

STUDY OF NGO URJJA PRATISTHAN PRAKASHALAYA: A CASE STUDY UNDER SUBTHEME ROLE OF NGO IN SUSTAINABLE DEVELOPMENT

* *Dr. Pornima Ganesh Kadam,*

* *Principal, Pratibha College of Education, Chinchwad Pune*

Abstract:

Non-Governmental Organizations (NGOs) play a pivotal role in fostering sustainable development across the globe. As catalysts for positive change, NGOs contribute significantly to addressing social, economic, and environmental challenges. By engaging in various initiatives, NGOs not only bridge gaps in governmental efforts but also promote a collaborative approach to building a more sustainable and equitable future.

This paper is an attempt to find out significant role played by NGOs in the process of social change and sustainable development. For present study, case study of one Non-Government Organization URJJA PRATISTHAN PRAKASHALAYA, which address Social challenge is done. NGO URJJA PRATISTHAN PRAKASHALAYA works for blind children, provide residential facilities, food and shelter work for Inclusion of visually impaired in education, their personality development, career advancement, placement and their marriages too.

Focus of the present paper is to study in detail about NGO's establishment history, purpose, objectives, functioning, students' information, their achievements and progress. Also to study NGO's role in bridging gaps, catalyzing positive change.

Following key components are considered to study the role of NGO: 1. Demographic information, 2. Community Empowerment 3. Environmental conservation 4. Socio-economic progress 5. Advocacy and Awareness, 6. Collaboration and linkages 7. Accountability and Transparency 8. Challenges and opportunities.

Data is collected through constant observation and own experiences, from information available on social media, by interviewing founder Mr. Pankaj Kulkarni. And the conclusion are drawn in terms of role of URJJA PRATISTHAN PRAKASHALYA in attaining Sustainable Development and sustainable development goals suggested by United Nations.

Key words: *NGO, Case Study, Sustainable Development.*

Copyright © 2024 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial Use Provided the Original Author and Source Are Credited.

Introduction:

NGOs have emerged as essential agents of change in the pursuit of sustainable development. Unlike governmental bodies, NGOs often operate independently, allowing them to respond swiftly to pressing issues and experiment with innovative solutions. Their role extends beyond assistance, encompassing advocacy, capacity building, and grassroots-level interventions. This is true about URJJA PRATISTHAN PRAKASHALAYA. Following is the detailed case study of this NGO.

Demographic Information:

Name: URJJA PRATISTHAN PRAKASHALAYA



Address: Survey No 125/1A, Shivshambho Colony, Near Astra Vyasnmukti Kendra, Bhosari Pune 411038

Founder: Mr. Pankaj Kulkarni, B.A. and B.Ed. in four, General, Special Education, VI and MR

Year of Establishment: 24.06/2014

Moto: राष्ट्रधर्म आद्यकर्तव्य (Nation First)

Objective of URJJA PRATISTHAN PRAKASHALAYA:

- To work for food, clothing, shelter, health care, education and earning source of poor, needy and hardworking blind students.
- To identify low vision students at school level and provide guidance to teachers and parents for further action.
- To support other NGOs in providing food and clothes.
- To provide cloths and food once in a year to Adivasis at PALGHAR NANDURBAR tribal area.

Student capacity: 25 (Visually impaired boys)

Community Empowerment:

URJJA PRATISTHAN PRAKASHALAY is instrument in empowering visually impaired individuals who have limited resources. They are provided with shelter, food, health care if required, education and all type of academic support, skill development and career advancement activities, yoga activities, recreational activities like music, drama, (they also have their orchestra). Thus they are provided with conducive environment to be independent and self-sufficient. These empowered individuals are thus equipped to address their own needs as well as others like them and their families, it helped to break cycle of poverty and contribute in long term sustainability.

This NGO also help other NGOs and Adivasis at PALGAR NADURBR in their mission by providing food and clothes to needy which are collected through massive community engagement.

URJJA PRATISTHAN also does general eye checkup of school children of PCMC schools every year. Eye specialist Dr. Kakade helps them in the mission, teachers and parents of low vision students are guided for future actions. Till now eye checkup of more than 10000 students is done.

Environmental Conservation:

Although URJJA PRATISTHAN PRAKASHALYA deals with social issue of catering to the development of blind students and their inclusion, they also take up environmental stewardship by collecting waste papers and newspapers from various offices and convert them into usable paper for blind students to prepare study material in brail script and NGO is at the forefront of conservation efforts. By raising awareness and advocating for sustainable practices, this organizations contribute to the preservation of ecosystems for future generations. From reforestation projects to waste management campaigns, thus NGO is actively engage in activities that promote environmental health.

Socio-Economic Progress:

URJJA PRATISTHAN PRAKASHALYA NGO play a crucial role in driving socio-economic progress by addressing inequality and promoting inclusive development. They work towards creating opportunities for

marginalized blind groups, advocating for human rights, and influencing policy changes that foster economic growth with social equity. This NGO helps blind students to appear for different competitive exams and get jobs in government organizations. They were also made aware of their rights and facilities provided to them to be fair and just for all. Students of this NGO are placed in banks, government offices which has made them and their families to grow economically and socially. These individuals are also taking care of their families effectively. NGO has also help them for their marriages and future family life which is a big social change for their social life.

