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NGO A GROWTH DRIVER: AN INVESTIGATION

Abstract

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Non-Government Organizations are primarily concerned with the growth and development of society in any nation. NGO's are solely responsible for managing the nation's socio-economic development and is purely service-motivated. NGO's are the driving force that stimulates growth in transforming society. They create a positive environment for promoting the involvement of people, educating them, and enhancing their abilities. Thus it would be interesting to explore NGO's effectiveness and beneficiaries satisfaction level. Therefore, this research paper is primarily intended to find out the effectiveness and satisfaction level of various development programs carried out by the NGO's. For this survey method is used for data collection and 190 beneficiaries of NGOs were selected as respondents from Mewar region of Rajasthan. Statistical analysis is done on four selected parameters using frequency tables and graphs and one sample statistics. Results of the analysis show that services offered by local NGOs and voluntary organizations are satisfactory and there is a significant difference between the developmental works of NGOs and the perception of beneficiaries and NGO's are found generating awareness and positive environment for development.

Keywords: NGO, Effectiveness, Beneficiaries, Practicability, Development etc.

INTRODUCTION

“Non-Government Organisations, commonly identified as NGOs are principally, service and development oriented organizations”. NGO's are not government controlled and are established to solve specific problems, issues, and functions etc. that are non-profitable in nature. These kinds of groups can be controlled at “local, national or international level”. NGO's are devoted for managing development issues and are managed by individuals holding common interest. An operational definition of NGO's has been given by, “the World Bank's which regards NGO as an organization independent from the government, that has a humanitarian or cooperative, rather than commercial objectives (Henry De Almeida, 2010)”.

In recent times in the process of global human development NGO's are gaining greater significance and changes brought by them are now more important and strategic in nature. Activities performed by NGO's have broadened in terms of its range and amount. Earlier NGO's focus merely on generating awareness among people or act simply as pressure groups while in recent times the activities undertaken by them is now diversified and they comprises of numerous activities like “environment monitoring; training programs related to promotion of environmental education and community

development ; demonstration of projects /implementation; conducting developmental works in partnership with the government ; and promoting regional and international cooperation on environment". There are several organizations that are now actively associated with these NGO's for managing "conservation areas, and help to promote community or individual action and also campaign for greater accountability on the part of the government as well as corporate sector (Pandey and Soodan, 2012)".

As per Snehlata Chandra (2001), the term NGO [Non Governmental Organisation] adopts a wide variety of organizations. They includes;

- Voluntary Organisations (VOs) that follow a social mission motivated by a commitment to shared values.
- Public Service Contractors (PSCs) that works as market-oriented non-profit businesses serving public drives.
- People's Organisations (POs) that characterize their member, interests, have member accountable leadership, and are substantially self-reliant.
- Governmental Non Governmental Organisations (GONGOs) that are formations of government and assist as tools of government policy.

NGO : Scope

"Charities Aid India Foundation (CAF's Validated Database 2000) examined the difference between Voluntary Organizations (VOs) and NGOs as a general misconception is that any activity outside the light of government is 'voluntary'. One needs to differentiate between organizations in the 'general' non-governmental sector and VOs. Cooperatives, trade unions or Panchayati Raj Institutions are all non-governmental but are not voluntary organizations. The study by Vineeth envisaged including any such organisation which has an entity out or away from the government. Body corporate, trusts, cooperatives and similar forms are making part in the framework of the study (Vineeth, 2018)".

NGOs performs a wide variety of functions for society that comprises "development assistance, crisis relief, social and health services etc." The regions they bear outex plain their scope. "NGOs are barely structured keeping in mind only one objective, but they usually performs a basic objective and secondary aims that functions along with primary objectives (Vineeth, 2018)".

