

Analyze the Change in Behaviour with Sustainable Approach among Children with Special Reference (Before and After COVID-19)

Lakshya Bhalla^{1*}, Khushi Singh², Ria Kapil³ and Ashima Garg⁴

¹MBA, School of Business, University of Engineering and Technology, Roorkee, Uttarakhand, India.
Email: lakshya.bhalla92@gmail.com

²MBA, School of Business, University of Engineering and Technology, Roorkee, Uttarakhand, India.
Email: singhkhushi.22091999@gmail.com

³MBA, School of Business, University of Engineering and Technology, Roorkee, Uttarakhand, India.
Email: riakapil93@gmail.com

⁴Assistant Professor, School of Business, University of Engineering and Technology, Roorkee, Uttarakhand, India. Email: ashima.2012@rediffmail.com

*Corresponding Author

Abstract: NGO is a voluntary group or institution with a social mission, which operates independently from the government. As we know in the late 2019 a disease namely COVID-19 hit the world due to which a lot of problems have been faced by the world. Everything has been stopped to control the disease by implementing lock-down in all the countries of the world in different stages. If we talk about India lots of people have lost their jobs and have no source of income and there are many poor people like beggars, laborers, rickshaw drivers and many more who use to feed their families on the daily wages they use to earn but COVID-19 made their life hard. Government of India took the initiative and tried their best to help these kinds of people by providing groceries, food and many other day to day products which are used for living. If some people are left where Government was not able to reach those people were helped by the NGOs to get them groceries, food and many other day to day products which are used for living. My research finding indicates the techniques used by Building Dreams Foundation to change the behaviour of poor people to provide their children education and send them to the school or the NGO, what are the criteria used by the NGO to achieve their organizational goal and matrix used to determine mind set of backward class in result to observational approach.

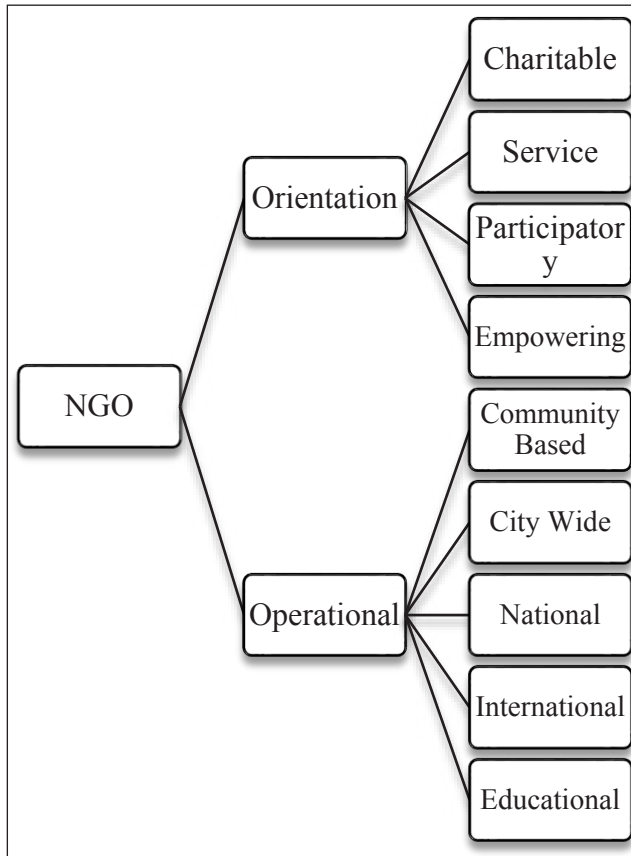
Keywords: Behaviour, COVID-19, Criteria, NGO, Matrix, Technique.

I. INTRODUCTION TO NGO

A non-governmental organization (NGO) is a non-profit cluster that functions severally of any government. NGOs typically referred to as civil societies are area units organized on community, national and international levels to serve a social or political goal like humanitarian causes or the atmosphere. NGO(s) area unit designed to unravel the matter associated with elder and senior voters, helpless kids, and environmental problems. NGOs take up and execute comes to push the welfare of the community they work with. They work to deal with varied issues and problems prevailing among society. NGOs area unit not-for-profit bodies that mean they are doing not have any business interest. NGOs area unit run on donations created by people, company and establishments. They interact in fundraising activities to boost cash for polishing off the work they are doing. Ever since independence, NGOs have competed for an important role in serving the destitute in Bharat, providing aid to the distressed and elevating the socio-economic standing of millions within the country.

