

Contribution of Internet on Non-Government Organizations Effort to Promote a Sustainable environment

Pratheesh Kumar S^{1*}, Raja V², Sathvika V³, Shri Hari Prasad R⁴

Department. of Production Engineering, PSG College of Technology, Coimbatore

Abstract

This research shows the relevance of technology and in particular the Internet's role in non-governmental organizations (NGOs) improvement, accountability, and transparency, and how they use technology to provide a sustainable environment. Because of the way NGOs apply the internet, we can see how adaptable both the NGOs and network systems are. When it comes to helping out the common man with their legitimate demands and also trying to help needy people in every way possible, NGOs play a critical role. Having internet access in your hand is an invaluable tool for helping you get to others, and it also increases the legitimacy of your organization. NGOs can improve their communication with the outside world through the use of technology, making information flow more effective and transparent. Donors and the general public now have more faith in your abilities as a fundraiser. Generally, NGOs use the internet for a variety of purposes, including information gathering, networking, collaboration, partnerships, participation, and communication. This research makes it easier to learn about how non-profit organizations (NPO) use the internet and how it helps them better serve humanity.

I. INTRODUCTION

The dynamic nature of NGOs internet use indicates the adaptability and flexibility of both NGOs and the internet itself. They have used internet networking to accomplish a range of goals, including raising awareness, conducting training programs, reducing costs, securing funding, managing information, disseminating information, and connecting with staff. The internet has been demonstrated to boost innovation. The Internet has the potential to transform how NGOs interact with the rest of the world, resulting in more efficient and transparent information sharing. This boosts donor and societal credibility. An international NGO's data and analytics division described their system as "sector compartmentalized", requiring time-consuming and inefficient manual processes and reporting and analyzing data from different data repositories and databases, as well as fragmented data exchange. To examine their current data management practices, identify potential changes, and make recommendations for streamlining their processes and enhancing their infrastructure, they hired specific

workforces. By reducing resource input and improving communication efficiency, technology has the potential to significantly boost NGOs operational efficiency.

NGOs have been instrumental in building democratic frameworks that include public participation in Earth's sustainable development and ecological conservation. Their elevated standing is a result of their productive and responsible contributions to society. NGOs will be unable to capitalize on their possibilities without the use of current information technologies. Electronic media, particularly the Internet, are critical for data expansion, partner search, and the development of good perceptions of these organizations. The Internet is an incredibly effective tool for addressing difficult circumstances, such as.

- Increasing professional competence
- Participation in decision-making
- Access to data
- Distributing information on NGO projects
- Organizing integrated information databases

NGOs that have access to the Internet use it regularly, and their methods for obtaining and disseminating information to their stakeholders strive to catch up. NGOs have been nicknamed the "backbone of civil society." Gathering, processing, and disseminating information is the fundamental function of an NGO. Information technology is a term that refers to the integration of computers and telecommunications that has had a huge impact on all of these functions. Here, in this study communication component is primarily focused on. The Internet is a great source of information because it all ends up on your computer, it can be processed, forwarded, and archived at a moment's notice. Spreadsheets or accounting databases from disparate offices, for example, can be pooled and distributed to all parties involved quickly and automatically. The internet and social media are reshaping the traditional information and communication landscape. While communication is faster than ever, there is value in balancing the quality and quantity of communication rather than focusing exclusively on the quantity. Internal and external stakeholders may be addressed via an organization's messaging. NGOs assist the government in disseminating information about its initiatives, programs, and projects. They contribute to the public knowledge of critical government initiatives. They work to address societal concerns that the state and market have largely ignored, serving as the citizens' "voice" in a variety of venues.

II. METHODOLOGY

The approach for discussion of sustainable development is given below,

- 1. Social Role of Non-Government Organizations**
 - 1.1. Focus on people's welfare and awareness
 - 1.2. Dealing with problems in society
 - 1.3. Awareness building
- 2. Sustainable Development**
 - 2.1. Community development
 - 2.2. Promoting empowerment
- 3. Internet on Information Collation**
 - 3.1. Coordination networking
 - 3.2. Exchange communication

4. The NGOs Contribution to Social Change

- 4.1. Impact analysis
- 4.2. Training programs
- 4.3. Consultancy
- 4.4. Fundraising
- 4.5. Education
- 4.6. Capacity Building
- 4.7. Research and Efficiency
- 4.8. Adaptability and flexibility

