



EFFECTIVE PARTICIPATION OF NON GOVERNMENT  
ORGANIZATIONS IN RURAL SUSTAINABLE  
DEVELOPMENT AN OVERVIEW IN INDIA

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ABSTRACT

Non-Government Organizations (NGOs) are playing a very critical role in the process of managing development initiatives of various kinds at the rural level. An attempt has been made to analyze the working of NGOs for the rural activities in this paper. Rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry. However, changes in global production networks and increased urbanization have changed the character of rural areas. The Government of India has been implementing numerous rural development programmes for the upliftment of rural Communities. Through this paper an attempt has been made to analyze the contributions of NGOs for the rural development in India.

**KEY WORDS:** NGOs, Participation, Rural Development, Sustainability, environmental focus.

INTRODUCTION

India is a land of villages and the Government of India has been implementing numerous rural development programmes for the upliftment of rural Communities. Non-government organizations with their advantage of non- rigid, locality specific, felt need based,

beneficiary oriented and committed nature of service have established multitude of roles which can effect rural development (Dr. H.Ramakrishna 2013). Rural Development which is concerned with economic growth and social justice, improvement in the living

standard of the rural people by providing adequate and quality social services and minimum basic needs becomes essential.

The World Health Organization first made the term NGO popular back in 1945. There are more than 50,000 international NGOs. Non-government organizations with their advantage of service have established multitude of roles which can effect rural development. In the cases in which NGOs are funded totally or partially by governments, the NGO maintains its non-governmental status by excluding government representatives from membership in the organization ( Dr. Sunitha Kanipakam 2014).

### **CONCEPT OF NON GOVERNMENT ORGANIZATION**

An organization is a collection of people working in a coordinated manner to achieve a common purpose. There are many types of organizations, which may be classified as either for-profit or not-for-profit (nonprofit), large or small. Non-Governmental organizations are organizations that operate across national boundaries, that have a membership composed of private individuals, and that do not answer to any government (Ngeh, David Baride 2013). Societies Registration Act, 1860 is a central act for registering not-for-profit organizations. Almost all the states in India have adopted (with modifications, if any) the central Act for creating state level authorities for registering various types of not-for-profit entities. According to the act any seven persons who subscribe to the Memorandum of Association (MOA) can register a society. The memorandum should include names of the society, its objectives, its names, addresses and occupations of the members subscribing to it as well as the first governing body to be constituted on registration. NGO like Bal Vikas Dhara-New Delhi is registered under this act. The structures of NGOs are discussed under the following headings:

- ✧ **Methods:** NGOs vary in their methods. Some act primarily as lobbyist while others conduct programmes and activities.
- ✧ **Staffing:** Some NGOs are highly professionalized and rely mainly on paid staff. Others are based around voluntary labour and are less formalized.
- ✧ **Funding:**The sources of funds available to an NGO determines its budget. The major sources of NGO funding are membership dues, grants from international institutions or national grants, and private donors.
- ✧ **Project management:**Generally, non-governmental organizations have either a community or environmental focus. They mobiles public support and maintain strong link with community groups in developing centres.
- ✧ **Public relations:** Foundations and charities use good measures of public relations to raise funds. They also employ standard lobbying techniques with governments.

### **OBJECTIVES**

1. To understand the role of NGOs in Rural Developments.
2. To analyze the effective participation of NGOs in Rural Sustainable Development.
3. To find out the approaches to make effective participation of NGOs in Rural Developmental activities.

### **RESEARCH METHODOLOGY**

Research is a systematic method to understand the phenomena and helps to analyze the concept of effective participation of NGOs in rural sustainable development. This paper is based on secondary source such as books, journals, reports and website resources. It helps to accomplish the objectives of this paper.

## **AN ASSESSMENT OF THE ROLE OF NGO'S IN RURAL DEVELOPMENT**

The NGOs have been taking active participation in rural development. The following are the important activities should take up for the development of the poor.

### **1. Agricultural related programs:-**

Numerous activities can be undertaken under agriculture sector. The jobs/projects like distributing planting materials, cattle, poultry, minor irrigation, free medical care for cattle's, safe drinking water for animals etc.

### **2. Health programmes for human and non-human beings:-**

The works like pit drainage, housing, creation of smokeless environment, good drinking water for animals and human beings, regular health checkup camps etc. will improve the health conditions of the human and non human beings.

