Faculty of Design

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The fabric of social seva

Nisar, Alisha, Das, Bhaskarjyoti, Nanhoriya, Ramanuj and Nahar, Praveen

The fabric of
SOCIAL SEVA

About

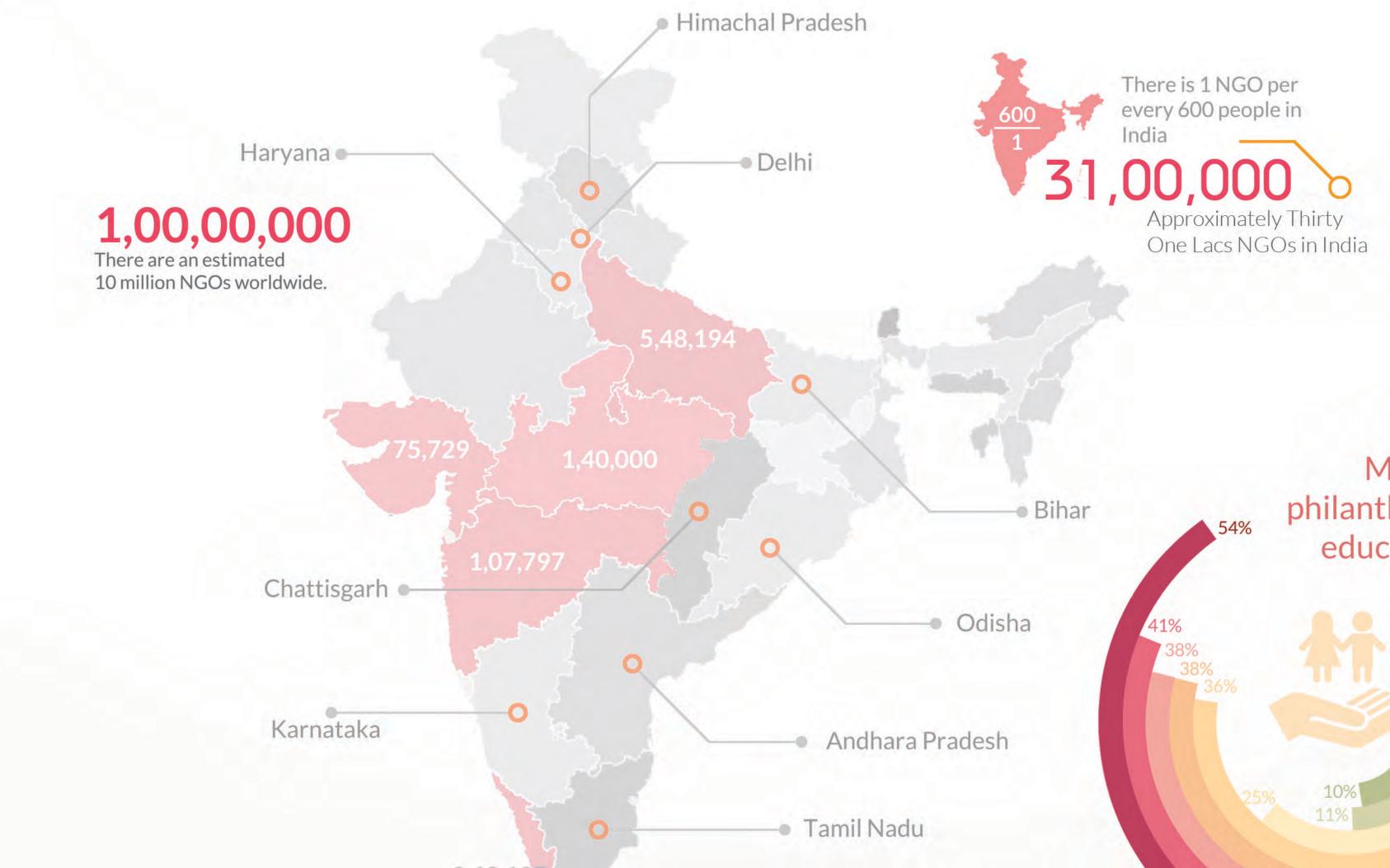The fabric of social-seva or social service is interwoven to very fine layers and in this project, we have tried to understand and learn from there layers in order to figure a process to make understanding of such complex systems easier through systems design thinking.
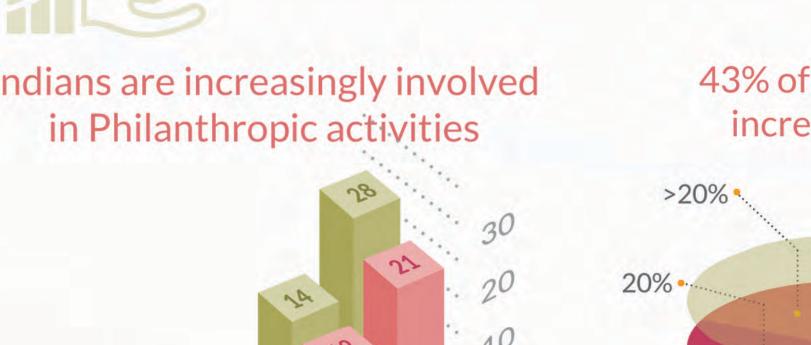
INTENT: Our intent was to explore the possibilities of how social initiatives can be more effective rather than just efficient
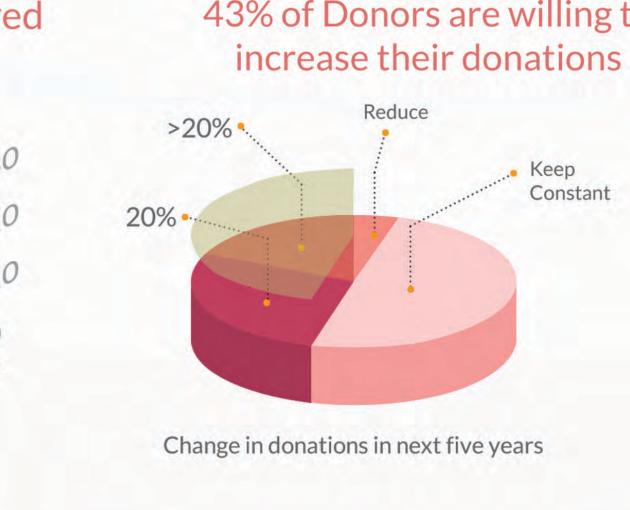
VISION: We are looking forward to creating a fertile for-innovation civilization of ecosystem to celebrate the act of doing things together by co-creation among all stakeholders.