II. DISCUSSION

1 SOCIAL ROLE OF NON-GOVERNMENT ORGANIZATIONS

1.1 Focus on people's welfare and awareness

NGO is a non-profit organization that is not affiliated with any government. Community, national, and international NGOs, which are often referred to as "civil societies," fight for social or political causes such as humanitarian aid and environmental protection. Social and health care NGOs provide a wide range of services, which promotes competition and raises service standards. Additionally, non-profit social welfare organizations play an important role in drawing in the general public, raising social consciousness, and inspiring people to get involved in volunteerism in the nonprofit sector. There are several ways that non-profits give back to the community. Some of these methods include direct donations, volunteer work, free services for the poor, no interest in their funds, free land distribution, and exemptions from paying taxes. Fig. 1[1] shows the data collected from the general public, representing how NGO work has become more effective over time

1.2 Dealing with problems in society

NGOs monitor human rights and environmental regulations. Non-profit organizations (NPOs) are also essential to the development of today's society. The government and the public can both benefit from the assistance of NGOs. Organizations like NGOs contribute to society's self-organization. In addition, they benefit society by empowering individuals and igniting a movement from the ground up. For example, NGOs serve as advocates and government program implementers; critics and partners and consultants for government programs; sponsors of pilot projects as well as mediators [2]. NGOs place a greater emphasis on serving a greater good. Because of this, they are willing to follow the rules set by the state in terms of ethics and behavior. Giving brings greater joy than receiving, and NGOs are the perfect example of this concept in action.

1.3 Awareness building

An NGO's methods and strategies can vary depending on the scope of its work, which can be localized, national, regional, or even global. Street demonstrations and protests are frequently used by organizations to get support from the general public. Increasingly, lobbying will be heavily influenced by the media, as well as by social media and the Internet. Email campaigns and petitions, internet sites, blogs, and electronic social networks have replaced the old-school methods of distributing information using tapes, posters, and faxes. To get their message out, non-governmental organizations should raise

the possibility of a large-scale popular uprising against a particular government or group of governments. This is only a sampling of many variables that go into human rights protection by NGOs.

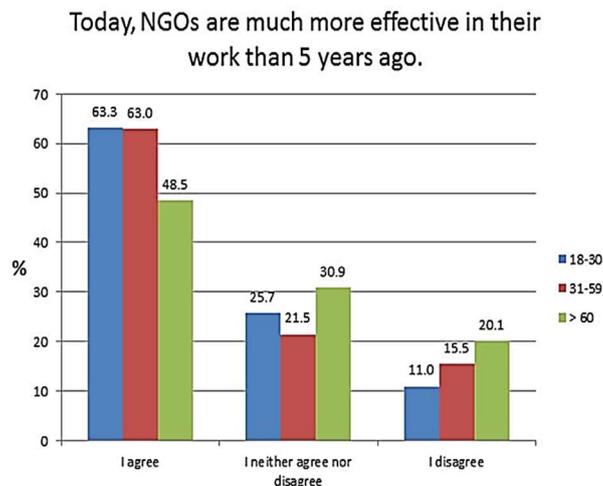


Fig. 1. Increment off the effectiveness of NGOs

2 SUSTAINABLE DEVELOPMENT

2.1 Community development

A sustainable society is analogous to a biological system, in which human, natural, and economic components are all interdependent and mutually reinforcing. To achieve sustainable community development, it is necessary to place a premium on long-term employment and demand management (EDM). Sustainable employment comprises transforming "waste" into resources, increasing energy and material efficiency, increasing community self-sufficiency, and managing natural resources sustainably. EDM shifts the focus of economic development away from the traditional issue of growth generation and toward lessening social reliance on economic growth [3] [4].

2.2 Promoting empowerment

The empowerment process involved accepting the ambiguity of the concept and collaborating to create a shared understanding of it as well as opportunities for its operationalization. Empowerment has developed into the vehicle for achieving these broad aims. To determine how empowerment might best serve poverty alleviation and sustainable development goals, consider the mutual and dynamic relationships between social, political, cultural, economic, and ecological factors that may be critical in maintaining or reversing impoverishment processes. A genuine capacity to adapt to a changing socio-ecological situation - the capacity to define objectives, priorities, identity, and values independently [5]. Fig. 2 [6] depicts the involvement of NGOs as a cycle.



