A Digital Platform for Enhancing Non-Profit Organisation's Influence and Recognition

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Abstract: This paper suggests the development of a website for the Progressive Youth Federation, a non-profit organization. The fundamental benefit of creating such a platform is that it relieves NGO's of the time-consuming job of finding donations or volunteers to meet their needs. The website will provide a direct access to the insights about the NGO and the donate option, that guides people to simple payment methods that only requires the information needed to process the payment. It will also make accurate records simpler. Ultimately, it will continue to be a major necessity for the smooth operation of NGOs as well as a valuable resource for its users.

Keywords: Web Development, NGO, Youth Empowerment, Youth Employment.

I. INTRODUCTION

Producers and customers can now communicate with millions of people thanks to the Internet. People search for new forms of communication over the Internet, which creates its own virtual environment. Data expansion is aided significantly by electronic media, particularly the Internet.

The dynamic nature of non-governmental organizations' use of the internet exemplifies the flexibility and adaptability of both NGOs and the internet itself. They've created online networks for a variety of objectives, including raising awareness, facilitating training programs, lowering costs, raising funding, managing information, disseminating information, communicating with personnel, and avoiding travel costs, the search for collaborators and the promotion of these entities' positive impression. The Internet is a tremendous tool for resolving complex issues.

This website and app will be developed with the intent of establishing a social media presence and reaching out to potential donors, sponsors, and young community members. The website and the app will be designed to assist current and future NGO donors, partners, and young enthusiasts in verifying the organization's existence.

A well-placed contact and an email address that is accessible 24x7 will be provided to make the communication effective and continuous. The project explains the organization's mission as well as the answers it offers to the primary difficulties and challenges that young people confront. This will be better structured and optimized for user-friendliness, hoping to attract more visitors.

II. LITERATURE REVIEW

NEET Youth in the Aftermath of the Crisis: Challenges and Policies [1] paper presents an overview of the situation of youth in OECD countries since the onset of the financial crisis focusing primarily on describing the characteristics and living conditions of youth not in employment, education or training.

Exploring the conceptualization and research of empowerment in the field of youth [2] explains the concept of youth empowerment that needs to be defined. The main dimensions associated with youth empowerment have been identified as: (a) that of growth and well-being; (b) relational; (c) educational; (d) political; (e) transformative; and, finally, (d) emancipative.

Rethinking the NGO website from the knowledge management perspective [3] raised the issue of Non-governmental organizations (NGOs) that need to manage their knowledge, but often lack resources for this. This paper proposed a theoretical framework for creating a SKE on the base of NGO website.

An Online Platform for Connecting NGO [4] gave the deployment idea of a web interface that offers different services to customers, fundraiser, volunteer, NGO, and many others, such as NGO can add items that they want to buy from everywhere, if anyone would be interested in any kind of charitable contribution as per the necessities of that particular NGO, they can make donations as per the communication process offered.

Role of NGOs in Youth Economic Empowerment: Case Study of Charles Lwanga Centre Kibera, Kenya [5] Non-governmental organisations (NGOs) have grown in importance as one of the primary stakeholders in promoting youth

economic empowerment in all of their main fields of work, including humanitarian assistance, long-term growth, and policy making, during the previous decade. The report also suggests that the Facility consider diversifying the technological expertise and trainings it provides. More youth will be able to benefit from the program as a result of this. Another suggestion is that the Centre boost the loan limit available to young people so that they can get the funds they need to establish their own businesses.

Global Employment Trends for Youth 2020 Edition: Technology and future jobs [6] intended to enlighten the creation and execution of such policies by providing an update of major youth labor market data as well as in-depth analyses of trends and difficulties impacting young women and men in the workplace. The impact of technology advancements on youth labor markets is the topic of this edition of Global Employment Trends for Youth. In terms of employment destruction and creation, the use of digital technology to improve labor market programs, and sharing productivity gains, it examines both opportunities and threats for youth.

NGO's Intervention to Bring Change in the Society- A Case Study of 'SIRRA' [7] states that any organization's ultimate purpose is progression and economic expansion. The goals in this regard are to increase the accessibility and spread of basic life-sustaining items such as food, shelter, wellness, and protective measures; to raise living standards, including higher earnings, more employment, quality education, and a greater emphasis on cultural and ethical value systems; and to broaden the range of social and economic preferences available to an individual and communities by liberating them from economic slavery and overreliance.
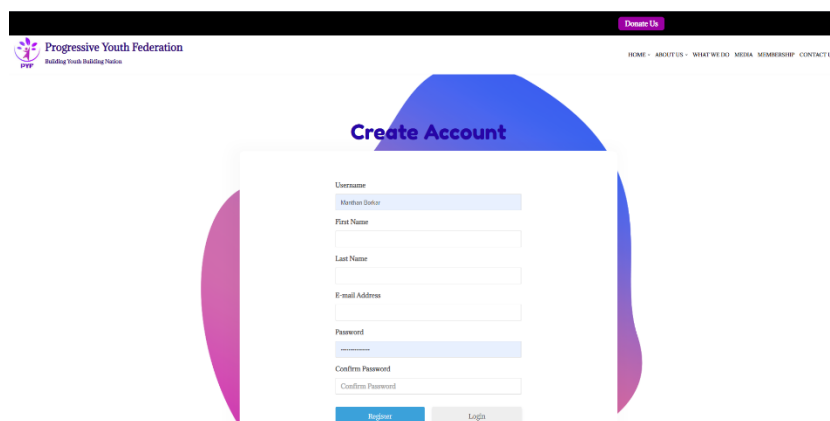
Happy To Help (HTH): An android application and website for helping people to make donations [8] gives us a brief overview of the layered architecture implementation in the development process and how it aids in linking donors and non-profit organisations via a mobile application, with the aim that the application will benefit both parties and make the donation activity easier to complete.

