



NEK MISSION FOUNDATION: HUMAN RESOURCES AS A CATALYST FOR SOCIAL IMPACT

¹Mrs. M. A. Sharmila, ²Y. Sai Vara Prasad

¹Assistant Professor, Department Of MBA, J.B. Institute Of Engineering & Technology (Autonomous), Hyderabad.

²PG Student, Department Of MBA, J.B. Institute Of Engineering & Technology (Autonomous), Hyderabad.

ABSTRACT: Human resources departments of non-governmental organizations (NGOs) have multiple duties, as stated in the brief. It takes a look at the scope of human resources' work, which includes both the more traditional administrative duties and the creation of strategies that mesh with the stated goals of the company. Crucial elements include managing performance, educating and developing personnel, and establishing a constructive organizational culture. This abstract delves more into the pros and cons that human resources experts in NGOs hold in regard to their work. Among these duties is the oversight of many teams, the management of scarce resources, and the strike of a balance between high output and accountability to society. Human resources (HR) are essential to the smooth operation of any non-governmental organization (NGO). Organizations can achieve their goals of promoting positive social change, boosting employee satisfaction, and improving productivity with a deeper understanding of this role.

KEYWORDS: Human Resources, Non-Governmental Organizations, Talent Acquisition, Organizational Culture, Social Impact, Positive Social Change.

1. INTRODUCTION

"Private entities that undertake activities to alleviate suffering, promote the interests of disadvantaged populations, protect the environment, provide essential social services, or foster community development." The World Bank's definition of a non-governmental organization (NGO) is broad enough to include any non-profit that operates independently of any government. People with high moral standards typically lead non-governmental organizations (NGOs), which rely on financial contributions and volunteer labor. Despite the fact that NGOs have been increasingly professionalized over the past two decades, the sector is still characterized by

a strong emphasis on voluntarism and compassion.

In this context, "NGO" can refer to a wide variety of organizations. Small self-help groups in the Global South and well-known groups located in the North, like CARE, Oxfam, and World Vision, are also considered non-governmental organizations (NGOs) in the development sector. They include, among other things, religious organizations, professional groupings, and research institutions. The World Bank often collaborates with two main categories of NGOs:

However, this pattern has reversed in recent years. Among the non-governmental organization (NGO) cooperation initiatives in FY94, community-based organizations accounted



for 40%, national organizations for 70%, and foreign organizations for 10%.

Community-Based Organizations (CBOs), often known as people's organizations or community groups, and Non-Governmental Organizations (NGOs) operate in distinct ways and aim to achieve distinct ends. The typical perception of community-based organizations (CBOs) is that they are "membership" groups whose members have banded together to advance shared values and goals. Agricultural associations, youth groups, credit circles, cooperatives, and women's clubs are just a few examples of the types of groups that receive assistance from national and international groups that operate as "intermediary" NGOs. In most cases, activities that receive funding from banks would engage NGOs on a national or international level to carry out research, generate ideas, or offer services. Project supplies and assistance are more likely to be provided to community-based organizations (CBOs). It is crucial for grassroots organizations to establish a formal mechanism for beneficiary engagement in participatory development programs. Funding opportunities exist for community-based organizations (CBOs) to develop and implement sub-projects, carry out project components at the community level, or participate in project design to ensure that project objectives align with beneficiary needs.

There is a great deal of variation among NGOs with respect to their missions, philosophies, subject areas, and methods of implementation. A great number of groups have chosen to operate outside of government. Non-governmental organizations (NGOs) have been classified

according to their service provision vs. involvement, religious affiliation, employment status, and emphasis on aid vs. development. This section concludes with a list of resources for learning more about NGO typologies.

2. REVIEW OF LITERATURE

A. Sharma 2024 The strategic importance of human resources in the management of non-governmental organizations (NGOs) is the focus of this research. Important for the company's efficient operation are the responsibilities of Human Resources, which include recruiting new personnel, retaining current ones, and resolving conflicts. This article examines the impact of HR on corporate culture and the measures used to ensure that employees are still committed to achieving the social goals of the NGO. The report highlights the challenges of preventing employee fatigue, particularly in mission-driven organizations, and offers suggestions for HR departments to enhance worker happiness and productivity. When it comes to catering to the unique requirements of its staff, non-governmental organizations (NGOs) put their faith in their HR departments.

