



# App development to bridge the gap between donors and orphanages

| Name of Institution | Designation | Name of Author          |
|---------------------|-------------|-------------------------|
| Jain CMS            | Student     | HARSHIT MUNDRA          |
| Jain CMS            | Student     | ANSHIKA AGARWAL         |
| Jain CMS            | Student     | ANUSHKASINGH<br>BAGHEEL |
| Jain CMS            | Student     | RAVI RAJ GUPTA          |
| Jain CMS            | Student     | HITESH BANSAL           |

## Abstract

In today's world where we see apps and technology are developing at a rapid pace has solved many of our problems and has also saved our time. The radical change and advancement in the economy, as we observe today, is the result of the modern technology. We wish to solve a problem through our app which would make it easier for everyone to donate monetary and non-monetary things and bring about a smile on others face because that's what matters the most. As the mobile app industry continues to grow, marketers need to stay on top of all current trends. Developing our app and making it more users friendly which make it easier for donors to donate and have a great experience. We wish to provide a trustworthy platform and aim to spread happiness and to do our part for the society. We want to create a platform which does not only focuses on donation but also want to be a part of reducing food wastage. Close to a billion people one eighth of the world's population still live in hunger. One in ten kids in India face hunger issues. We wish to provide a trustworthy platform and aim to spread happiness and to do our part for the society. Sign Up by filling out some basic information like Name, Contact number and Email Address. All the NGO's and other charitable organizations will register under NGO whereas the donor's will be register themselves under Donor. Registering under NGO, one should fill some basic information like the Name of the NGO, contact information, Email Address and the location of the NGO. Once successfully registered, the organization can see various things on their home screen including the donations received till current date, uploaded requirements etc. Platform to provide donor with options to contribute edibles, accessories and money. When user chooses the option, one will have to basic information about the type of contribution and select the NGO to which it wants to donate.

# CHAPTER 1

## 1.1 Introduction

India has a long history of civil society based on the concepts of daana (giving) and seva (service). Voluntary organizations —organizations that are voluntary in spirit and without profitmaking objectives—were active in cultural promotion, education, health, and natural disaster relief as early as the medieval era. They proliferated during British rule, working to improve social welfare and literacy and pursuing relief projects. We have also seen food wastage as one of the major problems in India. Every piece of food wasted is an opportunity lost to improve world hunger and global food security. Today, about 1.5 million NGOs work in India (i.e., non-profit, voluntary citizens' groups organized on a local, national, or international level). This includes temples, churches, mosques, gurudwaras (sikh place of workshop), sports associations, hospitals, educational institutions, and ganeshotsav mandals (temporary structures set up to house Ganesh festival celebrations). Most NGOs in India are small and dependent on volunteers. According to a survey conducted by Society for Participatory Research in Asia (PRIA), 73.4% of NGOs have one or no paid staff, although across the country, more than 19 million persons work as volunteers or paid staff at an NGO. In conclusion there are many NGOs in India but there isn't a proper process through which public could contribute to these NGOs or locate them. We want to solve this problem by developing an app which would bridge the gap between the donors and the NGOs. We want to create a platform which does not only focus on donation but also want to be a part of reducing food wastage. Our team is very excited to share all the creative ideas that we have thought about our app and we can't wait to share it with you. Stay tuned!

The Society's Registration Act (SRA) was approved in 1860 to confirm the legal status of the growing body of nongovernment

## 1.3 Purpose of the Study

In today's world where we see apps and technology are developing at a rapid pace has solved many of our problems and has also saved our time. Technology has changed everything around us. Technology has the power to do many things, and changing the world is one of them. We're privileged to be living in a time where science and technology can assist us, make our lives easier and rethink the ways we go about our daily lives. We live in the 21st century, where we do all our work with the help of technology. Moreover, technological advancements have made life easier and convenient. Development is closely related with technology. The radical change and advancement in the economy, as we observe today, is the result of the modern technology. We wish to solve a problem through our app which would make it easier for everyone to donate monetary and non-monetary things and bring about a smile on others' face because that's what matters the most.

## 1.4 Definition

As the mobile app industry continues to grow, marketers need to stay on top of all current trends. Developing our app and making it more users friendly which make it easier for donors to donate and have a great experience. We wish to provide a trustworthy platform and aim to spread happiness and to do our part for the society. We want to create a platform which does not only focuses on donation but also want to be a part of reducing food wastage. Our team is very excited to share all the creative ideas that we have thought about our app.

## 1.5 Description

Close to a billion people one eighth of the world's population still live in hunger. One in ten kids in India face hunger issues. We wish to provide a trustworthy platform and aim to spread happiness and to do our part for the society. Sign Up by filling out some basic information like Name, Contact number and

Email Address. All the NGO's and other charitable organisations will register under NGO whereas the donor's will be register themselves under Donor. Registering under NGO, one should fill some basic information like the Name of the NGO, contact information, Email Address and the location of the NGO. Once successfully registered, the organisation can see various things on their home screen including the donations received till current date, uploaded requirements etc. Platform to provide donor with options to contribute edibles, accessories, and money. When user chooses the option, one will have to basic information about the type of contribution and select the NGO to which it wants to donate.

