

**Non-Profitable Organizational Marketing:
An NGO Perspective of Bangladesh**

An Internship Report on
Non-Profitable Organizational Marketing: An NGO
Perspective of Bangladesh



Submitted To

Mohammad Tohidul Islam Miya
Assistant Professor, UIU
School of Business & Economics (SOBE)
United International University

Submitted By

Md. Abdullahil Kafi
ID: 111 143 148
BBA Program
Major in Marketing
School of Business & Economics
United International University

Submission Date

October 15, 2021

Letter of Transmittal

October 15, 2021

Mohammad Tohidul Islam Miya

Assistant Professor,

School of Business & Economics,

United International University, Dhaka.

Subject: Submission of Internship Report “Non-Profitable Organizational Marketing: An NGO Perspective of Bangladesh”

Dear Sir,

This is my pleasure to present my internship report entitled “Non-Profitable Organizational Marketing: An NGO Perspective of Bangladesh.” I have been performing my internship program under your proper supervision. I assume the information and experience I gained during the internship program would be beneficial in my future professional life.

If you approve the report, I'll become thankful to you. I would sincerely appreciate if you accept my report and consider my work as good and unique.

Thank you,

Sincerely Yours,

Md. Abdullahil Kafi

ID: 111 143 148

BBA in Marketing

School of Business & Economics (SOBE),

United International University

Declaration from the student

This is what I hereby announce Md. Abdullahil Kafi has worked under my guidance and has prepared an internship study entitled “Non-Profitable Organizational Marketing: An NGO Perspective of Bangladesh”. Following completion of the internship study, submitted in accordance with the prerequisite for a Bachelor of Business Administration degree at the School of Business & Economics, United International University. This article is written with honesty as well as the commitment by Md. Abdullahil Kafi alone, and to greatest throughout the information.

Sincerely Yours,

Md. Abdullahil Kafi

ID: 111 143 148

BBA in Marketing

School of Business & Economics (SOBE),

United International University

Executive Summary

Bangladesh is known for having NGOs around the world. Nearly 2,501 NGOs are operating in Bangladesh. As far as NGOs are concerned, they do not need any fame to perform their tasks. In order to showcase all products, NGOs are looking for beneficiaries. For these reasons, the poor in Bangladesh can benefit from these NGOs. NGOs provide club cards to many beneficiaries. All products include internal clubs. None of the NGOs in Bangladesh follows any expert methods in their advocacy activities. Some of them follow some expert methods of buying funds from donors. There are many departments of NGOs that serve consumers and maintain the activities of NGOs. NGOs have project departments, such as the Food and Nutrition Department, the Audit and Finance Department, and the Emergency and Response Department. NGOs have many practical factors to serve several beneficiaries of their providers.

However, the internship report has been written primarily based on “Non-profit organization marketing: An NGO perspective of Bangladesh”. This report describes about how the NGOs are advertising and selling their products. It also reports on how the NGOs are using 7ps (Product, Place, Price, Promotion, People, Process, and Psychological Evidence) for marketing mix strategies. This report holds a Bangladesh perspective while analysing factors of marketing available for NGO’s deliberation for setting the marketing strategy as a Non-profit organization. The report also highlights on how the government and nongovernment organizations are working virtually for personal service.

Table of Contents

CHAPTER ONE: INTRODUCTION

1.1 Introduction.....	2
1.2 Objectives of the Study.....	3
1.3 Methodology of the Report.....	3
1.3.1 Research Approach:.....	3
1.3.2 Source of Data.....	3
1.3.3 Sample size	3

CHAPTER TWO - NGO: A BANGLADESH PERSPECTIVE

2.1. Background of NGO in Bangladesh:	5
2.2. Classification of NGO.....	6
2.3. Mission and vision of Non-Government Organizations (NGOs) as Bangladesh context: .	7
2.3.1 Local Non-Government Organizations.....	7
a. Amal Foundations	7
b. Manusher Jonno Foundation.....	8
c. ITS Humanity Foundation.....	8
2.3.2 National Non-government organizations	9
a. BRAC.....	9
b. Proshika.....	9
c. ASA.....	10
d. Grameen Bank	10
2.3.3 International Non-government Organizations	11
a. Oxfam International	11
b. Save the Children.....	11
c. Action-Aid Bangladesh.....	12
d. International Rescue Committee (IRC)	12

CHAPTER THREE: NGO: A MARKETING PERSPECTIVE

3.1. Marketing Mix	15
3.2. 4P's Of Marketing Mix	15
3.2.1. Product:	16
3.2.2. Price:	17
3.2.3. Place:	17
3.2.4. Promotion:	18
3.3 The Seven P's of Marketing Mix	19
3.3.1. People:	20
3.3.2. Physical evidence:	20
3.3.3. Process:	21

