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## Effectiveness of Social Media as a Marketing Tool for NGOs in Pune, India

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### **Abstract:**

NGOs are non-profit making agencies which constitute group of people with a vision committed for the upliftment of poor and deprived people. Today, we are in 21st century and people do not find time to come & interact with each other. Social media are the interactive Internet based applications which create platform through which individuals, communities and organizations can share, discuss, create and modify pre-made content posted online. It is a two way medium of communication hence differs from traditional media like newspapers and electronic media. In various ways including quality, reach, frequency, usability, immediacy and permanence. The social media hence is a powerful tool for raising awareness for social issues, causes and events. Social media like Blogs, Facebook, Twitter, Video stories create a platform to post comment or opinion on any issues or events which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. Users are acquiring followers & subscribers and directing them to your social networking page. This research paper emphasizes on the marketing strategies adopted by NGOs which can take social marketing mode beyond the traditional media at present.

**Keywords:** Social media, Marketing, NGOs, Government People

### **1. Introduction**

In developing countries Government has limited capacity to promote social development due to scarcity of resources, hierarchical approach and delay in decision making. The NGOs face common problems like lack of funds, limited resources, overshooting budgets. In the Indian scenario if the NGOs start marketing they suffer from public criticism. Social media can help them to reach out to potential donors, social workers and users. Funding agencies help the NGOs by creating a common platform for them to reach the donors but many NGOs are unaware of such agencies. Wiebe, G.D. (1952)189 and Kotler (1971) in their early studies on social marketing, stated that "market-like circumstances" are necessary for the application of marketing principles to social development activities. Over the last few years, social media has emerged as an important medium of communication globally for reaching out to a vast audience. Currently there is a plethora of social media sites and applications that are being used by various organisations. The main purpose of using social media is to connect to a large audience spreading across the globe, within fraction of a second and spread your message. Social media is a catch-all term for sites that may provide radically different social actions. Marketing becomes important so as to make Donors aware of the good social work which an NGO is doing for the Society. It helps attract more donations which can be used for more projects and activities for the beneficiaries. Marketing also helps to spread awareness about the social cause of the NGO and hence attract more non-paid basis, self-motivated people to work as Volunteers. Different social sites offer consumers a wide range of options for generating awareness. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. Facebook, in contrast is a complete social networking site that allows for sharing updates, photos, joining events and a variety of other activities. These social media sites are also being used to market and promote various products and works. Just like any business house or academic institute, NGOs can also take advantage of social media to create awareness amongst relevant stakeholders about their activities.

#### *1.1. Need of Social Media for NGOs*

Governments, especially in developing countries are limited in the capacity to promote social development due to scarcity of resources, hierarchical approach and delay in decision making, which reduces effectiveness in implementing programs. Lack of funds, exhausting their resources and overshooting their budget are the common problems faced by NGOs. Social media will help them reach out to potential donors, social workers and other users – First and foremost social media sites are a platform for social interaction. Every post you make on a social media platform is an opportunity for donors to convert. When you build a following, you'll simultaneously have access to new donors, recent donors, and old donors, and you'll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. That is posting about your event or cause on these sites help you reach out to a ton of users. These users can be users who

are already aware of your work or they could also be potentially your new users. These new users can be reached out and made aware of your work/product by posting on these sites.

Most social media sites have a discovering feature. By discovery feature, when a user searches, comments or likes a particular type of content, then the site looks up similar posts or content and suggest it to the user for better user experience. This basically provides you a platform where even if a user who does not know about your organization. Prompt action to user feedback – If the user has any feedback regarding your content social media is an excellent place for users to get in touch with you. Also your prompt action and active response to these feedbacks are viewable to other users you might or might not share the same kind of feedback. Hence they also are made aware of your response to feedback.

### *1.2. How Social Media can be Used for Promoting Your Work?*

Decide your goal and plan your content accordingly: There are various marketing or promotion goals from which you can create the mix that you want. From creating your presence on internet, to connect with old or current users, to finding new users or simply keeping up with competition. Before you get started with social media, you should prepare a list of goals you want to achieve. Break these goals into smaller segments and plan your content accordingly.

If you are venturing into the social media for the first time for promoting your work, then you can start it slow. So that you do not get overwhelmed by the sheer amount of social media sites. Pick just one or two social media site. Each has a learning curve,so you start learning from the basics and progress gradually. List of few social media sites :

#### 1.2.1. Facebook

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

#### 1.2.2. Twitter

Is a real-time short messaging service (SMS) that works over multiple networks and devices. In countries all around the world, people follow the sources most relevant to them and access information via Twitter as it happens — from breaking world news to updates from friends.

#### 1.2.3. Instagram

Is a application that allows you to share pictures with your followers who can “like” and comment on your posts. Instagram also allows you to share those posts on Facebook and Twitter.