Fig. 2. The cycle of the role of NGOs

3 INTERNET ON INFORMATION COLLATION

NGOs have made extensive use of the internet to collect information about their own and other NGOs' activities. They've both contributed data for others to use and accessed data made available via the internet. Fig. 3 illustrates how the rate of internet-based transactions contributes to community development. Fig. 4 and 5 illustrate the growth of food sectors in China over the previous decade, with the internet playing a crucial role in their development [7] [8].

3.1 Coordination networking

For NGOs, networking is an effective method of exchanging expertise and information. It should be determined by both their needs and their willingness to overcome hurdles. Additionally, networking can be utilized to disseminate information and knowledge. Networking benefits NGOs by increasing their capacity for negotiation. The objective is to enhance the economic, social, and political performance of the state regarding its constituents and programs. The internet has made it possible for NGOs and other organizations to work together more closely than ever before. Networking is used to strengthen NGOs and social organizations by developing their knowledge, defining their missions and programs, and sharing their experience with other NGOs operating in similar fields [3].

3.2 Exchange communication

Information may be shared and disseminated more effectively over the internet because of its widespread use by NGOs as well as the public at large. A not-for-profit organization, a grassroots online network that connects individuals with organizations and volunteers worldwide. To accomplish NGOs' organizational goals, communication methods must satisfy a variety of stakeholders, including donors, beneficiaries, and governments. Additionally, the plans must be founded on methodologies and approaches that enable NGOs to communicate effectively with a varied variety of audiences through appropriate appeals and communication channels. NGOs communication must be predicated on effective and acceptable strategies that contribute to the empowerment of the people to whom the NGOs are dedicated. To ensure institutional and financial viability, NGOs must adhere to optimal communication practices. Fig. 6 illustrates how NGOs leverage the internet to expand their reach.