CHAPTER FOUR: FINDINGS OF THE STUDY

4.1. Services provided by NGO in Bangladesh	23
4.1.1 Humanitarian optimization and systemic growth of rural deprived organizations:	23
4.1.2 Generating Employment:	24
4.1.3 An establishment with associations as well as Involvement in survivors:	25
4.1.4 Health, Nutrition, and Hygiene:	25
4.1.5 Education of Informal and Non-formal:	25
4.2. Price:	26
4.3. Promotional Strategy of NGO in Bangladesh:	26
4.3.1 Pull and Push strategy:	26
4.4. Important Aspects of NGOs for advertising mix selections:	27
4.5 Development of internet marketing facilities for attracting funders:	29

CHAPTER FIVE - RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations	32
5.2 Conclusion	33
Reference	34

CHAPTER ONE
INTRODUCTION

1.1 Introduction

There are myths that there is a shortage of non-profitmaking international organizations. It is assumed that less merchandising antagonism is found it is only in the case of non-profit making organizations. In addition, it is assumed that the development of sales orientation is completely futile in terms of non-profit - making organizations. Whenever a legal entity is attempting to join up with a gaggle of people outside or inside an entity, it may be thought of as sale. Sale is not limited exclusively to marketing and promotional reality, it extends mostly from offering a lot of relevant resources for shoppers to positioning items, creating emblems, publishing banners, creating websites. Sale can be seen as something that leads to building the picture of an entity that helps to accomplish the boldness of recipients, as well as native leaders as contributors. Successful promotional coordination can boost the capacity of the company to maximize resources, represent more customers, and advance a goal that will encourage the possession of a non-profit organization.

An NGO is described as an impartial charitable affiliation of folks who are performing together constantly for the accomplishment of a few mutual desires instead of making money. In a broader feel non-income employer is taken into consideration as same because of the social section of the economy in our country, NGOs paintings so that you can sell human rights, the identity of problems, supporting the bad in addition to struggling people, the identity of neighbourhood management and usage for the sake of protection. Sculptures mostly with the assistance of the establishment of a supplier that guarantees- true to the impoverished, enhancement of wellbeing, owing to the association of the community.

It also offers an understanding of expanding superstitious behaviours, the annihilation of superstition, give preference to females to receiving neighbourhood loans in order to ensure female equality, and non-stop assistance for personality improvement related activities.

Through assessing the sports of income- firms, this could be begun that non-income businesses have a vital role to play in outstanding areas of life. However, while in sentences of publicity accomplishment band marketing purpose, communicate strait performs an important position with inside the case of the non-income employer along with the mission of non-governmental organization corporations is to strengthen ties and start relationships between enterprises, the public and non-governmental organisations, and to make these dreams a reality, it is necessary to set up advertisement and marketing communications in the right way. Rayudu (2010) analyses communicate because of the function of moving

knowledge from one man's or one woman's feelings to yet another. According to Parker (2010) the correspondence system for disseminating a text from the transmitter to the grantee, to that mutual knowledge on any problem might be ensured.

1.2 Objectives of the Study

The overall goal of this research is to describe the marketing process of NGOs in Bangladesh. The goal is divided into five specific goals, as listed below:

- a. To know about the mission and vision of NGOs that are working in Bangladesh.
- b. To know about the services provided by Bangladeshi NGOs.
- c. To analyse the marketing mix of Bangladeshi NGOs.
- d. To know about the important aspects of an NGO's choice of advertising portfolio.
- e. To identify the development of network marketing facilities for NGOs to attract funders.

1.3 Methodology of the Report

1.3.1 Research Approach:

As the purpose of the report is to describe the marketing of NGOs in Bangladesh, this report has been created adopting the exploratory research method.

1.3.2 Source of Data

This report is completely prepared using secondary data. No interview or survey questionnaire has been used to collect the primary information. Rather information are collected from previous articles, newspaper, and online websites.

1.3.3 Sample size

A total of 11 non-government organizations' mission and vision statement has been used to describe organizational overview. Out of that 11 organizations, 3 are local NGOs, 4 are national NGOs, and 4 are International NGOs.

CHAPTER TWO
NGO: A BANGLADESH
PERSPECTIVE

2.1. Background of NGO in Bangladesh:

After the liberation war, Non-Government Organizations (NGOs) were started their journey in Bangladesh. At the opening, the NGOs presented with some noticeable noble programs like the reformation of war-torn Bangladesh.

Bangladesh has been likely the maximum considerable on the globe for non-governmental organizations. Nowadays there are almost 2501 NGOs (Up to January 2020) operating in Bangladesh according to (ngoab.gov.bd). In Bangladesh, NGOs have been supplying because of the saviour of innumerable underprivileged human beings without food, clothing, training, and fundamental health centres in addition to fundamental lifestyles survive the training. Bangladeshis one of the pinnacles of fifteen underprivileged countries. Bangladesh is transferring towards a massive task to get better the call for our country. Growing population, notwithstanding the agriculture quarter is the fundamental supply of earnings this region, mainly focused on agricultural-Argo. Yet, alas, this quarter seemed to have failed to generate worthwhile carrier possibility for the landless.

