

**ROLE OF VOLUNTARY ORGANISATIONS IN
RURAL DEVELOPMENT IN ANDHRA PRADESH –
A CRITICAL ANALYSIS**

By

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B.H.Sc. (Home Science)**

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CERTIFICATE

Ms. GOPIREDDY PADMINI DEVI has satisfactorily prosecuted the course of research and that the thesis entitled **“ROLE OF VOLUNTARY ORGANISATIONS IN RURAL DEVELOPMENT IN ANDHRA PRADESH – A CRITICAL ANALYSIS”** submitted is the result of original research work and is of sufficiently high standard to warrant its presentation to the examination. I also certify that the thesis or part there of has not been previously submitted by her for a degree of any university.

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Place : Hyderabad

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CERTIFICATE

This is to certify that the thesis entitled “**ROLE OF VOLUNTARY ORGANISATIONS IN RURAL DEVELOPMENT IN ANDHRA PRADESH – A CRITICAL ANALYSIS**” submitted in partial fulfillment of the requirements for the degree of **MASTER OF SCIENCE IN HOME SCIENCE** of **Acharya N.G. Ranga Agricultural University, Hyderabad** is a record of the bonafide research work carried out by **Ms. GOPIREDDY PADMINI DEVI** under my guidance and supervision. The subject of the thesis has been approved by the student’s advisory committee.

No part of the thesis has been submitted for any other degree or diploma. The published part has been fully acknowledged. All the assistance and help received during the course of the investigation have been duly acknowledged by the author of the thesis.

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I, GOPIREDDY PADMINI DEVI hereby declare that the thesis entitled **“ROLE OF VOLUNTARY ORGANISATIONS IN RURAL DEVELOPMENT IN ANDHRA PRADESH – A CRITICAL ANALYSIS”** submitted to the Acharya N.G. Ranga Agricultural University for the degree of **‘MASTER OF HOME SCIENCE IN EXTENSION EDUCATION’** is the result of original research work done by me. It is further declared that the thesis or any part thereof has not been published earlier in any manner.

Date :

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LIST OF ABBREVIATIONS

AIDS	-	Acquired Immuno Deficiency Syndrome
ANGRAU	-	Acharya N.G. Ranga Agricultural University
AP	-	Andhra Pradesh
BC	-	Backward Caste
CAPART	-	Council for Advancement of People's Action and Rural Technology
DWCRA	-	Development of Women and Children in Rural Areas
F	-	Frequency
GO	-	Government Organization
IFAD	-	International Fund for Agricultural Development
NGO	-	Non-Governmental Organization
PRA	-	Participatory Rural Appraisal
SC	-	Scheduled Caste
ST	-	Scheduled Tribe
SHGs	-	Self Help Groups
TRYSEM	-	Training of Rural Youth for Self-Employment
VO	-	Voluntary Organization

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ABSTRACT

As a tool for bottom-up mode of development, several self-employment and anti-poverty programmes for strengthening of economically weaker sections were introduced through governmental agencies. These agencies showed their weakness in implementation. In this context, Voluntary organizations played their pivotal role in the traditional areas of operation like education, sanitation, environmental protection, health, entrepreneurship development and grabbed this opportunity in the context of rural development. Keeping this in view, the present study was conceived to analyse the Role of Voluntary Organizations in Rural Development following exploratory research design.

Ten voluntary organizations working for rural development were selected purposively from Guntur district of A.P. Two important functionaries from each selected voluntary organization were selected purposively. Thus, a total of twenty functionaries were selected. Further, one adopted village of each selected voluntary organization was selected randomly and then ten beneficiaries were selected from each adopted village randomly. Thus, a sample of 120 were selected for the study. The data were collected by administering a pre-tested interview schedule and then suitable statistical tests were applied for analysis.

Income generation, health and nutrition and educational activities were the important developmental activities taken up by the VOs.

Extension methodologies adopted by VOs for identification of target areas and beneficiaries were baseline surveys and group discussions. Individual and participatory approaches were used for implementing the programmes/activities. The staff and coordinators of VOs were involved for supervision and controlling of activities.

Majority of the voluntary organizations had low coordination with governmental organizations. The statement namely, inputs should be made available at the grassroot levels by the Coordination Committee received first rank.

Findings revealed that majority of the beneficiaries had favorable opinion towards functioning of VOs and the statements namely; Voluntary organization working in the area is popular and everyone aware of it and VO is good at motivating rural people to take up new developmental activities received first and second ranks respectively.

With regard to effectiveness of voluntary organizations on their beneficiaries, the results showed that majority of the beneficiaries had medium level of awareness and participation. Women issues, potentialities and their problems was given much priority for awareness creation and implanting success stories was the method adopted for it. Extension activities like crop demonstrations, melas, exhibitions and trainings were the activities mostly participated by the beneficiaries.

Dairy and vegetable vending activities increased the number of mandays of work with raised income levels which in turn increased the assets of the beneficiaries.

Majority of the VOs expressed that lack of sufficient financial assistance and an awareness about different funding agencies were the important problems encountered by them during implementation of the rural developmental activities.

Provision of financial assistance followed by creating an awareness about different funding agencies and promotion of self-reliant growth were the important suggestions given by the VOs.

CHAPTER – I

INTRODUCTION

Meaning of the term ‘development’, should not confine itself to ‘economic development’ of the human beings alone, instead it should stretch itself to cover a broader horizon of ‘total development’, which includes social considerations such as food, health, living conditions, employment, culture creativity, quality of life and human rights. Efforts are being made to bring about social and economic justice to the poorest section of the society through Five Year Plans.

The fabric of rural development is not unidimensional or unisectoral in nature, rather it represents a rainbow of multisectoral dimensions. It is a balanced mix of activities and projects to raise the agricultural production, create new employment opportunities, improve rural business and extend communicational and transport facilities. The objective of rural development is to bring all-round socio-economic development of the villages with the willing co-operation and participation of the rural people.

1.1 Economy and Rural development

Rural development is a dynamic process of raising political, economic and social capacities from the resources that are available to the nation in the long run. Its goal is to rise the status and living

standards of the poor. Employment generation has become a priority of development planning in all developing countries to keep pace with the increasing population.

Since the inception of planning in India, the Government of India has been making an efforts to eradicate problems like unemployment, poverty, concentration of economic power and regional disparities. India's experience in planned development during the last five decades shown that these problems cannot be eliminated automatically through 'top down' planning. So one of the objectives of economic planning is to raise the standard of living of the people. During the fifty seven years, after attaining freedom, India has witnessed many economic, social and political changes. It is very important to remember that political freedom has no value without economic freedom and economic freedom is possible only if we succeed in having a well planned proportional development. The development of the nation in all directions depends entirely upon the subjects of the nation, as a whole, because the sovereignty vests with the people of the country. After all, economic development is a human approach and not a mechanical process, not simple adding up of assorted factors. As in case with all human enterprises, its ultimate result will depend on the efficiency, quality and attitude of people who undertaken it.

1.2 People's participation in developmental programmes

People's participation implies participation of an individual at all stages of the programme, *viz.*, planning, formulation, implementation, decision-making, sharing the benefits of development, monitoring and evaluation.

It has been long argued that people's participation is essential for the success of rural development programmes. People's participation should be encouraged owing to the fact that people in the villages know their needs better than government officials. No programme can be succeed with out the involvement of the people. So in this context NGO's come into existence as they are in a highly advantageous position to enlist the participation of people as they are at the disposal of the people, and as their duty hours are not time bound, not governed by rigid set-up and are flexible in their approach towards human development adopt ways and means to encourage the participation of the rural masses. However, in a large country of India's size, the rural masses cannot expect the direct participation. But definitely they can expect it from NGOs. If the NGOs and the government join their hands it is all the more easy. Any rural development project should lead the masses to self-reliance.

1.3 Genesis of voluntary organizations

Voluntary organizations had a long history both as a concept and as an instrument for social and developmental action. In India, voluntarism has existed since ancient times. The term 'voluntarism' has been derived from Latin word 'voluntas' which means 'will'. The will assumed various forms of impulses, passions, appetites or desires. The concept of voluntarism is based on humanism. It has no room for difference to caste, creed, colour, race, region, religion.

The role of voluntarism gained importance during the early Mughal and British periods. The 19th century marked the beginning of organized voluntary action. The areas of operation were largely in the field of religious and social reforms. Several organizations dedicated their work towards removal of caste restrictions, improving the status of women and providing better conditions for widows, orphans and destitutes. Raja Ram Mohan Roy, Dadabhai Naoroji, Mahatma Gandhi played pioneering role in establishing the voluntary organizations.

The post-independence era witnessed a phenomenal increase in the number of voluntary agencies. The planners recognized the importance of the role of voluntary organizations in the first five year plan and encouraged voluntary organizations to set up autonomous bodies like Central Social Welfare Board and Indian Council of Social Welfare with the increasing involvement of the Government in welfare

activities. Several departments began to involve VOs for designing and executing their programmes as well as for training personnel for effectively running the same. During this period, an autonomous institution called People's Action for Development India (PADI) was also created to promote voluntary effort in rural development. In 1983 a new organization, Council for the Advancement of Rural Technology (CART) was set up to improve conditions in rural areas through diffusion and innovation of technology with the help of VOs. In 1986, CART was merged with PADI to form the Council for Advancement of People's Action and Rural Technology (CAPART) to coordinate and catalyse the development work of voluntary agencies.

1.4 ROLE OF VOLUNTARY ORGANIZATIONS IN RURAL DEVELOPMENT

Rural Development is a complex phenomenon which has many dimensions such as social, economical, cultural, educational, environmental and political. One has to remove the problematic syndromes which have been inhibiting the progress in these directions. Thus, increasing the production of goods and services and to make them available to the rural population, creating assets and employment opportunities, especially for the poor and realizing a feeling that all these are a collective endeavour by integrating spatial, functional and temporal aspects, which are the essence of Rural Development.