#### 1.2.4. Google+ (Google Plus)

Is a social media site that lets you connect with others who have similar interests and enables you to post and share content with others.

#### 1.2.5. LinkedIn

Is an interconnected network of more than 36 million experienced professionals from around the world. The site can help you make better use of your professional network and help the people you trust in return.

#### 1.2.6. Reddit

Is a source for what’s new and popular on the Web — personalized for you. Your votes train a filter, so let Reddit know what you liked and disliked, because you’ll begin to see recommended links filtered to your tastes. All of the content on reddit is submitted and voted on by users like you.

#### 1.2.7. Learn the apps / sites features

You would need to learn how the app/site of choice operates. Each channel has much in common, but they differ in significant ways. Invest a little time learning the ropes. You need not read books or enroll in a course. Instead, acquaint yourself with the social media site you’ll use by asking for help from a friend, downloading an ebook or guide and searching for blogs that offer guidance from experts. Another good idea could be keeping your account private for some time while you learn the ropes and then unveiling it to the public.

#### 1.2.8. Use Data and Facts

Along with mentioning your NGOs story and best practices, make sure you use some facts and figures related to your mission. This will make the users understand the severity of the social cause that you address.

#### 1.2.9. Integrate a Donate Button

You should take advantage of the virtual platform to support your fundraising efforts. With a donate button on your social profile, people who are passionate for the cause can contribute towards the cause, thereby increasing your online fundraising success.

### 1.2.10. Be Consistent

You need to budget time to do social media. How much time is up to you, but understand you'll be taken far more seriously if you're active on a daily or bi-daily basis. Yes, you can shut it down for a day, weekend or take a break without threatening your good standing. The caution to take is if you merely check in with a post now and then, you probably won't be taken seriously.

### 1.2.11. Keep a Steady Stream of Visual Content

Study has shown that viewers respond quicker to visual content than written. So accompany your written content with visual content, that is add photos to blog post or updating photos on social media with small caption with a link to the site with elaborate content. Try using images and videos of your projects to have a deep impact amongst the users. Visual images and video stories always create better understanding of your project thereby influencing more people to connect to your organisation.

### 1.2.12. Share or Comment on other's Content

Like in the real world, in the virtual world building a network helps in various ways. You can start building a network by sharing and appreciating other's content. Social media is very much reciprocal. People notice and appreciate it when you take the time to share their blog posts, images, videos, etc., and will likely return the favour. Not only sharing but commenting on other's content can help you build a reputation in social media.

You should always keep in mind that content on internet is internal, therefore plan and access your content before posting.

### *1.3. Objectives*

- 1) To study the marketing strategies of NGOs and create awareness about social media.
- 2) To put forward effective techniques of marketing in an NGO.
- 3) To engage the audience and create a credible image for your NGO.
- 4) To motivate supporters to get actively involved and contribute funds.

### *1.4. Research Methodology*

The research methodology used is a questionnaire tool by interviewing founders and staff of NGOs for data collection. Various primary and secondary resources such as books, journals, thesis, websites of NGOs, scholarly articles etc. have been consulted. The discussions with experts in areas relevant to the study have been conducted. There are more than 500 NGOs in Pune out of which 85 were studied and few were interviewed.

### *1.5. The NGOs are Registered under*

Charity Commissioner:

Societies Registration Act, 1860

Bombay Public Trust Act, 1950

[http://mahacharity.gov.in/static\\_pages/ccacts&rules.php](http://mahacharity.gov.in/static_pages/ccacts&rules.php)

### *1.6. Ministry of Social Justice and Empowerment*

As section 12(1) of National trust Act any voluntary organisations or association of parents of persons with disabilities or the "Association of Persons with disabilities working in the field of autism, cerebral palsy, mental retardation and multiple disabilities" already registered under the Societies Registration Act, 1860(21 of 1860), or section 25 of the Companies Act, 1956(1 of 1956), or as a Public Charitable Trust and under Persons With Disability Act, 1995 in the concerned state can apply for registration in National Trust by filling online form along with form 'E' (generated by the system) duly signed and stamped by the President/General Secretary of the organisation.

The registration of such organisation shall be necessary with the Trust for availing benefits under the schemes of the Trust.<http://thenationaltrust.gov.in/content/innerpage/ngo-registration.php>

## **2. Findings**

The internet, and social media in particular, has powerful tool for raising awareness for social causes and charity events. Non-government organizations (NGOs) have also adapted to the digital age and use technology to communicate with supporters and donors. However, according to a report from nonprofits Tech For Good and Public Interest Registry, there is a gap between the use of internet and social platforms by NGOs in Western nations and those in developing nations

