



ROLE OF NON-GOVERNMENTAL ORGANIZATION (NGOs) IN SUSTAINABLE RURAL DEVELOPMENT, INDIA

Social Science

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ABSTRACT

India is a land of village and government of India has been implementing numerous rural development programmes for the upliftment of rural communities. In India, the scope of development is very wide, its includes not just the economic development but the growth of social front, quality of life, empowerment, women and child development, education and awareness, of its citizen. The task of development is so huge it is not completed only by the Govt. plans. To achieve this, a holistic vision and the collaborative efforts involving various agencies, department even the NGOs required. Non Government organization has been generally defined as a voluntary autonomous, non profit organization or a group of citizen established to address various problem and disadvantage in the society. Non government organizations are playing a very critical role in the process of managing development initiatives of various kinds at the rural level. NGOs have been constantly working day-in and day-out to solve various problems concerning children, women, senior citizens, environment etc. Presently NGOsIndia.com is also providing a web directory and NGO resources of Indian NGOs. In India there is 1NGOs behind the 600 people according to times of India report. In this research paper an efforts is made to analyze the role and function of the NGO in sustainable rural development.

KEYWORDS

Rural development, NGOs, Role of NGOs.

INTRODUCTION

“Indian lives in its villages” – Mahatma Gandhi

Non-governmental organizations (NGOs) can be defined as, “legally constituted corporations created by natural or legal people that operate independently from any form of government .The term originated from the united nation and normally refers to the organization that are not a part of govt. and are not conventional for profit businesses. The NGOs are essentially heterogeneous, each having its own realm of operation. “ Their field of work may vary from taking care of street animals to providing care and rehabilitation of rescued human trafficking victims. Some of the prominent fields of operation are children, disable persons, education, taking care of the elderly, employment, environment, Health, human rights and women. They now undertake a much broad range of activities than simply rising awareness among the masses and or acting merely as pressure group.

Superficially, Sustainable rural development seems to be a simple task but, in reality, it is not. Here sustainable development means Development that meets the needs of the present without compromising the needs of future generations to meet their own needs” Post independence era has seen many rural development programmes through different five years plans. Alleviating poverty, employment generation, more opportunities for generating income, and infrastructure facilities are emphasized through the policies and programmes of the govt. But in spite of all the efforts rural poverty, unemployment rate, low production still exists. The fight is still on for the basic facilities such as livelihood security, sanitation problem, education medical facilities, roads, etc. Still there is a huge gap in terms of infrastructure that is available in urban and rural areas.

NGOs or Non-governmental Organizations have more benefits of working in rural areas as compared to governmental organizations because NGOs are more flexible, NGOs are specific to a particular locality and moreover these are committed towards serving the community as a whole, as a task of development is massive, many NGOs are playing vital role in the rural development of India in collaborative with the government.

Literature Review:

Dr. suresh kumar bhaker, in his case study of 8 NGOs engaged in health, hygiene, sanitation field in Uttar Pradesh analyzed the opinion of Respondent, Beneficiaries, village, elder, community leaders, people representatives and funding agency regarding the project activity of NGOs. Who is satisfied and who is not satisfied with it.

Dr Akhilesh Chander Panedy, In his case study evaluate effectiveness of the development programmes undertaken by the NGO and check the satisfaction level with respect to programmes and their implementation amongst beneficiaries.

D.Radhashekhar, NGO by virtue of being small in size, flexible,

innovation and participatory are widely considered to be more successful in reaching the poor and in poverty alleviation the author has research experience with a large number of NGOs in India.

Objective of the study

The research study make an attempt to review the role and function of NGOs in sustainable rural development. Accordingly the objective of this study is to analyzed the:-

- How NGOs are helpful in uplifting the rural people.
- How rural people participate with NGOs in the development process.
- To identify the nature and the type of activities, the NGOs offered in the area of rural development

Research Methodology

It is a explanatory research based on secondary data collected from the various journals, books, government reports, articles, and news papers which focus on different aspects of NGOs in sustainable rural development.

Characteristics of NGOs:

Voluntary association- NGOs are the voluntary association which are created by the people having a common interest. NGOs are formed to render the services to the people voluntary who are in need with aims and objectives.

Autonomous- NGOs are autonomous bodies free from the interference of government. They are regulated by their own policies and procedures.

Service Motive- NGOs are not profit making business organizations. Rather they show a lot of concern in social welfare aspects such as education of children, protection of animals, wildlife, environment, improving the status of woman etc.

Own funds- NGOs Create and maintain their own funds by collecting subscription fees or membership fees from their members. They often collect contribution from public. Some NGOs are also financed by private business organizations. Some business organizations partner with the NGOs for their CSR activities. Some NGOs are also financed by international authorities.

