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On the other hand Indian corporate bodies find it difficult to identify and partner with NGOs that may best suit their corporate social responsibility (CSR) initiatives, and feel the absence of an appropriate system that would help them showcase their CSR initiatives and channelize their contributions effectively; Socially aware individuals who want to make a difference, do not really know how to go about it. They do not have an easy means to keep track and be updated about the various social initiatives that they could contribute to nor is there an easy system to network with persons sharing similar passions and a will to bring about a change

To address this gap, CSO Partners has developed NGO Marketplace (www.ngomarketplace.com), an interactive networking platform where various stakeholders â€“ NGOs, corporate bodies and individuals â€“ can interact and collaborate

The platform provides a range of features such as a profile page, micro-site, chat, offers and appeals, Indian CSR, NGO rating, library and request for proposals, to help users network and collaborate with each other

There are more than 3.3 million registered Indian NGOs. Most of these organizations remain largely unknown. This anonymity might result in them not just getting the resources and accolades they might rightly deserve but also prevents them in sharing their views and perspectives on various social issues

Through NGOs in India,NGOs will be able to have a web presence, spread awareness of the work they have undertaken, widen the followers to their social cause and mobilize both financial and non-financial resources. It is interactive, accessible; synergistic with a clear focus on finding solutions and form lasting partnerships

Not only for NGOs but for Corporates & Individuals too NGO Marketplace has a lot to offer. It is envisaged to serve as a nodal point for corporate, individuals and civil society organizations to come together for a cause. Through the networking portal the users will be able to spread awareness of the work they have undertaken, widen their constituencies of supporters to their social cause and mobilize both financial and non-financial resources

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