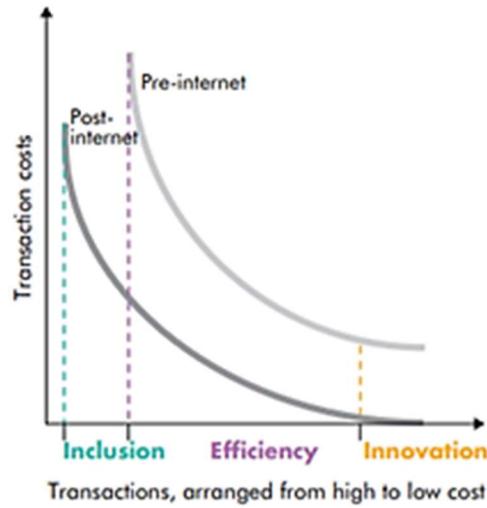


Fig. 3. Graphic representation of how the internet promotes the development

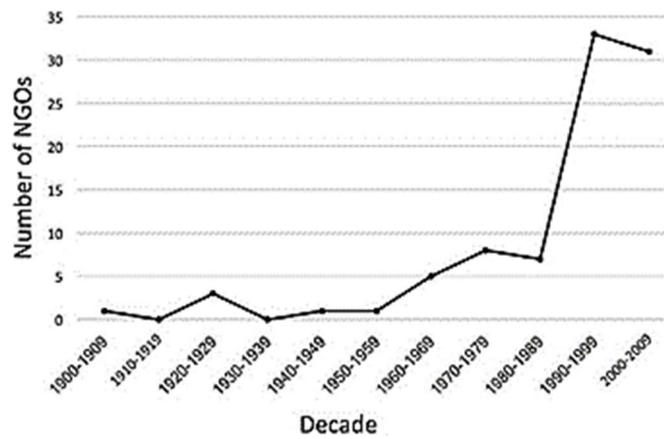


Fig. 4. Increment in the number of NGOs after the contribution of the internet

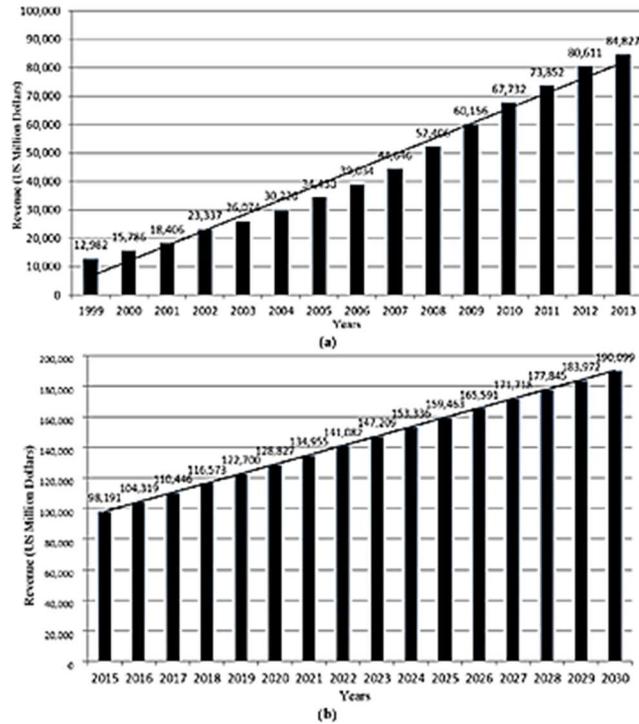


Fig. 5. Growth of food industries in China after the contribution of the internet (a) 1999-2013, (b) 2015-2030

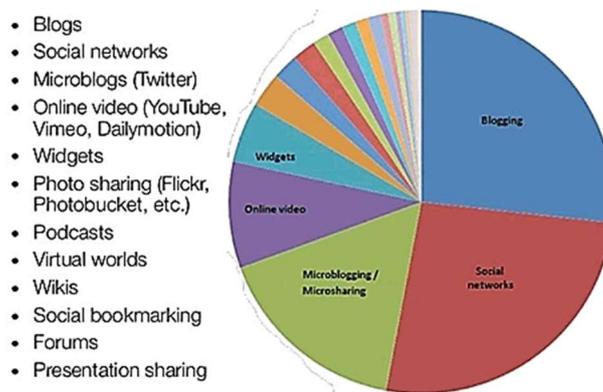


Fig. 6. Representation of how NGOs use the internet for growth

NGO's primary role is to collect, process, and disseminate information. In addition to being a fantastic source of information, the Internet stores all of the data you access on your computer so that it is immediately available for processing, forwarding, and archiving when you access it. An improved flow of information between NGOs and the outside world can be achieved through making use of the Internet. Contributors and society alike benefit from this. Publicizing: awards programs, press campaigns, posters, and notice boards, media exercises (photographs, video, and films), as well as non-formal activities such as street dramas, news bulletins, and case study documentation are just some of the ways NGOs use the internet to promote their work. Meetings with both formal and informal community groups; forums/workshops; site visits and interviews; and other means of communication.

NGOs have benefited greatly from the internet's rapid growth based on fundamental principles that stimulate innovation and collaboration among stakeholders.

4 The NGOs CONTRIBUTION IN SOCIAL CHANGE

NGOs aim to protect and educate the most vulnerable and marginalized segments of society about their rights. They conceptualize and develop programs that have a positive impact on society. Along with official initiatives, NGOs contribute significantly to the country's overall growth and development. However, implementing technology-assisted development programs offers challenges in a complex development ecosystem like India. However, there are NGOs in India that have made extraordinary efforts to efficiently implement development projects through the use of technology [8].

4.1 Impact analysis

NGOs have revolutionized their operations by embracing novel ideas and technologies to transform their businesses and disrupt the competition. The term "digital transformation" refers to this process. When seeking finance, a website establishes the company's validity and verifies professionalism. It assists in explaining NGO's mission to potential members and partners, which is critical when seeking grants, tenders, or donations. At a minimum, an NGO website can provide viewers with current contact information and an address for your organization. Additionally, a well-designed NGO website benefits communications and broadens your reach beyond local advocates.

4.2 Training programs

NGOs participate in a variety of training programs that aim to increase the community's productivity and efficiency at work. encompassing capacity building, activism, environmental protection, youth development, and gender equality. The fundamental objective of this study is to investigate and analyze NGOs training programs as in-house, on-the-job, and off-the-job practices, as well as their success in terms of perceived employee performance. Training is a project activity that is frequently entwined with hardware components such as logistical arrangements, engaging a trainer or facilitator, and so on, rather than focusing on the software component, which is critical to achieving the social change we desire. After determining the training requirements, an NGO must outline the objective of the training program to achieve these requirements.