The role of voluntary organizations in rural development has been recognized and considered vital because of the following reasons :

Government alone cannot mobilize resources needed for meeting people's needs.

The quality and efficiency of government sponsored programmes increase when people are involved in programme planning and implementation.

Voluntary organizations complement very well the development efforts of government in terms of geographic and programme needs.

Voluntary organizations have first hand experience and knowledge of local needs, problems and resources of local level.

Voluntary organizations are close to the minds and hearts of the people.

Voluntary organizations have commitment and zeal of voluntary action.

Voluntary sector is more responsive and can operate with greater flexibility.

1.5 STATEMENT OF THE PROBLEM

In spite of five decades of independence, the intended results in rural development could not reach the people. The development benefits by the Government, many a time, do not reach the common man. At the

same time, these plans do not reflect the felt needs of the people because of incorrect and inadequate information and remote contact. Altogether, a different kind of expertise is required. New and innovative strategies are to be designed, personnel with different attitudes and orientations are to be mobilized in order to reach the poorer strata. This offers vast scope for the intervention by alternative institutions, particularly VOs because of their proximity to the people.

The involvement of VOs in rural development programme is more essential for the development of communities and also for the benefit of the weaker sections in the rural societies. With this back drop a study entitled “Role of Voluntary Organizations in Rural Development in Andhra Pradesh” has been designed with the following objectives :

1.6 OBJECTIVES OF THE STUDY

1.6.1 General objective

To study the role of voluntary organizations in rural development in Andhra Pradesh

1.6.2 Specific objectives

1. To identify the developmental activities implemented by the selected voluntary organizations for promotion of rural development.

2. To assess the extension methodologies adopted by the selected voluntary organizations for rural development.
3. To measure the extent of coordination between the selected voluntary organizations and Governmental organizations.
4. To study the opinion of the beneficiaries towards the functioning of selected voluntary organizations.
5. To find out the effectiveness of selected voluntary organizations on their beneficiaries.
6. To analyse the problems faced by the selected voluntary organizations while implementing the rural development projects / programmes and to elucidate suggestions for strengthening the voluntary organizations.

1.7 SCOPE AND IMPORTANCE OF THE STUDY

The Independence of India was accompanied by multifarious economic and social problems, which were more keenly felt in the rural areas. It was realized that development of India meant the socio-economic development of the rural masses. For this purpose, a number of development programmes were initiated, but the multi-dimensional nature of rural problems called for a multi-agency approach for their solution. In this context, the need of Voluntary organizations become important. So keeping this in view the present study is taken up as a

consequence to the realization that rural development can be achieved efficiency with the involvement of Voluntary sector.

To know the role of Voluntary organizations in rural development, a comprehensive list of activities taken up by the VOs to empower people, methodologies adopted by them to implement the developmental activities, the extent of coordination between voluntary organizations and Governmental organizations and opinion of the beneficiaries were focused in this study. Further, the study analyses the problems that are facing by the VOs while implementing the developmental programmes and also obtained the suggestions to strengthen the VOs.

1.8 LIMITATIONS OF THE STUDY

The study was conducted with the following limitations.

- 1) The present study has been conducted by a student who had a limited time and other resources at the disposal.
- 2) The very nature of the respondents such as shyness, poor education and poverty posed difficulties in seeking the correct responses.
- 3) Exploratory research design was adopted for conducting the study, so all the limitations associated with this design were also applicable for the study.

- 4) Since the locale of the investigation was confined to Guntur district of Andhra Pradesh as such, generalization could be restricted to the area under investigation in particular and other areas where similar conditions prevail in general.

1.9 PRESENTATION OF THESIS

The thesis is organized into five chapters. The first chapter deals with the brief introduction, objectives, scope and importance and limitations of the study. The second chapter outlines the review of literature. The third chapter emphasizes the methodology adopted for conducting the study such as research design, sampling procedure, variables and their empirical measurement, instruments and methods used for data collection, statistical tools and procedures followed. Fourth chapter presents the results, fifth chapter deals with the comprehensive discussion and sixth chapter represents the summary of findings and their implications. At the end literature cited, schedule used for the study was appended.

CHAPTER – II

REVIEW OF LITERATURE

A thorough review of literature is of paramount importance to any research endeavour. It helps to acquire general background in the given field and also helps to find out the available information which is related to the objectives of the proposed research and assists not only in delineation of problem area but also provides a basis for theoretical frame work and interpretation of findings. Literature available to certain variables of the study was scanty. However an attempt has been made in this chapter to present a brief review of available literature related to variables selected which have meaningful relation to the objectives of the study. The review is presented under the following broad headings.

- 2.1 Developmental activities taken up by the Voluntary organizations
- 2.2 Extension methodologies adopted by the Voluntary organizations
- 2.3 Extent of coordination between the Voluntary organizations and Governmental organizations
- 2.4 Opinion of beneficiaries towards functioning of the Voluntary organizations

2.5 Effectiveness of the Voluntary organizations on their beneficiaries

2.6 Problems perceived by the Voluntary organizations

2.7 Suggestions for strengthening the Voluntary organizations

2.1 DEVELOPMENTAL ACTIVITIES TAKEN UP BY THE VOLUNTARY ORGANIZATIONS

Gilbert (1990) stated that NGOs were becoming increasingly interested and involved in various forms of agriculture research and making an effort to improve the quality of innovations available to the family communities they were serving.

Molly (1990) found that there was lion's share of NGOs programmes in the selected organizations related to the provision of factory type employment such as ready made garments, khadi and village industries, candle sticks, match box, carpentry, foot wear etc. The major production schemes especially on household basis which occupied twenty four per cent of total schemes were animal husbandry, poultry, sericulture, fodder cultivation, kitchen garden and others. The major schemes for providing facilities were housing, drinking water, sanitation, health care, biogas plants, smokeless chulas, creche, hostels,

marketing etc. Skill development activities include training to farmers, training under TRYSEM, tailoring programme, literacy mission and training centre attached to production units.

Wellard *et al.* (1990) viewed that many NGOs combine their agricultural work with a range of social and economic interventions enabling them to attack poverty on a broad front and also to put agriculture into its proper context.

Nahas (1991) revealed that in Bangladesh an NGO “Friends in Village Development” has conducted much of the research and development in rearing and management of the 35000 improved ducks.

Vasimalai (1991) found that in India, PRADAN (NGO) had scaled down the technologies of mushroom developed by Government institutes by devising integrated schemes of credit marketing.

Wellard (1991) stated that NGOs had a strong field presence in Kenya and several of them also had sizeable research programmes outside “mainstream agriculture” including organic farming and indigenous fruits and vegetables.

Bebbington and Ferrington (1992) referred that in India, ‘Bharatiya Agro Industries Foundation’ an NGO, pioneered research

into frozen semen technology and its 500 field programmes in six States had been responsible for producing around ten per cent of the country's cross bred dairy herd.

Grewal *et al.* (1993) observed that women expressed their keen interest in undergoing training in mushroom cultivation, poultry, bee-keeping or any other income generating activity which would make them economically independent.

Antwal (1994) found that MANAVLOK, a voluntary organization was working on all round development activities with a stress on sustainable agricultural development with the principle of equitable water sharing, organizing women to take up socio-economic programmes which will help them to realize their own potential taking up social forestry programme and awareness raising programmes, intensive and extensive training to target groups and village level activities to develop leadership and managerial capabilities.

Evamaria (1994) stated that NGOs had to play to fill-up the gaps which were created by rationing measures like health care system, supply of agricultural production factors, deforestation and literacy.

Mahajan (1994) studied the experiences of voluntary organizations in promoting livelihood, employment and income

generation schemes. These organizations picked up a large number of activities without building any special strengths in any one of them.

Sagar (1994) found that majority of the VOs come under medium profile with 4-10 years of experience in agricultural work. Activities that were identified by them were motivation, mass mobilization, training and social forestry.

Sharma (1994) revealed that the “Mouman Seva Ashram” engaged in several social activities to carry out the khadi and village industries programmes in rural areas with social objectives of generating employment and self-reliance. “Gram Swaraj Parishad”, Rangiya – the parishad runs a destitute home and adult education programme under its supervision. The parishad also helps in the socio-economic upliftment of the poor village people.

Dhillon and Hansra (1995) analysed that the VOs played a crucial role in rural development by supplementing government efforts as they were close to the minds and hearts of the rural people.

Ramanujam (1995) observed that VOs operate over a wide range of activities such as the government sponsored anti-poverty programmes, training of rural youth, promotion of safe drinking water, rural housing, promotion of science and technology, wasteland

development, health care, family welfare, education, women's welfare, child care and programmes for SCs and STs.

Rani (1995) described that the NGO Chetana – Vikas was taking up diverse activities for women touching the different spheres and dimensions of their daily life, chetana-vikas offered required training for development of catchment area. It also urged the women to come forward for the job and empowered to take decision on the quality of upcoming future.

Shripathi (1995) concluded that voluntary institutions were playing a significant role in rural development and their involvement in major rural economic sectors like agriculture, dairy, employment is recognized. Improvements will have to be brought about both in the organizational structure as well as in the quality of services offered.

Kapoor and Singh (1997) found that some of the VOs may work for the total development of the community while some may work specially for the benefit of weaker sections in rural societies.

Menon (1998) asserted that the natural resource management interventions, the revival of common property resources and pasture lands have to be actively pursued by all NGO initiatives. They must also

address the poverty and unemployment of the people to improve their socio-economic conditions by offering sustainable livelihood conditons.

Singhal (1998) revealed that a wide range of services were offered by voluntary organizations. In rural development, they provide production oriented economic activities such as khadi production, road construction, fishery, poultry etc. Social welfare activities covered old age home, relief, health, crèches, family counselling, sanitation etc. Education related activities like primary level and adult education, awareness camps, condensed courses were taken up by large number of organizations. Many of voluntary organizations undertook training related activities.