Today Non-Government Organizations (NGOs) are transformed to adesirable world-widepower. The non-governmental segment, also famous as voluntary sector, is expanding in terms of its critical role in the development alactivities. Its role in the sphere of human development is now widely recognized and accepted in most parts of the world. "A NGO or voluntary organizations are basically charitable organizations that are established with anout look of group of the same wavelength people, committed for the uplift of the poor, marginalized, underprivileged, needy, beaten and the below poverty line and they are closer and accessible to thetarget groups, flexible in administration, quicker in decision making, timely in action and facilitating the individuals towards self-relianceconfirming their fullest involvement in the complete process of development (Kakumani and Kotte, 2011)".

Review of Literature

K.A. Suresh's (1990) investigates"thelevels of participation of beneficiaries in the development programmes of select NGOs in Kerala". Findings of the study shows that NGOs are failed to perform up to the desired status as participating agencies. Also from results it was established that "the rates of participation of beneficiaries and institutional arrangements for participation are found to be very low".The beneficiaries are also found to be not interested in getting exemplified in decision making groups and development process.

NGO's plays several actions for developing region wise social development and also poverty reduction. "NGO are responsible for the ultimate social development and is often helps in the availability of resources for meeting the basic living standard (Nilsson, 2012)".

The research paper presented by Kris Law (2009) studied "the key factors affecting the sustainability development strategies adoption and implementation in non-government organizations". "Research system associating the main factors impacting company's implementation of sustainability development strategies, the willingness and the present condition of implementing maintainable strategies is proposed". Results of the study proposed "the significant correlation between motivating factors from the four key dimensions, the willingness of NGOs' adoption of sustainable development strategies, and the impacts on the practices of companies to integrate sustainability strategies in business operations". The study stresses on a study carried out between "a numbers of non-government organizations in Hong Kong. The investigation discloses that there is a significant impact from the management on the willingness of adoption and sustainable development performance. This further ensures the significance on endorsing the sustainability development at the operational level, with top management to provide clear strategic direction and supportive resources and environment".

Pradeep Kumar (2005) studied the growth of NGO's at national and international level and found that from last 20 years there is a dramatic growth of NGO's during this time period at both levels. He proposed that it's high time for the "Government Organizations and NGOs" to work in collaboration for development of the poor and rural people. For supporting his statement he performed an empirical study conducted in "Udaipur district of south Rajasthan including two district Voluntary initiatives to support government. Both are distinct in structure and function but have common objectives to strengthen local governance and people participation".

Statement of Problem

The study under consideration "NGO, A GROWTH DRIVER: AN INVESTIGATION" has been conducted by analyzing and examining role of NGO's in socio-economic development and improved living standards of poor people.

Objective of The Study

Thus from the outlook of the review of literature followings are the specific objectives of the study;

1. To find the NGO's development programs effectiveness.
2. To find the satisfaction level of the programs undertaken by the NGO's and their implementation amongst beneficiaries.

Research Contribution

The proposed research will provide several ground breaking results to be used by various stakeholders of NGO's. The study will reveal numerous concerns which involve the importance of NGO's in socio-economic development of the rural poor and different benefits of NGO' utilized by the rural poor for the upliftment of weaker section of the society. Contribution of NGO to the society as well as rural poor development in the nation is massive and hence results of the study are imperative from all aspects. Investment in NGO's has always been a challenge for government; this study will thus also assist the policy makers in making a balanced decision about designing and implementing better development policies for greater employment generation, increased infrastructural facilities, increasing standard of living of rural people etc. This study will bring forward the suggestion to encourage the productive structure that will ensure the success of planning in NGO's of Rajasthan for achieving greater efficiency and competitiveness.

Research Methodology

This study is descriptive in nature and survey method is adopted for collecting data from the respondents. 190 Beneficiaries of NGO's are selected as respondents from the sample population of Mewar region of Rajasthan. Self-structured questionnaire is utilized for collecting the data related with NGO programs. Researcher has kept few major parameters of development works of NGO for finding the effectiveness for measuring it. These major parameters of development work of NGO are infrastructural facilities, satisfaction with services, impact of NGO and voluntary organizations, practicability

and usability and perception about supplementary role.