4.3 Consultancy

An NGO consultant provides advice, training, and solutions to NGOs worldwide. Consultancy services include assessment, legal counsel, project management, and organizational structure advice. They are available to both domestic and international NGOs that are willing or able to pay for the services. This offered a business opportunity for each non-governmental organization consulting firm. The latter is the result of the NGO consulting firm supporting the organization in defining its vision and mission. Consultancies also provide organizational services such as capacity building, improvement planning, and organizational culture development. In addition, fundraising and accounting are two of the NGO consulting services. They also take into account project characteristics such as community engagement, impact, and public relations [9].

4.4 Fundraising

To put it clearly, locating the individuals or organizations interested in your information is challenging, even more so for a small organization, especially if they are traveling long distances [10]. The NGO should have no problem interacting with the right people wherever in the world thanks to the rising prevalence of newsgroups and mailing lists on the Internet. Fundraising and marketing goals can be met by non-profits utilizing the power of social media. Non-profits will have a captive audience throughout the epidemic if people become more comfortable with their digital devices. Non-profit organizations can use social media as an effective marketing strategy. Among the numerous advantages some are given below:

- Using social media has a tremendous impact on a company's visibility (billions of people use social media).
- The mission of a company can be widely disseminated via social media.
- Using social media to find new donors and keep the ones you already have engaged is a win-win.
- Using social media to build a community of volunteers is a huge help.

4.5 Education

Most NGOs are charitable groups dedicated to improving a lot of the entire country as a whole. It has been proven that NGOs can help local governments by providing them with much-needed financial aid or by assisting them in funding/developing infrastructure projects in their communities. In general, NGOs play an important role in a wide range of areas. Internationally, particularly in Asia and Africa, several NGOs have contributed to and even helped to construct several educational institutions. Most of these schools and universities are supported by NGOs and other charitable organizations, thus they can provide low- or no-cost education to the local population [11] [12]. People in need might acquire expensive medications at reduced prices thanks to non-profit organizations that are actively involved in procuring them. They also run several health camps and provide free medical exams as part of their work as NGOs.

4.6 Capacity Building

Capacity development and training can assist individuals in acquiring vital new abilities. Capacity-building events are typically entrusted to experienced facilitators who can implement strategies that directly address these challenges while maintaining a safe atmosphere. Non-governmental organizations (NGOs) typically seek to strengthen their capacity in a variety of areas, including organizational, technical, financial management, and contextual. Organizational capacity refers to an NGO's ability to manage its resources (human, financial, and material) efficiently and effectively to maximize service quality and timeliness at the lowest possible cost; technical capacity entails acquiring cutting-edge skills, expanding knowledge, and implementing best practices [13] [14].

4.7 Research and Efficiency

NGOs assess effectiveness to establish the efficacy of outcomes about the amount invested. Cost-benefit analysis is used to examine if new projects should be undertaken, whereas cost-effectiveness is used to determine a project's efficiency throughout its life. If an NGO discovers that a formerly effective program is no longer effective, it might explore why and then alter or discontinue the program as necessary. Are non-governmental organizations (NGOs) engaged in humanitarian assistance in some

of the world's most impoverished regions? Innovation is usually necessary for non-governmental organizations (NGOs) with extremely limited financing and resources that are striving to address major development challenges. Numerous non-governmental organizations (NGOs) are being forced to think creatively and differently about how to manage their resources and the environment to survive. The majority of non-governmental organizations, particularly those seeking grant-based project funding, are increasingly reliant on innovation [15].

4.8 Adaptability and flexibility

Adaptability is evident throughout the lifecycle of a project, from planning through structure and design to implementation. Local and contextual presence appears to be a recurrent feature in all of the proposals for an adaptive management strategy. Another necessary component of adaptability and responsiveness to changing needs is planning and budgeting flexibility. Adaptability was divided into three distinct segments in this study's framework of an adaptable organization to reflect these theoretical implications and to provide a more nuanced depiction of the concept. Thus, adaptation comprises responsiveness, flexibility, and inclusion [16]. NGOs are a vital part of society; they have evolved into a fundamental component of the country's development, embracing the disadvantaged and aiding them in their growth. The vast majority of non-governmental organizations (NGOs) are dedicated to promoting self-sufficiency. They operate as service contractors, are more efficient and effective than government agencies, and hence play a critical role in the socio-economic transition. It acts as a watchdog for society's human rights. The volunteer sector has made major contributions to the struggle against prejudice, poverty, exclusion, and deprivation through efforts that increase awareness, training, social mobilization, research, service delivery, and advocacy.

