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Volunteers in Action

MyKartavya
A NASSCOM Foundation Initiative **get involved**



Foreword

I am delighted to introduce NASSCOM Foundation's '**Volunteers in Action**' booklet that will provide a window into the world of corporate volunteering.

The IT-BPO industry employs 2.5 million young and dynamic people - the future of our country. They have a spirit, a zeal to see a different world around them and are willing to do what is necessary to usher change. That is what sees software engineers creating NGO websites, project managers conducting workshops for NGO managers, HR managers providing counselling to youth with disabilities, CXOs providing mentorship to social entrepreneurs and many such examples.

Corporates across the country have realised the 'business case' in promoting employee volunteering. Volunteering not only enhances team work and professional competencies but also drives and integrates employee involvement in core business functions, be it freshers or veterans. It helps in keeping employees engaged and in improving the reputation of the company both internally and externally. An active employee volunteer program not only injects values of social commitment and responsibility into the culture of the company but also into the lives of the employees and their families.

I hope you find this booklet useful in designing and structuring your volunteer program. I take this opportunity to thank CSC India for their support and active participation in the 'BRing the Change' week and in bringing out this document.

We look forward to your feedback and to engage with you further to enhance the impact that your volunteers are creating.

RITA SONI | Chief Executive Officer

Understanding Volunteering

A Global Perspective

“Volunteering includes a wide range of activities, including traditional forms of mutual aid and self-help, formal service delivery and other forms of civic participation, undertaken of free will, for the general public good, where monetary reward is not the principal motivating factor.”

—UN General Assembly

“Volunteering includes activities or work that some people willingly do without pay to promote a cause or help someone outside their household or immediate family.”

—ILO

“Volunteering is defined as a form of social behaviour undertaken freely, which benefits the community and society at large, as well as the volunteer, and which is not driven by financial considerations.”

—UN Volunteers

"I shall pass through this world but once. Any good therefore that I can do or any kindness that I can show to any human being, let me do it now. Let me not defer or neglect it, for I shall not pass this way again.”

—Mahatma Gandhi

I Volunteer because...

“I care.”

—*Kavitha Sreedhar*
Concentrix

“I believe if I can make some changes in the lives of others then I consider I have lived a fulfilled life.”

—*Christine Pereira*
Aegis Limited

“There is a cost of ownership associated with everything and contribution to the society is the rent we need to pay to stay on this planet, be it in terms of time or efforts.”

—*Syed Najeeb*
Octaware

“I love to bring out the best in others.”

—*Elizabeth Jones*
Thomson Reuters

“It is an excellent platform to engage and network with NGOs that have been doing some great work.”

—*Reena Chowdhury*
Thomson Reuters

“I want to see the world from the eyes of the unprivileged.”

—*Om Tripathi*
Steria India Limited

“I love the great feeling it brings. In fact, I feel the feeling can be addictive.”

—*Rahul Varshney*
Newgen Technologies

“I want to be the change.”

—*Priya Mittal*
Tata Consultancy Services

“Volunteering is an indomitable spirit fuelled by vision, passion and action. The fire thus lit, sparkles, warms hearts and lifts up people.”

—*Harish Rao*
CSC

“I enjoy helping people and it is professionally and personally fulfilling and a great Karma.”

—*Deepak Srivastava*
CSC

“Seeing a smile on a deprived human being is worth heaven - Way to getting closer to God.”

—*Jagjit Singh Chawla*
Deutsche Bank

“I believe I can make a difference in a small way.”

—*Meenu Bhambhani*
MphasiS Limited

“It gives me a sense of joy and self-fulfillment and helps me connect with myself.”

—*Maggie Singh*
Tata Consultancy Services

“It is not only an avenue to channelize my social consciousness but it also serves as a platform for social transformation.”

—*Justin Paul*
Mahindra Satyam

“I understand my responsibilities towards the environment. Following small steps does not require extra effort from my side.”

—*Manish K*
Mahindra Satyam

Manage your

A planned and structured approach to volunteering helps in measuring effectiveness. The volunteer management cycle should involve the following steps:

Volunteer Management Cycle



Stars

Volunteer Management Checklist

Do you have...

A clear understanding of how volunteers contribute to the beneficiary organisation?

Goals and plans?

A volunteer policy?

A volunteer manager/co-ordinator for managing your volunteer program?

Volunteer induction and sensitisation plan?

Detailed project information?

Expectation from volunteers?