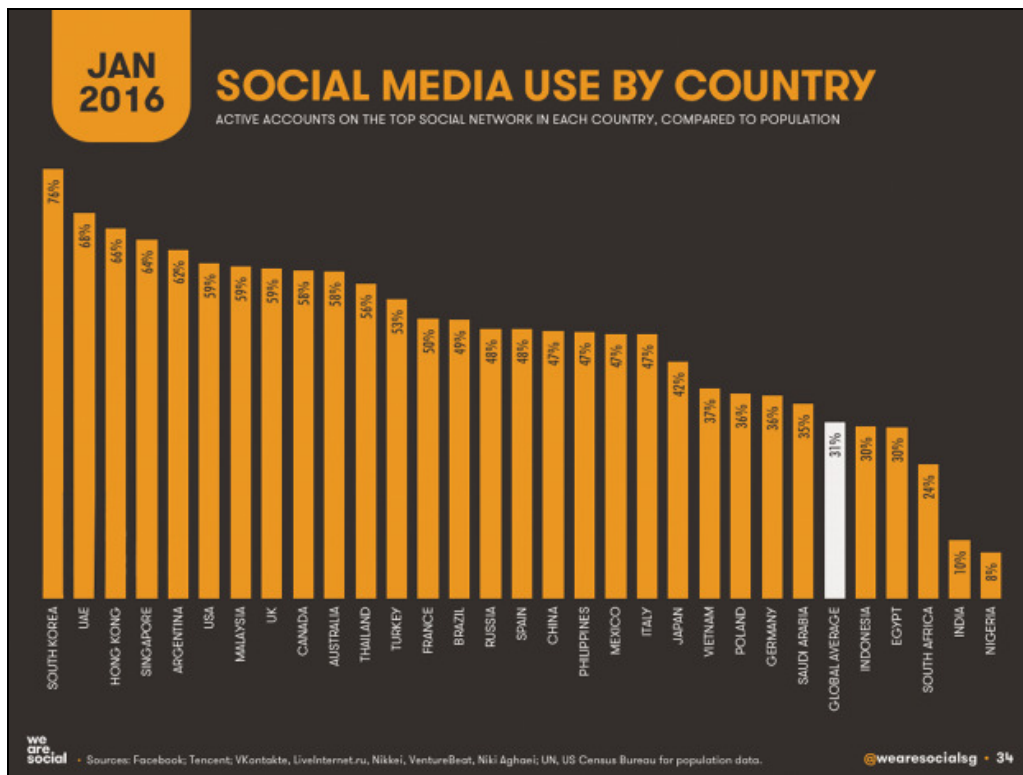


Figure 1: Social Media Usage

If you see the usage of social media in Figure 1 worldwide, only 10% percent of the total population of India have active participation on topmost social media sites. So social media is a great and a powerful medium to reach out to people, therefore it should be used with discretion and control to create a positive image for your NGO.

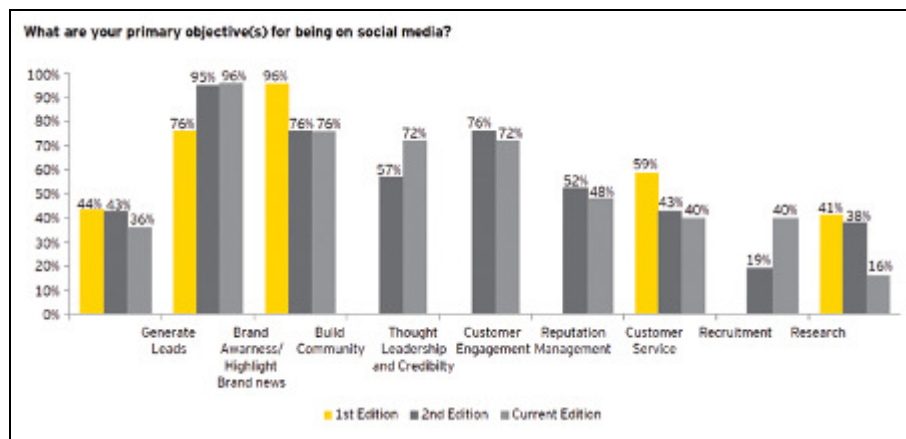


Figure 2: Primary Objectives for being on Social Media

According to the survey done on objectives for being on the social media (Figure 2), we can see that over the years 96% of users use social media for brand awareness, 72-76 on customer engagement and building community. Based on the parameters set to compare the NGOs of Pune and their involvement in the marketing domain, the analysis of various NGOs which were covered are as follows :

1) NGOs having Marketing Department

Here the marketing department chart implies that not many of the NGOs have a marketing department. While some of the NGOs regarded this as not a part of their main work, others realized its importance but found it difficult to implement.

2) Professionals involved in the operations of the NGOs

Professionals involved in an NGO show the growth prospects and ability of NGOs to implement things professionally. A professional can be defined as someone who will give the organization a direction and approach in its working vision. e.g.: MBA, MSW (Master's of Social Work), Trainers and Teachers. Even though 80% of the NGOs employ professionals or have volunteers or academic connections, the professionals involved in these NGOs are very few (Say around 1 or 2). Also the professionals are not utilized to the fullest of their capacity due to the lack of funds for marketing. The professionals help them to run their awareness programs and educate the people. Few help them to reach masses through media.