IV. CONCLUSION

The Internet has expanded rapidly during the last three decades, based on a unique paradigm of shared global ownership, open standards development, and openly available means for technological and policy development. As a result, it has been able to contribute significantly to non-governmental organizations. A sustainable Internet, built on an open and collaborative approach to policy, standards, and technology development, will be vital for maximizing the Internet's contribution to the challenges and opportunities of sustainable development. Only through the collaboration of non-governmental organizations (NGOs), technical and financial concerns can be addressed. Collaboration is necessary to maximize the influence of NGOs. Public movements can bolster their effectiveness in promoting sustainable development. Each NGO participant's informational level may increase as a result of increased opportunities for information collecting. The Internet already makes it possible to share information on public movements, their active participants, and the ideals they promote online. To summarise all of these points, the internet plays a critical role in the formation of non-governmental organizations (NGOs), which ultimately contribute to a more sustainable environment.

REFERENCES

- [1] "Nongovernmental Organization (NGO)," *The SAGE Glossary of the Social and Behavioral Sciences*. SAGE Publications, Inc., 2455 Teller Road, Thousand Oaks California 91320 United States, 2012.
- [2] Tulchinsky, T. H., & Varavikova, E. A. (2014). *The new public health*. Academic Press.
- [3] Nikkhah, H. A., & Redzuan, M. R. B. (2010). The role of NGOs in promoting empowerment for sustainable community development. *Journal of Human Ecology*, 30(2), 85-92.

- [4] Coppola, D.P. (2015). Participants–Non-Governmental Organizations, Including the Private Sector and Academia. *Introduction to the International Disaster Management*, 522-587.
- [5] K. Suter, “Peace organizations, non-governmental,” in *Encyclopedia of Violence, Peace, & Conflict*, Elsevier, 2008, pp. 1514–1522.
- [6] Makuwira, J. J. (2016). The nongovernmental development sector and impact assessment. In *Assessing the Impact of Foreign Aid* (pp. 215-226). Academic Press.
- [7] Wang, Y., Wang, L., Xue, H., & Qu, W. (2016). A review of the growth of the fast-food industry in China and its potential impact on obesity. *International journal of environmental research and public health*, 13(11), 1112.
- [8] Cockerill, K., & Hagerman, S. (2020). Historical insights for understanding the emergence of community-based conservation in Kenya: international agendas, colonial legacies, and contested worldviews. *Ecology and Society*, 25(2).
- [9] Streeten, P. (1997). Nongovernmental organizations and development. *The Annals of the American Academy of Political and Social Science*, 554(1), 193-210.
- [10] Yakovleva, N., Vazquez-Brust, D. A., & Gavriilyeva, T. N. (2020). The role of NGOs in promoting salience of stakeholders and social issues. In *34th Annual British Academy of Management Conference*. Newcastle University.
- [11] B. Hazeltine, “Planning and Implementation,” in *Field Guide to Appropriate Technology*, Elsevier, 2003, pp. 17–156.
- [12] A. Green and A. Matthias, “NGO co-ordination: No easy answer,” in *Non-Governmental Organizations and Health in Developing Countries*, London: Palgrave Macmillan UK, 1997, pp. 182–195.
- [13] G. M. Mwai, J. M. Namada, and P. Katuse, “Influence of organizational resources on organizational effectiveness,” *Am. J. Ind. Bus. Manag.*, vol. 08, no. 06, pp. 1634–1656, 2018.
- [14] Nugroho, Y. (2010). NGOs, the Internet and sustainable rural development: The case of Indonesia. *Information, Communication & Society*, 13(1), 88-120.
- [15] Halpin, D. (2009). NGOs and democratisation: Assessing variation in the internal democratic practices of NGOs. In *NGOs in Contemporary Britain* (pp. 261-280). Palgrave Macmillan, London.
- [16] Winston, M. (2002). NGO strategies for promoting corporate social responsibility. *Ethics & International Affairs*, 16(1), 71-87.
- [17] P. Woodhouse, “Non-governmental organizations and the state in Asia: Rethinking roles in sustainable agricultural development by John Farrington and David Lewis, with S. Satish and A. Miclat-Teves. (London, Routledge, 1993, pp. 366, £14.99 p/b.),” *J. Int. Dev.*, vol. 7, no. 2, pp. 295–296, Mar. 1995.
- [18] “NGOs and corporations: conflict and collaboration,” *Choice (Middletown)*, vol. 47, no. 09, pp. 47-5125-47–5125, May 2010.