HOW: Design intervening existing systems for design level upgradation through self-initiated impact assessment and contextually valid design processes and methods, keeping in mind that existing systems and processes needs to be respected and celebrated.

Some important NGO facts

With a population of 1.2 billion, the India could well be the land of opportunities for non-government organizations (NGOs) with 31 lac organizations working towards the upliftment of the society as per latest report by the Central Bureau of Investigation. The mind-boggling figures boil down to one NGO per every 600 people.

1,00,000 There are an estimated 10 million NGOs worldwide.

There is 1 NGO per every 600 people in India

31,00,000 Approximately Thirty One Lacs NGOs in India

Most popular philanthropic causes are education and child welfare

- Arts & Culture
- Environment
- Disability
- Public Healthcare
- Disaster relief
- Old age
- Child welfare
- Education

Indians are increasingly involved in Philanthropic activities

43% of Donors are willing to increase their donations

Factors influencing the decision to donate to a non profit

Donors' top expectation from NGOs is Transparency

OUR SOCIETY AT A GLANCE

Governement

The Indian Constitution establishes a welfare state. This is clear from the salient features in the Preamble and the Directive Principles of State Policy (DPSP). In this spirit, the government is making a determined attempt to fulfil its ideal of a welfare state not only in principle but also through economic planning, thus securing to the Indian citizens justice in terms of social, economic and political.

Media

The mass media is a means to deliver information from a source of information (communicator) to the recipient information (communicant). The entry of information by the mass media because social change in society. Information than has the power both to build and destroy.

Educational Institutions

Education is a major vector in society, but previously it was largely allocated a conservative role its main function being familiarization of new generation with the ways of the world so as to maintain and preserve social order.

Corporate

Under the Companies Act 2013, the company needs to spend at least 2 percent of the average net profits of the company made during the three preceding financial years" on "CSR" activities.

Individuals

The individual social responsibility includes the engagement of each person towards the community where he lives, which can be expressed as an interest towards what's happening in the community, as well as in the active participation in the solving of some of the local problems.