Measure to Manage

1. What can't be measured, can't be managed

2. Assess impact and get feedback

3. Enhance the credibility of your program

4. Use as a tool for volunteer motivation

5. Leads to program growth and improvement

Parameters of measuring volunteers' contribution:

- Number of hours a volunteer has contributed
- Meeting project goals
- Peer engagement
- Skills enhancement of volunteers/beneficiaries



Tools for measuring volunteering

The Manual on the Measurement of Volunteer Work
by International Labor Organisation

http://www.ilo.org/wcmsp5/groups/public/@dgreports/@stat/documents/publication/wcms_162119.pdf

Measuring Volunteering: A practical Toolkit by United
Nation Volunteers

<http://www.toolkitsportdevelopment.org/html/resources/DA/DADD6C80-1572-442B-867F-A032B970C9E2/measuring%20volunteering%20Toolkit%20UN.pdf>

Do's and Don'ts of Volunteering



Leave your address & contact details with the volunteer coordinator

Take initiative to start something new or better during your assignment

Maintain friendly relations with employees and other volunteers of the NGO you work with

Keep mentor updated about new initiatives undertaken

Speak sensitively, considering the circumstances of the beneficiaries

It is ok to say NO to tasks beyond one's competence

Read about the area of work you are taking up

Inform the NGO if late or absent or if discontinuing with services



Over-commit to the NGOs or communities

Set unreasonable goals

Think volunteering must be a group effort

Take up work for issues that you are uncomfortable with

Get personal with NGO staff or community members

Expect overnight change

Get involved in NGOs internal matters

Structure your **Stars**

Volunteer Policy

A volunteer policy should have the following sections:

- Overall Business Responsibility goals
- Induction, training and sensitisation sessions
- Volunteering program structure and roles
- Budget
- Health, safety and insurance
- Monitoring and evaluation
- Grievance and disciplinary procedures



Benefits

Demonstrates that the employee volunteering program has the support of senior management

Ensures everyone knows the procedures involved

Indicates to employees that the program is taken seriously and is worthwhile

Structures the programme

Characteristics

Aligns to company's overall business principles

Aligns to company's HR policy

Communicates to all stakeholders

Written clearly and focused

Volunteer Policy Templates

1. UK Govt. site

<http://www.justice.gov.uk/downloads/guidance/youth-justice/workforce-development/working-with-volunteers/volunteerpolicytemplate.pdf>

2. Volunteering North Queensland Inc.

<http://www.volunteeringnthqld.org.au/vppm.pdf>

Keep **Stars** Happy



Recognise STAR volunteer of the month

LinkedIn recommendations

Tweet about your volunteers

Upload volunteer feedback and photos on your intranet, newsletter and website

Volunteering to hold significance during appraisals

Incentivise your volunteers

Give volunteers an opportunity to share experiences on public platforms

Managing your **stars**

The MyK Way!

The MyKartavya program has become the 'Strategic Volunteering' arm of NASSCOM member companies. With more than 25,000 volunteers from 17 companies, MyKartavya is considered an extension of the Business Responsibility program of the IT-BPO industry, enabling BR/HR managers to effectively manage their employee volunteering programs.



Benefits of **MyKartavya**

Structured implementation of your volunteering program

Strategic utilization of your employee's time and competency

State-of-the-Art portal for measuring impact

Industry-wide and international recognition for corporate and employees

You can contact us on

Twitter MyKartavya
LinkedIn mykartavya@nasscomfoundation.org
Website www.mykartavya.com
Email myk@nasscomfoundation.org

MyK stories

A picture is worth a 1000 words



Expanding children's horizon



Go Red-AIDS awareness



Program management workshop



Donate a meal



Visit to old age home



Billion acts of green



CEO Volunteer day



Clean up drive

Resource Centre

Defining Volunteerism

<http://www.worldvolunteerweb.org/resources/policy-documents/united-nations/doc/recommendations-on-support-for.html>

http://www.ilo.org/wcmsp5/groups/public/---dgreports/---stat/documents/meetingdocument/wcms_100574.pdf

Volunteer Management

http://www.urban.org/uploadedPDF/411005_VolunteerManagement.pdf

http://www.citizensinformationboard.ie/publications/providers/downloads/Managing_Volunteers_08.pdf

Measuring Volunteerism

http://www.volunteertoday.com/PDF/Measuring_the_Difference.pdf

<http://www.toolkitsportdevelopment.org/html/resources/DA/DADD6C80-1572-442B-867F-A032B970C9E2/measuring%20volunteering%20Toolkit%20UN.pdf>

http://www.eesc.europa.eu/resources/docs/salamon---eesc_volunteering_-9-30-2011.pdf

http://www.ilo.org/wcmsp5/groups/public/@dgreports/@stat/documents/publication/wcms_162119.pdf

Others

<http://www.serviceleader.org>

<http://www.unv.org/en/news-resources/news/doc/volunteering-to-change-the.html>

<http://www.volunteering.org.uk/NR/rdonlyres/1D0E311D-6540-44BB-B18A-7A8178DC39B4/0/evguide.pdf>

<http://www.communitybusiness.org/images/cb/publications/2005/EVguideEn.pdf>

<http://volunteer.ca/files/RethinkingEng.pdf>