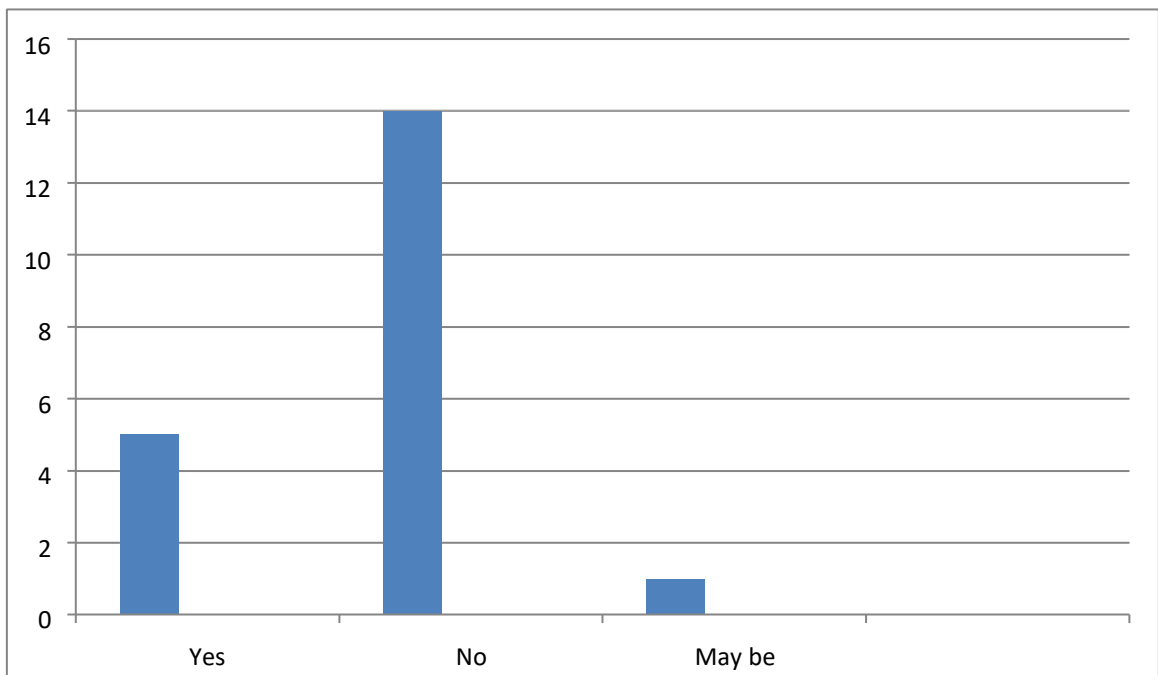
**Q.3 What did you like most in context to the content uploaded on the website?**