### **3. Community development programs:-**

The community development programs like adoption of villages for development, moral support during flood and famine period, supply of food and drinking water during flood, common well, training programs for the rural youths, housing projects, repair and renovation of houses etc will satisfy the basic necessities. The important program like training programs for the rural poor will hold the youths from rural exodus. Even this type of training programs may also be extended for the rural women, so that we can expect self sustenance among this community.

### **4. Human Resource Development programs:-**

The personality development programs, skill development programs, educational programs, integrated development projects etc will enable the rural poor to earn bread and butter.

### **5. Trade and industrial promotion:-**

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, NGO can also go for training the rural youths in fabrication works, wood works, beedi rolling, agarbathi manufacturing, printing press etc.

### **6. Government support:-**

The government (central, state or local) support at all level is inevitable for rural development. NGOs alone cannot do miracles over night. Therefore, the government should watch and ward the working of NGOs at phase wise manner. Thus, the fund or whatever may be directly should move to beneficiaries (Dr. H.Ramakrishna 2013)..

## **NGOS AND PARTICIPATORY RURAL DEVELOPMENT**

Rural development aims at finding the ways to improve the rural lives with participation of the rural people themselves so as to meet the required need of the rural area. The outsider may not understand the setting, culture, language and other things prevalent in the local area. Non-governmental organizations play a vital role in the shaping and implementation of participatory democracy. Their credibility lies in the responsible and constructive role they play in society. The emergence of the concept of participatory development has also led to the redefinition of the role of the State and Non-Governmental Organisations (NGOs) in addressing national development priorities. The unprecedented upsurge of NGOs and their role in facilitating participatory development has been on the increase since the last three decades ( Ime Okon Utuk 2014). Non-governmental organizations could and do make in promoting sustainable development through

their well-established and diverse experience, expertise and capacity, especially in the area of analysis, sharing of information and knowledge, promotion of dialogue and support of implementation of sustainable development.

### **Sustainable livelihood Development:-**

A holistic approach taken by the sustainable livelihood approach recognizes participation policy tools and highlights the linkages between livelihoods systems at micro level and macro level policy that affect these livelihoods. This refers to continuity in long term of the capacity of a system to reproduce itself. In development sustainability should result among other things in equity, democracy and social justice along side economic development. It also incorporates a moral obligation on the part of the existing generation where their way of living should not compromise standard of future through environmental depletion (Leonard Chitongo 2013).

The participation of NGOs to a new development approach of sustainable livelihoods where a sustainable livelihood has the following features.

- a. Ability to cope with and recover from shocks and stresses.
- b. Economic effectiveness or use of minimal inputs to generate a given output.
- c. Ecological integrity, ensuring that livelihood activities do not irreversibly degrade natural resource within a given ecosystem.
- d. Social equity, which suggests that promotion of livelihood opportunity for one group does not effectively foreclose option.
- e. Maintain the long term productivity of natural resources

### **Rural Development:-**

Rural Development is the improvement of the living standards of the low-income population living in rural areas on a self-sustaining basis, through transforming the socio-spatial structures of their productive activities. In essence, rural development implies a broad based reorganization and mobilization of the rural masses so as to enhance their capacity to cope effectively with the daily tasks of their lives. The need for rural communities to approach development from a wider perspective has created more focus on a broad range of development goals rather than merely creating incentive for agricultural or resource based businesses. Education, entrepreneurship, physical infrastructure, and social infrastructure all play an important role in developing rural regions. Rural development is also characterized by its emphasis on locally produced economic development strategies. In contrast to urban regions, which have many similarities, rural areas are highly distinctive from one another. For this reason there are a large variety of rural development approaches used globally.

### **Discussion and Recommendations:-**

In operational context the major issues are facing by the NGOs is the lack of qualified individuals who would like to work in the rural areas. Another major problem that NGOs are facing in India is their dependency upon government funds or external donations. With this dependency, NGOs are less flexible in carrying out their task as most of the tasks depend upon funds. Non-governmental organizations (NGOs) have played a major role in pushing for sustainable development at rural development. There need practice the transparency and not only effective participation of the all members of the NGOs but also rural people participation. NGOs

should encourage the rural people with the method of participatory rural appraisal and awareness activates.

## **CONCLUSION**

NGOs in India are committed to social justice, sustainable development and human rights. The right to communicate freely is a basic human right and a necessity for sustainable development. Access to information is essential to informed decision-making at all levels. Rural development aims at finding the ways to improve the rural lives with participation of the rural people themselves so as to meet the required need of the rural area.

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