## 1.6 Scope

We are determined to provide a channel through which people can donate extra food to the orphanage nearby. our goal is to provide food to the needy once and give them a healthy life and this will also prevent extra food from getting wasted

## 1.8 Market Overview of the Product

The global NGOs and charitable organizations market is expected to grow from \$279.81 billion in 2020 to \$285.5 billion in 2021 at a compound annual growth rate (CAGR) of 2%. ... According to the Global NGO Technology Report, 45% of the surveyed NGOs use CRM software to track donations and manage donor communications. The mobile application market trends include increase in the adoption of variable devices and rise in customer base for the e-commerce industry, which are the major factors driving the growth of the market. In addition, continuous growth in enterprise apps, increased focus on apps specifically used for health & fitness as well as high downloads and in app purchases for gaming apps fuel the growth of the market. The global mobile application market is segmented based on marketplace, app category, and region. Based on marketplace, it is classified into apple iOS store, google play store, and other marketplaces (Microsoft, Huawei, and others). Based on app category, the market is categorized into gaming, entertainment & music, health & fitness, travel & hospitality, retail & e-commerce, education & learning, and others (navigation, utilities, and news). Region wise, it is analysed across North America, Europe, Asia-Pacific, and LAMEA.

## 1.14 Innovativeness of the study

Food waste is bad for our wallets. It's also bad for the environment - the equivalent of throwing away the water, energy and other resources that go into growing it in the first place. But as interest in reducing food waste grows, so does innovation to make it happen. The visualization impact of the donation can create a positive impact on the users. Minimizing food wastage and feeding the hunger is the main goal of the food donation project.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Data Collection:

##### 3.1.1

- Sample Method: A descriptive study design is adopted in this study.
- Sampling Technique: Convenient Sampling Technique was adopted so that the sampling process was simpler and quick also making the data precise in terms of requirements.
- The data is collected from an age group of 19 – 55-Year-old.
- The data is collected by the means of a survey and the respondents were selected randomly at convenience of existing networks.

##### 3.1.2

- Primary data was collected through questionnaires that included various questions as mentioned below all pertaining to the topic of study.
- This data gives us the general overview of how people in Bangalore think of donations as a means of contributing to the society and do they feel confident in doing so.
- All secondary data used are taken from information provided in articles, websites, blogs, etc.

##### 3.1.3

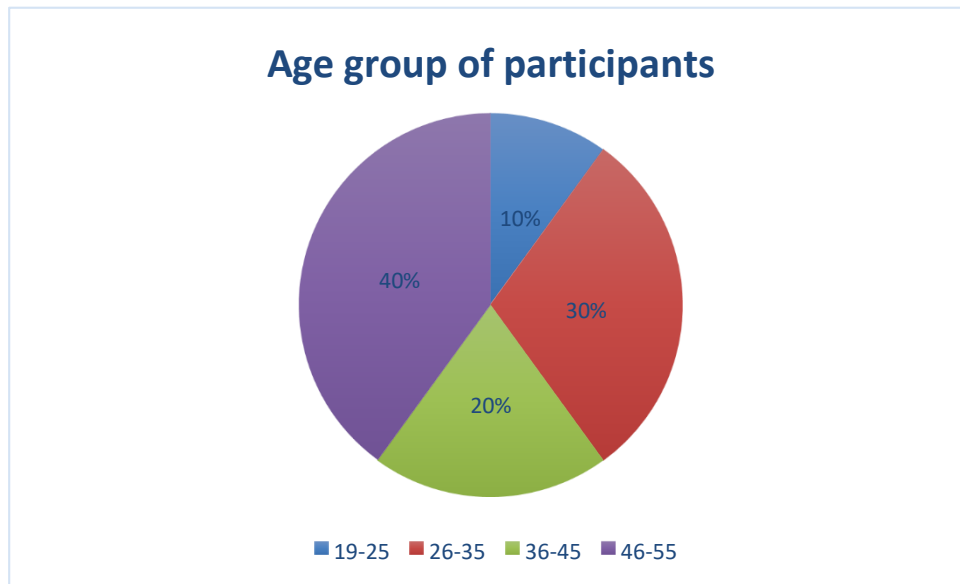
- Sample Size: The sample size used for this study was 50 respondents between age group of 19 – 55 years.