Advocacy and Awareness: URJJA PRATISTHAN PRAKASHALAYA serves as advocate for sustainable development on both local and global scales. Through awareness campaigns, and partnerships with governments, it also tries influence policy decisions that prioritize social justice, and economic equality. NGO's ability to mobilize public support strengthens their impact, creating a collective voice for positive change.

Collaborations and Linkages:

VILAY - Collaboration with Pratibha College of Education for blind students' support and progressions.

Linkage with:

Rotary club, Lions club, Jain social group,

Maharashtra Hatmag Mandal for recycle and paper for brail study material.

Other NGOs: Apala Ghar,

Individuals: Mr. Rahul Panchal Industrialist, Dr. Bhavalkar sir Dean D.Y Patil College, Dr. Kamble for body checkup of his students and Dr. Kakade for eye checkup, Dr. Rupa Shah HOD PCCCS, C.A. Rahul Deshpande for audit.

Challenges and Opportunities: URJJA PRATISTHAN PRAKASHALAYA While play a crucial role in sustainable development, they face challenges such as funding constraints, administrative hurdles, and fluctuating levels of governmental cooperation, attitudes and wrong notions of parents and society, sometimes superstitions.

However, these challenges also present opportunities for innovation, collaboration and adaptive strategies to overcome obstacles in the pursuit of sustainable goals through following activities and collaborations:

“Prevention is better than cure” (General eye checkup of school students and providing guidance to teacher and parent of low vision students)

“Ek Rupaya Kashatacha” (1 rupee contribution), **Ek Mutthi Anaj**, **Dive amache Kimat Tumchi** (Diya making and selling), **Ganpati amacha kimat tumchi** (Ganpati Idol making and selling), **Maherchi sadi** (Cloth collection drive for Adivasi women during Bhaubeej and Rakshabandhan) **etc.**

Accountability and Transparency: Urjja Pratisthan Prakashalaya is handed by one person Mr. Pankaj Kulkarni he is the only person handles everything it can be called one man army. He himself does everything for the NGO right from admissions, fundraising, taking care of shelter and food, he only help them for admissions in colleges take care of each students study, help individuals for career advancement, guide for competitive exams, help them to be independent economically, tie their knots and make students self-sufficient in life. It has been

observed that Mr. Pankaj Kulkarni also cooks food, assist his students during illness, and accompany them if they are hospitalized. His wife Mrs. Kulkarni is also with him at every moment. This shows their accountability and dedication towards work.

Transparency is observed strictly, every year audit is done from. C.A. Rahul Deshpande.

Expenses of each rupee are shared with the donor. Sometimes NGO asks for donation and donor are requested to pay the bills directly (grocery shop bills, light bills,) instead of taking cash. Extra grocery, food items, clothes, khilone are distributed to other NGOs, thus only required is collected very limited is preserved. This trustworthy practice has help them in getting excessive response from the society.

Future plans:

1. To establish “Narayan Seva” (Lunch in 10 rupees for all)
2. To establish cost effective dialysis center
3. To work for pet food distribution

Conclusion: In conclusion, the role of NGOs in sustainable development is multifaceted and indispensable. Their contributions extend beyond immediate relief efforts, encompassing long-term strategies for community empowerment, environmental conservation, and socio-economic progress. As we navigate the complex challenges of the 21st century, the collaboration between governments, NGOs, and communities becomes important for building a sustainable and resilient future.

Thus, NGOs are a driving force for positive change in the world. URJJA PRATISTHAN PRAKASHALAYA By focusing on grassroots engagement, advocacy, capacity building, filling gaps in services, innovation, collaboration, and accountability, make significant contributions to sustainable development and contribute in attaining sustainable development goals decided by United Nations, it is working for goal no. 3 good health and well-being, goal no. 4 quality education, goal no. 10 Reduced Inequalities, goal no. 16 Peace, Justice and Strong institutions, and goal number 17 perform partnership for goals. Its dedication to empowering communities and fostering positive change is essential for building a better and more equitable future for all. In a world faced with complex and interconnected challenges, URJJA PRATISTHAN PRAKASHALAYA serves as a beacon of hope and progress.

References:

- https://www.google.com/search?q=role+of+ngo+in+sustainable+development&rlz=1C1CHBD_enIN757IN757&oq=&aqs=chrome.5.69i59i45018.6836953j0j15&sourceid=chrome&ie=UTF-8
- <https://www.linkedin.com/pulse/role-ngos-sustainable-development-building-better-future/>
- <https://www.facebook.com/prakashalay.urjafoundation>
- <https://mpcnews.in/urja-partisthan-sanchalit-prakashalay-bhosari-childrens-paint-diyas-for-diwali-displays-in-exhibition-sale-308064/>

Cite This Article: Kadam P.G. (2024). Study of NGO urjja pratisthan prakashalaya: a case study Under subtheme role of NGO in sustainable development. In Educreator Research Journal: Vol. XI (Issue II, pp. 150–153). ERJ. <https://doi.org/10.5281/zenodo.10906232>