3) Medium of marketing shows the marketing tool which the NGOs employ:

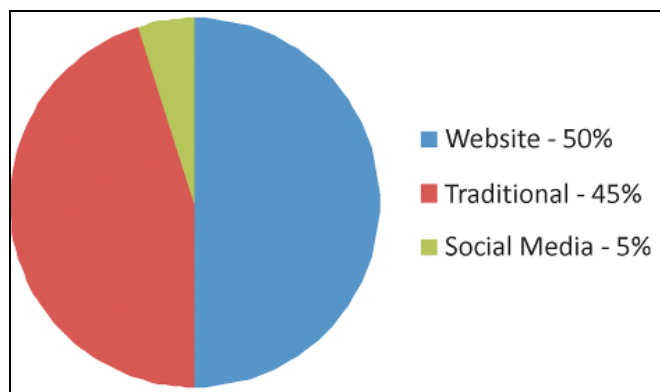


Figure 3: Medium Of Marketing

The traditional medium of marketing used by NGOs ( Figure 3) is divided into brochures, Newspapers, Advertisements, and Television. 50% of NGOs have their websites. And only 5% use social media like facebook page blog etc. Though the government has made the NGOs compulsory to have email ids .

Here, we find that although most of the NGOs are using traditional marketing techniques like newspapers and brochures, they still lack the access to modern marketing mediums such as websites, blogs, etc.

4) Other Marketing Techniques

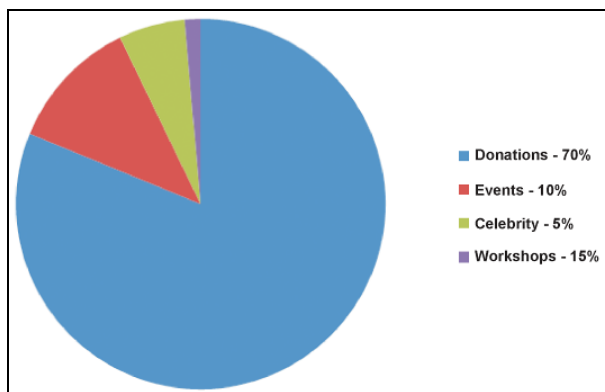


Figure 4: Other Marketing Techniques

The other marketing techniques ( Figure 4) give a birds-eye view of the NGOs involved in fund raising through events and celebrity involvement. The events organized by most of the NGOs are on a very small scale and not many people are aware of such events. However, some NGOs are involved in organizing events at a larger scale. The celebrity involvement is less. This actually can be exploited as a tool to spread awareness and generate funds. NGOs are doing reasonably well in the workshops domain to attract human as well as capital resources.

## 5) Major Sources of Funds

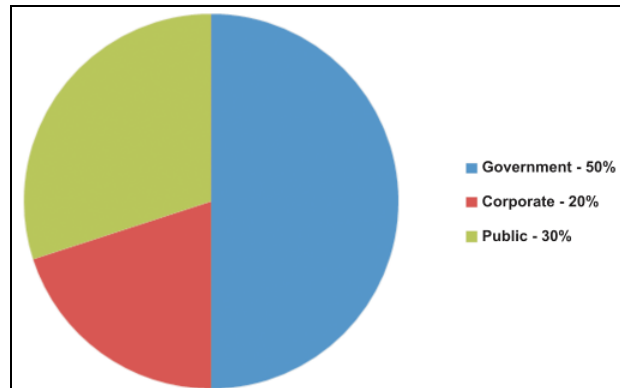


Figure 5: Major sources of funds

The major sources of funds for an NGO ( Figure 5) are the government, corporate and individual donors. The graph above shows that the public and corporate are understanding their responsibility towards society and helping in fund generation but the government's involvement is minimal. This is quite surprising, since it's the moral responsibility of the government to help the NGOs. One major concern is that although the government is somewhat involved in helping NGOs for funds, this help is delayed by years. Even the aided NGOs don't find the Government funds sufficient.

### 2.1. Observations

Few NGOs take help of funding agencies, though many of them are unaware of them and their terms and conditions are not feasible for few. The study indicates that NGOs are relatively weaker in the marketing concept, sustainability, program, capacity building and delivery of services where there is much room for improvement especially in smaller or trust runned NGOs. Invisible benefits and main difference between commercial marketing and social marketing is not cited. Marketing strategies and their implementation are mainly influenced by internal management and field staff and community leaders. Emphasis is more on traditional media for marketing purposes. NGOs organize events for fund raising but on a very small scale and not many people are aware of such events. Marketing and creating awareness about the NGO through social media could be cost effective. Students pick up social issues, and spread awareness through online portals, and messaging apps. gathering support to further communicate the causes. Pune mirror had focussed on college students recently who have made a mark as social media crusaders. Many students have created facebook pages, they post on twitter, web portals, they give live updates on snapchat and instagram whenever possible regarding different social issues of Pune and also the NGOs. Humans of Pune, Leo Club of Nature lovers, Action of Pune Development, Ketto (fund raising website) are few names by which Social Media is being used for social awareness and NGOs of Pune. From street children, animals, tree plantations to shelter homes, these students are creating awareness about our social responsibilities and making a significant contribution to society by using social media as a stepping stone. The speed at which these pages get the feedbacks, it can be seen that sky is the limit as well as the true powers of social media can be noted.