#### 3.2 A survey of 50 people in and around Bangalore

##### Age

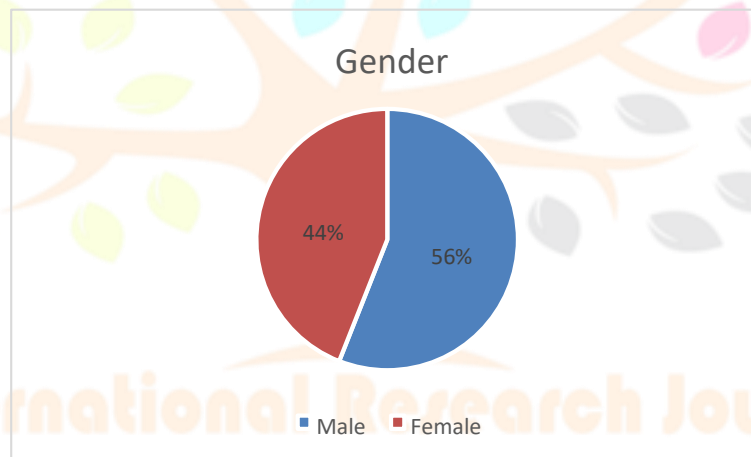
##### 19-25

- 26-35
- 36-45
- 46-55



### 1. Gender

- Male
- Female



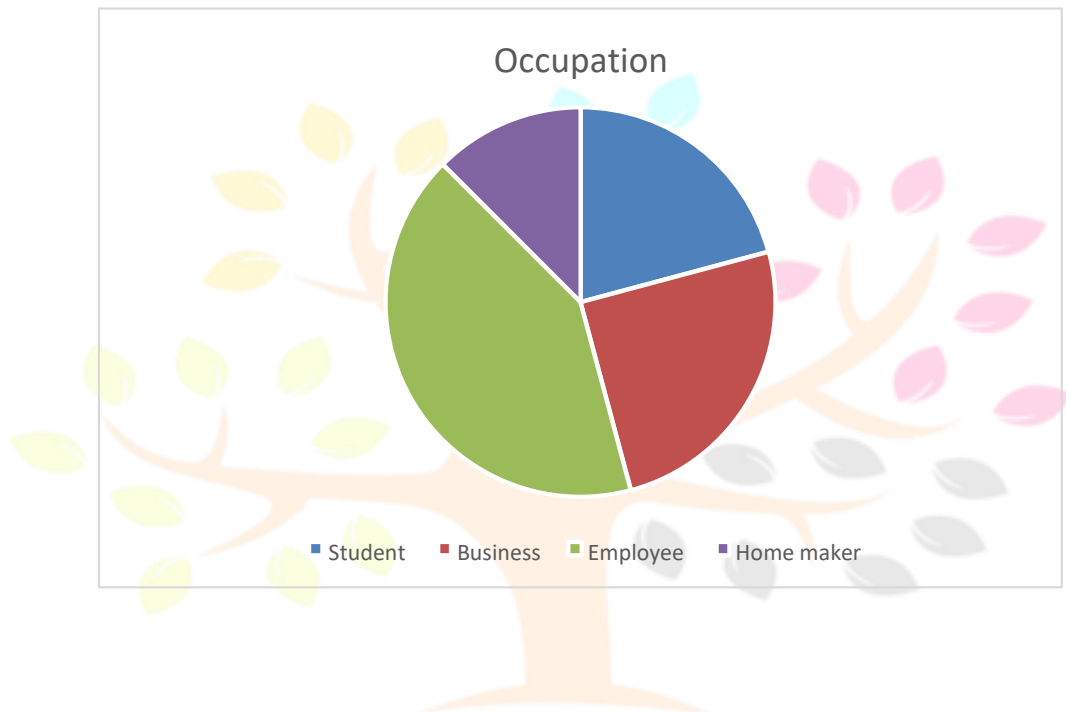
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## 2. Occupation

- Student
- Business
- Employee
- Home maker



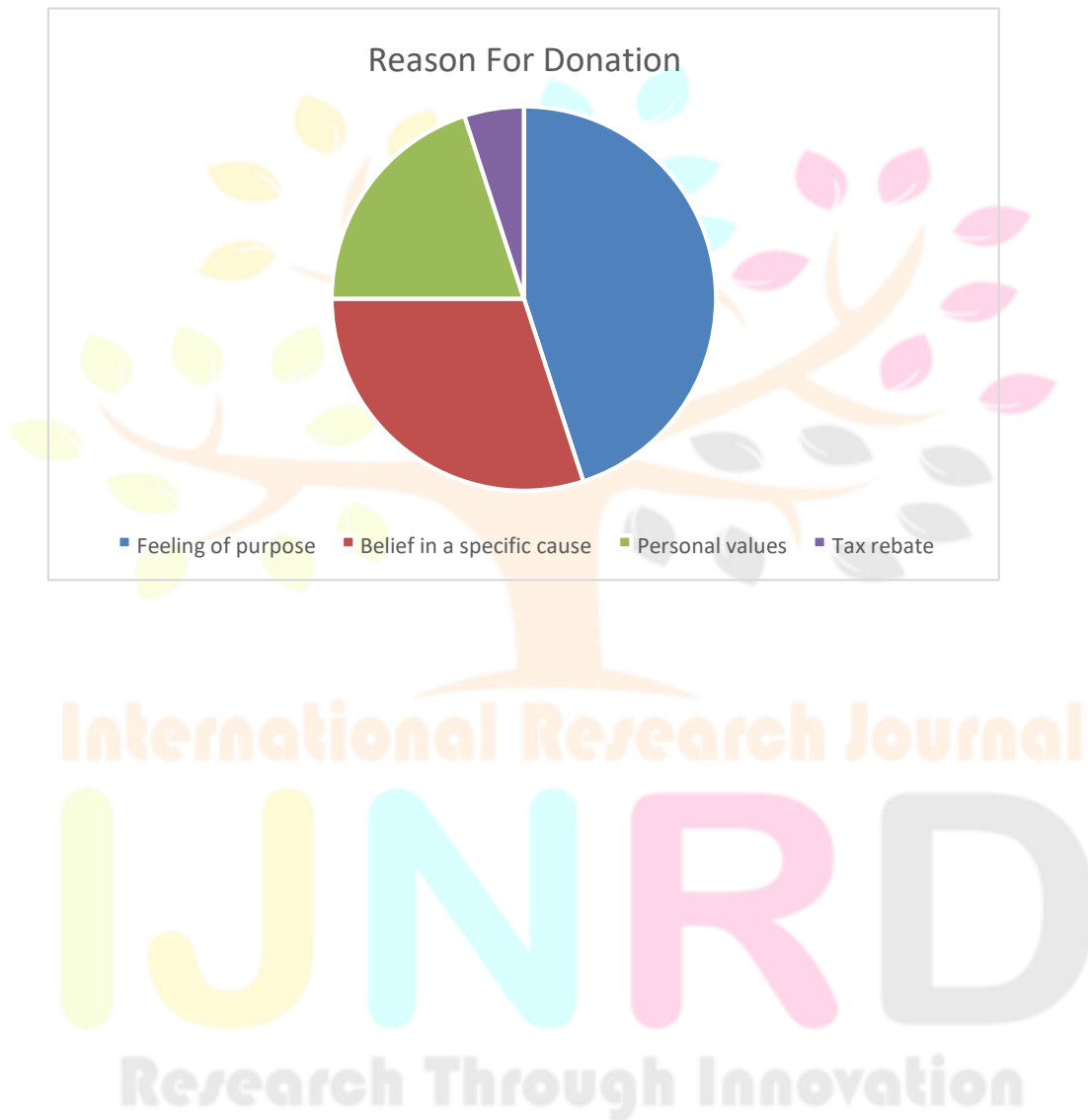
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### 3. Why do you want to donate?

