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KNOWLEDGE AWARENESS OF BENEFICIARIES AND NON-BENEFICIARIES ON THE ROLE OF NGOS IN RURAL DEVELOPMENT

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ABSTRACT

Rayalaseema region of Andhra Pradesh is the drought ridden area in Andhra Pradesh. The four districts viz Anantapuramu, Chittoor, Kurnool and YSR Kadapa districts are situated in a rain shadow area in the middle of the Indian peninsula, out of full reach of both the south- western and north-eastern monsoon. Good rains come only for every three or four years. In responding to the contemporary importance in the context of globalization, there is emerging need to understand various methods used and adopted by the NGOs in the process of development of rural areas and for overall development of rural mass. Also, it needs to be studied in detail to understand the real impact made on rural development by the sample NGO in implementing the various developmental schemes and empowerment programmes. The study on role of NGOs in rural development in the context of globalization has assumed greater significance, in the recent past, as a response to the failure of the 'Top- Down', welfare oriented approaches to the rural development programmes. In recent years, development agencies, decision makers, and officials increasingly laud the role of NGOs in rural development for proper implementation of any development programmes. Indeed NGOs are considered as an effective intervention with a positive impact on Socio-Economic improvement of rural people. Hence the present study is aimed at bringing out the pros and cons of NGOs with special reference to selected NGOs of Rayalaseema region of Andhra Pradesh.

Key-Words: Attraction, Awareness, headquarters, kind of help.

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INTRODUCTION

The voluntary sector or non-governmental organizations have emerged as a new force contributing to social uplift and economic development. India is estimated to have 3.3 million registered NGOs. They play a vital role in the shaping and implementation of participatory democracy, and their credibility lies in the responsible and constructive role they play in society. They work at grassroots level in the remotest of areas and their reach is much wider. During the nineties the distinctive trend was the emergence of welfare oriented, non-profit and

empowerment oriented organizations. NGOs emerged as important players in the development arena. The emerging NGO or voluntary sector is also known as the third sector.

NGOs are engaged in development work in the remotest of areas in a variety of areas like health, education, water, environment, human rights, SCs/STs, Women empowerment, child rights, disability, etc., ensuring that people got their entitlements. Government has accepted role of NGOs in the development process. Many a time, NGOs act as a bridge between hard-to-reach areas and the government. Recognizing the important contributions made by this sector, in 2002 Planning Commission was declared the nodal agency for Government Organization - Voluntary Organization interface. This was the much needed step to have a focal point for an integrated and holistic view of the voluntary sector.

The National Policy on the Voluntary Sector 2007 was the outcome of intense discussions between the Planning Commission and the voluntary sector. The policy seeks to establish a new working relationship between the government and the voluntary sector. The role of the voluntary sector can only expand and a well thought out policy that supports and encourages NGOs can take forward the process of development. However there is also the need for reciprocal efforts by NGOs themselves to assess and monitor their own performance rather than stringent government regulations. This would indeed be a win-win situation for all.

In recent years, and especially since the end of the Cold War, bilateral and multilateral 'aid' agencies have pursued what Robinson calls a 'New Policy Agenda' which gives renewed prominence to the roles of NGOs and grassroots organizations (GROs) in poverty alleviation, social welfare, and the development of 'civil society'. The details of the policy agenda vary from one 'aid' agency to another. There are significant differences between, for example, the World Bank and the European bilateral agencies. In all cases it is driven by beliefs organized around the twin poles of neo-liberal economies and liberal democratic theory.

The emphasis on NGOs in 'development' by agencies like the World Bank, UNDP and DFLD requires elaboration, since they (the agencies) have tremendous influence on the formulation and implementation of policy in the recipient countries. The Commonwealth Foundation has prepared a guideline for good policy and practice for NGOs, donors and governments (Ball and Dunn, 1995: 32). The importance of NGOs to the World Bank can be demonstrated from the statement by its President at its Board of Governors meeting in Berlin in 1988.

Government policies and public programmes play a critical role in poverty alleviation. But governments cannot do everything. Non-governmental organizations in many developing countries have enormous potential for flexible and effective action.