Suresh (1998) observed that NGOs had undergone various generations of changed roles such as charity, relief, welfare, development and empowerment. An NGO is now-a-days not expected to deliver directly some benefits to people, but to motivate people, mobilize resources, initiate leadership and participate in development programmes for self-reliance.

Bhat (1999) concluded that a few NGOs in India had succeeded largely in imparting skills of income generation and micro entrepreneurship development among the weaker sections of the society, especially women, tribals and others.

Reddy (1999) identified that “Kalva Village Development Society” an NGO provided the financial help to the poorest of poor women for self-employment and skill oriented trainings.

Mohanan (2000) expressed that thrift and credit programme had been generally accepted by the NGOs as a powerful tool of poverty alleviation and development.

Yadappanavar (2000) identified the activities performed by Sumangali Seva Ashram in several areas which include training in handloom, craft, vocational training, screen printing, spinning, crèche workers training, community services and economic services, health and sanitation, women’s development, social forestry, poverty alleviation and family counselling.

Gurulingaiah (2002) indicated that Abhivrudidi (voluntary organization) was sensitive to the tribal and rural women and carrying out various programmes including non-formal education, adult education, child labour residential programme, environmental awareness camps, women health awareness camps, exposure studies and visits, social and economic awareness programmes, group economic activities, leadership development programmes, family counselling, watershed and dry land development activities etc.

The findings of the above studies indicated that voluntary organizations are undertaking activities such as agriculture, health and sanitation and income generating activities etc for the development of rural people in the areas to improve their socio-economic conditions.

2.2 EXTENSION METHODOLOGIES ADOPTED BY THE VOLUNTARY ORGANISATIONS

Shah and Mane (1991) informed that the Aghakhan rural support project developed an alternative training and dissemination methodology which was tested over several areas for rural development.

Ayers (1992) found that NGOs had the ability to reach the poor and isolated who were not served by public or commercial agencies. Many NGOs had also been able to find innovative solutions to novel problems.

Francis (1993) opined that NGOs were in a highly advantageous position to elicit the participation of people by educating them on their lawful rights which could be part of their awareness programmes.

Sachchidananda and Prasad (1994) found that the organization provided human development inputs interms of educational, motivational and consciousness raising programmes to the village through the mechanism of mahila sabhas.

Sagar (1994) stated that VOs were ideologically disposed and administratively flexible to work in rural areas through participatory approaches.

Vahlans (1994) reported that NGOs were free to organize their activities according to the perceived organizational needs, this enables NGOs to be more flexible and respond better to the specific needs of people than the highly bureaucratic government organizations.

Kumar (1995) revealed that VOs created awareness among people, generated livelihood opportunities for people, appropriate technologies and scientific practices.

Dhillon and Hansra (1995) viewed that the programmes of voluntary organizations should be based on the felt needs of the people. The people should be motivated well before planning of their activities.

Miraseth (1995) found that VOs were mobilizing women by making them conscious of their rights and preparing them for collective action in rural development.

Gogte (1998) reported that Gram vardhini (NGO) had conducted environmental awareness programmes in the villages and ashram schools under the national environmental awareness campaign. Awareness programmes were also held to actively involve the women in the development process.

Ponnusamy and Krishna Kumari (1998) revealed that farm and home visits was the individual contact method, meetings and group discussions were the group contact methods and folk songs and folk dances were the mass contact methods used by the NGO staff.

Suchita (1998) opined that continuous efforts are needed at various levels to provide functional education to rural women through skill based trainings to enable them to take benefits out of these scientific developments, exposure to the new developments, upgradation of their basic knowledge related to their local occupations.

Velusamy and Manoharan (1998) revealed that NGOs played a greater role in rural development. They showed greater enthusiasm and capacity in mobilizing community resources.

Bhat (1999) viewed that through selective approach, the NGOs had concentrated their efforts on the development of micro-entrepreneurship in the informal sector rather than the more substantial formal sector business.

Lakshmaiah (1999) stated that the basic philosophy behind voluntary effort is to make people aware and lead them to the goal of self-reliance.

Sundaram (2000) found that monitoring and evaluation was essential in planning the objectives of the programme.

Raju *et al.* (2001) reported that NGOs identified the beneficiaries by conducting interviews (80%), group discussions (10%) and observations (10%). Majority of the NGOs implemented their programmes based on local needs and interests of farm women. Majority of the NGOs (60%) depended on the motivation of farm women for putting the programmes into action.

Panda and Pattnaik (2003) stated that awareness building measures adopted by NGOs were holding public meetings (77.50 %), implanting success stories (72.50 %), street plays (67.50 %) organizing training camps/workshops (65.00 %), folk songs (47.50 %) followed by bicycle rally, children's rally (45.00 %), support from print media (30.00 %), electronic media (20.00 %) and both print and electronic media (15.00 %).

The above studies indicated that the VO's were adopting various extension methods namely conducting skill based training programmes, group discussions, workshops, public meetings, interviews, rallies, farm and home visits, street plays, folk dances and implanting success stories to create awareness about different socio-economic issues and in implementation of their porgrammes.

2.3 EXTENT OF COORDINATION BETWEEN THE VOLUNTARY ORGANISATIONS AND GOVERNMENTAL ORGANISATIONS

Lantham and Aroom (1990) revealed that NGOs practically can not accomplish their goals without cooperating with government organizations. The extent to which NGOs and GOs work together depends largely on how NGO officials approach local government officials.

Wellard *et al.* (1990) stated that the areas for collaboration between GO and NGO exist in a spatial dimension, in the methodologies employed and the types of technologies developed.

Eswarappa (1991) indicated that inter-departmental coordination is an essential element of management whenever the developmental programmes are implemented by several departments jointly. The effectiveness of impact of the programmes are often dependent on the quality of coordination among departments.

Musyoka (1991) showed that collaboration of Ministry of Agriculture with NGOs had so far been limited mainly to training and demonstration and extension activities.

Satish *et al.* (1991) stated that Action for world solidarity and a consortium of grassroot organization in Andhra Pradesh devised together a strategy for integrated pest management of caterpillar on castor with government research institutes and helped to organize farmers to take action simultaneously and achieved maximum impact.

Bebbington and Ferrington (1992) found that collaboration can be both short term and long term and institutionalized where training should be expected in both directions with NGOs offering courses to government organizations in participatory methods, farming systems research etc and government organizations offering NGOs support with technical problems. They have also revealed that the majority of the interactions between NGOs and GOs have been initiated by NGOs.

Lewis (1992) pointed that NGOs will not be able to expand their activities indefinitely and are unlikely ever to reach more than a fraction of their potential target group. The priority therefore will be to influence government over the long term coordination nudging it towards progressive change.

Garain (1994) indicated that the reports of government appointed committees reflected the need for increased NGO participation in government sponsored development efforts, only a few concrete steps have been taken in this direction. There is an ever increasing realization

of the importance of a continuous dialogue between different levels of bureaucracy and the NGO sector to develop confidence and accept each other as equal partners for the development of the poor, deprived and disadvantaged.

Sagar (1994) revealed that majority of the respondents *i.e.* 62.22 per cent in VOs and 72.22 per cent in GOs had low level of coordination and there was no significant difference in perception of existing coordination between GOs and VOs.

Sundaram (2000) reported that the cooperation of voluntary agencies is essential for effective implementation of schemes and to mobilize and organize the poor and generate quality services and impose a community system of accountability on the performance of the village level government functionaries.

Intodia (2002) stated that the GO – NGO Forum at various levels in administrative hierarchy must be established to develop greater interaction and also to share the job responsibility by the NGO, with financial and technical support from the government.

Lakshmi and Archana (2002) opined that there is need for NGOs to play a dual role *i.e.*, to collaborate with the government critically and oppose policies of the government which are anti-poor.

Above findings indicated that NGOs and GOs should work in collaboration while implementing the developmental programmes. Both should exchange their knowledge and information, trust and support each other for the betterment of the poor people.

2.4 OPINION OF BENEFICIARIES TOWARDS FUNCTIONING OF THE VOLUNTARY ORGANISATIONS

Manjula and Belli (1994) reported that half (53.33%) of farm women had favourable attitude towards watershed management projects and rest (46.67%) of them had unfavourable attitude.

Sagar (1994) observed that all beneficiaries of voluntary organizations should always involve in activities like “Identification of right beneficiary, supply of agricultural inputs and giving feed back to research stations”.

Verma (1994) found that voluntary agencies had established adult education centres to increase knowledge and literacy level of people especially the female group. According to evaluation studies done in Rajasthan and Jaipur districts in particular, it had been recognized that Nilayams had become an attractive centre for rural people and enrollment number had increased in every nilayam. People opined that nilayams were for their own welfare.

Nath and Jhamkhedkar (1995) reported that sanjivini catered the wide range of problems, loneliness, interpersonal conflicts, depression, suicide, alcoholism and mental illness. Sanjivini had been successfully resolving problems and conflicts for the last eighteen years.

Seethalakshmi and Shanthi (1998) revealed that self-employment had improved women's position in the home and in the community. Group formation had helped to diminish domestic violence. More over, this collective work had allowed women to increase their self-esteem and to plan, question and organize to confront inequality at both public and personal levels.

Shanthi (1998) conducted a study on the role of VOs in rural development in general and women development in particular. All the four organizations of the study were doing appreciable service to the poor and the socially depressed groups. All four organizations served the people who were least educated and deep-rooted in customs and traditions.

Shashikumar (1999) found that majority of (78.40%) of the beneficiaries and non-beneficiaries (54.00%) had favourable attitude towards NGOs followed by 12.00 per cent beneficiaries and 24.00 per cent non-beneficiaries who belonged to less favourable and more favourable categories respectively.

Velusamy and Manoharan (1999) reported that majority (74.44 %) of women respondents had favourable attitude towards NGO. Among men respondents, half of them (53.33 %) had more favourable attitude towards NGO.

Above findings indicated that majority of the beneficiaries had favourable opinion towards the VOs programmes namely; watershed management projects, adult education centers, self-employment, groups formation and resolving personal problems of the beneficiaries.