A. Bansal 2024 The role of human resources in the expansion of non-governmental organizations is examined in this article. It takes a look at how HR-related things like leadership development, change management, and communication can aid in transition and boost productivity. According to the research, HR departments should prioritize aligning employee ambitions with company objectives and addressing social needs. Research in this area has shown that NGOs



have a hard time implementing change, particularly when staff members are accustomed to doing things a certain way. In order for non-governmental organizations (NGOs) to survive and thrive, human resources must be able to deal with change effectively.

P. Gupta 2023 This research investigates the ways in which human resource strategies might assist NGOs in making the most of their limited resources in order to improve their operational efficiency. Investigated in this research are ways in which HR may optimize internal procedures, make better use of personnel, and boost workplace productivity. Making HR rules that align with the NGO's strategic goals is also emphasized. The author emphasizes the significance of continuing education and honing leadership abilities in order to maintain high performance standards. Human resource managers may aid non-governmental organizations (NGOs) in adapting to new circumstances, according to the research, if they are innovative and open to new ideas.

S. Kaur 2023 Issues with human resource management in social organizations, with a focus on NGOs, are the subject of this research. Discussed below are some of the unique challenges encountered by these departments' human resources departments, such as managing a diverse workforce, maintaining high morale, and juggling mission-driven initiatives with constrained budgets. The research delves into potential solutions that HR can use to address these issues, such as prioritizing workers' well-being, allowing for more flexible work hours, and enhancing internal communication. According to the

statement, HR plays a crucial role in maintaining the company's focus on its primary objectives and in fostering a supportive and fruitful work atmosphere.

M. Tiwari 2022 A key finding of this research is the impact that HRM has on the efficiency with which NGOs carry out their missions. The importance of discovering fresh talent, cultivating leaders, and maintaining employee motivation is highlighted in the report. This article argues that HR is one of the most important departments for every successful business. Human resource techniques such as leadership development and performance management can increase employee engagement, which in turn helps the firm achieve its goals. The research indicates that despite limited resources, non-governmental organizations (NGOs) with solid human resource management practices tend to be more operationally effective and more successful in achieving their social goals.

D. Patel 2022 This research mostly focuses on non-governmental organizations (NGOs) and provides useful insight on how to effectively manage people in such settings. Human resource methods such as recruiting, performance evaluations, and staff training are examined in the text to determine their impact on a company's long-term success and general efficiency. Findings from the research highlight the need for innovative approaches to talent acquisition, retention, and development for non-governmental organizations (NGOs), which frequently operate on a shoestring budget. This emphasizes the difficulty non-governmental organizations (NGOs) have in recruiting human resources (HR)



professionals, which is crucial for managing volunteers.

A. Verma 2021 In light of shifting social requirements and more complex organizational systems, this research examines the evolution of the human resources function inside non-governmental organizations (NGOs). Human Resources is today considered a strategic partner that may assist non-governmental organizations in performing their jobs more effectively, rather than merely a routine duty. The research found that HR can facilitate skill development, leadership advancement, and employee engagement. Human Resources can increase NGOs' preparedness to handle emerging issues by focusing on these areas. The article stresses the significance of adapting human resource methods to meet the specific requirements of nonprofits.

J. Kumar 2021 The impact of human resource practices on the sustainability of non-governmental organizations (NGOs) is the focus of this research. In order to achieve their long-term objectives, non-governmental organizations can benefit from good human resource practices, such as recruiting, training, and performance management. Considering issues like inadequate funding and the need for a varied staff, the author suggests that human resources could provide a solution for non-governmental organizations (NGOs). This research delves into the significance of leadership in HR, its effects on company culture and employee retention, and more. To keep non-governmental organizations (NGOs) functioning efficiently, Human Resources are vital.