According to World Bank, the NGOs role should not be limited to project implementation, though that seems to be the mode most often used by governments and 'aid' agencies. NGOs were judged by a Bank appraisal team to be more effective than the public sector in reaching the target groups. The Bank policy mentions that GO-NGO collaboration should aim to complement, not by-pass, government efforts and to contribute to long-term institution-building. So, it is predictable that NGO-World Bank interaction will expand. While only 6 per cent of all Bank-financed projects in the period 1973-88 included provisions for some form of involvement by NGOs, NGOs were to be involved in about 30 per cent of all bank-financed projects in FY (Financial Year) 93, and between 40 and 50 per cent of projects approved in FY94 and 95. Bank-financed projects are sometimes designed to include mechanisms for channeling funds to NGOs-the most significant are the social funds. Since FY88, the World Bank has made a special effort to engage local, as opposed to international, NGOs in its operations, given their on-ground presence and first-hand knowledge of the needs and interests of local communities. The World Bank has also prepared a practical guide to operational collaboration between the

World Bank and NGOs. To the World Bank, the swing towards multi-party democracy in many parts of the world may well lead to increased public participation at the local level, often with the involvement of NGOs. It is expected that growing interaction between the World Bank and NGOs will help in the shaping of public understanding of global 'development' issues.

OVERVIEW OF LITERATURE

Chatterjee, N. and Mohammed Ashraf Dar (2011) discussed the role of CAPART in rural development and its various scheme for the promotion of Non Governmental Organizations. The authors is of the opinion that the NGOs are playing an important role in creating awareness amongst the rural masses with respect of various flagship development programmes of the government through advocacy, dissemination of information as well as sensitization of the rural population. They elaborately outlined the vision and mission of CAPART.

Ramakrishna H. (2013) opines that the NGO were efficiently functioning for elevating the socio-economic position of the underprivileged. According to authors even the Government of India has acknowledged the critical role of the NGOs in the Five - Year Plans, as they have commitment, credibility with the masses and professional approach to the people's issues unlike the charitable organizations of earlier days. However, despite their good intentions, a large number of NGOs find it difficult to sustain in the long run i.e. sustainability of organizations as well as sustainability of projects. The authors made an attempt to analyze the working of NGOs for the rural poor in their paper.

Suresh Kumar Bhaker (2014) in their paper highlights the role of NGOs in rural development in India. It is a case study of 8 NGOs engaged in health, hygiene and sanitation field in Uttar Pradesh in India. The paper highlights the performance evaluation h People's Participation. The paper also examines Interaction Process, Mode of Intervention and People's Participation: Major, Ambiguities and Dilemmas in NGOs. Further paper highlights the implications of the study.

Monjita Basumatara (2016) in their paper made an attempt to study the challenges and strategies of Rural Development in Assam as well as to find out the way of Rural Development. The paper is briefly describe the challenges and strategy of rural development in Assam. In writing this paper data is collected from secondary sources of books, news papers, magazine and journal etc. according to author for all round comprehensive development rural people should have to shoulder risk for their development. So, dimension of psychological development of rural people as well as practical effort is most important, otherwise rural development in Assam is impossible.

Manish Mohan (2016) considers that the science, technology and innovation are the three wheels of a vehicle which is called development, then scientific temper would be the fourth significant wheel. The author opines that the utility of science and technology will be paramount in achieving aim of rural development as it is most important and effective tool for ensuring poverty alleviation, food security, life skilling, and educating masses. To achieve this, author says that only scientific and rational outlook can help us determine whether a technology is in harmony with nature or not. Else it may adversely affect our natural resources, flora and fauna. According to author technologies should be used in a sustainable manner and only to the extent they do not interfere with the nature and ecosystem. The key to a developed and prosperous village lies in the sensible and rational usage of technologies which are in harmony with nature.

Yusuf, I. D., et al. (2017) carried out a study with the objectives of to assess the contributions of NGOs in poverty alleviation and community development in Gombe State.. The results indicated that: the NGOs activities

spread across many fields of endeavor such as education, empowerment, health care, environmental sustainability and HIV awareness campaign, seeking social transformation and improvement in the quality of life of the people in Gombe State. The study recommends that NGOs should seek to explore avenues for funding from donor agencies and improve efforts on advocacy and HIV awareness. The outcome of this study will elicit the necessary responses from the Government and the various stakeholders on the need to involve the NGOs as veritable tools in tackling poverty and community development in Gombe State and Nigeria in general.

