
Paper Name : **NGO MANAGEMENT**
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UNIT- 5

THE MANAGEMENT OF NGOs

Introduction

- ❖ Management means managing any activity, carrying out the activity in such a way that it leads to achievement of goals in time.
- ❖ It is a problem solving process of effectively achieving organisational objectives through the efficient use of scarce resources in a dynamic environment.
- ❖ Management is applicable in every sphere of life.
- ❖ It is applicable from house hold activities to business activities. Management principles are helpful in any type of organization , small scale to large scale, profit organization to non-profit organization to meet the objectives and targets in time.

Definition of Management

- ❖ There are different opinions about Management.
- ❖ Different experts and scholars have defined management in a different way.
- ❖ Some have defined management as an art, some have defined management as a series of steps with specific functions.
- ❖ Definitions according to various experts are given below:
- ❖ **Peter Drucker** has defined management as, “Management is a multipurpose organ that manages a business and manages manager, and manages worker and work.

- ❖ **F.W.Taylor** has defined management as, “Management is knowing exactly what you want men do, and then seeing that they do it in the best and cheapest way.”
- ❖ **Henry Fayol** has quoted management as – “To manage is to forecast, to plan, to organize, to co-ordinate and to control.”
- ❖ **Mary Parker Follett**, “Management is the art of getting things done through people.”
- ❖ **George R. Terry** defines management as “A process consisting of planning, organising, actuating and controlling, performed to determine and accomplish the objectives by the use of people and resources.”

Importance of Management:-

- **Achievement of goals or meeting targets in time:** Every organization has some goal to accomplish and has target line. By proper planning, direction, coordination and control over all activities, one can achieve goals and meet the targets of organization in time.
- **Stability and growth:** Management ensures the effective and optimum utilization of available resources of the organization. It controls the various activities and operations, integrates the functions.
- **Change and development-** Organization that follows management concepts, is aware of the changing environment and can foresee the development in future.
- **Efficiency and effectiveness,** Management functions are Planning, Organizing, Leading and Controlling.
- **These functions bring efficient and effective human efforts and operations.**

Planning ;-

- **In most of the NGOs, long term plan (plan for 3-5 years) may not be available.** This is because NGOs are dependent on external sources of funds like donations, grants etc. Unless they have been sponsored by big corporate houses or they are funded by Government.
- **The NGOs who are always in need of funds and face scarcity of funds cannot have long term planning.** In fact they are so much occupied in

solving present problems with the existing work going on.

- **In such cases long term planning is almost absent. NGOs at a time or undertake two or more projects at a time.**
- **Project implementation requires planning, arrangement and allocation of resources and time management.**
- **For implementing the Project achieving any Goal, thoughtful and considerate planning is essential. In case of NGOs, planning may involve following.**
- **Designing the projects to achieve the targets**
- **Plan of project activities**
- **Formulating strategies for implementing the project**
- **Identifying various requirements like manpower, method of implementing the project, funds requirement etc.; in short the need of Man, Machine, Material, Money.**

ADVERTISING & PERSONAL PERSUASION:-

- ❖ **Informative and persuasive advertising are both powerful tools to use when conveying the strengths of a company's product or services.**
- ❖ **Although both forms are useful resources for building a brand and conveying a message, they have their differences and should each be used strategically.**
- ❖ **The major differences in these advertising techniques relates to the ways each seeks to deliver information.**
- ❖ **Informative advertising has persuasive techniques, but relies more heavily on facts, whereas persuasive advertising seeks to appeal to consumer emotion to close the sale.**
- ❖ **When it comes to informative advertising, this form of advertising highlights how your product's features and benefits solve your customers' problems, as well as compares your product to your competitors' product.**
- ❖ **Informative advertising is commonly used to drive "primary demand" for new product and service categories.**

- ❖ It is also used for introducing new products and services into existing categories.
- ❖ Although this type of advertising relies on facts and figures to trigger a desired action, the ad's message is usually framed in a compelling way.
- ❖ Informative Advertising uses Techniques that, instead of focusing on a clever way to convince customers to buy a product or service, chooses to rely solely on the strength of product features to encourage consumers to make purchases.
- ❖ Persuasive advertising, on the other hand, often uses more emotive, value-oriented ideas than informative advertising.
- ❖ The Goal of Persuasive advertising is to drive selective demand for specific products or services.
- ❖ Persuasive advertising tends to be user-oriented.
- ❖ It has the mission of building selective brand preference by communicating a personal benefit for a user that is unique to a specific brand.
- ❖ This type of advertising may use beautiful or famous people in marketing campaigns to encourage consumers to associate positive emotions with their company.
- ❖ Companies also might offer discounts on purchases to encourage consumers to buy higher quantities of specific products or encourage purchases across a wider product range.
- ❖ Both informative and persuasive advertising focus on different aspects of persuasion, so it is important to decide what your company is aiming to achieve with your advertising strategy.
- ❖ You may want to evoke emotion, or instead give statistics, but no matter which route you decide to go, you need to use some form of advertisement to catch your audience's attention.
- ❖ Referencing examples that show the difference between an informative advertisements versus a persuasive advertisement can be

examined when looking at previously executed ads.

- **An example of an advertisement that was persuasive is the Heinz Fiery Chilli Ketchup ad. In relation to food, the word “hot” has multiple meanings such as, having a high temperature and being spicy.**
- **Heinz brilliantly used the connotation of high temperature to highlight the spiciness of their ketchup, and their creative method of communicating the value of their product helped them instantly attract people’s attention.**
- **This ad is far more persuasive regarding the creative use of the hand met to show how “hot” the new ketchup is, thus appealing to people who enjoy spicy products in a funny and clever way, instead of a factual way.**
- **Although informative and persuasive advertising have their differences, they still share the common objective of persuading audiences to do something in response to an advertising message.**
- **Public service ads about risks in smoking cigarettes are considered informative, but they have the intent of persuading smokers to stop smoking. Most informative advertising is intended to persuade, as shown above with the Miller Lite ad.**
- **This ad was intended to be informative, but also persuade beer drinkers to switch brands through the information given.**
- **“Information persuasion advertising” can be as valid as persuasion advertising in effecting attitude or behaviour changes under appropriate circumstances.**
- **Both of these forms of advertising are crucial when it comes to the launch of a new product or campaign.**
- **Although persuasive advertising and informative advertising definitely utilize different elements of persuasion, they still aim to achieve the same Goal, convincing your audience to take a desired action.**
- **How you go about getting your audience to take this action, whether it be through a clever campaign such as Heinz Ketchup’s, or through an information ad such as Miller Lite, in the end you will use both**

factual information and creativity to create the perfect ad and see success with your campaign.