Non-government organizations (NGOs) have seemed as an undisputed component of the institutional structure so that it is far addressing impoverishment and rural development, preservation of environmental, catastrophe management, gender equality, human rights, and different social issues. Activities of NGOs are institution formation, formal and non-formal education, microcredit, health and nutrition, training, water delivery and sanitation human rights and advocacy, own circle of relatives making plans and welfare, prison useful resource, and different areas. By regarding the beneficiaries directly, Non-government organizations operating in the context of normal national making plans for development.

The NGO affairs bureau in 1990 beneath Neath the Prime Minister's Office has been created through the government of Bangladesh. The Bureau assists to make the NGOs acquire their registration clearance, approval, and permission via a single enterprise of the Government within a specific time frame. Ensuring the fine overall performance of the NGO area and its responsibility to the kingdom is the primary recognition of the NGO affairs bureau.

The terminology NGO can be used to consist of any group or employer outdoor the authorities and as such can also additionally consist of political parties, non-public and business enterprise, co-operative, trade unions, etc. The terminology includes all the one's organizations, which are involved in multi-dimensional improvement sports to assuage poverty of the agricultural and concrete poor.

2.2. Classification of NGO

- a. **Local NGOs:** Run programmers inside some villages via way of means of amassing funds in most cases from local, countrywide, or global NGO sources. Cover its network stage with inside the limited area.
- b. **National NGOs:** After receiving funds from overseas international locations via way of means of running in district geographical place protecting some of the districts.
- c. **International NGOs:** operating their paintings in numerous geographical places from headquarters primarily based outside the country and having operated in most cases via way of means of expatriates.

Table 1: Types of NGOs in Bangladesh with examples

Types of Non-governmental Organizations in Bangladesh		
Local NGOs	National NGOs	International NGOs
1. Amal Foundation	1. BRAC	1. Oxfam Bangladesh
2. Manusher Jonno Foundation	2. PROSHIKA	2. Save the Children
3. ITS Humanity Foundation	3. ASA	3. Action Aid-Bangladesh
	4. Grameen Bank	4. International Rescue Committee (IRC)

2.3. Mission and vision of Non-Government Organizations (NGOs) as Bangladesh context:

According to (ngoab.gov.bd) Bangladesh have about 2500 NGOs so that they have a mission and vision. It's different from others. But I can say it most of the NGOs give their priority to underprivileged people, the education sector, skill development programs, NGOs are the service provider besides the government, empowerment women, reduce the poverty.

2.3.1 Local Non-Government Organizations

a. Amal Foundations



Amal Foundation is working with Health, Education, Women empowerment, Emergency Crisis Response.

Mission

The mission of Amal Foundation is to build a country where education is provided to every child, to break the stereotype, to build a community where women have the same rights as men and to make sure every individual lives a healthy and happy life.

VISION

The vision of Amal Foundation is to have a prosperous nation with each individual contented in every aspect.

b. Manusher Jonno Foundation



Mission

Promote equality and democracy via collaborations with local stakeholders, including duty-holders, to ensure the equality and well-being of all citizens, including the vulnerable.

Vision

A society free from hunger, exploitation and bigotry in which people live in liberty, dignity and humanitarian assistance.

c. ITS Humanity Foundation



Mission

“To eliminate poverty and create a secure future for underprivileged children by providing free access to primary education, basic healthcare services and training on vocational skills to the underprivileged children.”

Vision

“To create a sustainable solution for underprivileged children.”

2.3.2 National Non-government organizations

a. BRAC



Mission

The mission of BRAC is to empower people and communities in situations of poverty, illiteracy, disease and social injustice. Our interventions aim to achieve large scale, positive changes through economic and social programs that enable women and men to realize their potential.

Vision

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

b. Proshika



Mission

The mission of PROSHIKA is to empower the disadvantaged through a comprehensive, intense and inclusive process of sustainable development.

Vision

PROSHIKA envisions an economically productive and just, socially just, ecologically responsible and genuinely democratic society.

c. ASA

**Mission**

ASA's mission is to support and strengthen the economy at the base of the socio-economic pyramid by facilitating access to financial services for the poor, marginalized and disadvantaged.

Vision

ASA's vision is to establish a society free of poverty,

d. Grameen Bank



Grameen Bank

Mission

The purpose of the Grameen Bank is to provide comprehensive financial services, enabling impoverished people to realize their full potential and break free from the cycle of poverty.

Vision

The vision of the Grameen Bank is to alleviate poor rural poverty through financing and social intermediation.

2.3.3 International Non-government Organizations**a. Oxfam International****Mission**

The purpose of Oxfam is to help formulate long-term solutions to poverty and injustice. We are part of a global movement for change that is empowering people to create a safe, just, and poverty-free future. Now we are building this bright future.