The researcher used several frequency tables and graphs for finding the frequency of parameters and one sample statistics for evaluating the hypothesis established. The experience of beneficiaries related with the roles played by the NGOs is evaluated. The researcher has selected beneficiaries from Mewar region of Udaipur district of Rajasthan. Total 190 beneficiaries are

selected as sample size for data collection. Further analysis is performed for interpreting the results and making final conclusions from it.

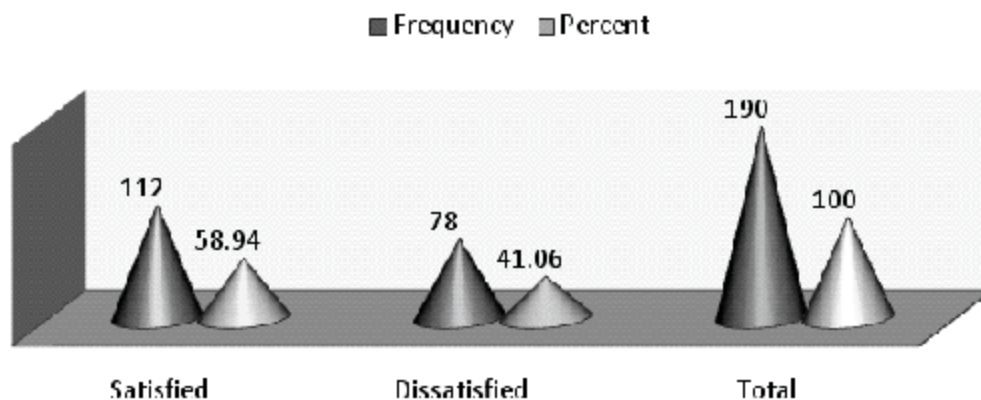
As shown in the table and graph given above out of 190 respondents 112 respondents are satisfied with infrastructural facilities development by local NGO's and voluntary organizations. However the number of respondents dissatisfied with it is also considerable. Thus NGO's are required to focus on providing better infrastructural facilities to the beneficiaries.

Table 1: Frequency Table of Perception of Respondents About Infrastructural Facilities Development by NGO's

Perception of the respondents about infrastructural Facilities development by NGO's					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Satisfied	112	58.94	58.94	58.94
	Dissatisfied	78	41.06	41.06	100
	Total	190	100	100	

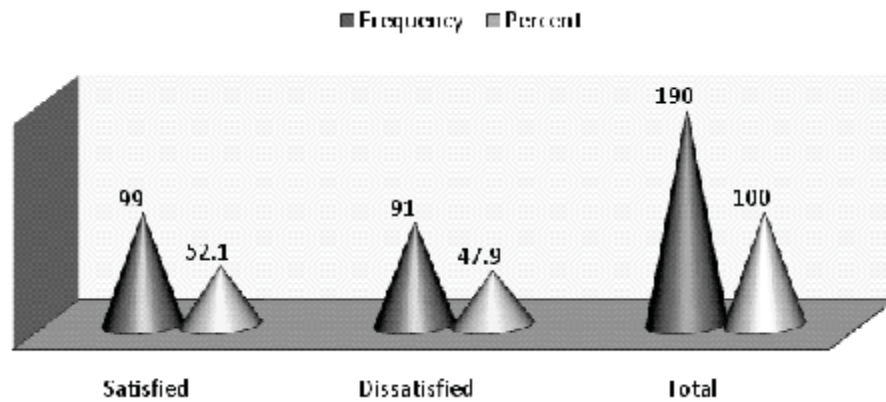
Source : Primary Data

Graph 1: Frequency Graph of Perception of Respondents About Infrastructural Facilities Development by NGO's



Source : Table 1

Graph 2: Frequency graph of Satisfaction with Services provided by NGO's



Source : Table 2

Table 2: Frequency Table of Satisfaction With Services Provided by NGO's

Satisfaction with Services Provided By NGO's					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Satisfied	99	52.10	52.10	52.10
	Dissatisfied	91	47.90	47.90	100
	Total	190	100	100	

Source : Primary Data

As shown in table and graph given above out of 190 respondents 99 respondents are found satisfied with the services provided by NGO's and voluntary organizations. NGO's provide several important services like educational facilities,