II. TYPES OF NGOS

The NGOs can be classified into several types based on various factors.



Source: Self Designed.

Fig. 1: Types of NGO

III. ROLE OF NGOS

- Protecting the natural resources.
- Optimum utilization of resources.
- Run environment awareness campaigns.
- Helping the villages, Organizing seminars, lectures and group discussion for promotion of environmental awareness.
- Educating people about Importance of Environment and Natural resources.

IV. LITERATURE REVIEW

We have examined the empirical literature focusing on different techniques used by the NGO in pre and post COVID-19, including the factors they used to sustain the interest in children and their families. Also we determined the problems and

challenges they faced during COVID-19. Subsequently, we explored the issues related to sustainable development.

V. OBJECTIVES OF THE STUDY

- *To Determine the Uses of Technique to Change the Behaviour:* They use the techniques for both parents and children. They conduct the awareness programmes and events for parents. They connect emotionally with children and conducting awareness programmes.
- *To Analyze the Adoption Criteria to Attain Organizational Goals:* The main goal of NGO is education (teaching, coding and other skills development programmes, providing basic education to the children), empowerment (job creation techniques for parents and elder children who doesn't want to study due to the inferiority complex as they have never been to school) and environment (planting trees and doing environment friendly construction).
- *To Ascertain the Matrix Used to Determine Mindset of Backward Class in Result to Observational Approach:* The team members of NGO interact with the families of children. They conduct the events for them (income generation programmes, classes for parents, mother's day and women's day celebration etc).

VI. BUILDING DREAMS FOUNDATION

Our NGO name is building dreams foundation. Building dreams foundation is established in August 29, 2016 but registered in 2017 under (section 8) company, registered act. There are 2 founders in this NGO (William Khanna & Zummon Khan). They have 3 branches under Uttarakhand, Bihar and Bengal. In Uttarakhand they are in Dehradun, Premnagar area. Their motto is "helping people to help themselves" basically they try to provide all basic needs to children by providing 3 E's which are education, empowerment and environment. This is self funding NGO but also seeks for donation and man power to improve the quality of variants which they are providing to children. They are working on many projects like Eco-bricks, Navadha School, Meals on wheels, Kaizen children club, Community fridge Dehradun and many more. They also work project issue by government by their own funds. Basically, they consult their work by their own and always try to be transparent in all situations. All they try to make the education more interesting and valuable to the children. In COVID-19 time they focus on how to convert problems into opportunities. They started the campaign blood donation in all over India and helps to earn their live hood by providing different classes on learning computer, wood-shaping and many more skills. Below is the yearly growth chart for the NGO as it shows how they have been improving and growing for the betterment of the society.



Source: www.buildingdreams.org.in

Image 1: Growth Tree

- *Digi Ed (2016)*

It is a program where the team of the NGO travels to government schools to provide education about the use of technology, including computers, cameras and projectors, in the hopes of making education more exciting, more advanced, and more innovative.

- *Door Step School (2017)*

The “Doorstep After-School Education” program takes extracurricular activities to the huts students live in. This program brings children closer to the arts and creative projects, helping to ignite their imagination.

To provide the well-rounded education that children need, this program helps children connect to the arts. This includes music, dance, arts and crafts, moral education, and technology.

Reference the chart below for the progress with this program.

TABLE I: TABLE OF PROGRAM

Sr. No.	Name of the Project	Number of Students	Area Impacted
1.	Doorstep School Premnagar	35	Valmiki Mandir, Thakurpur Road, Premnagar, Dehradun
2.	Doorstep School Nanda Ki Chowki	65	Nanda Ki Chowki Slum, Kerigaon, Dehradun
3.	Doorstep School Bhauwali	55	Bhauwala Slum, near DBIT College, Bhauwala, Dehradun
4.	Doorstep School Mithiberi	60	Old Mithiberi, Premnagar, Dehradun
5.	Doorstep School Sisambara	70	Sisambara Slum, Thakurpur Road, Shyampur, Dehradun

- *Udaan (2017)*

The Udaan project aims to present students in remote areas with an array of career options, in the hopes of allowing children to discover what they are passionate about and pursue it. This is done through seminars and hands-on career guidance. Every student in the Udaan project has access to BDF assistance throughout the year, whether they need a friend or a mentor.