#### Feeling of purpose

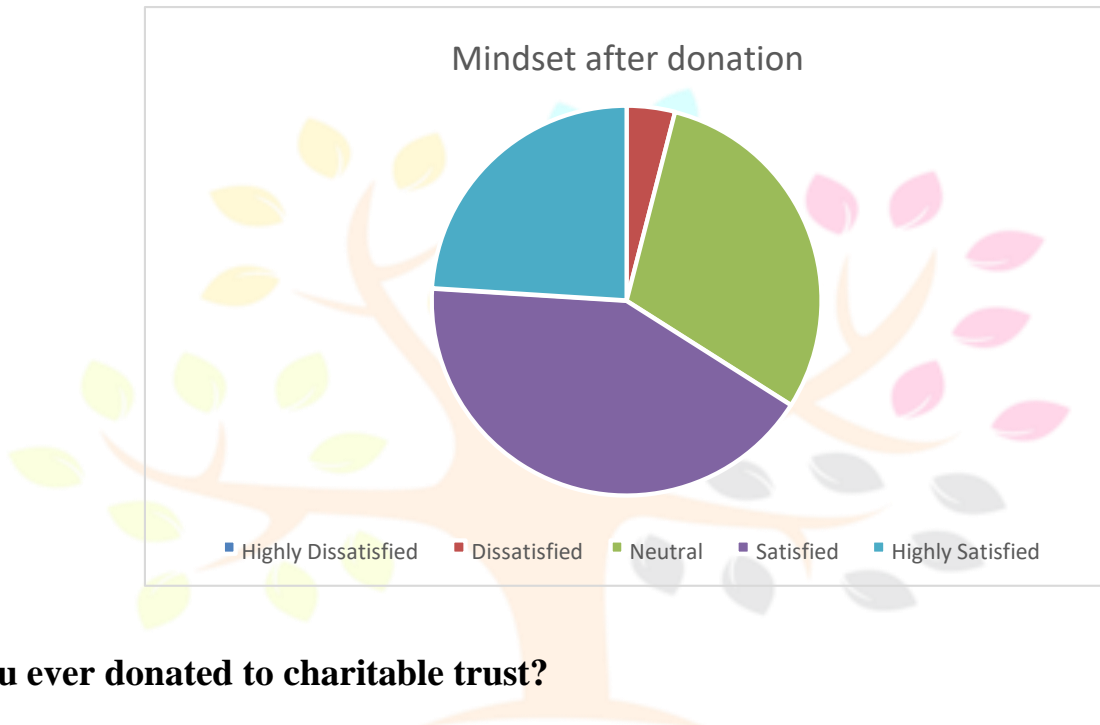
- **Belief in a specific cause**
- **Personal values**

#### Tax rebate



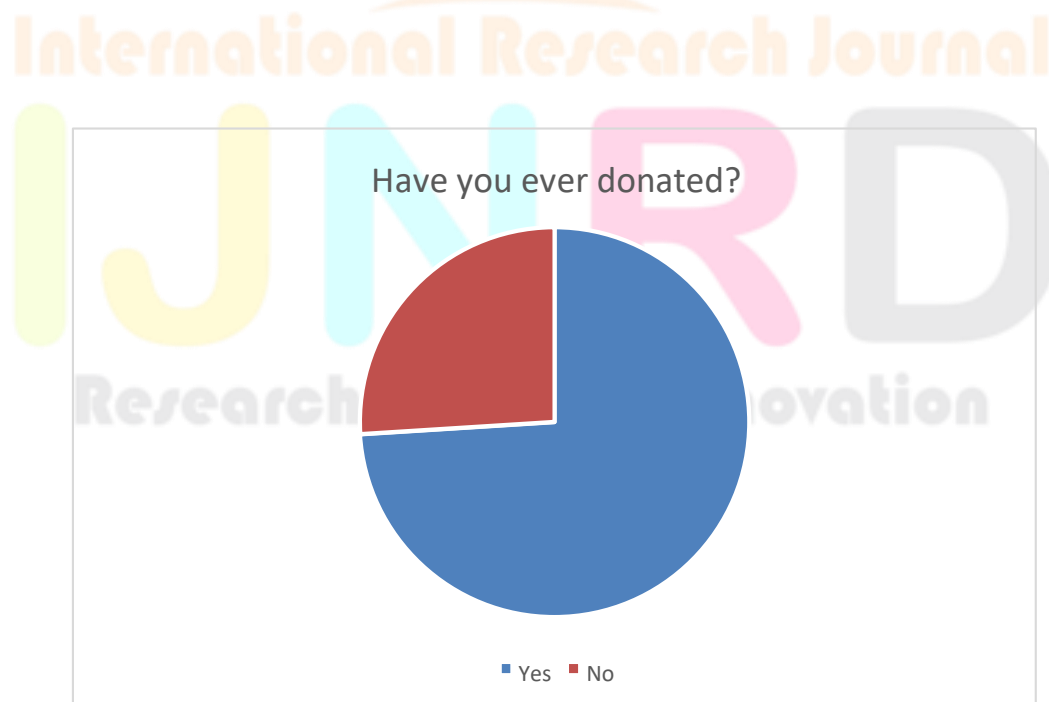
#### 4. How do you feel after making contributions to society via any form of donations?