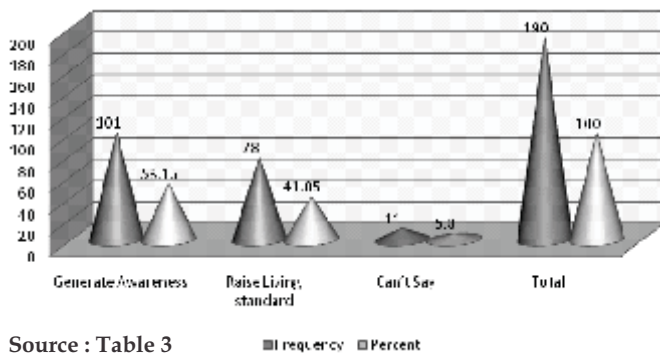
health care facilities, monetary assistance, social help etc. From data collected it can be seen that number of people dissatisfied with the services is also significant and hence NGO's need to provide better services to the rural poor for increasing their satisfaction level.

Table 3: Frequency Table of Impact of NGO's and Voluntary Organization on Different Aspect of Life

Impact of NGO's and voluntary organization on different Aspect of life					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Generate Awareness	101	53.15	53.15	53.15
	Raise Living standard	78	41.05	41.05	94.2
	Can't Say	11	5.8	5.8	100
	Total	190	100	100	

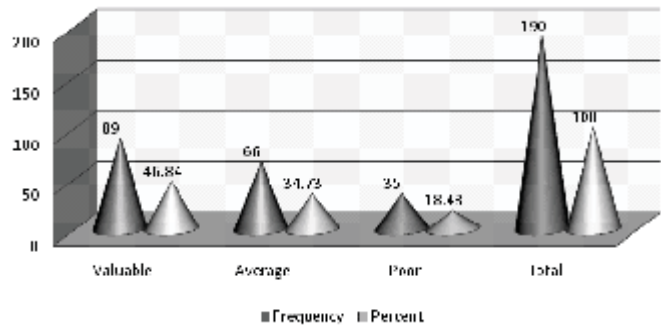
Source : Primary Data

Graph 3: Frequency Graph of Impact of NGO's and Voluntary Organization on Different Aspect of Life



Source : Table 3

Graph 4: Frequency Graph of Practicability and Usefulness of NGO's



Source : Table 4

According to the above table and graph out of 190 respondents, 101 respondents think that NGO's Generate Awareness among people, 78 respondents think NGOs and voluntary organizations raise the living standard of society. Thus it can be interpreted that NGOs not only generate awareness but also raise the standard of living of individuals and hence assists in all round development of society.

Table and Graph given above shows that out of 190 respondents, 89 respondents think that NGO's are valuable and have practicability and usefulness. 66 respondents think NGOs and voluntary organizations have average practicability. Thus from the results it is evident that practicability and usefulness of NGO's is valuable and average. But there are still few respondents who find these NGO's as poor which is an important point to focus. NGO's should focus more on practicability and usefulness parameter of NGO's.

Table 4: Frequency Table of Practicability and Usefulness of NGO's

Practicability and usefulness of NGO's					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Valuable	89	46.84	46.84	46.84
	Average	66	34.73	34.73	81.57
	Poor	35	18.43	18.43	100
	Total	190	100	100	

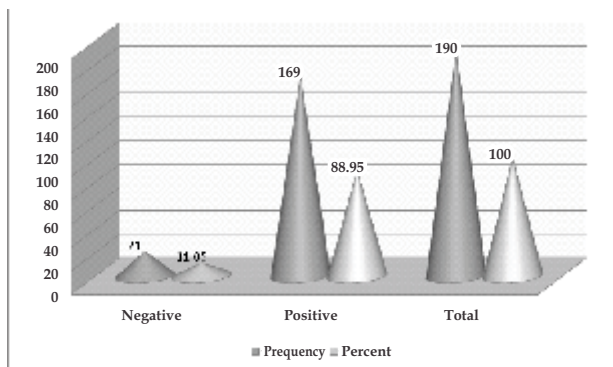
Source : Primary Data

Table 5: Frequency Table of Perception About Supplementary Role of NGO's

Practicability and usefulness of NGO's					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Negetable	21	11.05	11.05	11.05
	Positive	169	88.95	88.95	100
	Total	190	100	100	