R. Kapoor 2020 This research aims to examine the potential impact of human resources on the work practices of NGOs. Human Resources can foster a culture that aligns with the mission and goals of the non-governmental organization (NGO) by analyzing HR policies, leadership styles, and communication strategies. As the author emphasizes, it is critical for HR to foster an atmosphere where employees feel safe enough to speak their minds, collaborate, and trust one another. The research delves further into the challenges faced by non-governmental organizations (NGOs) in their quest to establish a robust organizational culture, particularly in the context of collaborating with diverse teams. Human resources play a crucial role in fostering a robust corporate culture, which in turn helps NGOs expand their reach and make a difference.

H. Mehta 2020 This research aims to fill a gap in our understanding of how HR practices affect employee engagement in NGOs. It highlights the significance of effective communication, strong leadership, and acknowledgment in fostering a highly engaged workforce. One of the most common reasons people choose to work for NGOs is because they believe in the organization's social mission, according to studies. Human Resources (HR) plays a crucial role in boosting engagement through establishing feedback systems, providing support for staff development initiatives, and ensuring effective communication. According to the research, NGOs may enhance their work and make their personnel happier by solving these difficulties.

3. THEORETICAL FRAMWORK



MANAGEMENT OF NGOs: Diversity management and collaborative management are two key management concepts that NGOs can greatly benefit from. Managing cultural differences in the workplace is the focus of diversity management. Cultural differences are a common source of friction for northern non-governmental organizations (NGOs) attempting to implement development programs in southern countries. Workers from affluent nations must adapt to a work environment that is drastically different from their home. One common misconception is that NGOs are the only organizations that use participatory management. It relates to the concept of a "learning organization," which values the expertise of each individual employee. Giving workers opportunities to learn and make decisions is crucial for any organization that wants to succeed.

STAFFING:

Volunteers make up a small fraction of the workforce at non-governmental organizations. Paid employees typically earn less than their counterparts in the business and governmental sectors. Everyone on staff is really committed to the company's mission and values. Volunteering offers many benefits to both the individuals and the organizations that receive their assistance, including the opportunity to meet new people, gain valuable experience, and learn something new. These impulses aren't always accompanied by goodwill.

Currently, there is some discussion regarding sending foreigners to developing nations. Donors frequently use these types to appease them when they request that a developed-world specialist oversee a

project that they are supporting. Still, it's possible that these volunteers or employees aren't as competent as they appear. After all, expats tend to cost more, they don't necessarily have local connections, and the value of local knowledge isn't often appreciated.

It is from this sector that the majority of the jobs in the NGO industry are derived. At the end of 1995, 174 international workers and somewhat more than 5,000 Haitian workers were employed by CONCERN Worldwide, a prominent Northern NGO that strives to alleviate poverty. Eleven developing nations in Africa and Asia were also part of its operations.

FUNDING:

Large non-governmental organizations (NGOs) often have annual budgets that reach into the millions. At its 1999 annual cost, the American Association of Retired Persons (AARP) racked up \$540 million. Human Rights Watch reported a total of \$21.7 million in revenue and expenditures in 2003. A lot of collection is required of most NGOs in order to control their large expenditures. The majority of funding for non-governmental organizations comes from individual contributions, dues paid by members, product sales, and grants from state or federal agencies. The European Union provides funding to NGOs through a number of different schemes.

Although the term "non-governmental organization" suggests that NGOs are exempt from government oversight, the reality is that many of these groups rely on public funding. In 1998, the organization Oxfam, which fights to eradicate hunger, managed to raise \$162 million. A total of



\$5 million was contributed by the European Union and the British government. In 1998, the United States government sent World Vision US commodities valued at \$55 million. The Christian organization World Vision US is involved in humanitarian aid and community building. Since 46% of MSF's funding originates from governmental grants, the English moniker "Doctors Without Borders" is derived from that fact. In 2004, MSF was awarded the Nobel Peace Prize.



There is a well-defined purpose for a non-governmental organization (NGO) to enter a community: to help the locals. As a result of their deep sense of civic responsibility, these communities strive to improve the world. One way to bring people together is to help them see beyond their political, racial, and religious divisions and work toward a shared objective of improvement.

