



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2016; 2(7): 170-173
www.allresearchjournal.com
Received: 23-05-2016
Accepted: 24-06-2016

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Role of 'NGOs' in Social Developmental Sector

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Abstract

India is a country of villages and that the successive Government have laid Emphasis on the overall development of villages by designing various social Development Schemes. In this regard the NGOs have greater role to along with many other Organization interested in social Development. The problems and challenges faced by NGOs are numerous and peculiar. The biggest and the most prominent being the inability of NGOs to keep track of all the information generated relating to social Development. Further, these are engaged in various development activities. This article makes an attempt to identify the focuses on needs of NGOs based on a study of active NGOs in Gulbarga District of Hyderabad-Karnataka region. Observes that the NGOs need focuses on support from all the Angles besides requiring training in minimum skills and offers an opportunity for the LIC sector to have collaboration with NGOs in Imparting training in creating awareness of usefulness of society information.

Capacity building efforts in nonprofit or Non-Government Organization (NGOs) are assumed to lead to improvement in organizational effectiveness. Donors including private foundation and bilateral Aid Agencies have increasing funded NGOs to improve their capacities in various areas, ranging from strategic planning and financial management to technology transfer and performance assessment.

Keywords: NGOs, social development, strategic, performance, assessment

1. Introduction

This Article focuses on the emergence of support Organizations that play strategy evaluation of development NGOs as a sector begin with a discussion of sector challenges from outside such as public legitimation governments relations with business, and relations with International actors. Commercialism restricted focus, material scarcity fragmentation, and paternalised rise of agencies to serve critical support functions, such as strengthening individual organizational capacities, mobilizing material resources providing information resources, building alliances for mutual support, and building bridges across sources. Then, we examine how those organization have solved critical problems for Development. We develop some prepositions about the creation and establishment of support strategic position, the choice to take strategic action and how external assistance strategic roles.

Definition:

A NGOs is a voluntary organization set up to work in social and development sector.

Other similar terms used to describe an NGO:

- * Community based Organization
- * Not for profit
- * Non-profit
- * Voluntary Organizations
- * Registered societies

Number of NGOs Working in India:

- * The Estimate ranges from one million (10 Lack) to four million (4 Lack)
- * This numbers seems astonishing high, but understand that most of the educational Trusts, religious entities, sports bodies --- are all NGOs

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* Indian NGOs.com estimates that the number of serious NGOs working in the social and developmental sector would be anywhere between 30,000 to 1,00,000.

Various Responsibilities in an NGO:

* NGOs are organization so, like any corporate, they have a set of people leading and Implementing programs/projects.

* At the top of the organization is a board

* Unlike Corporate, NGOs work with a lot of volunteers and work closely with their beneficiaries.

* At the operational level, the NGOs is led by either a full time CEO (e.g. Parvin Verma of CRY)

* Directors or (Eg. Deepalay) or Director

* Large NGOs like CRY have a system as good as a corporate, comprising strategists, programme manager accounts, H.R. professional, marketing professional volunteer, Coordinators, documentation manager.

* Medium sized NGOs have smaller infrastructure and the smaller NGOs have just a handful of people who do all the work.

Skills Necessary for a NGOs:

A) Community Organization:

Group dynamics

Community integration

Problem identification

Community investigation

Socialization

Mobilization

Communication

Role playing

Objectivity, Monitoring and Evaluation

B) Business Skills:-

Planning

Participatory (circular) Management

Accounting and book keeping

Marketing and purchasing

Negotiation

Monitoring and record keeping

C) Participatory Action Research:-

Identification of Research problem

Identification of different research tools

Data gathering

Analysis of data

Consultation with the community and validation of data.

Drawing of Conclusions

Making of recommendations.

Technical skill in micro-computers

Organizing co-operative/credit unions.