Beneficiaries

Fast development, lack of infrastructure, migrations, circumstances, unforeseen reasons, rigidity of society and increasing economic gap has lead to discrepancy in the welfare of the society and its members.
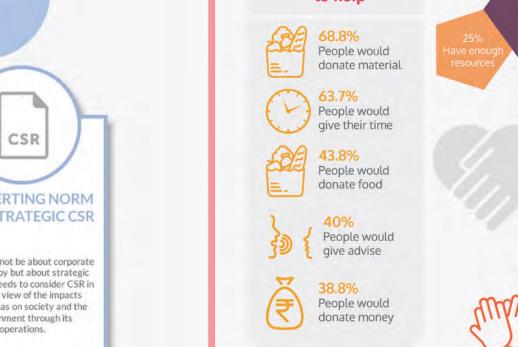
Social Service Organization

Social service organization is a legally constituted organization that works on the core issue related to human cause related to sustainable development, development aid and other humanitarian issues. It helps to raise the cause of the people, in the world social forum.

Religious Place

Religion is the most influential power on a man. Religious teaches one how to live in society. All religion teaches indirectly or directly to help one in need as a way to reach God.

CHALLENGES MAPPING

Organization hierarchy

Various countaches were undertaken to understand the complexity based on the hierarchy and scale of each organization.

	Organization	Empathy	Transparency	Volunteer Management	Impact	Awareness	Scalibility

SERVICE MODEL

For efficient working of an organization, the service model is based on seven major guiding factors. No matter what the scale is of the existing organization or whether one is starting, the guides help to structurize its working, connect with all stakeholders and make a substantial impact on its target beneficiaries. To help further understand how to achieve the goals set by the guides, methods have been suggested.

- Organization
- Empathy
- Transparency
- Volunteer Management
- Impact
- Awareness
- Sustainability

FUTURE SYSTEM MODEL

For an existing organization create a substantial difference in the society, a future model has been developed. The metaphor of a tree has been used to depict that the organization needs to grow like tree, set high but stable and well rooted in its values.

The model suggests various ideas and directions which will lead the organization to grow faster as well as make it more efficient and effective.

- Self Assess
- Education
- Self Sustenance
- Online Help
- Marketing
- Central Portal
- Training
- Open Guide
- Involve
- Value
- Refrase Problem
- Self Independent
- Retrospect
- Mission
- Co-create

POLICY MODEL

On the introduction of a new policy by the government, a new vector in the society focused on social enterprise will develop. Based on new incentives and regulations, the social business can thrive and accomplish its motive effectively by enabling participation from all members of society.

- GOVERNMENT
- PROFIT
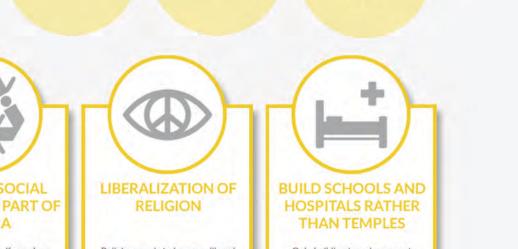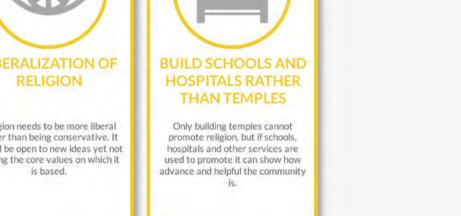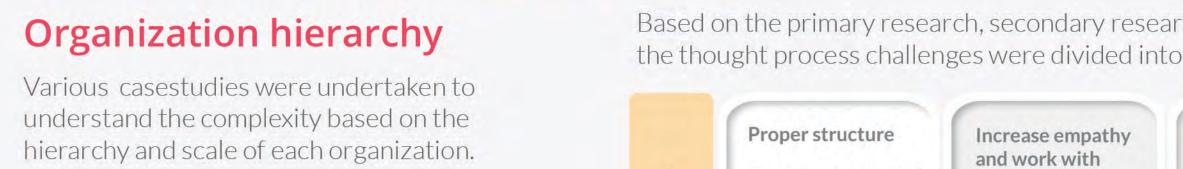- SOCIAL ENTERPRISE
- Donor
- Public Shares
- Investor
- Technology
- Research and Development
- SETUP
- FUNDS
- FOR A CAUSE