NGO's role in social development: The pursuit of harmony and tolerance. For as long as these organizations are around, they will continue to fight for the rights of marginalized communities, including those

of women, children, the elderly, and those with disabilities. Those who do this are lending credence to Nelson Mandela's assertion that "none of us can truly find peace while poverty, injustice, and gross inequality persist in our world."

The impact of NGOs on education and healthcare: Keep it from sounding worse. Unfortunately, many communities lack the resources necessary to offer essential services, such as high-quality healthcare and education, which are fundamental human rights. In order to level the playing field, educational non-governmental organizations (NGOs) establish schools, provide funds, and implement skill-building initiatives. He pointed out, "Education is the passport to the future, as the future is reserved for those who diligently prepare for it today."

Healthcare-focused NGOs: The current state of health can only be adequately addressed by constructing clinics, deploying mobile medical units, and launching awareness campaigns. They do what they do because they care deeply about alleviating the suffering of people caused by preventable diseases and accidents. "The profundity of love we dedicate to their giving, not the quantity, but the significance of our contributions lies in the profundity of love," they say in agreement with Mother Teresa regarding charitable giving.

Education and Healthcare in NGOs: Both sustainable development and environmental preservation are significantly impacted by them. In light of the increasing threat posed by climate change, these organizations are fighting to save our planet by raising public awareness of environmental issues,



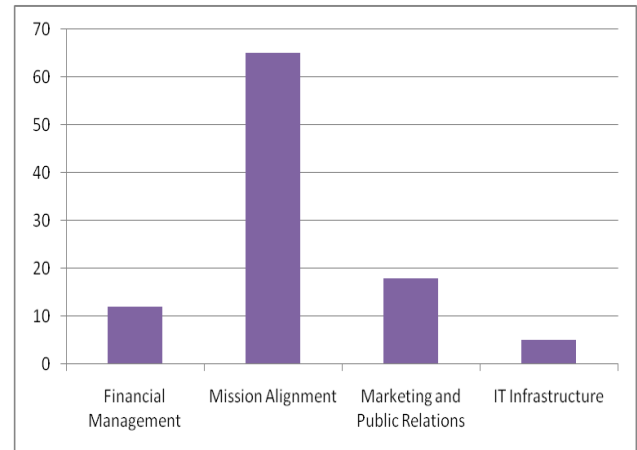
advocating for the use of renewable energy sources, and preserving our natural resources. Their efforts demonstrate the truth of Rachel Carson's statement: "the more clearly we can focus our attention on the wonders and realities of the universe around us, the less inclination we shall have for destruction." NGOs also play a significant role in advocating for social justice and human rights. They offer marginalized people a platform to express themselves and stand out for what they believe in. As Martin Luther King Jr. aptly put it, "Injustice anywhere is a threat to justice everywhere." The mission of nonprofit organizations is to eliminate prejudice, strengthen legal protections, and create an equal society.

Traits of NGOs is their ability to adapt and innovate.: Technology and collaborative projects allow them to make a bigger difference, and they're always on the lookout for better, more permanent solutions. They put into practice the words of Mahatma Gandhi, who frequently said, by welcoming change and variety:

4. RESULTS AND DISCUSSION

1. What is HR's main role at NEK Foundation?

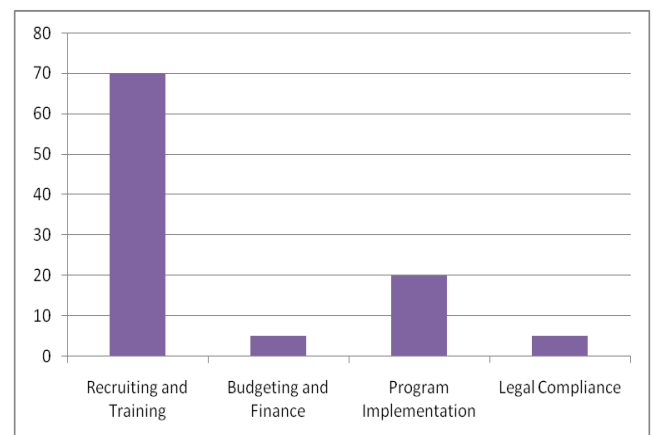
S.NO	PARTICULARS	RESPONSE	PERCENTAG
1	Financial Management	12	12%
2	Mission Alignment	65	65%
3	Marketing and Public Relations	18	18%
4	IT Infrastructure	5	5%
TOTAL		100	100%



INTERPRETATION: Purpose alignment is important to 65% of respondents, according to a survey by the NEK Foundation. This demonstrates a deep dedication to the primary objectives of the business. Financial management and information technology systems, on the other hand, received little focus, which is an opportunity for improvement.