A) Videos B) Articles C) Interviews D) Photos

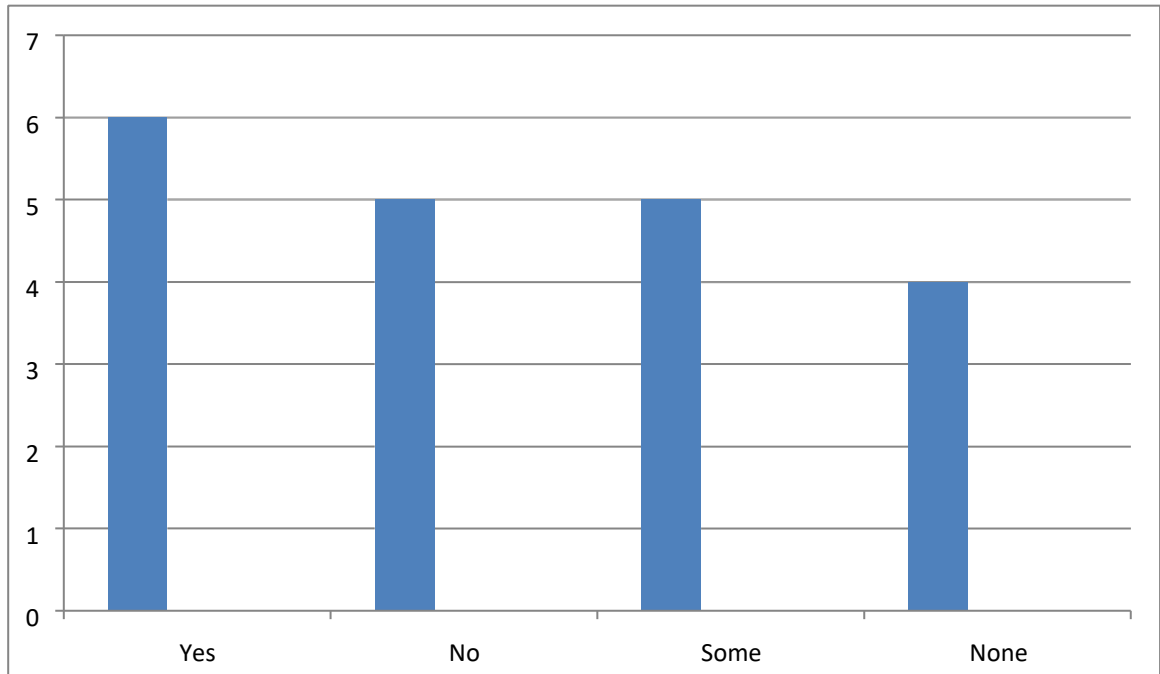


**Do you find the website interactive?**

A) Yes B) No C) May be

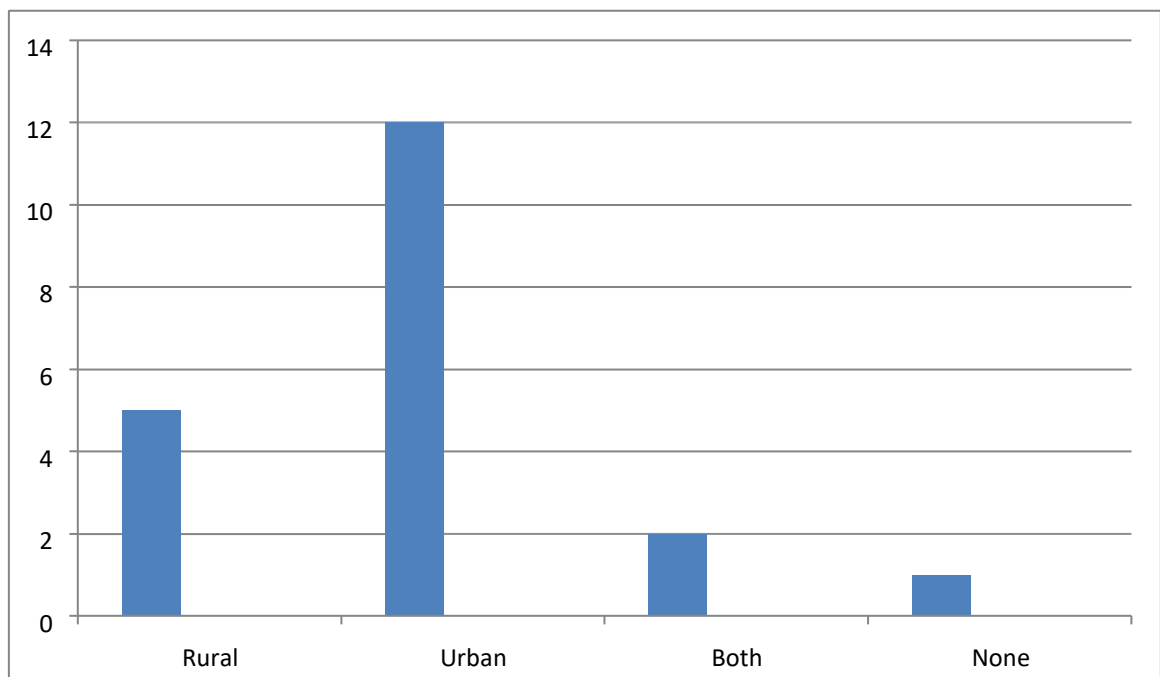


**Do you feel the website gives the authentic information about their work and helps you to reach out to them?** A) Yes B) No C) Some D) None



**In comparison which of the websites of the NGOs which one is more influencing and accessible?**

A) Rural B) Urban C) Both D) None



#### Analysis

- Qualitative analysis- of visual communication strategies on websites of NGOs.
- The researcher has selected **20 NGOs – 10 local/rural and 10 national.**



- **National-** Smile Foundation, Goonj, Nanhi Kali, Give India Foundation, Helpage India, CRY (Child Rights and You), Care India, Childline India Foundation, Sammaan Foundation, Pratham
- **Local-** Avani, Ekati, Shivam, Matoshree, Svayamsiddha, Nivara, Vanchit Vikas, Swadhar, Bhartiya Jain Sangathna.
- **The websites interface in case of national ones are-**
  - Creative- designs, color schemes, visual effects - <https://www.smilefoundationindia.org/me/>
  - Have a clear Vision of communication to target audience
  - Have a proper branding strategy
  - Have a System for continuous assessment and feedback, interactive
- **The websites interface in case of local /rural ones are-**
  - Less content and are not updated
  - Only photos or videos of events – not selected properly
  - Real stories and heart touching experiences
  - Technically not so sound.

### **Conclusion and Suggestions**

- The reach of website is monitored through likes or hits.
- Some of the NGOs have only one agenda that is fund raising which is reflected through the interface of the website.
- The strategies used by the NGO are commonly photos of their programs or projects and random vulnerable children or women.
- The videos are uploaded of various activities, programs, initiatives, drives, camps, or street plays etc.
- Caricatures, symbolic drawings, paintings are uploaded to catch the attention of the viewers.
- Interviews of the beneficiaries are uploaded to create trust.
- Apt logos and color schemes are used for branding to create significance.
- Links of other social platforms like Facebook, Whatsapp, Twitter, Instagram etc. are shared on the website to connect to more viewers.

- Live chat, articles, human interest stories, features, short blogs, essays are published on the websites.

Therefore the hypothesis stated H1. The strategies used by the NGOs to enhance the visual communication through websites to increase their reach not sufficient has been proved correct as many common viewers are still struggling to reach the NGOs by accessing website. Also the strategies designed for publicity are not catering to all the audience. Therefore there is a need to enhance the visibility through websites. Also there is a need to update and invent apt strategies to reach out to common man.

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- NGOs in India: The Challenges of Women's Empowerment and Accountability- Patrick Kilby

- **Websites**

- [www.smilefoundationindia.org](http://www.smilefoundationindia.org)
- [www.nanhikali.org](http://www.nanhikali.org)
- [www.giveindia.org](http://www.giveindia.org)
- [www.goonj.org](http://www.goonj.org)
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1. Tilak, G. D., & Tilak, D. J. (2019). Women's Quest for Status in India after Independence. *Open Government*, 1235(1243.8), 1252-09.