Vision

The vision of Oxfam is just a society in which people have the ability to influence decisions that affect their lives, exercise their rights and accept their obligations as formal citizens in a world where everyone is treated with respect and fairness.

b. Save the Children



Save the Children®

Mission

Save the Children in Bangladesh is the leading child rights organization with innovative, quality programs and advocacy, including during emergencies. To maximize impact for children, we will use resources efficiently and act with courage, ambition and integrity.

Vision

All children in Bangladesh realize their rights and grow to their full potential as active, respected citizens.

c. Action-Aid Bangladesh

act:onaid

Mission

To achieve social justice, gender equality, and poverty eradication by working with people living in poverty and exclusion, their communities, people's organizations, activities, social movements and supporters.

Vision

A just, equitable and sustainable world in which every person enjoys the right to a life of dignity, freedom from poverty and all forms of oppression.

d. International Rescue Committee (IRC)



Mission

IRC will implement low-cost, high-impact solutions to help people affected by disasters. We will also use our knowledge and experience to change humanitarian policies and practices in ways that benefit more people around the world. We will focus on removing the obstacles women and girls encounter.

Vision

The International Rescue Committee will always respond to the world's worst humanitarian crisis, helping people affected by conflict and tragedy restore their health, safety, education, economic well-being and power.

CHAPTER THREE
NGO: A MARKETING
PERSPECTIVE

3.1. Marketing Mix

The marketing mix refers to the set of operations, or methods, that a company uses to enhance its brand or product in the market.

According to Philip Kotler, 'marketing mix is the mixture of controllable marketing variable that the firm uses to pursue the sought level of sales in the target market'.



'Basic Marketing popularized a four-factor classification, the so-called four P's—product, price, place, and promotion.' In 1960, E. Jerome McCarthy in his book stated that, a mix of marketing means that distinctive abbreviation of four P's—product, price, promotion, and place. It is accomplished trading purpose. Its materials of marketing mix could be included as well as acquainted as a marketing statistical model or supply sufficient that can be used according to manufacturer instructions.

3.2. 4P's Of Marketing Mix

This is a marketing specialist called E. In the 1960s, Jerome McCarthy invented the Marketing 4Ps.

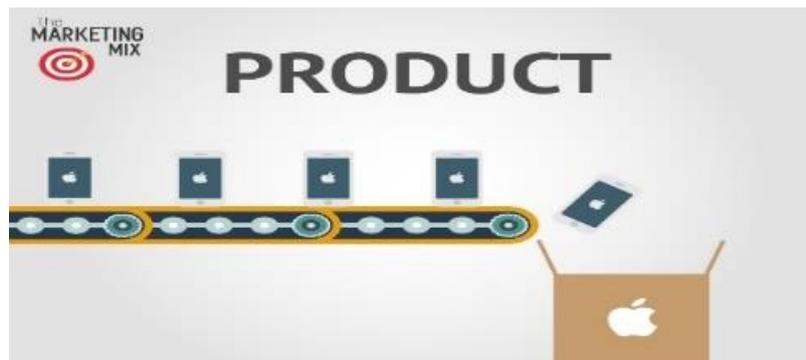
This category has also been extended across the global economy. Business schools should prepare this idea in the main marketing programs.



It is the source of component of the conception of the marketing mix.

3.2.1. Product:

A commodity is an object that is constructed or engendered in order to ratify the specifications of a certain category of persons. The commodity may be intangible or tangible in such a manner that it may be in the form of commodities or products.



Marketers should have ensured to the right type of product that marketers can full feel the demand for the market. The marketers must have done comprehensive research on the life cycle of the product, which they will create, in this during the product development.

A commodity does have a certain growth cycle, which happens to involve the period of development, the period of maturity as well as the maximum of decline in sales.

It is also consequential for retailers to rethink their goods in order to generate further appeal until around the process of selling declines.

3.2.2. Price:

Usually, customers pay for the product and to enjoy the product to use. Market value is a question of urgency and is also an acknowledgement of the concept of a marketing blend.

It likewise a big part of its marketing Strategize this wants the association's stead as well as endurance. Modifying Pays including the commodity greater considers the entire promotion system just as extraordinarily to influence the purchases and the request for an object.



Pricing always facilitates form the perception of a marketer's product in the consumer's eyes. Low price sometimes suggests that Associate in nursing inferior sensible within the consumer's eyes as consumer's compare vender sensible to a competition.

Consequently, costs too excessive will make the expenses outweigh the blessings in customers' eyes, and customers will consequently feel the cash over the marketer's product. Be sure to have a look at competitive pricing and rate accordingly. When placing the product price, the seller ought to bear in mind the perceived cost that the product offers.

3.2.3. Place:

Placement is an utterly vital proportion of the commodities conjoin definition. Marketers ought to function and allot the commodities in a boundary of this is gain able to the competency of the purchaser.