### 2.2. Suggestions

"Social media shouldn't be out there alone; it should be integrated and aligned with your strategic goals and target audiences," said Beth Kanter, Nonprofit Consultant and Author of Beth's Blog. Any existing NGO is well aware of the value of social media, it is free to use and is an extremely effective way to communicate with current customers and encourage new ones. They can use it in multiple ways. The NGOs need to create a content strategy, focus on storytelling that gets their clear social message across. From pictures and graphics to short videos and text, The NGOs can share a variety of posts across its networks. To learn about the demographic makeup of the NGOs social media following, they can use native analytics on platforms like Twitter and Facebook or use a social media management tool. Staff training to handle the marketing with adequate support facilities and tools through Internet and Social Media is required. Social workers and other professionals need to be trained to handle marketing purpose during their field work by participating in designing and marketing the programs by observing the objectives and targets of the NGOs. NGO Promoter can also ensure continuity and adequacy of funding if they have reasonable freedom in programming. Free internet should be provided by the government to the NGOs. The NGOs can have academic tie ups. Looking at the stake holder accountability perception, effective use of the funded resources ensuring there is no diversion will create sustainability of the impact in the post project phase. Government monitoring for ensuring that funds are not used for non-authorized purposes and that there is no incompatibility with public policies and schemes. Designing a program with proper effective contents which are culturally compatible, and updating them on social media is the need of the era. Adoption of new behavior is worth the change. Creating a social media content calendar will help the NGOs plan and schedule their social media posts in advance. Determine a posting frequency and cadence that will keep the organization in front of the audience while leaving time to manage the community, share newsworthy content and measure the impact.

### 3. Conclusion

There is a need to evolve a proper communication model. Social media is a great and a powerful medium to reach out to people; therefore it should be used with discretion and control to create a positive image for your NGO. Marketing becomes important so as to make Donors aware of the good social work which an NGO is doing for the Society. It helps attract more donations which can be used for more projects and activities for the beneficiaries. Marketing also helps to spread awareness about the social cause of the NGO and hence attract more non-paid basis, self-motivated people to work as Volunteers.

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**Annexure: List of NGO In Pune**