2.5 EFFECTIVENESS OF THE VOLUNTARY ORGANISATIONS ON THEIR BENEFICIARIES

2.5.1 Participation in developmental activities

Suresh (1990) observed that VOs were not working as participatory organizations to the extent desired. The extent of participation of beneficiaries were found to be very low in majority of organizations. The beneficiaries were also not taken into confidence at several stages of planning and implementation of programmes meant for them. The beneficiaries were also found to be not keen in getting represented in decision-making bodies and the planning process.

Dhillon and Hansra (1995) indicated that VOs and local institutions operating in the area should be encouraged to participate the people in planning and implementation of programmes. The people

should be motivated well before planning and there after only be involved at all stages of the program implementation.

Ponmani *et al.* (1995) reported that there was much variation in participation of people in the training programmes between two agencies *viz.*, Government and NGO in rural development.

Chander (1996) conducted an in-depth study to understand the modus operandi of three locally active VOs in Central Himalayan Region of Uttar Pradesh hills keeping people's participation in focus. Participatory Rural Appraisal (PRA) method was used for the purpose. The study revealed that VOs had really made good efforts towards ensuring farmer's participation in planning and implementation stages of rural development programmes.

Sumana (1996) revealed that majority (61.00%) of the respondents had medium participation followed by high (21.00%) and low (18.00%) participation in developmental programmes.

Joseph (1998) concluded that women were no longer the recipients of benefits but active participants in developmental programmes. They proved that they could be good entrepreneurs, good decision makers and employment providers. There was a realization at all levels of the society that self help is the best strategy for economic well-being.

Velusamy and Manoharan (1998) stated that participation in development programmes is very important for the success of any programme of NGOs. Many rural development programmes failed because of lack of participation by people.

Shrivastava (2000) stated that voluntary organizations operating in the area can also play a great role in securing people's participation because of their easy access to rural minds and heart and first hand experience and knowledge of local needs, problems and resources available at grass root level.

2.5.2 Employment generation

Sagar (1994) reported that more number of women were provided with additional employment in high and low profile organizations which clearly indicated that VOs encouraged the women to take up income generation activities like social forestry, poultry and dairy.

Reddy (1996) indicated that among the three watershed projects, maximum employment generation was observed in NGOs beneficiaries with highest mean of 37 mandays.

Rao (2000) revealed that training the rural youth under TRYSEM from the NGOs were better employed than the ones trained in government and public institutions.

Bhatt (2001) revealed that SEWA (voluntary organization) created 37, 602 new employments through their union activities, cooperatives and district associations. One of the goal of SEWA was to create full employment which assures economic-security, food security and social security.

Above studies inferred that VOs provided additional employment by providing skill oriented training on income generation activities which in turn increased the number of mandays of work availability.

2.5.3 Income generation

Suresh and Molly (1990) indicated that eight four per cent of the beneficiaries received an income below Rs. 5000 from the projects of selected organizations, followed by eleven percent of the beneficiaries received Rs. 5000-10000 and four per cent of the beneficiaries received Rs.10000.

Kumar (1993) reported that the Banwasi Ashram (voluntary organization) had taken up five villages in four blocks of the Soan region of Sonbhadra district of Uttar Pradesh for intensive development. The people were organized and taught the lessons of self-development and the per capita income had been increased by 75 per cent and thirty five per cent families had been brought above the poverty line.

Premchander (1994) examined two approaches for raising women's income *i.e.*, the employment approach where by women were employed in a production unit owned and run by NGO and the empowerment approach, which involves forming village groups and developing self-confidence, enabling women to manage group savings. It was reported that higher income was generated by the employment approach but author suggested the empowerment approach which is suitable for sustainable group development with regular income and employment.

Srinivasan (1996) reported that the IFAD assisted project of voluntary organizations helped the members to save regularly through thrift and the average savings per member was Rs.531 in MYRADA and Rs.390 in PRADAN groups. Joining in the groups created access to credit not only to members but also for their family members. Subsequently members owned the assets, which provided supplementary income to them. The efforts had rendered functional literacy to all the members.

Gogete (1998) reported that Grama vardhini (NGO) provided capital through the DWCRA schemes in rural areas to purchase goats and cows and three hundred improved chulas which save fifty per cent of fuelwood. The organization also trained fifteen local women in construction of these chulas which also gave them an additional income

Snehalatha (1998) indicated that the income generation of NGO respondents was medium to low before and it is medium to high after introduction of thrift and credit groups. The improvement in NGO beneficiaries may be due to the initiation of viable income generating activities and assured employment opportunities.

Sudharani (1999) revealed that majority (85.15 %) of the farm women increased their income out of the NGOs developmental programmes. This is due to increased crop yields and established subsidiary enterprises such as dairy, poultry, kitchen gardening, organic farming, bee keeping etc.

Velusamy and Manoharan (1999) reported that the income of all the respondents were found increased due to their involvement in NGO. Thus there was cent per cent direct impact of getting increased income.

Sundaram (2000) opined that voluntary organizations were the most appropriate agencies to empower women. By promoting literacy among rural women and organizing self-help groups, they can contribute greatly towards empowerment of women. Also, some voluntary agencies can exclusively taken up women's issues.

Bhatt (2001) inferred that members of SEWA (NGO) increased income by Rs. 40.5 crores through union activities, Rs. 20.5 crores through cooperatives and district associations and Rs. 2.81 crores from

SEWA bank. Traditional midwives through training increased their income from zero to an average of Rs. 65 per delivery.

Titus A.P. Sabastian (2001) revealed the impact of micro credit programmes of three NGOs that more than sixty per cent of the respondents had a monthly increase in income above Rs.300 out of income generating activities.

The above research studies concluded that VO's brought significant changes in income levels of beneficiaries which ultimately leads to increase in living standards of the beneficiaries.

2.5.4 Assets generation

Vivekanand (1994) reported that there was an improvement in the existing houses of the beneficiaries (74.5 %) and also purchased the new utensils (77.33 %) which were added to permanent assets.

Sumana (1996) reported that thirty four per cent of respondents had improvement in present living house, ninety per cent got education for their children and eighteen per cent purchased the household materials.

Sudharani (1999) inferred that majority of the farm women had improvement in family living conditions such as clarity of debts, purchase of household articles, purchase of jewels, better education for children, improvement in present living condition.

Velusamy and Manoharan (1999) revealed that majority (86.67 %) of the respondents either purchased or constructed new house or improved the existing one with the investment in banks and one tenth (10.83 %) of the respondents purchased agriculture implements.

Bhatt (2001) reported that the assets of members SEWA were increased. The assets like savings, land, house, cattle, work space, tools of work, shareholding, license and sewing machine etc. were generated from the developmental activities.

From the above research studies, it is observed that there was improvement in family living conditions and many of the beneficiaries purchased permanent and durable assets.

2.6 PROBLEMS PERCEIVED BY THE VOLUNTARY ORGANISATIONS

Mahipal (1991) indicated that most of the voluntary organizations were headed by a strong man and become a one man show, selection of personnel had been done on the basis of caste and creed rather than dedication and aptitude, programmes implemented are mostly donor oriented rather than people oriented, giving meagre amount to the personnel, over dependence on the funding agencies rather than mobilizing local resources and all the above the major limitation is the lack of sufficient funds for implementing the programmes.

Kumar (1993) inferred that the limitations that are found common among the VOs were inadequacy and lack of certainty about the inflow of funds, overdependence on the funding agencies, misuse of funds, improper maintenance of accounts and agency or donar oriented programmes rather than people oriented.

Dhawan (1995) stated that NGOs were facing the problems of survival and sustainability, capacity and skills to negotiate with the bureaucracy or local power structures, sources of funding, maintaining accounts and management of their organization.

Dhillon and Hansra (1995) indicated that NGOs were facing problems interms of funding, recruitment and retention of trained and qualified staff, leadership crisis, poor maintenance of records and accounts, lack of professional competence, apathy of the bureaucarcy and the tendency of politicians and others to use them for perusal or political gains.

Mishra and Dipak De (1997) reported the major problems facing by the VOs were inadequate training facilities for employees, inefficient subject matter specialists and technical personnel, unsuitable office accommodation, lack of transport facilities, existence of low level of coordination among the employees etc.

Suresh (1998) reported that one of the major weakness of NGO sector is their action in isolation.

Bhat (1999) inferred that doubtful leadership and succession, inadequate training opportunities to work as trainer/motivator, absence of impact assessment because of self-righteousness on the part of NGO leaders were the weaknesses of NGOs in the context of entrepreneurship development.

Lakshmaiah (1999) inferred that the VOs had some limitations like financial resource crunch and lack of sufficient manpower and they can concentrate only on a limited number of clientele in the selected pockets.

Sudharani (1999) revealed that lack of viable schemes, lack of coordination with governmental organizations, complicated procedures, lack of teamwork and influence of the political leaders were the constraints of NGOs.

Rajasekhar (2000) revealed that NGOs and their development programmes faced a number of problems such as spatial limitation, lack of good governance and transparency, patchwork – quite phenomenon, inability to reach the poorest, antagonistic attitude towards the state, paltiative natured of service provision, limited ability to influence macro-policies, lack of accountability and inappropriate models.

Talukdar *et al.* (2001) reported the major problems which hindered the programmes of the NGOs with respect to aquaculture

development were techno-environmental, managerial, socio-political, credit and infrastructural and psycho-social.

Above studies revealed that insufficient flow of funds, inadequate training or technical competency, lack of coordination among Governmental organizations and Voluntary organizations, lack of team work and coordination among the employees were the problems facing by the VOs.

2.7 SUGGESTIONS FOR STRENGTHENING THE VOLUNTARY ORGANISATIONS

Dhillon and Hansra (1995) indicated that there is a strong need to take steps such as simplifying and streamlining grants-in-aid procedures, training of personnel, improving the organizational structure and administrative competence of the personnel to strengthen voluntary organizations.