Along with a concentrative knowledge of marketer's goal bazaar. Understand the marketer's internal out as well as Marketers will disclose the maximum efficient positioning as well as transmit channels that at once communication to the market.

3.2.4. Promotion:



Promotion is a completely critical element of advertising and marketing as it is able to improve logo acknowledgement henceforth sales. Publicity is based on a variety of variables like:

- ✓ **Organization for Sales**
- ✓ **Communications with the public**
- ✓ **Publicity**
- ✓ **Progress of sale**

Advertising ordinarily suppresses communicate schemes that compensate corresponding television ads, broadcast commercials, press media, and net ads. In the contemporary era, there has always been a change in focus offline to the internet universe.

Public relations, on the opposite hand, are communications that are normally now no longer make amends. This consists of printing house acquittal, amplification, workshop, events as well as conferences.

Word of mouth was about as much a form of creative publicity. Word-of-mouth is an unofficial conversation approximately the blessings of the commodities through glad clients besides that everyday personage that income team of workers performs a completely critical position in public family members and Speech of the lips.

It is critical to now no longer have this obviously. Speech of the lips also It will flow onto the online platform. It was successfully yet it has the capacity to remain certainly considered one among the maximum treasured belongings you have got in accelerating your sales revenue online. An awfully excellent instance of that is online media of social platforms as well as dealing with a service provider online media of social subsistence.

Marketers mixture of promotional techniques and the way Marketers move approximately advertising will rely upon the marketer account, the aphorism of Marketers need to cohere, as well as also the goal marketplace Marketers have described heretofore in preceding sequences.

3.3 The Seven P's of Marketing Mix

It will actually additionally be crucial to the hit advertising of service. But the techniques for the 4 Ps require a few changes while carried out to service.



Service is typically produced and fed on simultaneously, the purchaser is frequently present inside the firm's factory, have interaction at once with the firm's personnel, and are truly a part of the carrier manufacturing process. Also, because the provider is intangible, clients will frequently be searching out any tangible cue to assist them to recognize the character of the carrier experience.

3.3.1. People:

Thorough studies are vital to finding out whether or not there are sufficient humans in their goal marketplace this is the call for positive sorts of services. The company's personnel are vital in advertising due to the fact they're those who supply the provider. It is vital to lease and educate the proper humans to supply superior providers to the underprivileged.



All the human actors taking part in the shipping of a carrier issuer cues the customers concerning the character of the provider itself. Their mind set and behaviour, how those human beings are dressed, and their private look all have an impact on the customer's notion of the carrier. In reality for a few carriers such as (in my studies perspective) counselling, teaching, training, consulting for underprivileged, and different dating primarily based totally on the carrier, the issuer is the carrier. In a different case, the agreement character plays what seems to be quite a small component in carrier shipping in my studies; right away during natural failures, human beings of NGO's assist the underprivileged human beings. Sometimes because of this, those companies can be the point of interest of carrier encounters that can show essential for the organization.

3.3.2. Physical evidence:

Even in the retailer services industry, with this in view have to be bodily proof that perhaps the provider has been transferred. Furthermore, bodily proof keep a connection additionally to whether a commercial enterprise as well as it is merchandise are cognized within side the bazaar.



Marketers without delay recognize precisely what Marketers presence is within side the marketplace, as Marketers are commonly marketplace leaders and feature set up a bodily proof as well as mental proof of their marketing.

3.3.3. Process:

The Delivery steps that the customer (beneficiaries) experience or the operational glide of the provider additionally provide customer (beneficiaries) proof on which to decide the provider. Some providers are complicated require the customer (beneficiaries) to observe a complex and extension collection of movement to finish the process.



The non-government organization is a service-based organization. They focusing on service marketing. First of all, they give the priority to underprivileged people so that they fixed the target area of the underprivileged people. After that, they can able to provide their service. Providing the service among this is formal and informal education training, awareness of food nutrition, microcredit, health and nutrition, training, water supply and sanitation human rights and advocacy, family planning and welfare, legal aid, and other areas.

CHAPTER FOUR
FINDINGS OF THE STUDY

In this findings chapter, I have listed all the findings that I have found essentially and have included the all findings and the assessment approximately the marketing mix factors of NGO sector of Bangladesh.

4.1. Services provided by NGO in Bangladesh

Non-Government Organization is basically a non-profitable organization. Its service-based organization. Below I discuss all services of NGOs' Bangladesh,

4.1.1 Humanitarian optimization and systemic growth of rural deprived organizations:

Notwithstanding the reality that deprived human beings have grandiose revel in approximate lifestyles, nevertheless, they may be incapable of growing precise approaches to scientifically examine and connect their troubles and some things amplitude they have.



