



# KOLKATA WORKSHOP

Date of Workshop: May 3rd 2014,

Venue: Seva Kendra Kolkata Training Center

Local Partner: Sukalyan Welfare Society

*“E-NGO International Programme is a joint effort of Digital Empowerment Foundation and Public Interest Registry to ICT enable grassroots organizations with .NGO Domain Advocacy.”*

**[www.pirengo.org](http://www.pirengo.org)**



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The banner features the eNGO logo (three horizontal bars) and the text "KOLKATA, W.B." in a large green font. Below this, the title "Workshop for digitally empowering grassroots NGOs of Kolkata, W.B." is displayed. A collage of photos shows participants in a workshop setting. Logos for DEF (Digital Empowerment Foundation & Public Interest Registry) and Sukalyan Welfare Society are included, along with the website "www.pirengo.org".

## Introduction

eNGO International workshop for grassroots non-profit organizations was successfully held in collaboration with state partner Sukalyan Welfare Society (Kolkata) in Kolkata on 3<sup>rd</sup> May, 2014 at Seva Kendra Calcutta Training Center. People from the non-profit organizations, Government officers and Local Officials participated in the workshop. The chief Guest for this workshop was Mr. Ashok Kr. Roy, (Asst. Project Officer, and Central Social Welfare Board).



70 Non-profit Organizations attended the workshop and have applied for the [.org](#) websites. They will all now be online through eNGO programme. Out of the participants 6 NGOs had previously registered on the eNGO network and are already online. There were some NGOs from Sundarban Areas Teghoria Inst. who participated in the workshop for Social Movement and North Sundarban Pranabananda Mission.

Sukalyan Welfare Society hosted the event with full enthusiasm and spirit of empowerment along with its team members. According to Mr. Devendra Singh Bhadauria, Programme Manager-ICT for Masses Asia & Africa, workshop is the strongest way to resolve the unsolved queries which are deep-rooted in the minds of grassroots NGOs.

## Objectives

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The main objectives of the Kolkata workshop on “International eNGO programme” were:

- To see that maximum number of organizations find a virtual identity and are visible to global and national audience by having their own website.
- To provide NGOs with a digital or web space -in local languages and/or English-, increasing their visibility.
- To empower NGOs with useful ICT tools that can facilitate and enhance their daily activities and maximize the outreach.
- Essential training in webpage maintenance, content uploading, correction and design pattern for their developed websites under the eNGO initiative.



## Focal point of workshop

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- Launch of eNGO International Programme in West Bengal by DEF in collaboration with Sukalyan Welfare Society, Kolkata at grassroots level.
- Introducing free of cost web platform and service delivery through free website and training for each organization.
- Demonstration of eNGO example websites.
- Training on content collection, content structuring, website management, content uploading and managing the CMS with basic training module



## Programme Schedule

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The Kolkata Workshop got divided into three major parts i.e.

- **Opening Ceremony**

- ❖ National Anthem.
- ❖ Welcome Song.
- ❖ Dweep Prajjalan (Lighting Lamp)
- ❖ Felicitation of Guests.
- ❖ Welcome Address.
- ❖ Self-introduction of the participants.



- **Introduction & Points of discussion:**

- a. **What is an eNGO Programme:** Detailing the eNGO program and its past experience and also how it would help grassroots NGOs.
  - b. **How ICT can help in NGO operations:** Detailing how ICT tools can be helpful to grassroots NGOs in a simple and more efficient manner.
  - c. **Building a web platform:** An Outline of how simple and easy website can be made for each NGOs without knowing any technology.
1. **Why web platforms important:** Discussing how website for each NGOs can help in its objectives, outreach and even fund-raising, outline of content & website framework for NGOs. Social Media for Non-Profits, Online Advocacy & Fundraising. Best Examples of Using ICT tools for good from NGOs.
  2. **Small session on .NGO and .ONG:** There are two new domain extensions created exclusively for the NGO Community by Public Interest Registry, the operator of .ORG.
  3. **Issues & challenges:** To discuss with participants what issues do they face in their daily life and how each of the ICT tool can help them.