- *Best Out of Waste (2017)*

It is program also known as ECO-BRICKS. Through our Eco-Brick program, they: Collect plastic bottles and plastic waste. Fill the collected plastic bottles with the plastic wrappers and other waste. Then they are used as bricks for constructing structures around the community. Their Eco-brick project has a dual purpose. First, it is beneficial for the environment. Second, we use the bricks for construction purposes.

- *Back to School (2018)*

This is the initiative to help children who drop out of school. A survey by the National Statistical Office (NSO) of the government of India has revealed that 1 out of every 8 students enrolled in a school or college in India tends to drop out midway without completing the education. Over 62% of all dropouts happen before college. Dropouts are often due to lack of finance, child labor or academic difficulties. To mitigate these problems, we are finding and reintegrating these students back into our schools. To date, over 60 children have been readmitted back to school due to the tireless efforts of our volunteer teachers.

- *Food for All (2018)*

“Food for All” is an initiative to fight against hunger and malnutrition in India. They started this initiative on August 16, 2018 with the target to feed more than 500 kids every Sunday. Under this initiative: Each Sunday, they serve meals to the poor in the Dehradun community 20,000 plates have been served in 14 different slums in Dehradun city in the past year. Their Mega Food Drives feed more than 1,000 kids in a single day.

- *Zero Food Wastage (2018)*

“Zero Food Wastage” is an initiative that aims to end the waste of food and to provide an opportunity for the NGO to provide food for the hungry. In Indian marriages and parties, food wastage is very common. To reduce this wastage, they go to places where excess food is left, pick up the extra food, and distribute it to the needy.

- *Pad of All (2019)*

Building Dreams aims to ensure that every woman in slums & villages has access to pads during their period. While the government and larger organizations aim to mitigate this issue, they believe that to truly address these problems, grassroots level organizations like them have to play a bigger role.

- *Meals on Wheels*

“Meals on Wheels” is an initiative to eliminate hunger. Under this project, we cook food and serve it to people living on the streets, the physically challenged, the mentally challenged,

malnourished children and elderly people. This food is completely free and comes at no cost.

- *Navadha School (2019)*

Here at Building Dreams Foundation they strive to send every child to school and to empower them to continue on their path of education. Building a school will not only provide hope to the village and empower the community through its community development programs, but will also advance infrastructure development in terms of roads, electricity, water and broadband connections.

- *Community Fridge (2019)*

A Community Fridge is a refrigerator located in a public space. Anyone can put food in and take food out, which enables food to be shared within a community. The fridge is open 24/7 and people can deposit food at any time. From auto rickshaw drivers to beggars, the fridge is open for all. It has been a positive initiative where residents have been extremely supportive and have been taking care of the fridge every day.

- *Community Learning Centre (2020)*

As the NGO is targeting people of low income group like beggars, rickshaw wala, rag pickers, labors, etc. So they have initiated to teach and help these people to develop their skills in the field of stitching, carpenting, construction and DIY so they can become financially independent.

- *Hospital (2020)*

During the COVID-19 they have collaborated with different blood banks for the plasma and medical suppliers for the necessary medicines used for the treatment of COVID infected patients.

VII. OBJECTIVES OF THE NGO

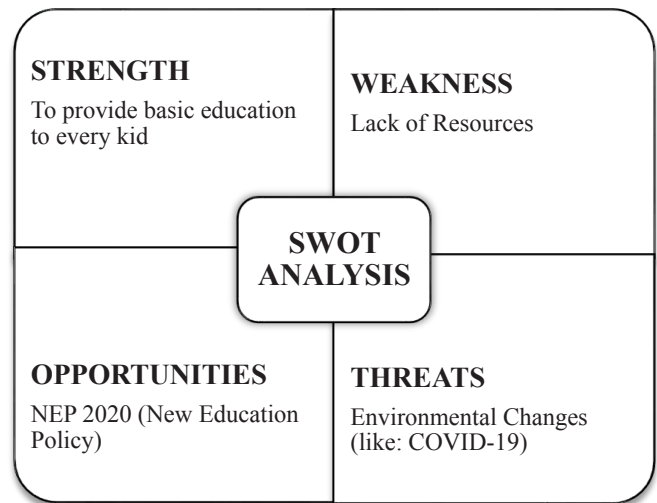
- *Education:* Teaching coding and other skill development programmes. Providing basic education to the children.
- *Empowerment:* Job creation techniques for parents, job creation techniques for elder children are who doesn't want to study.
- *Environment:* Planting trees, doing environment friendly construction.