In such a case, the endeavour of the non-government of organizations is well merit bringing up to assist them humans examine the alliance as well as troubles with inside the canvas of old, prone to superstition, vice-lifestyles way of looking/thinking. Number of progressed training, manufacturing trade of perspectives software amongst distinct businesses or areas, regular grown-up schooling functions, weekly investigative dialogue, etc. Diversified non-

government of organizations are gambling vital functions for humanitarian improvement via associated evaluation as well as in search of answers via distinct workshops, Cooperative human interaction, and alertness of socioeconomic plan of action. on the other hand, they have added positive vital ideas like growing small businesses, credit primarily based totally cooperatives, mom enrichment community and co-operative societies, and also these for the shelter less and poor person. Consequently, have reinforced the foundation of associational composition for dwelling in village impoverishment.

4.1.2 Generating Employment:

To inspire the agricultural bad to take part in distinctive monetary sports as well as to grow, their earning via employment propagation, numerous policies, strategies, and techniques of the NGO's have attracted the eye of a few overseas improvements adept. Nongovernment organizations generally generate ministration in ways. In advance, they offer ministration in their very own agency because additionally. They want members of the human race aid to operate. Next, they offer to lend as well as control help to another person, which creates a perfect time for new employment.



The tasks which can be being performed beneath Neath the superintendence, as well as help of nongovernment of organizations, are Irrigation thought for the landless, Catching fish at reservoirs, Boating inside this marine region by fishing, weaving, device substances for landless proportion cropper, beekeeping, Small-scale, wheat and corn harvest, blustering, craftsmanship, earthenware's, wooden as well as cane task, growing nursery. On the other hand, they are presenting schooling to 100 males as well as females on vaccination as well as

remedy of home cattle as well as poultry, production of sanitary lat and slabs; etc. They are appreciable of the eradication of impoverishment with the aid of using presenting the above-stated essentials.

4.1.3 An establishment with associations as well as Involvement in survivors:

Immensely critical as well as powerful metamorphosis by nongovernment of the organization is the method of institution sensible meeting. Because of, the conglomerate of the authentic beneficiaries as well as without an intermediary goal, arrangement is attainable to acquire a financial object point. Over and above, it is a powerful detail in designing the mortgage scheme fruitful. Which is a form of assembly that maintains up for the negative fashion of empowerment as well as focuses on the side of the raise of their entitlement.

4.1.4 Health, Nutrition, and Hygiene:

Within Bangladesh, Good physical condition, as well as vitamins fame of the agricultural common folk, could be immensely impoverished. The predominance is disadvantaged from minimum fitness as well as vitamin amenity. On account of this, a vast segment of the energetic nongovernment of organization of Bangladesh is imparting education and training provider with inside the subject of fitness and vitamins. Health and vitamins are one very vital indicator of poverty measurement. In a few particular regions of the number one fitness care area resembling cognizance of dysentery, inoculation towards 6 dangerous maladies, propagandize for fitness wakefulness, growth of H₂O as well as sanitation offerings, reproductive fitness care as well as own circle of relatives planning offerings, etc.

4.1.5 Education of Informal and Non-formal:

The NGOs are noticeably energetic inside the zone of casual as well as non-formal teaching institutions. The fine manner to increase kind-hearted useful implement is thru suitable schooling. Illiterates created because of loss of schooling is one predominant impediment for socio monetary improvement consequently additionally for impoverishment extermination. In our regime and UNICEF are attempting at their denier stage to eliminate the inability to read or write. The low price of ingress inside the number one educational institution, deterioration to draw the youngsters to seminary, unlikable schooling strait as well as a book list for, etc. Motive the price of the number one schooling inside the rural region isn't in any respect conjectural. The biggest nongovernment of organizations in our country. Additionally,

international ample, BRAC has commenced vassal TV for PC College devices primarily based totally on casual schooling scheme. In the end, the bad youngsters in the agricultural region are being bestowed eminent worth. Supplementary pre-eminence is bestowed at the collusion of dad and mom as nicely as the network in this eyesight. This application has changed beneath an essential appendage for the number one schooling device with the aid of using the government.

4.2. Price:

Non-Government Organization is basically a non-profitable organization. So that they does not charge any types of cost for their services. They provide their service to all beneficiaries.

4.3. Promotional Strategy of NGO in Bangladesh:



4.3.1 Pull and Push strategy:

NGOs make use of a pull approach a good way to entice the donor. They pull the donor with the aid of using making distinctive promotional sports analogous printing house emancipation in their sports, yearlong record in the company of them. In those events, Benefactors are asked to do so you will see the sports of non-governmental organisations and get involved in donating their cash to the health of human civilization. NGO's make the donor comprehend their obligation in the direction of society. As fund elevating may be very important for non-government organizations to provide the acceptor higher offerings, non-government organizations want to bring a higher stretch out approach for the benefactor. They ought to persuade the benefactor of giving funds for the conventional occurrence. As there are such a

lot of competitions everywhere, so NGOs want to approach immensely cautiously. The stretch-out approach is likewise utilizing for the acceptor to get the offerings of the NGOs.