4. **Discussion & Question-Answer session:** To have detailed and thorough Question & Answer session to demystify the technology barrier and make the participants comfortable with ICT and Internet

- **Closing Ceremony**

- Vote of thanks

Name of Participant NGOs (55 organizations.)

NGO NAME	NGO NAME	NGO NAME
ACA, Chapra	Gangaprasad Rural Welfare Society	Teghoria Oinstitute for Social movt.
ABLE Foundation	Al Ameen association for distressed people	Khanpur Azad Gram Unnayan Samiti
Chandipur Mother and child health welfare society	Bediapara Ambedkar mission	MOHOR
B-SHEED	Bira Angikar Welfare Society	DDSCWWHR
Bidhan Sarani Integrated Disabled Welfare Society	Sahanubhuti	Murshidabad Depressed classes league
Udyomi bangla	Purbanchal Udayan Sangha	Bithari Disha
Panitor pally unnayan samity	Hasnabad Rural Lokdeep Society	Paschim Shridharkathi Janakalyan Sangha
New Age Education Society, Orissa	Adarsha pally Nabajibon Seva Pratisthan	Monipur Women Dev. Society
Khorupatali Nari-o-Sishu kalyan Samity	Medical Care and welfare society of Bongaon Mahakuma	Vivekananda Adarsha Milan Mandir
PINSSC	Harindanga Vivekananda Gram	Manik Fakirer Bari

	Unnayan Samity	
CRUZEE FOUNDATION	charaghata netaji mukt seva samity	NORTH SUNDARBAN PRANABANANDA MISSION
Bonhoogly Ratna Kala	ARAMBAGH ANGEERKAR	Nabadwip Lata welfare Foundation
BM Foundation	Rajarhat Gopalpur Vivekananda Welfare Society	TAPSIL JATI ADIBASI PRAKTAN SAINIK KRISHI BIKASH SHILPA KENDRA
Barunhat Sathi	Jatrapur Rural Development society	Behala Tapashili Jati Kalyan Samiti
Kamdebpur Rural Development Society	Ballugunge Sarnas Welfare Society	Sultanpur Tapasili Jatiupajati Kalyan Samity
All India Patni Cast Society	Alipore Rabindranagar Dr. BR Ambedkar Mission	Samaj kalyan mahila unnayan Kendra
Jata Narendrapur Social Dev. Society	Matia Humanity Association of Nation	Khanpur Gana Unnayan Kendra
Kamina Social Welfare Society	Matua Sangha	Dist. Health Forum

## Session for open discussion



In this session, the participants asked a few questions and also gave feedback about this workshop. This session was to collect some information from participants regarding the eNGO programme, its benefits for the grass roots organizations and Content Management System training, conducted in workshop. The response

was good and the participants had many queries related to the content structure, website Management and Content Management System.

They asked few questions such as:

- ❖ How the website will help their NGO?
- ❖ What is the Social Networking sites called?
- ❖ How the website will help in fundraising?
- ❖ Is the payment gateway being opened on the website you are making?
- ❖ How they will upload the updates by themselves?

Some important feedbacks are mentioned below:

- ❖ The eNGO programme brochures should be in local language, because most of the participants are from grass root level.
- ❖ Web User manual should also be in local language.

The primary concern for these grassroots organisations was language of operation; they argued that their target communities are mostly people who are more comfortable with local language. So, they thought that it is better if they use local language for a better outreach.



## Outcomes

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- The Concept of eNGO programme was well received and appreciated by all the participants.
- They were eager to exploit the benefits of having their own website under eNGO programme and maximizing their outreach.
- Participants requested for more workshops to be conducted in future with focus on one or two key concepts and ideas. Need for ample practical exercises were highlighted.
- eNGO workshop is widening the network of Digital Empowerment foundation with great partnerships at local level.

## Expansion Plans

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Sukalyan Welfare Society is privileged to be the partner of DEF and PIR. We want to do more workshops at West Bengal, Tripura and Chhattisgarh. We hope that this tie up plays a vital role in empowering grassroots organisations in this part of the country.