Mishra and Dipak De (1997) suggested that for improving the effectiveness of voluntary system, competent staff should be recruited, sufficient funds should be made available and the NGOs should be involved in need based programmes.

Suresh (1998) suggested that NGOs mutual interaction and collaboration make the efforts more effective. NGOs can also associate

with other organizations working in the developmental scenario which are in fact more powerful and resourceful.

Sundaram (2000) suggested that, the funds should not be misutilized nor used for the benefit of the person or their relatives and the workers in the VOs should show dedication, flexibility and professional competence.

Above findings indicated that sufficient funds should be made available to the VOs and not misutilized, training should be given to the staff to improve their managerial abilities and VOs should develop dedication, flexibility and professional competency.

CHAPTER – III

MATERIALS AND METHODS

This chapter precisely deals with the methodology adopted for the study, tools and techniques used in data collection and analysis in conducting the research. This chapter has been organized into five major parts. First part describes the research design selected for the study. Second part deals with the sampling procedure adopted, third part discusses the variables and their empirical measurement, scoring and categorization, the fourth part deals with the methods used for data collection and the fifth part explains the various statistical tools used for data analysis.

3.1 Research design

3.2 Sampling procedure

3.3 Variables and their empirical measurement and categorization

3.4 Methods used for data collection

3.5 Statistical tools used for data analysis

3.1 RESEARCH DESIGN

Exploratory research design was followed for the present study. Exploratory research design is a pilot study conducted prior to main

investigation which helps in gaining more insights and familiarity to the problem.

3.1.1 Reasons for selection of exploratory research design

1. Exploratory research design would help to build up hypothesis which can be tested by planning a higher level of scientific design.
2. Exploratory research design is flexible design which provides an opportunity for considering different aspects of a problem under study.
3. Exploratory research design helps the researcher to draw together the diverse information into a unified interpretation which makes this design as an appropriate procedure for evoking insights.

3.2 SAMPLING PROCEDURE

3.2.1 Locale of the study

The State of Andhra Pradesh was chosen purposively for the following reasons.

- i) More number of Non-Governmental Organizations (NGO's) are working in the state.
- ii) The researcher hails from the same state and is familiar with regional language and fully aware of the culture pattern,

which indeed avoids the problems in rapport development with the respondents.

3.2.2 Selection of the district

Andhra Pradesh is divided into three regions, namely; Telangana, Rayalaseema and Coastal Andhra and consists of twenty three districts out of which, one district namely; Guntur district was selected based on simple random sampling method.

3.2.3 Selection of voluntary organizations

A list of voluntary organizations working for rural development was prepared. From the prepared list, ten voluntary organizations which are working effectively for rural development were selected purposively from the selected district based on the following criteria.

- 1) Year of registration should be on or before 1993
- 2) Funding to VO : Through donations and funding agencies
- 3) The VO should actively working in the area of operation for the past five years
- 4) Areas of rural development – Agriculture, Health, Education, Vocational trainings etc.
- 5) Area of operation – minimum one mandal in the area

- 6) Staff strength – minimum of ten employees
- 7) Maintenance of records - up to date

3.2.4 Selection of respondents

3.2.4.1 Selection of functionaries of voluntary organizations

Two important functionaries from each selected voluntary organization were selected purposively. Thus a total of twenty functionaries were selected for the study (Table-1).

Table-1 shows the selected VOs and beneficiaries for the study.

3.2.4.2 Selection of beneficiaries of voluntary organisations

One adopted village of each selected voluntary organization was selected randomly and then ten beneficiaries were selected from each adopted village based on simple random sampling method. Thus a total of hundred beneficiaries were selected for the study (Table-1 & Map-1). Fig. 1 depicts the map of Guntur district with selected mandals for the study.

3.3 VARIABLES AND THEIR EMPIRICAL MEASUREMENT AND CATEGORIZATION

The variables selected and their empirical measurement are given in the Table 2.

Table-2 : Variables and their empirical measurement

S.No.	Variable	Measurement
1.	Developmental activities takenup by VOs	Schedule developed for the study
2.	Extension methodologies adopted by the VOs	-do-
3.	Extent of coordination between VOs and GOs	Scale developed by Eswarappa (1991) adopted with suitable modifications.
4.	Opinion of beneficiaries on VOs	Schedule developed for the study
5.	Effectiveness of VOs on their beneficiaries	-do-
	a) Awareness creation	-do-
	b) Participation in developmental activities	Scale developed by Reddy (1996) with suitable modifications
	c) Employment generation	Schedule developed for the study
	d) Income generation	-do-
	e) Assets generation	-do-
6.	Problems faced by VOs	-do-
7.	Suggestions for strengthening VOs	-do-

3.3.1 Developmental activities taken up by the voluntary organizations

It was operationally defined as the various developmental projects and programmes taken up by the voluntary organization for the promotion of rural development.

A schedule was developed to identify the developmental activities. For this a comprehensive list of activities being undertaken by the voluntary organizations for rural development was prepared by discussing with experts in the rural development and referring relevant literature. The activities were grouped into seven categories i.e. Infrastructure developmental activities, Agriculture and allied developmental activities, Educational activities, Health and Sanitation activities, Income generation activities and Environmental Protection activities with three point response categories of regularly, sometimes and never and a score of 2, 1 and '0' respectively was assigned to the response categories. Then frequencies and percentages of each activity was calculated and ranks were given. The most important activities that were undertaken by VOs were also identified by calculating the overall mean scores and ranks.

3.3.2 Extension methodologies adopted by the voluntary organizations

It was operationally defined as the various extension methods and techniques used by the voluntary organizations for project identification, formulation, implementation and evaluation.

A list of extension methods used by voluntary organizations in identification of target areas and beneficiaries implementation of the programmes, putting the programmes into action, location of funding sources, supervision and controlling of the activities, feed back and evaluation of the developmental activities, publicity and propoganda, public relations with officials and non-officials and overall approaches followed for promotion of rural development was prepared and subjected to the functionaries of voluntary organizations and responses were recorded on three point continuum of regularly, sometimes and never. A score of 2, 1 and '0' respectively was assigned to the response categories. Frequencies and percentages were calculated and ranks were given.

3.3.3 Extent of coordination between Voluntary Organizations and Government Organizations

It was operationally defined as the task of bringing things together in harmonious relationship to the end that they (VO and GO) function together effectively in achieving the common goals.

A scale developed by Eswarappa (1991) was adopted with suitable modifications to study the extent of existing coordination between Voluntary organizations and Government organization. The scale consists of 21 statements. Responses were obtained on a three point continuum *i.e.*, agree, undecided and disagree with the scores 3, 2 and 1 to positive statements and 1, 2 and 3 for negative statements, respectively. The minimum possible score is 21 and the maximum possible score is 63. The minimum score recorded was 47, while the maximum score recorded was 57 in the study. The total score for each respondent was calculated and then the Voluntary organizations were categorized into the following three groups namely, low, medium and high coordination based on exclusive class interval method.

S. No.	Extent of coordination	Score range
1)	Low coordination	Upto 34
2)	Medium coordination	35-48
3)	High coordination	Above 48

Frequency and percentages were calculated for each statement and tabulated in descending order based on the ranks.

3.3.4 Opinion of beneficiaries on voluntary organizations

It was operationally defined as the overall feeling of the beneficiaries towards the functioning of voluntary organizations in their area.

A structured schedule was developed by referring the relevant literature and experts. A pool of 35 statements were prepared with three point response categories of Favourable, Neutral and Unfavorable. A score of 3, 2 and 1 were assigned for positive statements and 1, 2 and 3 were assigned for negative statements respectively. The individual responses were recorded for each statement on the given continuum. The overall responses of all the respondents on each response category was summed and divided by total number of statements to get the overall opinion of the beneficiaries. Then, the respondents were categorized into three groups namely, Favourable, Neutral and Unfavourable opinion. Frequency and percentages were calculated and tabulated in descending order to obtain the ranks.

3.3.5 Effectiveness of voluntary organizations on their beneficiaries

Effectiveness of voluntary organizations was measured in terms of awareness creation, participation in developmental activities, employment, income and assets generation.

3.3.5.1 Awareness creation

It was operationally defined as the extent of awareness created by the voluntary organizations about various developmental activities, issues and problems.

A structured schedule consists of ten statements were prepared. The responses of beneficiaries were obtained on dichotomous response categories of 'Yes' and 'No' for each activity then the responses of 'yes' were summed up and the frequency for each activity was obtained. A score of one was assigned for awareness of each activity. The total score of the respondent was calculated by summing up the scores of all the correct responses and ranks were given. Then the respondents were grouped into three categories based on exclusive class interval method.

S. No.	Awareness Creation	Score range
1)	Low awareness	Upto 3
2)	Medium awareness	4-6
3)	High awareness	Above 6

Frequency and percentages were calculated and tabulated in descending order to obtain the ranks.

3.3.5.2 Participation in developmental activities

It was operationally defined as the extent of involvement of beneficiaries at all stages *i.e.* from planning to implementation and evaluation of activities in voluntary organizations.

A scale developed by Reddy (1996) was used with suitable modification to assess the participation of respondents in the VOs activities. A scale consists of sixteen statements was adopted with three point response continuum *i.e.*, Fully participated, Partly participated, Not participated with the scores of 2 ,1 and 0 respectively. The total score of the respondent was obtained by summing up the scores of responses for each statement and ranks were given accordingly. The respondents were categorized into three groups based on exclusive class interval method.

S. No.	Level of participation	Score range
1)	Low participation	Upto 11
2)	Medium participation	12-22
3)	High participation	Above 22

Frequency, percentages and ranks were calculated and tabulated in descending order.

3.3.5.3 Employment generation

It was operationally defined as additional employment opportunities (man days) created by voluntary organizations for the better living of the beneficiaries.

Ten developmental activities namely; dairy, vegetable vending, sheep rearing, leaf plate making, pickle making, land development, basket weaving, tailoring, agarbatti making and vermi composting were selected among the selected beneficiaries to assess employment, income and assets generation.