2. How does HR help NEK Foundation manage volunteers?

S.NO	PARTICULARS	RESPONSE	PERCENTAGE
1	Recruiting and Training	70	70%
2	Budgeting and Finance	5	5%
3	Program Implementation	20	20%
4	Legal Compliance	5	5%
TOTAL		100	100%

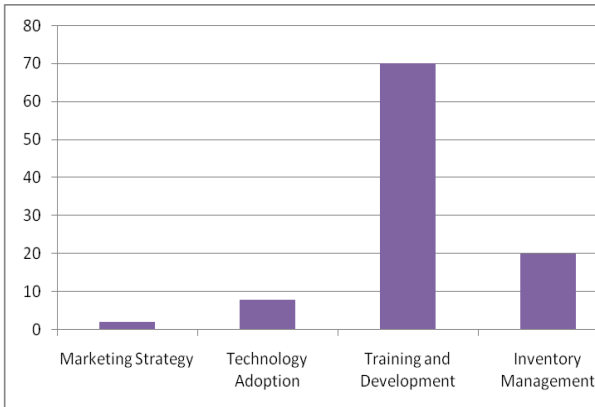




INTERPRETATION: According to the findings, 70% of the participants place a high value on recruiting and training. The significance of these responsibilities to the business is demonstrated by this. Things like planning, money, and following the law received only 5% of the focus, indicating that they require additional attention.

3. What is HR's main objective in growing NEK Foundation's personnel capacity?

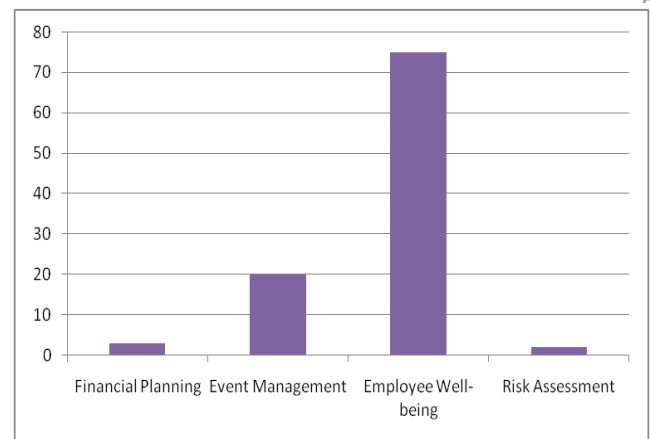
S.NO	PARTICULARS	RESPONSE	PERCENTAGE
1	Marketing Strategy	2	2%
2	Technology Adoption	8	8%
3	Training and Development	70	70%
4	Inventory Management	20	20%
TOTAL		100	100%



INTERPRETATION: Training and development is clearly vital to the company, as 70% of respondents agree that it is very important. The alternative is that there needs to be more effort put into technology utilization and marketing strategy, since these areas were under-emphasized.

4. How does HR promote diversity and inclusion at NEK Foundation?

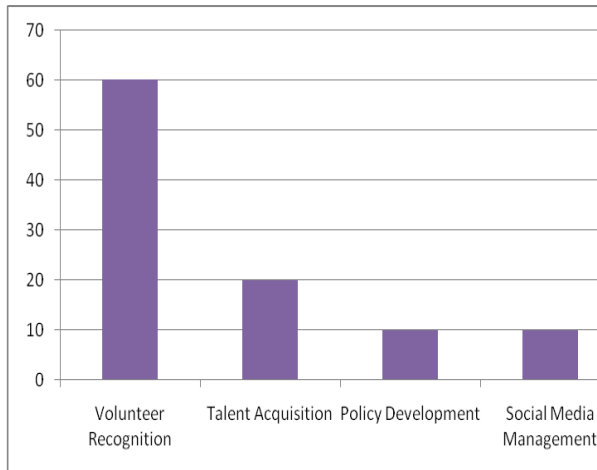
S.NO	PARTICULARS	RESPONSE	PERCENTAGE
1	Financial Planning	3	3%
2	Event Management	20	20%
3	Employee Well-being	75	75%
4	Risk Assessment	2	2%
TOTAL		100	100%