- **Highly Dissatisfied**
- **Dissatisfied**
- **Neutral**
- **Satisfied**
- **Highly Satisfied**



#### 5. Have you ever donated to charitable trust?

- **Yes**
- **No**

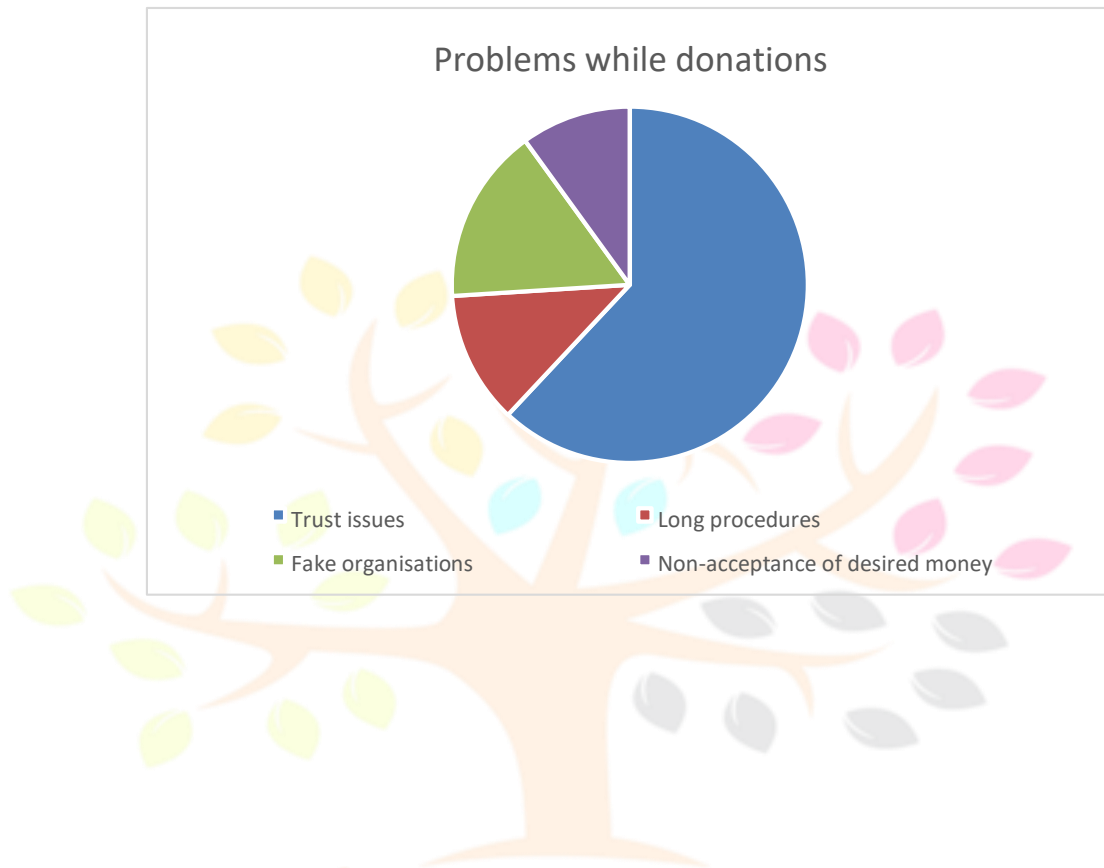




## 6. Have you ever faced any of these problems while donating?

- **Trust issues**
- **Long procedures**
- **Fake organisations**

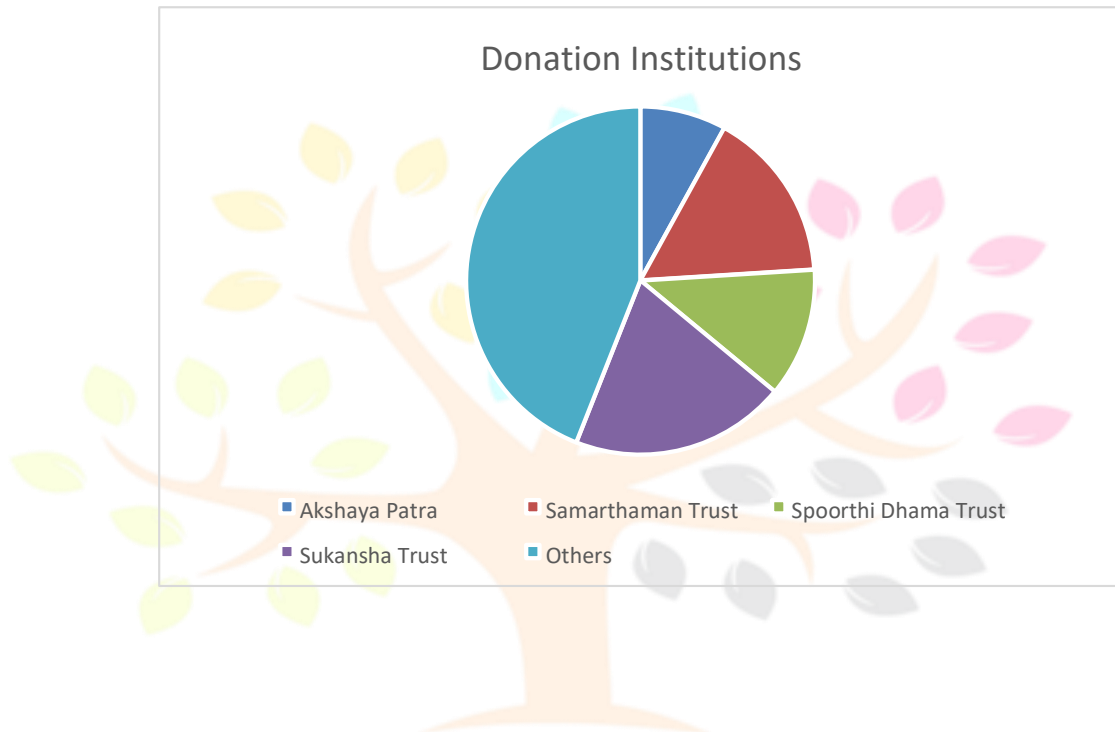