An open-ended schedule was prepared to know the number of mandays of work available before taking up the developmental activity and after taking up the developmental activity. The mean difference was computed to obtain the additional number of mandays generated and then the activities were arranged in descending order to obtain the ranks.

3.3.5.4 Income generation

It was operationally defined as the additional amount of income generated by the beneficiaries as a result of their involvement in the activities of voluntary organizations.

An open ended schedule was developed to know the total annual income of each respondent before taking up the developmental activity and after taking up the developmental activity and then the mean

difference was computed. Thus, the mean additional income generated from developmental activity was obtained and ranks were assigned in descending order.

3.3.5.5 Assets generation

It was operationally defined as the worth of movable and immovable assets gained by the beneficiaries as a result of involvement in the activities of voluntary organizations.

An open-ended schedule was developed to know the cost of movable and immovable assets of each respondent before and after taking up the developmental activity. Then the difference was computed. The mean additional assets generated from the developmental activity was thus obtained then the activities were arranged in descending order and ranks were assigned.

3.3.6 Problems faced by the voluntary organizations

It was operationally defined as the difficulties encountered by the voluntary organizations in implementing the developmental activities.

An open-ended schedule was prepared to know the problems. The responses obtained were analysed based on frequency, percentage and ranks.

3.3.7 Suggestions for strengthening the voluntary organizations

It was operationally defined as solutions elucidated by the functionaries of voluntary organizations for improvement of functioning of voluntary organizations.

An open-ended schedule was prepared to know the suggestions of voluntary organizations. The responses obtained were analyzed based on frequency, percentage and ranks

3.4 METHODS USED FOR DATA COLLECTION

3.4.1 Preparation of interview schedule

Keeping in view the objectives, a comprehensive interview schedule was developed covering all aspects of VOs and their beneficiaries. The required information was collected through relevant literature in subject, by conducting discussions with experienced people and experts in the field of VOs. In the schedule, it was made sure that the questions were correctly understood by the respondents.

3.4.2 Establishing rapport

Necessary rapport with the NGO staff and NGO beneficiaries was pivotal to this research study. First few days were devoted to get acquainted with NGO staff and beneficiaries for the study. Later, the investigator made an informal and friendly visits with the respondents in

the study area. All these methods helped the researcher in getting the desired co-operation, in addition to valid and authentic information.

3.4.3 Pre-testing

Before giving a final shape to the interview schedule, the schedule was pre-tested with 10 officials and 20 beneficiaries in non-sampling area. Based on the experience gained in pre-testing, the interview schedule was modified where ever needed with deletions and additions.

3.4.4 Method of data collection

The data were collected with the well structured interview schedule consist of a set of questions. The respondents were subjected to the questions and the answers were obtained by the investigator in a face to face situation.

3.5 STATISTICAL TOOLS USED FOR DATA ANALYSIS

The following statistical tools were used to analyse the data collected.

3.5.1 Frequency and percentage

The data were subjected to frequencies and percentages and used to know the distribution of the respondents according to the selected variable.

3.5.2 Arithmetic Mean

Arithmetic Mean is defined as the sum of all the values of the observations divided by the total number of observations. Mean was calculated from the total score against each statement in the selected variable.

3.5.3 Ranking

Ranks were given according to the priorities given by the respondents towards statements.

3.5.4 Class interval

Exclusive method of class intervals were used to categorize certain variables.

Table-1 : Variables and their empirical measurement

S.No.	Variable	Measurement
1	Developmental activities taken-up by VOs	Schedule developed for the study
2	Extension methodologies adopted by the VOs	-do-
3	Extent of coordination between VOs and GOs	Scale developed by Eswarappa with suitable modifications.
4	Opinion of beneficiaries on VOs	Schedule was developed for the study
5	Effectiveness of VOs on their beneficiaries	-do-
	a) Awareness created	-do-
	b) Participation in developmental activities	Scale developed by Reddy with suitable modifications
	c) Employment generation	Schedule developed for the study
	d) Income generation	-do-
	e) Assets generation	-do-
6.	Problems faced by VOs	-do-
7.	Suggestions for strengthening VOs	-do-

Table-1 : Sample selected for the investigation

S.No.	Total no. of VO's in Guntur District	Selected VO's	Name of the selected VO's	Number of functionaries of VO		Beneficiaries	
				Total strength	Selected functionaries	Selected number of beneficiaries	Name of the adopted village and Mandal
1.	468	10	Social Educational and Economic Development Society (SEEDS), (Guntur)	15	2	10	Gorentla, Guntur Rural
			Nilagiri Educational Society (Mangalagiri)	12	2	10	Vallabhapuram, Kollipara
			Literacy Agricultural Medical Project (LAMP) (Phirangipuram)	10	2	10	Talluru, Phirangipuram
			Gramasiri (Baptla)	11	2	10	Nandirajuthota, Baptla
			ASSIST (Chelakaluripet)	21	2	10	Edlapadu, Edlapadumandal
			Village Reconstruction Organization (VRO) (Peddakakani)	11	2	10	Yamarthi, Vetticherukuru
			Vinayashramam (Cherukupalle)	17	2	10	Cherukupalle, Cherukupalle
			Socio Educational And Rural Development Society (SEARDS) (Narasaraopet)	13	2	10	Addaroad, Nekarekallu
			Society For Integrated Rural Development (SFIRD) (Guntur)	12	2	10	Gokernamatam, Nizampatnam
			Rural Development Organization (RDO) (Peericherla)	14	2	10	Peericherla, Medikonduru
			Total	136	20	100	10

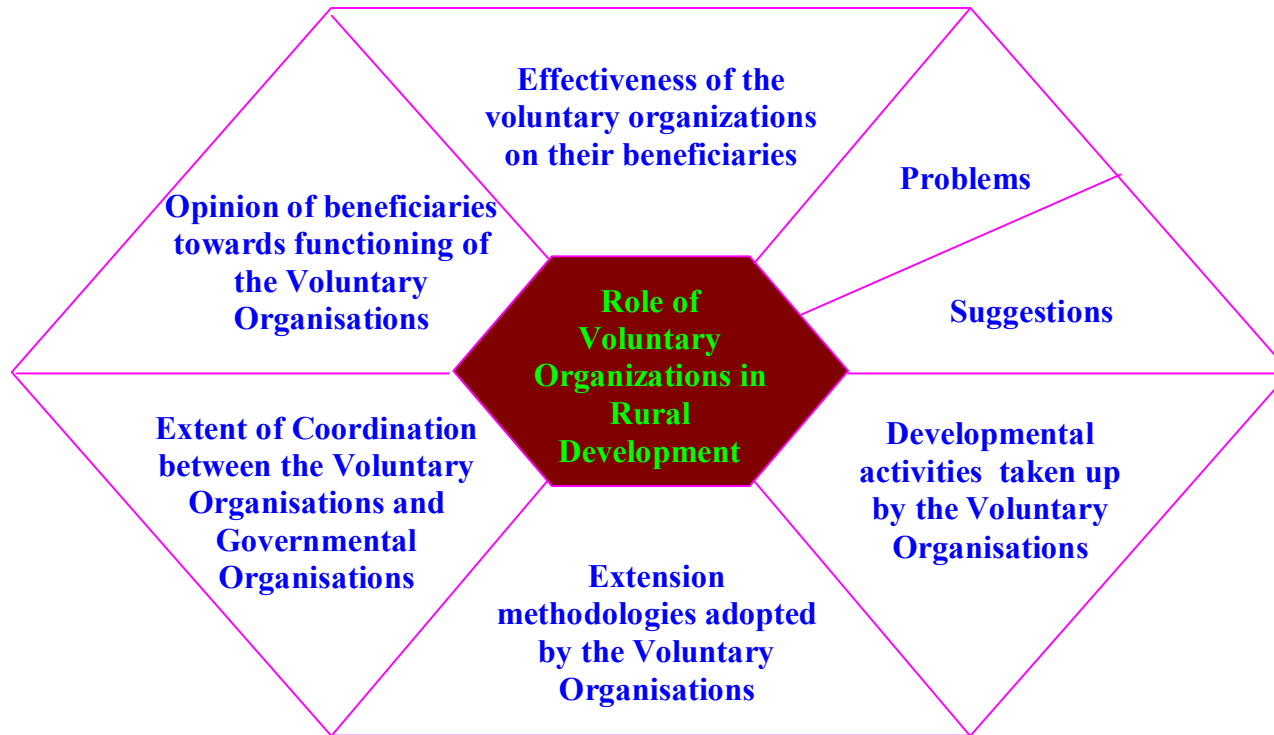


Fig.2 : Conceptual Model of the Study



CHAPTER – IV

RESULTS

Keeping in view the specific objectives of the study, the obtained factual data were subjected to appropriate statistical tests and the results thus arrived are presented under the following heads.

- 4.1. Developmental activities taken up by the Voluntary organizations.
- 4.2. Extension methodologies adopted by the Voluntary organizations
- 4.3. Extent of coordination between the Voluntary organisations and Governmental organisations.
- 4.4. Opinion of beneficiaries towards functioning of the Voluntary organizations
- 4.5. Effectiveness of the Voluntary organizations on their beneficiaries
- 4.6. Problems perceived by the Voluntary organisations while implementing the Rural development Projects/ programmes
- 4.7. Suggestions for strengthening the Voluntary organizations

4.1. DEVELOPMENTAL ACTIVITIES TAKEN UP BY THE VOLUNTARY ORGANISATIONS

Developmental activities were studied under six headings.

Table-3 : Prioritization of developmental activities taken up by the voluntary organizations

S. No.	Developmental activity	Overall mean score	Overall rank
1.	Income generation activities	1.55	I
2.	Health and Nutrition activities	1.38	II
3.	Educational activities	1.16	III
4.	Environmental protection activities	1.06	IV
5.	Agriculture and allied activities	0.76	V
6.	Infrastructure developmental activities	0.65	VI

The overall results presented in Table-3, indicated that among the developmental activities, income generation activities received first rank with a mean score of 1.55 followed by health and nutrition activities (second rank – mean score 1.38), educational activities (third rank – mean score 1.16), environmental protection activities (fourth rank – mean score 1.06), agriculture and allied activities (fifth rank – mean score 0.76) and infrastructure developmental activities (sixth rank – mean score 0.65).