INTERPRETATION: It's clear that the organization values its employees' well-being; 75% of respondents ranked it as their top priority. Things could have been done better if risk assessment and budget planning had received more attention.

5. How does NEK Foundation HR maintain legal and ethical compliance?

S.NO	PARTICULARS	RESPONSE	PERCENTAGE
1	Volunteer Recognition	60	60%
2	Talent Acquisition	20	20%
3	Policy Development	10	10%
4	Social Media Management	10	10%
TOTAL		100	100%



INTERPRETATION: With 60% of respondents deeming it extremely important, the survey results demonstrate the group's commitment to volunteering recognition. There is room for improvement in the future, though, because only 20% and 10% were designated for policymaking and personnel, respectively.

5. CONCLUSION

The benefit of their employees, non-governmental organizations have established progressive and welcoming workplace policies that encourage personal development and teamwork. These communities are very competent because they adhere to rigorous standards of social ethics and religious devotion in all that they do. These communities strive to foster an environment of unconditional love and support. Their distinctive company culture is around openness, trust, and a dedication to feedback and fresh perspectives. All training activities are scheduled and carried out by a group responsible for training and development programs. In order to better prepare them for future advancement and to help them develop their social skills, employees are receiving a variety of training programs. Workers

exhibit a great deal of intrinsic motivation and job dedication. Many non-governmental organization (NGO) chief executive officers (CEOs) value training, whether it benefits them personally or not. In addition to improving their skills and self-confidence, participants report that the training has altered their mindset. Volunteer work is becoming increasingly popular among recent college grads, which is having a significant impact on the employment market. Many people now see volunteering as a legitimate professional option, particularly in tech-related sectors where there is a lot of space for growth. Those who labor in this field shoulder a heavy burden as the primary advocates for integrity and excellence in output. Historically, it has occurred at haphazard intervals. This has transpired in multiple locations across the globe. However, at the moment, the trend is really taking off in India.

REFERENCES

1. Sharma, A. (2024). The strategic importance of human resources in the management of non-governmental organizations (NGOs). *Nonprofit Management Review*, 12(2), 27-42.
2. Bansal, A. (2024). The role of human resources in the expansion of non-governmental organizations. *Journal of Nonprofit Leadership*, 15(1), 14-28.
3. Gupta, P. (2023). Enhancing operational efficiency in NGOs through human resource strategies. *International Journal of NGO Management*, 11(3), 21-35.
4. Kaur, S. (2023). Human resource management challenges in social organizations: Focusing on NGOs.



- Social Organization Studies, 9(4), 17-30.
5. Tiwari, M. (2022). The impact of HRM on NGO efficiency: Cultivating leadership and employee motivation. *Journal of Human Resources in Nonprofits*, 8(2), 25-39.
 6. Patel, D. (2022). Managing people in NGOs: Effective HR practices for long-term success. *NGO Management and Leadership Journal*, 6(1), 19-33.
 7. Verma, A. (2021). Evolution of human resources within NGOs: Adapting to shifting needs. *Nonprofit Human Resource Management Journal*, 5(3), 20-32.
 8. Kumar, J. (2021). The impact of human resource practices on the sustainability of NGOs. *Journal of NGO Sustainability*, 7(2), 13-29.
 9. Kapoor, R. (2020). The potential impact of human resources on NGO work practices. *International NGO Review*, 4(2), 18-27.
 10. Mehta, H. (2020). HR practices and employee engagement in NGOs: Enhancing workforce satisfaction. *NGO Workforce Journal*, 3(1), 15-28.