**Not accepting desired money**



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## 7. Have you ever donated to any of these institutions?

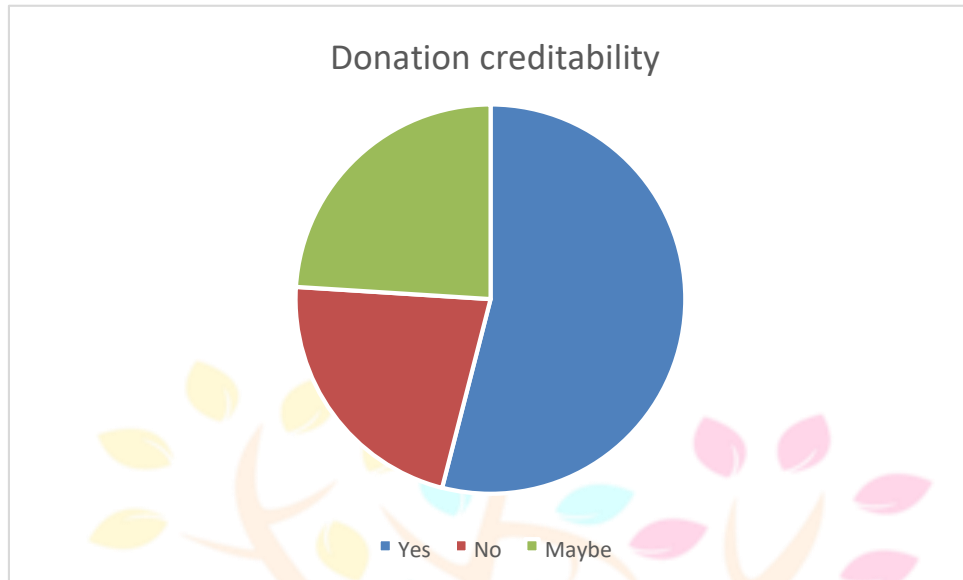
- **Akshaya Patra**
- **Samarthaman Trust**
- **Spoorthi Dhama Trust**
- **Sukansha Trust**
- **Others**



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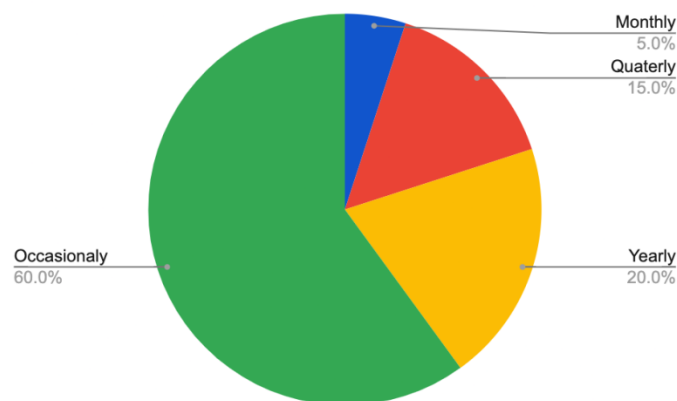
**8. Do you feel that the donations you make actually go to the charity or NGO?**