Problems and Challenges of Non-Governmental Organizations in Pune City, State of Maharashtra, India [9] According to the findings of the study, non-governmental organisations (NGOs) face financial constraints, human resource challenges, administrative challenges, and societal problems when implementing various social development projects.

A Critical Study: Secure Gateway in Payment System for Electronic Transaction [10] in this work, an attempt is made to investigate a Secure Gateway in a payment system for electronic transactions. According to current research and development, the electronic payment system for such an electronic transaction must be secure for Internet participants such as Online Payment Servers, Bank Data centers, and Merchant Servers.

III.   IMPLEMENTATION

A.   Membership

Fig. 1 Volunteer form

The visitor will build a client - centric on the website with a user account in order to customize their experience with the web material. Users with accounts will be able to contribute to the community of other customers, contact customer service, and receive content recommendations that are relevant to them. All of these advantages will aid the organization in gaining consumer trust and converting visitors into interested leads. The website will ask for an email address when users register. Process of collecting email addresses from the target audience will be a great way to build a group of potential volunteers. This email address can be promoted to, and the fact that they invested enough time on the site to make an account implies they are far more likely to be a part of the organization's target demographic than a random email address. When people value the services offered by the NGO, they will gain as well.
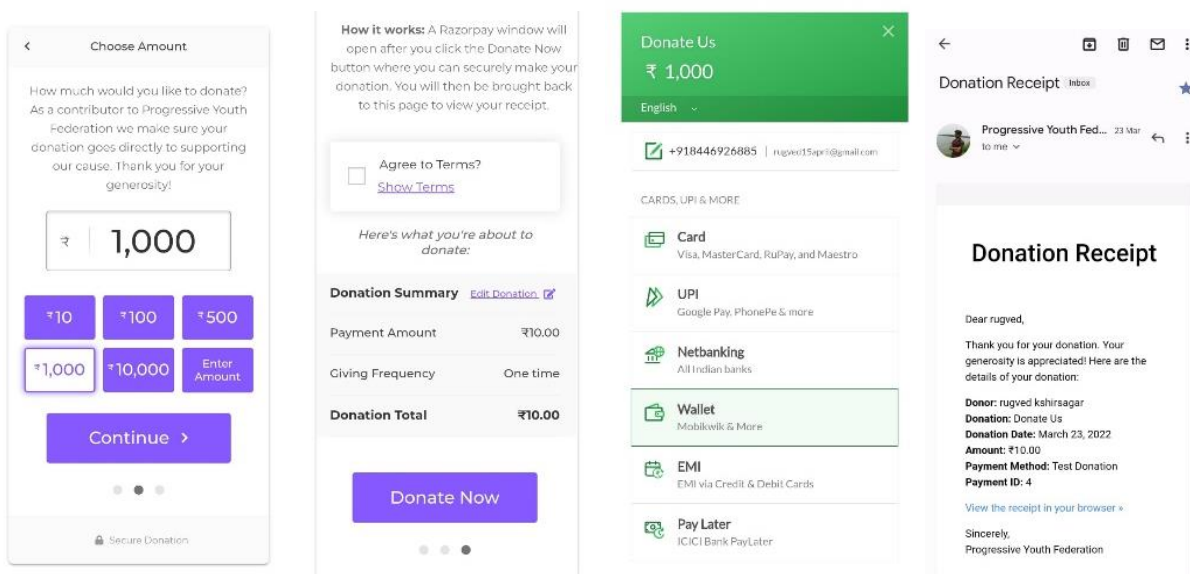
B.   Payment Gateway

Fig. 2 Payment Gateway

The site offers a contribution page where users can donate to aid the charity and the youngsters in need. When the user visits the donation page, the Donate Now button will take them to the next page, where they can choose or enter the donation amount. After entering a few basic details such as the donor's name, email address, and UPI id, and accepting to the terms and conditions, the donor will be able to make a donation. Payment will require information such as the card number, card holder's name, card validity, and CVV number. The payment gateway we used was RazorPay. The user will receive a one-time password on the payer's registered email address upon making the payment. This will aid in the transaction's verification.