Source : Primary Data

Graph 5: Frequency Graph of Perception About Supplementary Role of NGO's



Source : Table 5

According to the above table and graph out of 190 respondents, 169 respondents have positive attitudes towards supplementary role of NGO's only 21 respondents have negative attitude

towards supplementary role of NGO's. Thus most of the respondents holds positive attitude for having supplementary role of NGO's which is a good sign for NGO's.

Hypothesis

For finding the significant difference between the developmental works of NGO's and the perception of beneficiaries hypothesis framed is given below and evaluated using one sample statistics;

H_0 : There is no significant difference between the developmental works of NGO's and the perception of beneficiaries.

H_1 : There is significant difference between the developmental works of NGO's and the perception of beneficiaries.

Table 6: One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Perception of the respondents about infrastructural Facilities development by NGO's	190	1.41	.493	.036
Satisfaction with Services provided by NGO's	190	1.48	.501	.036
Impact of NGO's and voluntary organization on different Aspect of life	190	1.53	.606	.044
Practicability and usefulness of NGO's	190	1.72	.758	.055
Perception about supplementary role of NGO's	190	1.89	.314	.023

Source : T-test Output

Table given above shows the mean and standard deviation for the variables related with the developmental works of NGO. From table it is clear that mean for Perception about supplementary role of NGO's is highest (1.89) and minimum for Perception of the respondents about infrastructural Facilities development by NGO's (1.41).

Conclusion

The study has discussed all the aspects of development related works by NGO and by looking at the overall responses and analysis of empirically conducted study, it can be appropriately concluded that the NGOs working in the study area has contributed tremendously

Table 7: One-Sample Test

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Perception of the respondents about infrastructural Facilities development by NGO's	39.419	189	.000	1.411	1.34	1.48
Satisfaction with Services provided by NGO's	40.700	189	.000	1.479	1.41	1.55
Impact of NGO's and voluntary organization on different Aspect of life	34.727	189	.000	1.526	1.44	1.61
Practicability and usefulness of NGO's	31.193	189	.000	1.716	1.61	1.82
Perception about supplementary role of NGO's	82.846	189	.000	1.889	1.84	1.93

Source : T-test Output

The significant value of parameters such as Perception of the respondents about infrastructural Facilities development by NGO's, Satisfaction with Services provided by NGO's, Impact of NGO's and voluntary organization on different Aspect of life, Practicability and usefulness of NGO's and Perception about supplementary role of NGO's, are less than 0.05 (p value). This means we have to reject the null hypothesis and accept the alternative hypothesis that there is significant difference between the developmental works of NGO's and the perception of beneficiaries. Different beneficiaries perceive the development work parameters of NGO's differently.

and taken massive efforts for the development of the rural people of Mewar region of India and has delivered all the necessary services to the persons who need it the most. Indian culture, values social service since old age and thus NGO's are continually evolving after Independence in India. The study established that NGO's work for non-commercial objectives and all its actions are directed at reducing poverty and rural development.

Statistical results show that beneficiaries are satisfied with infrastructural facilities development by local NGO's and voluntary organizations and they serve people to provide these facilities to rural people at very low budget. "Infrastructure is the basic facilities and

installations that help a government or community run, including roads, schools, phone lines, sewage treatment plants and power generation". NGO's provide several important services like educational facilities, health care facilities, monetary assistance, social help etc. Also NGOs not only generate awareness but also raise the standard of living of individuals and hence assists in all round development of society and also practicability and usefulness of NGO's is valuable from the point of view of beneficiaries.

Further from results it can be concluded that most of the beneficiaries holds positive attitude for having supplementary role of NGO's and there is significant difference between the developmental works of NGO's and the perception of beneficiaries.

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