Aims and objectives of NGOs:

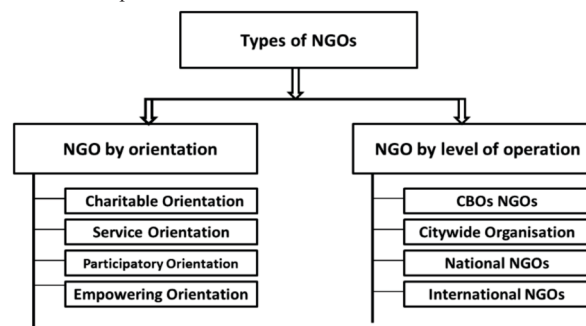
The objective cover a wide spectrum of subjects like socio-economic development, empowerment of women, development of rural folks, tribals, environment protection, literacy, rehabilitations of the needy, awareness programmes, poverty alleviation, leadership training, consumer protection, and so on. The major objectives of NGOs are as follows:

- * Running educational programmes like formal education, non formal education and adult education programme to decrease the illiteracy rate and to improve the human resource for the

development of a nation.

- Eradicating poverty through the generation of employment opportunities, income generating activities, providing skill based training, imparting new technology in agriculture etc.
- Initiating self employment ventures and organizing leadership/personality development programmes.
- Doing research and survey, working for social justice and offering legal advice to the rural people who are in need of justice.
- Encouraging the rural folks to participate actively in the cultural activities, arts sports and science activities.
- To create the means for providing medical assistance to the people suffering from diseases, especially for helpless people.
- Formation of self help groups and to provide financial assistance to the members of SHGs in order to empower them economically.
- Create awareness among the rural people regarding various rights and facilities provided by government.
- Environmental protection and supply of safe drinking water.
- Enforcement of minimum wages to agricultural labour.
- Rehabilitating the deprived sections like the handicapped, mentally retarded and orphans.

Types of NGOs:- NGOs types can be understood by their orientation and level of operation.



NGOs types by orientation:

- **Charitable Orientation** often involves a top down paternalistic effort with little participation by the "beneficiaries". It includes NGOs with activities directed toward meeting the needs of the poor distribution of food, clothing or medicine, provision of housing, transport, schools etc. such NGOs may also undertake relief activities during a natural or man-made disaster.
- **Service orientation** includes NGOs with activities such as the provision of health, family planning or education services in which the programme is designed by the NGO and people are expected to participate in its implementation and in receiving the service.
- **Participatory Orientation** is characterized by self help projects where local people are involved particularly in the implementation of a project by contributing cash, tools, land, materials, labour etc. In the classical community development project, participation begins with the need definition and continues into the planning and implementation stages.
- **Empowering Orientation** the aim is to help poor people develop a clearer understanding of the social, political and the economic factor affecting their lives, and strengthen their awareness of their own potential power to control their lives. Sometimes, these groups develop spontaneously around a problem or an issue, at other times outside worker from NGOs play a facilitating role in their development

NGO Types by the level of operation:

- **Community based organization (CBOs)** Arise out of peoples own initiatives. These can include sports club, women organizations, neighborhood organizations, religious or education organizations. There are large variety of these, some supported by the NGOs, National or International NGO or bilateral or international agencies and other independent of outside help.
- **Citywide organization** Include organization such as rotary or lion's club, chamber of commerce and industry, coalitions of business, ethnic or educational groups and association of community organizations. Some exist for other purposes, and become involved in helping the poor as one of many activities, while others are created for the specific purpose of helping the poor.
- **National NGOs** Includes organizations such as CRY, YMACs,

professional organizations etc. some of these have state and city branches and assist local NGOs.

- **International NGOs** range from secular agencies such as Oxfam, Care, International Red Cross, Amnesty International, Rockefeller Foundations etc. Hundred of NGOs are permitted direct involvement in the activities of several UN agencies. Their task involve sharing information and advancing proposal as part of a web of governmental, intergovernmental, and nongovernmental efforts aimed at global problem solving.

An assessment of the role of NGOs in Rural Development:

For Achieving the aims and objective, NGOs perform some functions to improve the socio-economic condition of the people in rural area. Most of the NGOs have been undertaken more than one activity to achieve their objectives. Here an attempt is made to explain some of the important programmes/ activities undertaken by the NGOs for the development in rural area.

- NGOs recognized the importance of entrepreneurship activities in rural areas and worked in this direction for the establishment of rural entrepreneurship by extending micro-finance and other facilities for the development of rural areas. The individual as an entrepreneur is a crucial factor in economic development and is integral part of socio-economic transformation
- The role of NGOs has assumed critical significance primarily at the grass root level. The NGOs usually maintain very close links with the local people and thus have more direct knowledge of local needs and opportunities. This knowledge allows them to recommend and implement truly sustainable development programmes which regenerates local resources and enhances local capacity to help the NGOs to play a more important role in empowering the rural poor.
- Acting as link between the administration and people to bring about changes specially in the attitude of the people through motivation and building up of awareness.
- Demonstrating how local initiative and local resources can be effectively used.
- Functioning as watchdog of the people at the local level thereby improving the service and the accountability.
- The important problem in the present context is availability of the market for the products of rural enterprises. Therefore, an NGO has a direct link with the government for marketing of the goods. Apart from this, NGOs are also provide training to the rural youth in fabrication work, wood works, agarbathi manufacturing, printing press etc.
- NGOs conduct various personality development programs, skill development programs, integrated development projects, educational programs etc will enable the rural poor to earn bread and butter.
- NGOs also perform community development programs like moral support during flood and famine period, supply of food and drinking water during flood, training programs for the youth, housing projects, repairs and renovation of houses etc.
- NGOs performs numerous activities under agriculture sector like distributing planting materials, cattle, poultry, minor irrigation, free medical care for cattle's safe drinking water for animals etc.
- Disseminating information regarding various programmes of the government to rural people.