SAMPLING

Two well-established NGOs from each one of four district of Rayalaseema region of Andhra Pradesh were selected and their programmes and coverage were identified. A sample of 40 beneficiaries from each of the organisations will be selected through proportionate random sampling procedure to make 320 beneficiary respondents for the study. From the functional area of each NGO, a sample of 20 non-beneficiaries will be selected as respondents following purposive sampling procedure. Besides, 10 NGO workers will be selected at random from the eight NGOs. Altogether the sample constitutes 320 beneficiaries, 160 non-beneficiaries and 80 NGO workers. Table 1 gives clear picture of the sample.

Table 1
Name of the NGOs Benefited by Sample Respondents

| S. No. | NGO | Beneficiary Respondents | Frequency |
|--------------|--|-------------------------|---------------|
| 1 | Adarsh Community Development Trust(ACDT) | 40 | 12.50 |
| 2 | Jana Jagrithi(JJ) | 40 | 12.50 |
| 3 | Rastriya Seva Samithi(RASS) | 40 | 12.50 |
| 4 | Peoples Action for Social Service(PASS) | 40 | 12.50 |
| 5 | Sri Hanumantharaya Educational & Charitable Society(SHE & CS) | 40 | 12.50 |
| 6 | Society for Rural and Eco Development (SRED) | 40 | 12.50 |
| 7 | Creative Action for Necessitous Development from Living Environment (CANDLE) | 40 | 12.50 |
| 8 | People Action in Development (OAID) | 40 | 12.50 |
| Total | | 320 | 100.00 |

Source: Field Data

AGENTS OF AWARENESS

There are several registered NGOs in the Rayalaseema region of Andhra Pradesh. Among them only few NGOs came to limelight. As the most of the people in rural areas are illiterate or semi-literate, someone has to enlighten them on the functioning of NGOs. In case of others they themselves came to know the functioning of NGOs. Table 2 illustrates the agents of awareness on selected NGOs in the study area.

Table 2
Agents of Awareness on NGOs to Sample Respondents

| S. No. | Source of Knowing about NGO | Beneficiary Respondents | Non-Beneficiary Respondents | Total |
|--------------|-----------------------------|-------------------------------|-------------------------------|-------------------------------|
| 1 | Through field staff of NGO | 196 (61.25) | 61 (38.13) | 257 (53.54) |
| 2 | Neighbours/ friends | 84 (26.25) | 89 (55.63) | 173 (36.04) |
| 3 | Government Officials | 16 (5.00) | 6 (3.75) | 22 (4.58) |
| 4 | Media | 21 (6.56) | 4 (2.50) | 25 (5.21) |
| 5 | Others | 3 (0.94) | 0 (0.00) | 3 (0.63) |
| Total | | 320 (100.00) | 160 (100.00) | 480 (100.00) |

Source: Field Data

It is evident from table 2 that field staff of Sample NGOs and Neighbours/ friends of sample respondents are the major agents of awareness in the study area. Here, 61.25 per cent of the beneficiary respondents came to know about NGOs by the staff of NGOs. On the other hand only 38.13 per cent of non-beneficiaries were enlightened about NGOs through staff of NGOs. It is pertinent to note here that as beneficiaries are in constant touch with NGO staff, they became aware of NGOs through the staff of respective NGOs. Around 55.63 per cent of non-beneficiaries came to know about NGOs through Neighbours/ friends. Here, the role of Government officials, media and others is nominal.

In all, 53.54 per cent of sample respondents came to know about respective sample NGOs of their operational area through the staff of NGOs. Neighbours/ friends made 36.04 per cent of people to become aware of NGOs in the study area. Media role is explicated by 5.21 per cent and role of government officials is explicated by another 4.58 per cent of sample. Role of others like, radio, television, SHG members, ICDS workers etc is stated by 0.63 per cent of total sample.

ACTIVITIES ATTRACTED RESPONDENTS

The rural people will become attracted towards the NGOs by the particular/specific activity/activities taken up by the particular NGO. Table 3 elucidates the activities of NGOs which attracted the sample respondents towards the NGOs.