VIII. RESEARCH GAP

- Building Dreams Foundation mainly focuses on current activities not planned future yet.
- No permanent source of funds.
- Very few members contribute personally.
- Lack support of society.
- Members of Building Dreams Foundation are few in numbers, new members not joined.
- Less numbers of volunteers.

IX. SWOT ANALYSIS

- *Strength:* NGO is providing basic education to the children. They prepare students for adult life to become productive member of society.
- *Weakness:* Due to lack of resources they are not able to conduct technological skill development program as they are short with the computers, laptops etc.
- *Opportunities:* By adapting new education policy by the NGO it will be easy to provide higher education as well as vocational training to children of the NGO.
- *Threats:* If in case any natural calamity strikes the nation again it will be hard for the smooth functioning of the NGO to provide its basic services (education, food, shelter etc).



Source: Self Designed.

Fig. 2: SWOT Analysis Chart

X. FUNDING OF BUILDING DREAMS FOUNDATION

- There is no target or fixed funds for NGOs.
- Active members give some part of our savings or income for contribution to NGO's programs.
- No government support.
- Before two or three days of any program through advertisement social media, Building Dreams Foundation aware the society and request to join the event.

XI. FINDINGS

- *Objective 1:* As we all know behaviour of any person is uncertain that can be sometime positive or negative that depends on the nature of the person, situation, ethics and surroundings. The work further on the article we visited the NGO to find the uncertainty in the behaviour of the people with whom the team of the NGO interacts.

Following questions were put by us:

- *What are the Challenges and Behaviour Issues of the Families were Faced by the NGO?*
As the NGO volunteers visit the slum areas to interact with the poor people, the majority of the people are the daily wages worker whose earning depends on the seasonal work. So these people use to migrate in search of work. Moreover they have trust issues regarding the safety of their children and what kind of work this NGO do. Most of the people were unemployed due to which they were not seeing any scope of employment and benefit for their child after getting in the NGO. Due to lack of sustainable interest children and their parents were not ready to become the part of the NGO.
- *What are the Methods Used to Sustain the Positive Behaviour of the Families?*
Counseling regarding the benefits of education to their children to make their future bright and to hold a place in the society, were given to the family. Routine visit by the NGO volunteers were made to the people to clear their doubts if they have regarding anything or problem they are facing. Help them to provide them basic education so they can are also become financial independent and survive in the society with some confidence. To make them financially independent skill development programs like wood work, craft work (candle, diya, rakhi, holi colour making) were also being organized by the NGO for these people and kids who doesn't wish to study because of the age and inferiority complex within themselves.
- *What Techniques They Use to Change the Behaviour in Result to Social Development?*
Teaching kids trending things like computer coding, graphic designing, photography skills so that they can survive in the society by adopting trendy things according to the demand of time and situation. Teaching students practical development skills like diya making, hand crafted work, rakhi making, eco-friendly bricks making under the program Eco-Bricks. Building Dreams Foundation have also organized some social help programmes Community Fridge in which they installed refrigerators at public places in which people can put food for the needy people. They have also organized a food drive program namely "Meals on Wheels" in which they visit to the slum areas and give food to the people living over there.
- *Objective 2:* On further interaction with the NGO members we have our queries related to the achievement of their organizational goals. By asking the following questions we have observed the criteria used by the NGO members to achieve their organizational goals before and after getting effected by the COVID-19:
 - *What are the Criteria of Adopting New Things to Achieve Their Sustainable Goals?*
As the goal of NGO is dependent on 3 E's i.e. Education, Environment and Empowerment. So to achieve first goal they providing basic education and after introduction of NEP-2020 they have started with the skill development programs for the children. To achieve second goal they do eco friendly construction under the program namely Eco-bricks in which bricks were made from waste plastic wrappers filled in a plastic bottle by adding few chemical so as to prevent rotting of waste filled in bottle and production of harmful gases. To achieve the third goal they have different programs being conducted in the NGO so as to produce empowerment for the families of the children who are connected with the NGO. Programs which are being conducted in the NGO are wood work program, stitching program, diya making program. By running these programs for the families NGO creating job for the poor and needy people so that they can become financially independent.
 - *What Changes They Made After NEP-2020 was Introduced by Education Ministry?*
As the NGO is providing basic education to the children in the school of the NGO namely Navadha School. After the introduction of NEP-2020 they have started to help children with skill development programs like coding. Classes for coding are being conducted for the children.
 - *Objective 3:* As we know every single human being has a different mindset which depends on the surrounding in which they are living. The NGO helps the needy and poor people who have a different mindset towards education and survival in the society. On asking the following questions, we have found out how Building Dreams Foundation determines the mindset of backward class in result to observational approach:
 - *What Matrix/Methods They have Used to Change the Mindset of Families towards Educating Their Children?* NGO volunteers interacted more with the families to clear their doubts and tell them the benefits about educating their children so that they can survive with the world in their day to day life. Counseling sessions were being conducted for the parents so that they understand the importance of education for their children. Parents were taught about how their children can be financially independent if they get proper education. Educating parents and making them aware about the importance of education in today's world for their children to survive and withstand in the society with the other people.