Much of the way for the driving technique is employed for the acceptor because the acceptor of the non-government organizations are the foremost disadvantaged individuals of the communities so that they don't fathom their equity to form them perceive their equity's, Non-Government organizations ought to take the stretch out tactic. In a stretch out tactic, NGOs go to the acceptor as well as enlighten them regarding the commodities or favour that they require to provide them. In the beginning, they struggle to form them to get on to the magnificence of the services at freed from grievance. Additional that Such a margin requirement is paid to actually represent that whole Individuals higher within the upcoming days.

4.4. Important Aspects of NGOs for advertising mix selections:

a. The temperament of the consumer to hear-

The product and favour of the non-profit association vocation with the principally immaterial, and therefore, the sorts of favour that non-profit-making association transfer typically has an extended result. In charitable organizations, between the beneficiary and thus the beneficiary has much less involvement in accepting donations within the association and in receiving services from the association, this design of the retailers virtually impossible for the corporation to produce and distribute appropriate messaging that might attract overall the retailers to obtain items and/or services from either the business organization.



To Illustrate, BRAC shall have guidance on birth control, but in our country, there is a culture of not discussing concerning birth control. So, it is for a Smiling Sun dispensary to win over the folks of an Asian country to take birth control facilities from the dispensary. Thus, once the shoppers are not devoted to require the services or perhaps mention the favour, then it became very arduous for the corporate to win over them to require the services. Thus, within the circumstance of a Nongovernmental organization's announcements speak with the folks should be created in such a way which are able to win over them to require those favour from the associations.

b. Customers aren't geared up-

Another impediment in designing publicity choices for non-avail organizations is that during a maximum of the market purchaser are geared up for business commercials wherein they may be now no longer prepared commercials from non-profit organizations.

c. Failure to be conscious-

The second issue of publicity selections in a non-avail organization is that the goal reaction from the commercial is exceedingly depending on how conscious the marketplace is set the favour. If the marketplace is privy to the facility, then it's miles very in all likelihood that they will take the favour, however, if the marketplace isn't privy to the service, then the humans display very much less hobby in taking the service.

d. Have to be vigilant with choosing the consumer and publicity target-

One of the momentous selections inside the commercial is to select the goal patron and nominating media. In non-earnings agencies, the character of the provider tranquillizes on what's going to be the goal marketplace and what reciprocation ought to we take delivery of in addition to what media we ought to select to speak to the marketplace. For example, the starvation challenge promotes -Family Planning, maternal, new child, and baby fitness offerings in rural regions. It is far very glaring that the goal marketplace of starvation



challenge corporations ought to be dwelling in village humans. But, in dwelling in villagers' regions, it's far very essential to select the powerful media to offer the effective information, and this is why starvation challenge broadcasting commercials on transceiver and TV channels this is to be had on the one's rural regions.

Most of its tv commercials ought to be broadcasted in Bangladesh television as dwelling in village regions BTV may be very exoteric. Albeit agencies manage one-of-a-kind media to offer the information to the humans, however, the only media in non-avail organizations is to speak head to head with the purchaser. For instance, it is simple to persuade humans to take their circle of relatives making plans offerings with the aid of using at once speaking to them rather than offering commercials on television channels.

e. Have to be vigilant in choosing acceptable terms-

Afterwards and, a non-revenue company, it's far very vital to pick the right phrase for growing the effective information so that the goal marketplace ought to without difficulty apprehend that.

4.5 Development of internet marketing facilities for attracting funders:

a. Website -



The Web is one of the critical contact factors for each donor and receiver. To entice international donors, worldwide languages ought to be acquired. The website ought to truly outline the organization's targets and policies. The inclusion of presently jogging tasks gives more visibility. To serve nearby receivers, the internet site needs to be in the naturalised composition, as well as use films and photographs to illustrate in place of a massive article of in word.

b. YouTube -



YouTube gives no avail corporations the potential to receive the development of branding as well as publicity potentialities generally presenting to large worthwhile mobility that uplift the space of YouTube in phrases of video apportionment. YouTube also can offer to feature Call to motion overlay on corporations' movies to force promoting the al kind of video.

c. Email -



For non-profit company's e-mail is taken into consideration as an in a position and green device to bring to pass one after another verbal exchange with the benefactor. At first, e-mail may be dispatched to expectation benefactors to transform them into benefactors, then to present donors to inspire them for similar donations and ultimately applaud them for his or her Excellency.

d. Social Media -



Networking sites are among the largest quality varieties of Engaging promotional applications. It's freed from cost, has international attain, and permits Venture in order by the consumer. Donors can have interaction with unlearning associations, have-actual time bring up to date at the walking thought, and proportion the reason with their kith. Acceptors can acquire precious tidings as well as assistance through community media. With the assist of community media sites, it might be less difficult to operate virtual marketing share systematizing site visitors to down load touchdown web page for management top rate subject matter, and this may assist to produce a method for the increase of the main store of data.