Government and NGO Relation in Rural Development:-

Relationship between the government of India and the non government sector is showing signs of an emerging partnership. The Government has set up several institutes to promote funding of NGOs (e.g., national wasteland Development board, cooperatives, central social welfare board and CAPRAT). Government recognition of the role of voluntary organizations is based on the following premises.

- Government alone cannot mobilise all the resources needed for meeting people needs.
- The quality and efficiency of government sponsored programme increased when the people are involved in programme planning and implementation.
- Voluntary agencies complement very well the development endeavors of government by filling gaps in terms of geographical coverage and programme needs. Voluntary agencies strengthen the community's to develop.

Under the Ministry of Rural Area and Employment, CAPRAT was set to promote rural development. CAPRAT is an autonomous society under the ministry of Rural Development, established in 1986 to

promote and organize the joint venture emerging between the Government of India and the voluntary organizations pertaining to the development of the rural sector. The scheme was formed at that time by merging CART and PADI which refer to Council for Advancement of Rural Technology and People's Action for Develop. It provides assistance to NGOs under the different programmes such as the India Awas Yojana, watershed management, social forestry, link roads in hilly areas, promotion of voluntary action for rural development, the development of women and children in rural area. At present this organization is the foremost promoter of rural development in India and it provides assistance to more than 12,000 voluntary organizations throughout the country responsible for the development of the rural sector of the country.

These are the some NGOs which are working for rural development in India

- **BREDS** - Bapuji rural enlightenment and development society (BREDS) Inspired by the Gandhian philosophy of Gram swaraj. It was established in 1983 and working in srikakulam district in Andhra Pradesh. BREDS goal is to facilitate the process of empowerment of tribals, Dalits and all other marginalized groups by reducing vulnerabilities. The activities of BREDS have increased significantly and cover 2.90 lakhs families in 3980 villages served by 120 programme volunteers.
- **Smile Foundation**- Smile foundation based in New Delhi. It was established in 2002 and has a presence in 25 Indian states. The Smile foundation launched the mission education programme in 2002. It focuses on early education, non formal education, remedial education and bridging course, and concentrates on education of girls, especially in Indian's rural people. The Smile Foundation launched a digital literacy project in 2018 as part of its Mission Education Programme.
- **Sanjeevani** - Sanjeevani is a non profit, rural development and voluntary organization in India. This NGO working on number of organic farming projects and social support to the women to protect them and empower them to be self-sufficient in the future. This NGO also provide health education to the underprivileged children and women in the community, who reside in rural area.
- **Sitaram Jindle Foundation**- The Sitaram Ram Jindle is a charitable organization in Bangalore and was started with the sole objective to help with the moral and social upliftment of the weaker sections of the society. This foundation has been running various social initiatives for upliftment of the poor and downtrodden. This foundation have constructed school building with all basic amenities in more than 100 village and hand over them to the government for conducting classes. They has also construct borewells for drinking water in 28 villages and has contributed towards infrastructure development in rural area as well.
- ***RUDSETI**- Syndicate bank and Canara bank the two progressive banks took initiative in mitigating the unemployment problem under the leadership of Padmabhusana Dr. D. Veerendra Heggade, a great visionary and religious head of the famous pilgrim center Dharamsthala in Karnataka. The collective thinking gave concrete shape in providing an institutional framework, in the form of Rural Development and Self Employment training institute (RUDSETI) in 1982 at Ujire, a small village in Dhakshina kannada district of Karnataka. RUDETI has now established 27 units spread over 17 states in India. The objectives of RUDSETI is to identify, orient, motivate, train and assist the rural youth to take up self-employment ventures as an alterative career, promote rural entrepreneurship, train village level workers and counseling and project consultancy.

Challenges for NGOs:

One of the major problem that the NGOs face is lack of resources, both financial and human. They are dependent for funds on the government, whose procedures are often slow and time consuming. A few NGOs have been operating without proper direction, organization development and good management practice. They have low level of self-sustainability and lack of inter organizational coordination. Many NGO's suffer from lack of long term strategic planning. Our NGOs appear to be incapable of predicting what they will do even in one or two months. Most of their activities look like one time shots. However, a single event is not enough to change the attitude towards some problems. The traditional thinking of rural people, their poor understanding, low level of education for comprehending new technology and efforts and lack of awareness are people related hurdles that NGOs are facing.

CONCLUSION:

In spite of all the hurdles, NGOs will keep on working for rural development in India. NGOs selectively utilized the local talent, train the individuals and use this for rural development. Programmes were conducted to create equality among the various community, and also to promote standard of living in rural area, improvement of rural economy, to bring out their potential skill, leadership development among the women but the complete success of rural development actually depends upon the willingness and active participation of the rural people in the development processes and efforts.

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