- Yes
- No
- Maybe



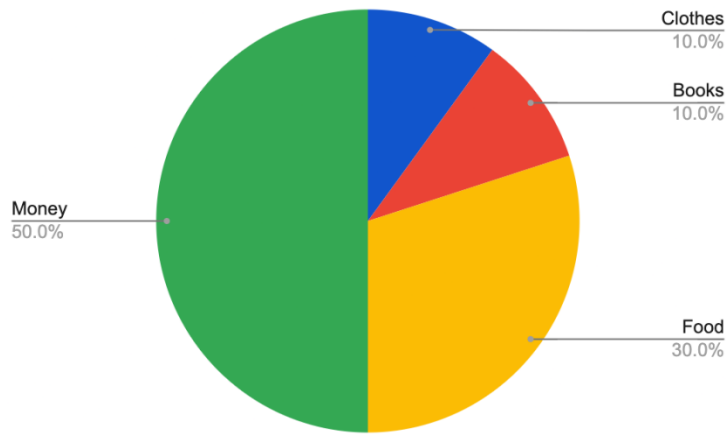
**10. How often do you donate?**

- 1: monthly
- 2: quarterly
- 3: yearly
- 4: occasionally



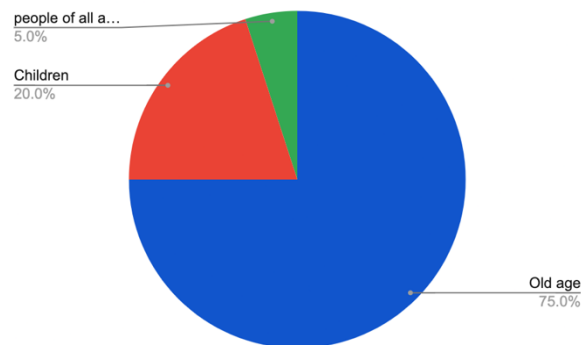
### 11. Which commodity you prefer to donate?

- 1: cloths
- 2: books
- 3: food
- 4: money



### 12. According to you, who do you think are in the need of these donations?

- 1: old age
- 2: children
- 3: middle age
- 4: people of all the age

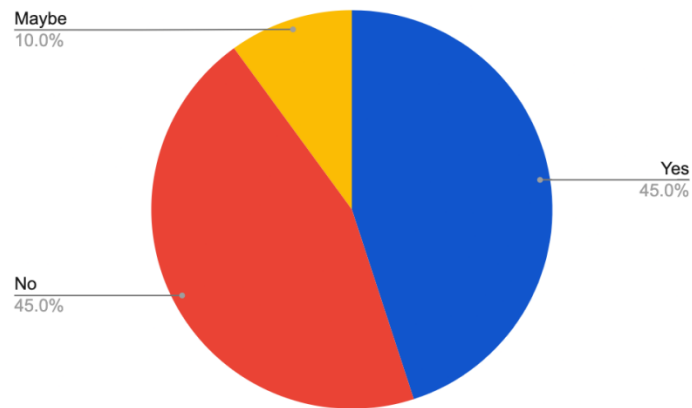


### 13. Do you like to volunteer for a charity event?

1: yes

2: no

3: maybe



### 14. How satisfied are you with the relationship between the "organization-name" and yourself as a donor?

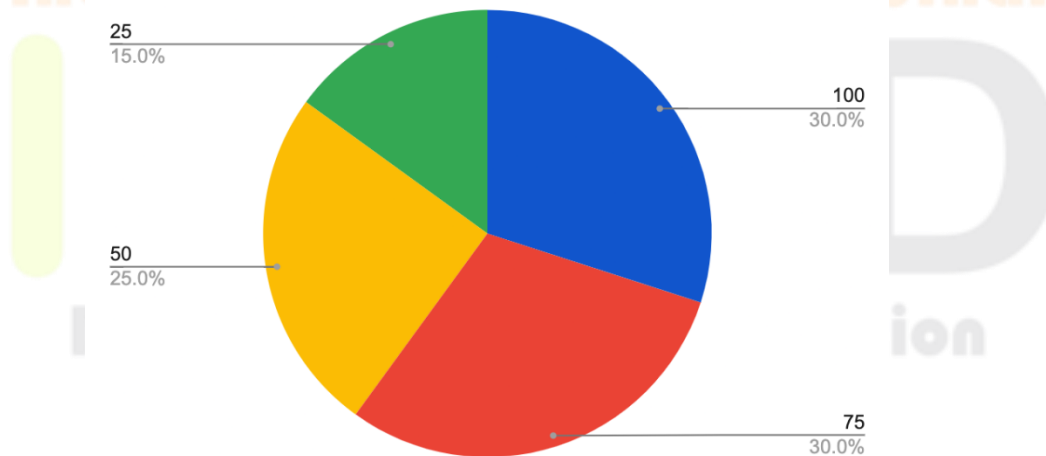
1. 100%

2. 75%

3. 50%

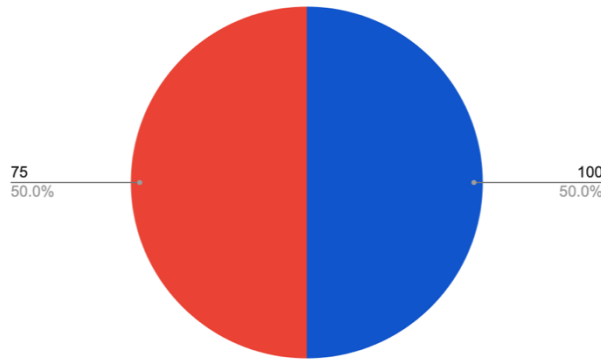
4. 25%

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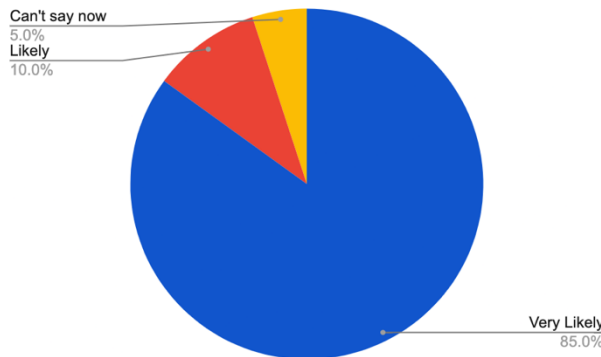
**15. How satisfied are you with the method by which the organization makes requests for donations?**