<b>Name</b>	<b>Registration No.</b>	<b>Address</b>
Art And Occasion Multipurpose Society	237 08 PUNE (07-02-2008)	129, gulmohar garce housing society,flat no 9, lullanagar, pune 411040
Aadhar Pratishthan Pune	MAH873/2008/PUNE (21-05-2008)	SR.No-48/A,Sainagari,Chandannagar,pune 411014
The Rukhmani Charitable Trust	E-3627-Pune (14-02-2002)	A-204, Raj Darshan, Wadi, Naupada, Thane (West) - 400 602.
Late Bhikajirao Alies Dada Jagtap Pratishthan	Maharashtra/1452/2000/Pune (21-12-2000)	Sai Sneh Hospital & Diagnostic Center Pune-Satara Highway, Near PMT Bus Depot, katraj,Pune - 411 046
Disha Stadiodromia	Mah/426/2007/Pune (13-04-2007)	293, Supadma, Mahatma Society, Gandhi Bhavan, Kothrud, Pune - 411038 Maharashtra
Helpo Foundation	MH 5485-91 Pune (26-02-1991)	5 Archana Corner, Salunke Vihar Road, Pune, Maharashtra - 411 048
Model Action For Rural Change	671 (02-08-1997)	1. Shivvneri, S.no-71/1+2,Lane no-2 , Krishna nagar, New Sangavi, PUNE-411027 2. Nimbonichamala,A/p-KEM, Tal-Karamala, Dist-Solapur Pin-413223 Phone & Fax. (02182)-240662 9764819922,9764849922,9637796529 Email-marchkem@yahoo.com.
Shanti Mandal Vimala Sadan	F 1668/Pune, MAH/547/Pune/80 (06-12-1980)	Shanti Mandal Society,Vimala Sadan, New Shanti Niketan Colony, SFS School Compound,Jalna Road, Aurangabad- 431005
Nav Maharashtra Vikas Manch	E-2906 (13-08-1998)	OFFICE NO 16, 2ND FLOOR, HIGHWAY TOWERS, PUNE-MUMBAI ROAD, CHINCHWAD, PUNE-411019
Shree Sai Sanstha	1175 F14405 (11-02-1998)	a/1/11 , mouli complex, lake view society, suksagar nagar,pune -46
Swami Vivekand Dnyanprathisthan	Mah/1141/2000/pune, F.17577 (11-10-2000)	Pune nagar road,behind vibhute hospital. ajmera complex road. wagholi. pune 412207
Kamal Memorial Foundation	MAH -1129-2003-Pune (10-10-2003)	Dr. Pratap Chintamanrao Walase Trupti Nursing Home, Opp to S.T. Stand, Post. Manchar Tal. Ambegaon Dist. Pune. 410503 Maharashtra
Reva Samajik Vikas Sanstha	546 (14-05-2009)	506,shainiver peth, datta smruti apt 411030. pune
Kibbtus	F-11172 (26-07-1995)	KIBBTUS 37-A, Bldg. No.2, Flat No.14, Patil Complex, Aundh Road, PUNE - 411 020 (Maharashtra State) INDIA
Oneasia	maha576/2007/pune (05-04-2007)	06-Purushottam Apartments, 18-Shilavihar Colony, Erandawane, Pune 411038
Samruddhi Shikshan Sanstha	MAH-810-2004-Pune (29-05-2004)	Mr. Sagar Prakash Kajale Chavadi Chauk Post. Manchar Tal. Ambegaon Dist. Pune.410503
Foundation For Initiatives In Development And Educ	Mah/195/2002/Pune (08-02-2002)	Foundation for Initiatives in Development and Education for All (IDEA) Flat No 10, Fountain Head Apartment, Opp. Sangam Press , Kothrud , Pune 4110 38
Adivasi Sahaj Shikshan Pariwar	MAH/433/Pune/80 (19-05-1980)	Adivasi Shaj Shikshan Pariwar At-post-Maswan, Tal-Palghar, Dist-Thane Pin - 401404.
Kalikamata Jyesta Nagrik Sangh	MAHA77/2009 (22-01-2009)	KALIKAMATA JYESTA NAGRIK SANGH, AT POST-KANDALI TAL-JUNNAR,DIST-PUNE,MAHARASHTRA. PIN-412412
Jaldindi Pratishathan	Maharashtra/90/2006/Pune (12-01-2006)	No. 3, white House Society,Lohagaon Road,Near Gunjan Theater,Yerwada, Pune 06
Parisar Vikas Pratishthan	MAHARASHTRA 1730 2002 PUNE (30-12-2002)	PARISAR VIKAS PRATISHTHAN AP KHALAD, TAL. PURANDHAR,DIST. PUNE, MAHARASHTRA 412301