Handling labour problems

Understanding legal aspects

D) Documentation, Dissemination of Information:-

Small group formation

Clarification of values and vision

Different kinds of media production

Group dynamics

Conceptual/ sensitizing skills

Communication skills and visual aids

Advocacy

Networking and linkages

E) Training Method:-

Use of media

Use of cultural form

Workshop organization

On the job training participant observation

Group dynamics

Practice theory/ Action reflection

Exposure programme

Group discussion and synthesis brain storming

Self-learning kits and modules

Non - Governmental organizations play a significant role in socio-economic and political changes in community life. The voluntary organizations all over the world and more so in India have very specific goals and objectives of overall upliftment of the society by bringing in to the main stream the lowest of the lower strata by providing so to say at their door steps the outreach services at practically no cost or at the symbolic cost they can easily afford and that too without lowering their sense of self-respect. The NGOs work with unstinted sense of services to the humanity without any discrimination of country, colour, race and religion.

India is a country comprising of 457,137 villages (1991 census). More than 70% of India's population live in the rural areas. Successive five year plans have laid emphasis on the need for greater involvement of voluntary organizations in development activities because of their innovativeness, commitment among workers, flexibility of approach and close contacts with local people imbibing attributes of cost effectiveness. As such the NGOs are implementing the rural development programs of the Government along with other NGO's and Panchayat Raj institutions.

The growth of NGOs has been rapid particularly in the recent years. It has been approximately estimated that one million NGOs are functioning in India ^[1]. No voluntary organization how so ever big can function on its own without proper collaboration with other agencies. In fact, these NGOs carry out their activities in rural development programs in a given or developed set up. However the problems and challenges faced by NGOs are numerous and peculiar. The biggest and the most prominent being the inability of the NGOs to keep track of all the information generated relating to rural development. Further, these are engaged in various developmental activities. As such their information needs vary.

Objectives of the study

Hence this paper makes an attempt to identify the information needs of the NGOs and how they satisfy the needs based on a study of active NGOs in Gulbarga District of Hyderabad-Karnataka region which, is considered to be the most backward region in the state of Karnataka comprises of Bidar, Gulbarga, Raichur, Koppal and Bellary. Due to paucity of time this study concentrates on Gulbarga District only.

The District of Gulbarga was previously a part of Hyderabad state and was later on integrated with the new Mysore state (Now called Karnataka). The district comprises of ten talukas viz., Afzalpur, Aland, Chincholi, Chittapur, Gulbarga, Jewargi, Sedam, Shahapur, Shorapur, and Yadgir. It is the biggest in terms of the geographical area and has been divided into three revenue subdivisions viz. Gulbarga, Sedam, and Yadgir. The district has 18 towns, 48 hoblies 1305 inhabited villages ^[2]. 3705 NGOs are registered in the District ^[3]. The

study is based on the responses to a structured questionnaire by twenty-eight NGOs of the district.

Table 1

Characteristics	Number	Percentage
Age		
Less than 5 years	7	25.00
6-10 years	14	50.00
More than 10 year	7	25.00
Area of operation		
Rural	13	46.4
Rural and urban	16	57.1
Sub-divisions		
Gulbarga	14	50.00
Sedam	8	28.6
Yadgir	6	21.4
Basis for programs		
Objectives	3	
Community needs	17	60.7
Government schemes	8	28.6
Sources of Finance		
Government	11	39.3
Indigenous	4	14.3
Donations	13	46.4
Services		
Community based	16	57.1
Institutional	8	28.6
Non-Institutional	4	14.3

Characteristics of Population

Twenty-eight NGOs that are active in the district were contacted and the concerned authorities were interviewed using structured interview schedule. Fifty percent of the NGOs under study are less than ten years old, more than fifty percent are operating in rural as well as urban area, while the remaining are in operation in rural areas only. For a larger majority, community needs form the basis for their programs (60.7%), provide community based services (57.1%) and depend on either donations (46.4%) or the Government (39.3%).