Table 3
Type of Activities of NGOS that Attracted Sample Respondents

| S. No. | Activities | Beneficiary Respondents | Frequency |
|--------------|---------------------|-------------------------|---------------|
| 1 | Education | 89 | 27.81 |
| 2 | Social Awareness | 57 | 17.81 |
| 3 | Economic Assistance | 144 | 45.00 |
| 4 | Protection | 19 | 5.94 |
| 5 | Others | 11 | 3.44 |
| Total | | 320 | 100.00 |

Source: Field Data

Table 3 shows that the most important activity that attracted sample respondents towards the NGOs is the economic assistance they rendered to the rural masses. To be more precise around 45 per cent of sample declared that economic assistance attracted them towards NGOs. The second important activity that attracted 27.81 per cent of sample respondents is the educational activities of NGOs. Social awareness activities/ campaigns attracted 17.81 per cent of sample towards the NGOs. The protective measures like adopting orphan children, complaining against untouchability, protecting the poor from the clutches of money lenders etc. undertaken by NGOs dragged 5.94 per cent of sample respondents towards NGOs. Other activities like health programmes, women empowerment programmes, disabled welfare etc. also attracted 3.44 per cent of the sample.

AWARENESS OF NGO HEADQUARTERS

The sample respondents who have reported about the agents of awareness about NGOs were further asked to reveal the place of the head quarters of NGO/s by which they are benefited. Table 4 furnishes all such details.

Table 4
Sample Respondents Awareness on the Whereabouts of NGO Headquarters

| S. No. | Responses | Beneficiary Respondents | Non-Beneficiary Respondents | Total |
|--------------|-----------|-------------------------------|-------------------------------|-------------------------------|
| 1 | Yes | 269 (84.06) | 57 (35.63) | 326 (67.92) |
| 2 | No | 51 (15.94) | 103 (64.38) | 154 (32.08) |
| Total | | 320 (100.00) | 160 (100.00) | 480 (100.00) |

Source: Field Data

Table 4 reveals that beneficiary respondents are ahead than the beneficiary respondents in case of awareness of NGO headquarters. Around 84.06 per cent of sample beneficiary respondents and 35.63 per cent of non-beneficiary respondents stated that they are aware of NGO headquarters. On the other hand 64.38 per cent of non-beneficiary and 15.94 per cent of beneficiary respondents were not aware of NGO headquarters.

VISIT TO NGO HEADQUARTERS

The respondents who declared that they are aware of NGO headquarters were further asked to “whether they have been to NGO headquarters at any point of time or not”? For this query the responses of respondents were registered and presented in table 5.

Table 5
Sample Respondents Visit to NGO Headquarters

| S. No. | Responses | Beneficiary Respondents | Non-Beneficiary Respondents | Total |
|--------------|-------------|-------------------------------|------------------------------|-------------------------------|
| 1 | Visited | 242 (89.96) | 39 (68.42) | 281 (86.20) |
| 2 | Not visited | 27 (10.04) | 18 (31.58) | 45 (13.80) |
| Total | | 269 (100.00) | 57 (100.00) | 326 (100.00) |

Source: Field Data

As per table 5 a preponderant majority of both beneficiary and non-beneficiary respondents visited the headquarters of NGOs. To be precise 89.96 per cent of beneficiary and 68.42 per cent of non-beneficiary visited the headquarters of NGOs. In case of visitors to NGOs headquarters the non-beneficiary respondents tops the list with 31.58 per cent. On the whole 86.20 per cent respondents visited the NGO headquarters and the remaining 13.80 per cent not visited NGO headquarters.

KIND OF HELP

The kind of help received by sample respondents by sample NGOs is presented in table 6.

Table 6
Kind of Help Received by Sample Respondents through NGOS

| S. No. | Kind of Benefit | Beneficiary Respondents | Frequency |
|--------------|-----------------|-------------------------|---------------|
| 1 | Cash | 209 | 65.31 |
| 2 | Kind | 111 | 34.69 |
| Total | | 320 | 100.00 |

Source: Field Data

Table 6 clearly shows that as many as 65.31 per cent of sample respondents received the help from sample NGOs in the form of cash. The remaining 34.69 per cent received the help in the form of kind.

CONCLUSION

The NGO sector worldwide has become more active in claiming a place for itself in development policy debates. NGO representatives are invited to attend international for a not only on the strength of their positions as development actors, but also, increasingly, on the basis of their ability to act as the voice of "the people". Their claim to represent the grassroots serves to legitimize the work of the sector as a whole, and to reinforce their influence in the international development arena.

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