C.   Contact Us Form

Fig. 3 Contact us form for the NGO

The Contact Form is an element on this website where users will discover a series of questions asking for information such as their name and contact information, as well as an area for them to leave a message for the website. The primary goal of this website is to create leads. It will be used to solicit feedback, allow visitors to leave a message, and even urge others to sign up. It's also a quick way for visitors to leave a query at any time.
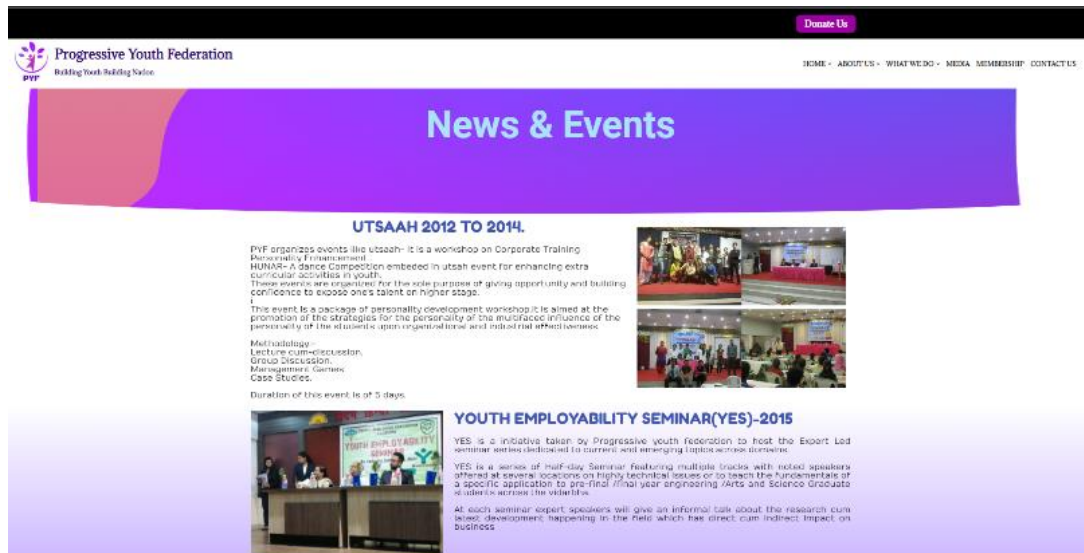
D. News and Events

Fig. 4 News and Events

One of the most important aspects of the website is the event description. The events are listed on the website so that potential guests may schedule their days around the sessions, breaks, and networking opportunities. Considering web marketing is crucial for raising event awareness and attendance, this page is one of the most efficient ways for us to market our events. This page is expected to target the correct audience, better accurately anticipate attendance numbers, and deliver event announcements more rapidly. This page will be the source of information for visitors about the event, including its workshops, panellists, and agenda. Attendees will learn all they need to know about the meeting or event, and you will collect everything they require to execute it efficiently.

IV. TECHNICAL SPECIFICATIONS

These days, the majority of websites are activated by various content management systems (CMS), which enables website administrators to make improvements to their websites without having any knowledge of web programming tools. The website is built in two parts. One being the front end, and the other is the back end. Front end is designed with WordPress, a content management system based on PHP. Backend support is provided via phpMyAdmin, an open source administration tool for MySQL and MariaDB. The app is created using java for backend and xml for front end. CPanel was used to facilitate the experience of hosting the website easier for the website administrator and user experience. The website and the app is well organized in sections in sections and subcategories, and content is presented in a way that is easy for people to find. This website and the app will readily work on a laptop, PC, tablet, android and so forth.

V. CONCLUSION

In this research, we presented the implementation concept of a website that provides various services to its users, fundraiser, contributor, NGO, and so on. For instance, if someone is interested in making a donation to the NGO, they can do so using the communication process provided. If somebody is interested in presenting workshops or teaching people about awareness or general topics, they can build a profile, and available options will be offered based on that profile. This platform operates as a middleman to provide such a wide range of services to their end users. This project is viewable on any Android phone, as well as laptops and computers.

VI. FUTURE SCOPE

A. Crowd Funding
Crowd funding leverages the easy accessibility of massive groups and organizations via social media and crowd funding websites to connect investors and entrepreneurs, with the potential to increase entrepreneurship by expanding the pool of investors beyond the traditional circle of owners, relatives, and venture capitalists. We can help non-profit organizations of all sizes – from the largest to the smallest – working on a variety of causes such as education, children's welfare,

women's empowerment, and so on – multiply their fundraising power through faster transactions, a broader reach, and lower fundraising costs through the feature of crowd funding for NGOs.

B.   Dashboard

The dashboard is the page that displays an analysis of the platform's statistics, movements, reports, and so on. It can be used to dynamically deliver critical data from a web application. User can gain more insight from the Dashboard to acquire more information about a specific piece of data, such as where the funds raised are being used, or the NGO's contribution to a particular cause.

C.   Other donations

Currently, our project only accepts one type of donation: monetary donations. Presently, if someone wants to donate something other than money, they must be able to contact the NGP for more information, such as where they need to come to deliver the donation or how much and what they can donate. For the sake of customer convenience and further improving the website and app, the NGO can introduce more donation forms through which people can contribute to the NGO. People can give items such as food, clothing, everyday necessities, study materials and much more.

ACKNOWLEDGMENT

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