From the Table-4, it can be seen that among the infrastructure developmental activities, providing drinking water and construction of individual sanitary latrines received first rank with a mean score of 1.10 followed by community sanitary latrines, construction of low cost houses and establishment of community shelters (third rank - mean score 0.50) and construction of village roads (sixth rank – mean score 0.20).

From Table-5, it can be inferred that among the agriculture and allied activities, transfer of latest agricultural technology received first rank with a mean score of 1.30 followed by motivating farmers to take up new farm technologies, conducting demonstrations on new varieties and practices and conducting farmers meetings were received second ranks with a mean score of 1.00. While taking up soil and water conservation methods received fifth rank with the mean score of 0.90 followed by distributing HYV seeds / seedlings (sixth rank – mean score 0.80), conducting farmers training programmes, digging of irrigation borewells and providing education on agro based activities (seventh rank – mean score 0.70), conducting agricultural exhibitions and kisan melas (tenth rank – mean score 0.60), conducting land development activities (eleventh rank – mean score 0.50) and providing crop loans to needy farmers and formation of water management cooperative societies (twelfth rank – mean score 0.40).

It can be observed from Table-6 that among the educational activities, first ranks were assigned to running schools for child labour, along with providing free meals, stipend and free books to the needy children with a mean score of 1.50 followed by conducting night schools for drop outs and adults (third rank – mean score 1.40), organizing crèche centers for children (fourth rank – mean score 1.00) and running schools and hostels for BCs, SCs, STs and economically weaker sections (fifth rank – mean score 0.40).

The results presented in Table-7 revealed that among the health and nutrition activities, first rank was assigned to health and nutrition education for pregnant and lactating mothers with a mean score of 1.90 followed by organizing awareness camps on most prevalent diseases (second rank - mean score 1.80), conducting health camps (third rank – mean score 1.50), organizing awareness camps on personal hygiene (fourth rank – mean score 1.40), distribution of medicines to poor people for general illness (fifth rank – mean score 1.00) and running the hospitals for the benefit of the poor (sixth rank – mean score 0.70).

It can be inferred from Table-8 that among the income generating activities, first rank was assigned to supervision of income generating enterprises of women with a mean score of 1.90 followed by organization of self-help groups and training to women self-help groups on income generation activities jointly received second rank with a mean score of 1.80. Where as social mobilization of rural youth and

women received fourth rank with a mean score of 1.60 followed by helping the SHG's in the maintenance of financial and other records (fifth rank – mean score 1.50), providing credit to self help groups (sixth rank – mean score 1.30) and establishment of market linkages for the products produced by SHG's (seventh rank – mean score 1.00).

It can be seen from Table-9, that among the environmental protection activities, first ranks were assigned to creation of awareness on environmental protection and carrying out environmental protection measures in the villages with a mean score of 1.70 followed by distributing plants for healthy environment (third rank - mean score 1.20), organization of vana samrakshana samithies (fourth rank – mean score 0.50) and training to the members of vana samrakshana samithies (fifth rank – mean score 0.20).

4.2. EXTENSION METHODOLOGIES ADOPTED BY THE VOLUNTARY ORGANISATIONS

It can be observed from the Table-10 that, the methodologies used by VOs to identify the target areas were conducting baseline surveys, organizing village wise meeting by the staff (first rank - mean score 2.00), involving the community organizers (third rank - mean score 1.60) and local leaders (fourth rank – mean score 1.30).

It can be seen from the Table-11 that, the criteria adopted by the VOs for implementation of the programmes include local needs and

interests of the beneficiaries which received first rank with a mean score of 2.00 followed by technical and economic feasibility of the programme, (second rank – mean score 1.70). Conducting PRA techniques (fourth rank – mean score 1.10) and demand of the programme (fifth rank -mean score 0.80).

From Table-12, it can be inferred that, the methods namely; organizing focussed group discussions (first rank - mean score 1.80), involvement of other beneficiaries (second rank – mean score 1.30), organizing gramasabhas (third rank – mean score 1.10), personal observation (fourth rank – mean score 1.00), help of local leaders (fifth rank – mean score 0.90) and personal interviews (sixth rank – mean score 0.60), were used by the VOs for identification of beneficiaries.

It can be observed from Table-13 that, individual beneficiary approach received first rank with a mean score of 2.00 followed by cluster group approach (second rank – mean score 1.70) were followed for implementation of the programmes.

From Table-14 it can be inferred that, grants from the governmental organizations, through savings/thrift groups, local contributions/donations (first ranks - mean score 1.50), VOs networking and linkages (fourth rank – mean score 1.10) and voluntary organizations contribution (fifth rank – mean score 0.80) were the different sources for the mobilization of funds in the VOs.

Results presented in Table-15 revealed that, among the supervision of activities, the styles namely; regular monitoring by the staff of voluntary organisations received first rank with a mean score of 2.00 followed by the beneficiaries themselves (second rank – mean score 1.50) and local leaders in the village (third rank – mean score 0.60).

Findings in the Table-16 revealed that, coordinators / community organizers (first rank - mean score 1.80), beneficiaries (second rank – mean score 1.50) and village leaders (third rank – mean score 0.70) were the important personnel involved in the controlling the activities of VOs.

It can be seen from the Table-17 that, the VOs obtained the feedback from beneficiaries, staff of the voluntary organization, concerned personnel after completion of the programme and during the programme with a mean scores of 2.00, 1.60, 1.30 and 1.00 respectively.

It can be observed from the Table-18 that, internal evaluation (first rank - mean score 1.80), external evaluation (second rank - mean score 1.10), conducting PRA (third rank - mean score 1.00), impact studies (fourth rank – mean score 0.70) and every day evaluation (fifth rank – mean score 0.40) were the methods adopted by the VOs for assessing the impact of developmental activities.

The results in Table-19 revealed that, organizing group meetings (first rank - mean score 2.00), utilization of the folk media (second rank

– mean score 1.20), personal interactions (third rank – mean score 1.10), print media (fourth rank – mean score 0.60), notice boards (fifth rank - mean score 0.50) and electronic media (sixth rank – mean score 0.20) were the methods used by the VOs for propagating and publicizing the activities.

It can be seen from Table-20 that, the selected VOs were maintaining cordial relations with funding agencies (first rank – mean score 2.00), followed by central government (second rank – mean score 1.90), other NGOs (third rank – mean score 1.80), bank officials (fourth rank – mean score 1.70), village leaders (fifth rank – mean score 1.60), state department officials (sixth rank – mean score 1.30), scientists of ANGARU (seventh rank – mean score 0.70) and political leaders (eighth rank – mean score 0.40).

Results in the Table-21 revealed that, participatory approach (first rank - mean score 1.90) and top down approach (second rank – mean score 0.10) were the two important extension approaches followed by the VOs in implementation of the developmental activities.

4.3. EXTENT OF COORDINATION BETWEEN THE VOLUNTARY ORGANIZATIONS AND GOVERNMENTAL ORGANIZATIONS

Table - 22 : Distribution of voluntary organizations based on the extent of coordination

S.No.	Extent of Coordination	F	%
1.	Low coordination (upto 34)	12	65.00
2.	Medium coordination (35 – 48)	06	25.00
3.	High coordination (above 48)	02	10.00
4.	Total	20	100

An overview of results in Table-22 on extent of coordination concluded that, more than half of the VOs (65.00%) had low coordination followed by medium coordination (25.00%) and high coordination (10.00%).

The results presented in Table-23 indicated the extent of coordination between Voluntary organisations and Governmental organizations. The statements namely; coordination committee ensures the storage of inputs required at village level in advance was received first rank with a mean score of 2.75 followed by specific streamline system of reporting the progress leads to effective coordination and adequate training of staff is essential for effective coordination (second rank - mean score 2.65), creation of awareness and understanding of

technology is to be done by coordination committee (fourth rank – mean score 2.60), review of achievements of programmes must result in effective coordination (fifth rank – mean score 2.55), involvement of concerned organizations is necessary for annual project plan preparation, coordination committee leads to effective coordination and planning objectives should be clear (sixth rank – mean score 2.50), involvement of concerned organizations in the review and monitoring meetings is essential (ninth rank – mean score 2.45) and sufficient flow of funds should reach to the grassroot level (tenth rank – mean score 2.40).

4.4. OPINION OF BENEFICIARIES TOWARDS FUNCTIONING OF THE VOLUNTARY ORGANIZATIONS

Table-24 : Distribution of beneficiaries according to their opinion about the functioning of the voluntary organizations

S.No.	Opinion	F	%
1.	Favourable opinion	48	48.00
2.	Neutral opinion	18	18.00
3.	Unfavourable opinion	34	34.00
4.	Total	100	100.00

An overview of the findings in Table-24 revealed that around half of the beneficiaries (48.00%) had favourable opinion followed by neutral opinion (18.00%) and unfavourable opinion (34.00 %).

The results on the opinion of the beneficiaries towards functioning of voluntary organisations were presented in Table-25. The statements namely; the local voluntary organization working in the area is quite popular and every one aware of it was assigned first rank with a mean score of 3.0 followed by voluntary organization is good at motivating rural people to take up new developmental activities (second rank - mean score 2.50), voluntary organization has a sense of commitment, dedication and selfless service (third rank - mean score 2.48), voluntary organization is helping rural folk by extending employment and income generating activities to the needy people (fourth rank - mean score 2.41), voluntary organization is playing a major role in organizing women in self-help groups for their empowerment and voluntary organization is conducting regular training programmes in the village on various developmental activities (fifth rank - mean score 2.38), integrated development of village is taken care by voluntary organization (seventh rank - mean score 2.29), voluntary organization is playing a major role in organizing social awareness and community sensitizing issues like dowry, child labour, pulse polio, alcoholism etc. (eighth rank - mean score 2.28), behaviour of staff is good with local people (ninth rank - mean score 2.27) and voluntary

organization is working for the development of poor (tenth rank - mean score 2.26).