CHAPTER FIVE
RECOMMENDATIONS AND
CONCLUSION

5.1 Recommendations

It's too much difficult to forgive any recommendation to the NGO sector because Every NGO'S are different from others, but most time renowned NGOs do the same things different way except for local NGO's in Bangladesh. They can use word of mouth of their service among their beneficiaries so that they can spread their service.

In modern times, in this improvement of that same poor and perhaps the vulnerable, the intended Citizens including its community, NGO is lots professed. It was confirmed that the lively subsistence of NGOs is a benediction for the general as well as community improvement of our country. The NGOs commenced in a battle bothered in our country with comfort and exculpation project. At his present moments, they are ubiquitous in our own country socio-monetary, functional program, own circle of relative's dodge, pedagogy, fitness, etc. The Non-government organization have confirmed themselves because of the actual companion of the authorities in impoverishment demolition and community-cultural improvement. Most of the time organizations are extra a success in a few elements of improvement in which the authorities are playing a subordinate preface.

In this own country enlargement of the mortgage quantity, mortgage functions, and achievement are wished for impoverishment demolition. Particularly, it is vital to set up a heat and reliable courting via way of means of placing aside exceptional boundaries among the regime time and Non-government organization. In this situation enlargement of constitution-NGO partnership function, opinion understanding sharing at ordinary program language period and growing modern-day strategies, ensuring accountability, and via way of means of immobile upstairs variations in local government evaluations are virtually vital for the sake of own city, for its bad and abandoned in general folk.

Whatsoever, a few boundaries changed into discovered with inside the NGO attempt to impoverishment demolition for giving up the extremely bad, furcate and sub- partitioned running circumstance, location primarily upon with variations in function, detach with of doors goal humans and vulnerable courting, taking part in business activities, assisting political events. Albeit they can assail those boundaries freshly it can virtually be was hoping that they retain gambling the position of the counsel for the defence of financial as well as

community improvement in own country as well as also the administration of the country for financial increase and improvement.

5.2 Conclusion

A non-governmental organization (NGO) is an autonomous non-profit organization that serves social, political, humanitarian, or environmental causes at the local, national, or global level, and has nothing to do with the government. The beneficiaries are your primary customers, and the contributors are your secondary customers. It cannot be one or the other, but NGOs must meet the needs of these two groups of consumers. And this is probably the difficulty, which brings difficulties to the work of NGOs. The purpose of this research is to explain the marketing process of NGOs in Bangladesh. Among the services found in the research, the main service of non-governmental organizations (NGOs) in the health system is to provide services and promote health, medical, social and spiritual assistance, as well as integration activities, job creation, nursing and nursing care, material and financial support, education, information and training services. Among the promotional strategies found in the research, NGOs use pull methods to attract sponsors. With the help of donors, in their campaign, in their company, they created a unique propaganda campaign similar to the liberation of printing houses. It is also found that to develop marketing campaign for attracting the sponsors and donor; NGOs use websites, YouTube, Email, and social media platforms.

Reference

- (n.d.). Retrieved from <https://www.rescue.org/>
- (n.d.). Retrieved from <https://actionaid.org/bangladesh>
- (n.d.). Retrieved from <https://bangladesh.savethechildren.net/>
- (n.d.). Retrieved from <https://www.oxfam.org/en/what-we-do/countries/bangladesh>
- (n.d.). Retrieved from <https://proshikabd.com/>
- (n.d.). Retrieved from <http://www.brac.net/>
- (n.d.). Retrieved from <https://www.itshumanity.org/>
- (n.d.). Retrieved from <http://www.manusherjonno.org/>
- (n.d.). Retrieved from <https://www.amalbangladesh.org/our-project>
- (n.d.). Retrieved from <https://marketingmix.co.uk/>.
- (n.d.). Retrieved from <https://www.marketing91.com/marketing-mix-4-ps-marketing/>
- Authorities, B. F. (2015). NGO/NPO Sector Assessment of Bangladesh.
- Claessens, M. (2018). Marketing Mix for Services – 7 Ps of Integrated Service Marketing. Marketing Explained.
- Cunningham, J. B., & Kempling, J. (2011). Applying the HR Scorecard in Public Service Organizations. Promoting Organizational Fit in Strategic HRM, 193-213.
- Hussain, D. A. (2017, December 19). NGO Operations in Bangladesh and Emerging Realities. Retrieved from <https://www.daily-sun.com/printversion/details/276047/NGO-Operations-in-Bangladeshand-Emerging-Realities->
- Jahan, I., & Bhuiyan, K. H. (2019). Promotional Strategies of NGO in Bangladesh: Backward and Forward Linkage. Global Journal of Management and Business Research: E Marketing, 19(3), 15-18.
- ZOHIR, S. (2004, January). NGO Sector in Bangladesh An Overview. Research gate. Doi: 10.2307/4415513