Suraj Foundation	E3414 Pune (04-12-2001)	Suraj Foundation Sangli Unit P-61, M.I.D.C., Kupwad Sangli, 416 436
Rushi Granthalay V Sarvagani Vachanalay	F19810 (29-12-2004)	At.Man,Bodkewadi,Post.Hinjawadi It park,Tal.Mulshi,Dist Pune-411057.
Model Action For Rural Change	13939 (12-09-1997)	Main Office :Shivneri,S.no-71/1+2,Lane no-2,Krishana Nagar,New Sangavi,Pune-411027 MS Project Office :A/p-Kem,Tal-Karamala,Dist-Solapur-413223
Vision Plus Foundation	M - 679 (18-06-1998)	A-2, Matrurupa, 1132/1, Model Colony, Fergusson College Road, Pune 411016
Vanchit Vikas	MH/2553/86, Pune (20-03-1986)	405/9, Narayan Peth, Behind Modi Ganpati, Pune 4110030.
Shivai Bhimai Prathisthan Pune	12125/96 (09-12-1996)	Shivai Bhimai Prathisthan, c/o, Gautam Trimbak Dabhade, B-69/13, Indira Nagar Super Bibwewadi, Pune 37 - 411037
India International Multiversity	e3177 (30-09-2000)	29-A, Vrindavan Soc-2, Panchawati, Pashan Road, Pune 41108
Research	Maharashtra 309 2003 Pune (26-03-2003)	RESEARCH (Regional Society for Education And Research in Community Health); First floor Sourabha apartment Ganesh Nagar Pimple Nilakh
Lokshahir Annabhau Sathe Yuva Munch	mah9825/94 f-10495/pune (21-12-1994)	s.no.12,laxminagar,y erwada,pune-411006.
Sai Health Foundation	Maharashtra/606/2003/Pune (19-05-2003)	32 prachi residency 7th floor baner Pune 411045
Swa Sawrkar Education Trust	F-12563 (14-06-1996)	1.Ratnadeep Apartments,Patel pada,Dahanu East,District Dahanu.State maharashtra.Pincode401602
Oasis Institute Of Health Sciences And Research Ce	MAH/1137/2005/PUNE (25-06-2005)	635/1A, Vaibhav Co-op Society Plot No. 56, Bibwewadi, Pune - 411037
Sadhana Village Pune	Maharashtra/7316-93/Pune (18-08-1993)	1,Priyankit, Lokmanya Colony,Opp. Vanaz, Pune 411 038
Sankalp Pratishthan	Mah/756/2005/Pune (30-05-2005)	A/p-Nirgudsar (Manchar), Tal-Ambegaon, Dist-Pune 412406
Rewachand Bhojwani Foundation	PTR No. E-1078(Pune) (28-10-1986)	31-32, Wonderland, 7, M.G. Road, Pune 411 001
Shelter Associates	F-9162 (22-03-1994)	Shelter Associates, Flat A/17, Sarasnagar Siddhivinayak Society, Shukrawar Peth, Pune 411002
Krs Inc	CH/II/7219 (05-04-2005)	Krs Inc,SuiteRh_2.Krishna,Sukhwani udyan,pcmc link road,chinchwad,pune_411033,mah_india_asia
Versedheal Thcarepvtl Td	PN2008 PTC 132786 (18-09-2008)	Versed Healthcare Pvt Ltd, C Wing 9 jai Ganesh Samrajya,Opp Panjarpol, Pune Nashik Highway,Bhosari,Pune 411039.
National Institutive For Sustainable Development	6503/92 (13-08-1992)	National Institute for Sustainable Development. Sunder, H. N. 560, Survey No. 21/1, Sainikwadi, Wadgaonsheri, PUNE- 411 014.
Morya Samajik Pratishthan	mh9961-95-pune (13-02-1995)	sr. no 135, mohan nagar,chinchwad station, pune. pin 411019
Janseva Prthisthan	MAH 842 /2009 (06-07-2009)	sr.no 104/8,takale col.no.1 Gopalpatti manjari road hadapsar pune 412307
Karunalaya Trust	E1612PUNE (26-08-1990)	ASHAKIRAN JUBILEE HOPE CENTRE SNO138CHINCHWADPUNE411019
Dnyankaruna Samajik Vikas Sanstha	1233-2001F18411 (29-09-2001)	dnyankaruna samajik vikas sanstha; aashish bulding, flat no 41, talera nagar,chinchwadgaon, pune-411033
Matoshri Shakuntala Kale Foundation	335/2007 (01-03-2007)	At.Post:Nhavara,Tal: Shirur,Dist:Pune,Mah arashtra,412211
Lions Club Of Poona Mukund Nagar Charitable Trust	E 734 (05-01-1981)	Lionscan Centre Kamla Nehru Hospital, Mangalwar Peth Pune 411011