- *How the NGO Changed the Mindset of Backward Class to Remain Connected with NGO?* By conducting counseling sessions for the families of the children and telling them what is the importance of education for their children life. Making them aware how they can become financially independent. Income generation programs that are being conducted in the NGO for them.

- New plans and mechanism is required to setup small cheap plans for plantation.

XII. METHODOLOGY

A research method is a specific process or technique used to identify, select, process, and analyze information on a topic. In the research paper, the methodology section allows the student to critically evaluate the overall suitability of the research and reliability. The Process section answers two key questions: How was the data collected or generated? How was it analyzed? This study is primarily addressed to the poor children and educational NGOs. The analysis aims to draw attention to potential challenges and needs, current problems, as well as past gaps that need to be corrected. Several tools and methods of analysis were used to achieve this goal. As a first instrument, the authors applied the real factor analysis. The survey was conducted on face to face meeting through interview with a structured questionnaire, consists several questions. The survey was to find out the solutions of all above 7 questions solved in findings. We have received some similar and some different responses from individuals i.e., Children, family members, and volunteer of the organization.

XIII. CONCLUSION

- Due to environmental changes (COVID-19) NGO faces a lot of challenges in achieving their organizational goals.
- Due to age factor and belonging to lower class children have inferiority complex.
- Due to lack of technologies resources children are under developed according to the time.

XIV. SUGGESTIONS AND RECOMMENDATIONS

- Up gradation of technology is required.
- Increasing of extracurricular activity for children start taking government funded projects.
- Need to increase number of volunteers.

XV. GLIMPSES



Image 2: Logo of Building Dreams Foundation



Image 3: Change in the Life of the Poor Children After Becoming the Part of Building Dreams Foundation



Image 4: Stitching (Skill Development) Classes for the Mothers and Elder Girls Who Never Attended School to Become Financially Independent



Image 5, 6: Teaching Classes Conducted for the Mothers in Order to Provide Them the Basic Education by the Volunteers of the NGO



Image 7: Stitching (Skill Development) Classes for the Mothers and Elder Girls Who Never Attended School to Become Financially Independent



Image 9: Rakhi Making Done in the NGO for the Promotion of Government Program Vocal for Local



Image 8: Our Visit to the NGO and Celebrated the Birthday of a 6 Year Old Girl



Image 10: These are Bricks Prepared from Plastic Waste for Eco-Bricks Program of the NGO



Image 11: Food Drive Conducted in the Slum Areas Every Sunday Under the Program Meals on Wheels

REFERENCES

Firstly we want to tell you that our full project is based on survey. But there are some information which is

taken from Google and other websites. Link are given below:

- [1] Wikipedia- https://en.wikipedia.org/wiki/Non-governmental_organization
- [2] Muds- <https://muds.co.in/different-types-of-ngos-in-india/>
- [3] Building Dreams Foundation (official website)- <https://www.buildingdreams.org.in/>
- [4] Investopedia- <https://www.investopedia.com/ask/answers/13/what-is-non-government-organization.asp>
- [5] Save the Children- <https://www.savethechildren.in/others/role-and-functions-of-ngos-in-india/>
- [6] Human Rights Careers- <https://www.humanrightscareers.com/issues/types-of-ngos/>
- [7] CorpBiz- <https://corpbiz.io/learning/types-of-ngos-in-india/>