- 1. 100%**
- 2. 75%**
- 3. 50%**
- 4. 25%**



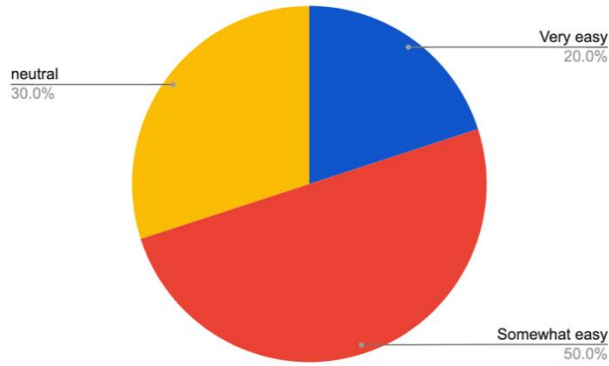
**16. How likely are you to donate to our cause again?**

- 1. Very likely**
- 2. Likely**
- 3. Can't say now**
- 4. Unlikely**
- 5. very unlikely**



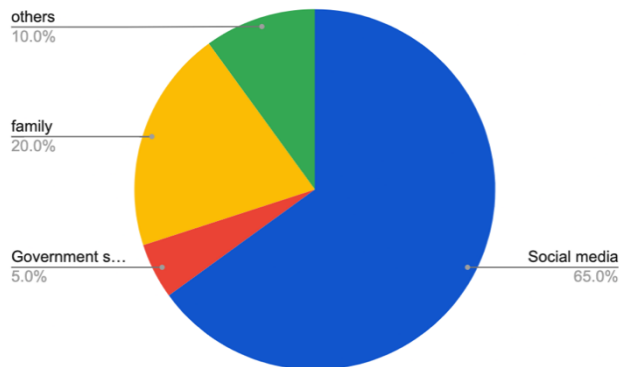
### 17. How easy or difficult was the process of donation?

- 1. Very easy
- 2. Somewhat easy
- 3. Neutral
- 4. Somewhat difficult
- 5. Very difficult



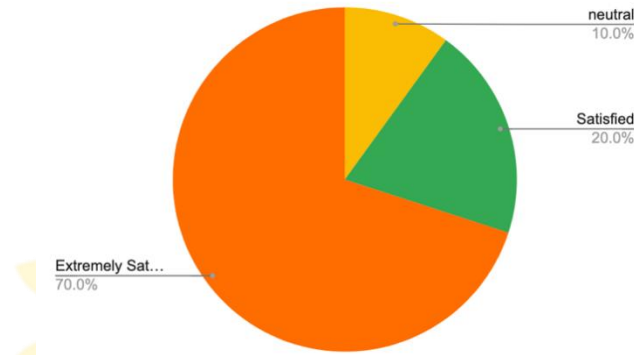
### 18. How did you first hear about us and our services?

- 1. Social media
- 2. Government support service
- 3. Family / friends
- 4. Other (please specify)



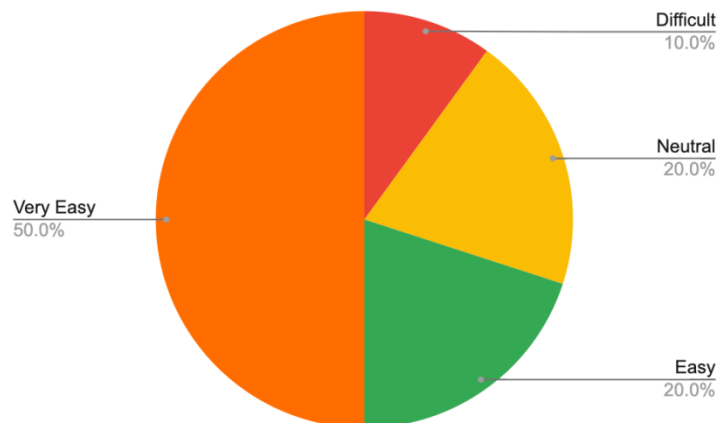
**19. Overall, how satisfied were you with our services / activities this year?**

- 1. Extremely dissatisfied**
- 2. Dissatisfied**
- 3. Neutral**
- 4. Satisfied**
- 5. Extremely satisfied**



**20. How easy did you find it to access our services?**

- 1. Extremely difficult**
- 2. Difficult**
- 3. Neutral**
- 4. Easy**
- 5. Very easy**





## ACKNOWLEDGEMENT

It is of great pleasure we take this opportunity to acknowledge and express my gratitude to all those who helped me throughout our project. First of all, we would like to thank the almighty for helping us in successfully completing of our project. We are grateful to Dr. DINESH NILKANT – Director, Jain (Deemed to be University) - Centre for Management Studies for providing this opportunity.

It is our duty to express a deep sense of gratitude to our project guide's Mrs Asha & Mrs Megha for their valuable suggestion and guidance throughout the work.

This task never gets completed without the mention of our beloved parents, family members and friends, who cooperated with us in every way.

| Reg No.    | Sem | Name of student  |
|------------|-----|------------------|
| 20BBAR0028 | 3   | ANSHIKA AGARWAL  |
| 20BBAR0763 | 3   | PRATHAM JAIN     |
| 20BBAR0646 | 3   | ANUSHKA S BAGHEL |
| 20BBAR0871 | 3   | RAVI RAJ GUPTA   |
| 20BBAR0030 | 3   | BHAVIKA JESSANI  |

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