Helplife	E- 2856 Pune/dt.2.6.1999 (02-06-1999)	Helplife Sunshree, 108, NIBM, Kondhwa, Pune, 411048
Mushroom Club Pune	MH/1938/2004/PUNE (24-11-2004)	MUSHROOM CLUB PUNE, GC2/002, ARMERA COMPLEX, MASULKAR COLONY, AJMERA, PIMPRI, PUNE-411018
Barshi Taluka Harijan Sevak Sangh	E 76 (20-01-1955)	BARSHI TALUKA HARIJAN SEVAK SANGH, C/O GANDHI CHHATRALAY ,3880, SOLAPUR ROAD,BARSHI
Network Of Maharashtra People With Hiv	Maha/658/2001/Pune (07-06-2001)	Network of Maharashtra People with HIV, 401-403 Ganga Prestige Arcade, Laxmi Road, Nana Peth, PUNR 411002
Mushroom Club Pune	MH/1938/20004/PUNE (24-11-2004)	MUSHROOM CLUB PUNE,GC 2/002, AJMERA COMPLEX, MASULKAR COLONY, AJMERA, PIMPRI, PUNE-411018
Maitri	E-2898 (31-07-1999)	MAITRI,32 Kalyan, Lane 9, Natraj Society, Karvenagar, Pune. 411052
Kai Shivajirao Anandrao Pawar Pratishthan	MH 741/2009/PUNE (18-06-2009)	5F,Sharad Vaibhav, Off. Gokhale Road, Model colony Shivaji Nagar, Pune- 411016, India.
Ravi Shom Datta Foundetion Bhor	Maha/1240/2001/Pune (29-09-2001)	899, Chowpati,Bhor. Tal-Bhor Dist-Pune. 412206
Catalysts For Social Action	F-18514 (10-02-2003)	Catalysts for Social Action(CSA), Kale Enclave 685/ 2B& 2C ,1st Floor, Sharada Arcade, Satara Road, Pune- 411 037, India Phone : 020 - 66083718, 020 24227090
Acharya Atre Vikas Pratishthan	maharashtra/1944/85/pune (25-01-1985)	acharya atre vikas pratishthan saswad pisarve road.saswad.Ta.purandar pin.412301
Networkofpunebypeople Living With Hiv	MAH/459/04 (02-04-2004)	424, New Mangalwar peth samajkalyan building, near ICDS office. pune, maharashtra-411011
Lata Education Society	F-24127 (25-03-2009)	1323, Kasba peth, Pune, Maharashtra. 411011
Adivasi Vikas Samitee Junnar	MH/652/2005/PUNE,F-20429/PUNE (17-05-2005)	ADIVASI VIKAS SAMITEE,JUNNAR 2 B GIRIJA APPARTMENT MAHAJAN ALI,JUNNAR TAL- JUNNAR DIST- PUNE PIN NO- 410502.
Indrayani Medical Foundation	mah747/2007/pune (08-05-2007)	c/o- Yashodeep Dehu ALand Road Dehugaon Tal Haveli Dist Pune. 412109
Zenith Public Trust	3421 (05-12-2001)	15 Shankar Shet Road 08 Rukmani Bhawan Pune 411042
Entrepreneurship Development Center	U73100PN2007NPL129455 (10-01-2007)	Venture Center 100, NCL Innovation Park Dr. Homi Bhabha Road Pune - 411008
The Depressed Classes Mission Society Of India Pune	F-1562 (21-08-1970)	896, AHILYASHRAM, NANA PETH, PUNE- 411002
Foundation Of Road Safety Environment Conservation And Disaster Management	MAHARASHTRA/1507/2008/PUNE (20-11-2008)	Row House No-24,Ridhi-Sidhi Park,Plot No- 78,VimanNagar,Pune,Maharashtra,Pin -411014
Ekam Seva Parivar	1600/2008/Pune (19-12-2008)	Advait, Plot No 14/282, Tanaji Nagar, Chinchwad, Pune 411 033
Paraplegic Rehabilitation Centre	F/696/POONA (19-01-1974)	PRC Range Hills Kirkee
Panchsheel Foundation	Mah 958/2007/Pune (12-06-2007)	Panchsheel Foundation C/O S5 India, 230 B 4/2 Plot No 3,New VVIP Road,Sanjay Park Pune 411032 (Near S5 )
Jnana Prabodhini	Bom/418/Poona/63 (31-01-1963)	Jnana Prabodhini 510 Sadashiv Peth
Ecosan Services Foundation	U9002PN2006NPL128868 (11-08-2006)	Vishwachandra, No. 1002 / 42, Rajendranagar, Pune - 411030
Mitcon Foundation	F-14969/98 (24-09-1998)	MITCON Foundation, First Floor, Kubera chambers, Shivajinagar, Pune 411005
Friends For Indias	MAHARASHTRA/178/2006 (24-01-2006)	21 AMAR SOCIETY,ERANDWANE , LAW

Development And Assisstance		COLLEGE ROAD
Yojak	Maharashtra/2193/2005/pune (30-12-2005)	Nigdi-Pune. 411044
Ngo	5213641 (23-10-2009)	Omprakash Bansilal Sutar Flat no. A/22, shivnandan soc.,bhusari colony,paud road, kothrud pune 411038
Maharashtra Gandhi Smarak Nidhi	F 290 (06-07-1965)	Maharashtra Gandhi Smarak Nidhi, Gandhi Bhavan, Kotharud, Pune-38
Agricultural Development Trust Baramati	F/490/Pune & MAH- 687- Pune (22-06-1971)	The Chairman , Agricultural Development Trust , Baramati shardanagar,( Malegaon Col), Tal-Baramati. Dist- Pune 413 115. Maharashtra , India
Managerial Excellence Resource Centre	Maharashtra/84/2007/Pune (16-01-2007)	167, Bhukum, Mulshi Road, Pune - 412108
Mahila Shakti Pratishthan	F-18601/Pune (29-03-2003)	L-503, Bharati Vihar, Near Bharati Vidyapeeth, Katraj, Pune - 411046
Servants Of India Society	470 (25-07-1928)	846, Shivajinagar BMCC Road
Kaivalyadhama Yoga Institute	F-159 (12-03-1944)	Kaivalyadhama Yoga Institute Swami Kuvalyananda Marg Near Valvan Dam Dist Pune Lonavla 410403
Mr V Apte	A-528 (13-05-1953)	22 Budhawar Peth Appa Balawant Chawk Pune 411002
Kaushalam Trust	E-5134 (02-04-2008)	Bhaee Bunglow, 50 Lokmanya Colony, Paud Road Pune 411038
Swatantra Kala Group	1628/2008 (29-12-2008)	C/O-DHANASHREE HEBLIKAR (KEMBHAVI) HIG-4 BLOCK 57 GRICHAYA HOS. SOCIETY JANWADI, GOKHLENAGAR PUNE-411016
National Rural Development Foundation	MAH/2623/86/Pune (29-04-1986)	Kisan Bharati, Khairenagar. Pabal P.O., Shirur taluka, DISTRICT PUNE PIN 412 403

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