Table 2

Reasons	Number	Percentage
Technical expertise	21	75.00
Skills development	21	75.00
Infrastructural support	17	60.7
Mobilization of Financial resources	21	75.00
Identification of targeted beneficiaries	11	39.3
Operationalizing activities	16	57.1
Preparation of proposals	21	75.00
Identification of benefit schemes	19	67.9
Identification of employment potentiality	15	53.6
Funding assistance	19	67.9
Identification and mapping of local needs	11	39.3
Analysis of demographic characteristics	11	39.3

Results

Seventy five percent of the NGOs under study need information on technical expertise, skills development, preparation of proposals, and mobilization of financial resources. A larger majority needs information for funding assistance (67.9%), identification of benefit schemes (67.9%), infrastructural support (60.7%), operationalizing activities (57.1%) and identification of employment potentiality. Nearly forty percent need information for identification and mapping of local needs, analysis of demographic characteristics and identification of targeted beneficiaries [Table 2].

Table 3

Library	Number	Percentage
Library (N = 28)		
Yes	9	32.1
No	19	67.9
Availability of Professionality Qualified Library Staff (N = 9)		
Yes	1	11.1
No	8	88.9

More than two third of the NGOs studies do not have a well-equipped library. Of the one third who have Libraries professionally qualified library staff is found in only one library [Table 3]

Table 4

NIRD and its Library	Number	Percentage
Awareness (N = 28)		
Yes	18	64.3
No	10	35.7
Use of NIRD and its library (N = 18)		
Yes	5	27.8
No	13	72.2

Nearly sixty - five percent of the NGOs are aware of National Institute of Rural Development, Hyderabad and its activities. Of those who are aware, more than twenty-seven percentage are consulting NIRD and are making use its library [Table 4].

Discussions and Conclusions

The NGOs in the district are engaged in various developmental activities such as community based services, non-formal education, health and family welfare services, provision of good seeds, supply of manure, post-harvest technology, dry farming, water management, housing, marketing, social welfare program, etc. they adopt various methods in order to reach their goals and objectives. Most of the NGOs working in the rural area need information on varied aspects viz., technical expertise, skills development, preparation of proposals, mobilization of financial resources, funding assistance identification of benefit schemes, infrastructural support, operationalizing activities, identification of employment potentiality, identification and mapping of local needs, analysis of demographic characteristics and identification of targeted beneficiaries. Hence they require all type of information be it conceptual, or empirical or procedural or stimulatory or policy or directive type of information. Though the NGOs under study make use of different sources of information they heavily make use of human sources besides making use of books and monographs, newspapers, news bulletin of various organizations, etc. The study reveals that the potentiality of other sources of information like case profiles, research reports, television, Gazettes of state and Central Governments and other Government publications, Internet, Periodicals and Theses/Dissertations has not been recognized by the NGOs. This is the area in which awareness needs to be created among the NGOs.

The fact that a large number of NGOs do not have a well-equipped library and those that have libraries do not have a qualified staff, clearly substantiates the assumption that these organizations have neglected the importance of information from its generation to utilization. The picture is very dismal as many of them are not in a position to acquire or keep track of all the information generated on rural development. Another significant finding of the study is that a good number of NGOs are aware of National Institute of Rural Development,

Hyderabad and its activities but very few are making use its facilities and library. This assumes significance in the backdrop that NIRD is functioning as the clearing house of rural development information at the national level. This clearly indicates that these are working in isolation.

Conclusion

In sum it is important to highlight the significant shifts that the whole world is experiencing in the past five to six years. These shifts have 2 major impact on the roles and strategies of voluntary action worldwide, as well as in India. However, a proactive and meaningful response to such global trends requires a deeper analysis of these shifts and serious strategic thinking on a part of voluntary organizations. There is a need to promote such a strategic reflection, without becoming reactive or panicky. It is hoped that voluntary organization, individually and sectoral, will be able to address these and other challenges effectively.

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