4.5. EFFECTIVENESS OF THE VOLUNTARY ORGANIZATIONS ON THEIR BENEFICIARIES

4.5.1. Awareness creation

Table – 26 : Distribution of beneficiaries according to their awareness about developmental activities and issues

S.No.	Level of awareness	F	%
1.	Low awareness (Upto 3)	33	33.00
2.	Medium awareness (4-6)	57	57.00
3.	High awareness (Above 6)	10	10.00
4.	Total	100	100.00

An overview of the findings in Table-26 revealed that fifty seven per cent of beneficiaries fall under medium awareness category followed by low awareness (33.00 %) and high awareness category (10.00%).

It can be inferred from Table-27 that, among the awareness creation about the developmental activities for rural masses, first rank was assigned to women issues, potentialities and their problems with a mean score of 0.69 followed by socio-economic issues (second rank - mean score 0.60), ecological problems (third rank - mean score 0.55)

and on going governmental programmes (fourth rank - mean score 0.50).

Results in Table-28 revealed the methodologies adopted for awareness creation. The methods used by VOs were implanting success stories on various community developmental activities (first rank - mean score 1.06), organizing film shows / trips on various developmental issues (second rank - mean score 0.68), conducting cycle rally, door to door campaigns on health related issues (third rank - mean score - 0.61), conducting gramasabhas and meetings for sensitizing the rural folk on innovative programmes and modern techniques (fourth rank – mean score 0.47), distributing relevant information materials (fifth rank – mean score 0.32) and performing street plays to disseminate the messages (six rank – mean score 0.14).

4.5.2. Participation in developmental activities

Table – 29 : Distribution of beneficiaries according to their level of participation in the developmental activities

S.No.	Level of participation	F	%
1.	Low participation (Upto 11)	13	13.00
2.	Medium participation (12-22)	74	74.00
3.	High participation (Above 22)	13	13.00
4.	Total	100	100.00

An overview of the results in Table-29 showed that, three fourth of the beneficiaries (74.00 %) had fall under medium level of participation followed by low (13.00%) and high level of participation (13.00 %).

The findings presented in Table-30 revealed that the extent of participation of beneficiaries was relatively higher in extension activities like crop demonstrations, melas, exhibitions and trainings with a mean score of 1.53 followed by in identification of the right beneficiaries (second rank - mean score 1.39), participation by actual utilization / sharing of benefits under programme (third rank – mean score 1.36) participation in child development programmes like informal education, immunization, health education (fourth rank – mean score 1.35), participation by expressing problems encountered in programme to officials of VO (fifth rank – mean score 1.34), participation in discussion for setting of norms for distribution / sharing of benefits among people (sixth rank – mean score 1.31), participation in determining the success of programme by supplying information on the benefits received from programme (seventh rank – mean score 1.27), participation in formal and informal meetings to discuss village problems (eight rank – mean score 1.24), participation in income generation, thrift and credit schemes (nineth rank – mean score 1.22) and participation in environmental protection activities like social forestry (tenth rank – mean score 1.18).

4.5.3. Employment generation

The results in Table-31 concluded that maximum number of (184) man days were generated through vegetable vending activity with first rank followed by dairy (183 mandays – second rank), sheep rearing (181 mandays – third rank), leaf plate making (152 mandays – fourth rank), pickle making (122 mandays – fifth rank), land development (119 mandays – sixth rank), basket weaving (118 mandays – seventh rank), tailoring (63 mandays – eighth rank), agarbatti making (61 mandays – ninth rank) and vermicomposting (44 mandays –tenth rank).

4.5.4. Income generation

With respect to income generation, the findings in Table-32 revealed that maximum amount of (Rs.12623) income was generated through dairy with first rank followed by vegetable vending (Rs.12250 – second rank), land development (Rs.9874 – third rank), pickle making (Rs.7956 – fourth rank), tailoring (Rs.7350 – fifth rank), agarbatti making (Rs.5973 – sixth rank), leaf plate making (Rs. 4936 – seventh rank), sheep rearing (Rs.3964 – eighth rank), vermi composting (Rs.3923 – ninth rank), and basket weaving (Rs.3872 – tenth rank).

4.5.5. Assets generation

The results in the Table-33 inferred that, maximum amount of (Rs.4654) assets were generated through dairy with first rank followed

by vegetable vending (Rs.4416 – second rank), tailoring (Rs.4181 – third rank), land development (Rs.4223- fourth rank), pickle making (Rs.3683 – fifth rank), leaf plate making (Rs.390 – sixth rank), agarbatti making (Rs.3125-seventh rank), vermi composting (Rs.856 – eighth rank), sheep rearing (Rs.673 – ninth rank) and basket weaving (Rs.629 – tenth rank).

4.6. PROBLEMS PERCEIVED BY THE VOLUNTARY ORGANIZATIONS WHILE IMPLEMENTING THE RURAL DEVELOPMENT PROJECTS/PROGRAMMES

The important problems expressed by the VOs include lack of sufficient financial assistance to take up developmental activities (first rank – 90.00 %), lack of awareness about different funding agencies (second rank - 75.00 %), little efforts by the VO's to mobilize the resources (third rank – 65.00%), less knowledge and skills in writing project proposals (fourth rank – 55.00%), lack of sufficient number of technical personnel and lot of procedures in getting the financial support (fifth rank – 40.00%), less recognition by funding agencies for small VO's (seventh rank – 30.00%), political interference in the programmes of VOs (eighth rank – 25.00%), lack of sufficient cooperation from Government officials and high level of corruption in the funding agencies (ninth rank – 20.00%), less knowledge and skills in problem identification (eleventh rank – 10.00%), lack of sufficient cooperation

among the voluntary organizations and the absence of a suitable forum to jointly represent VO's problems (twelfth rank – 5.00%).

4.7. SUGGESTIONS FOR STRENGTHENING THE VOLUNTARY ORGANISATIONS

The results in Table-35 revealed the, suggestions to over come the problems. The suggestions include to provide sufficient financial assistance by the Government (first rank – 85.00%) create awareness about different funding agencies (second rank – 75.00%), promotion of self-reliant growth strategy by the VO's (third rank – 60.00%), training on writing project proposals and problem identification (fourth rank – 40.00%), sufficient number of technical personnel should be recruited by the VO's and easy sanctioning of loans without complicated procedures (fifth rank – 36.00%), government should streamline, simplify and publicize the system of grant-in-aid for small voluntary organizations (seventh rank – 25.00%), concerned efforts should be made by the government to avoid political interference and make an effort for clear understanding of each others (VO's and GO's) functioning (eighth rank – 20.00%), government should make strict vigilance for reducing the corruption in funding agencies (tenth rank – 15.00%), a coordination mechanism should be worked out and set up among the voluntary organizations to avoid insufficient coordination between the members (eleventh rank – 5.00 %).

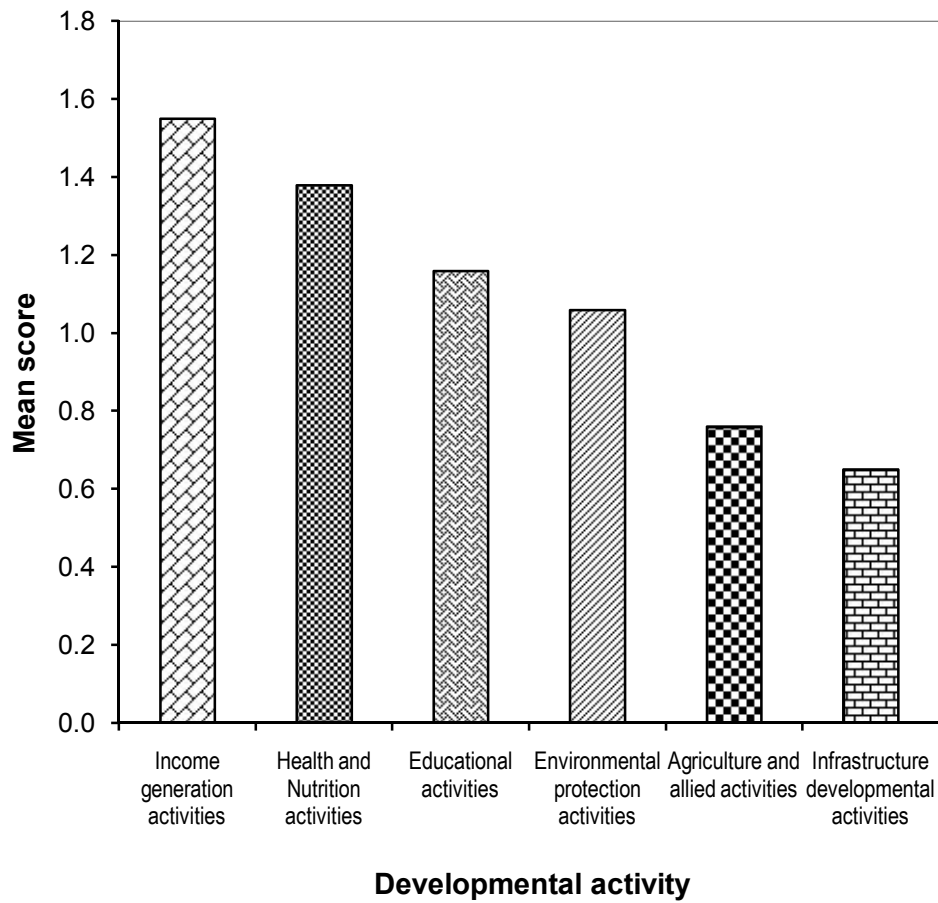


Fig.3: Prioritization of developmental activities taken up by the Voluntary organizations

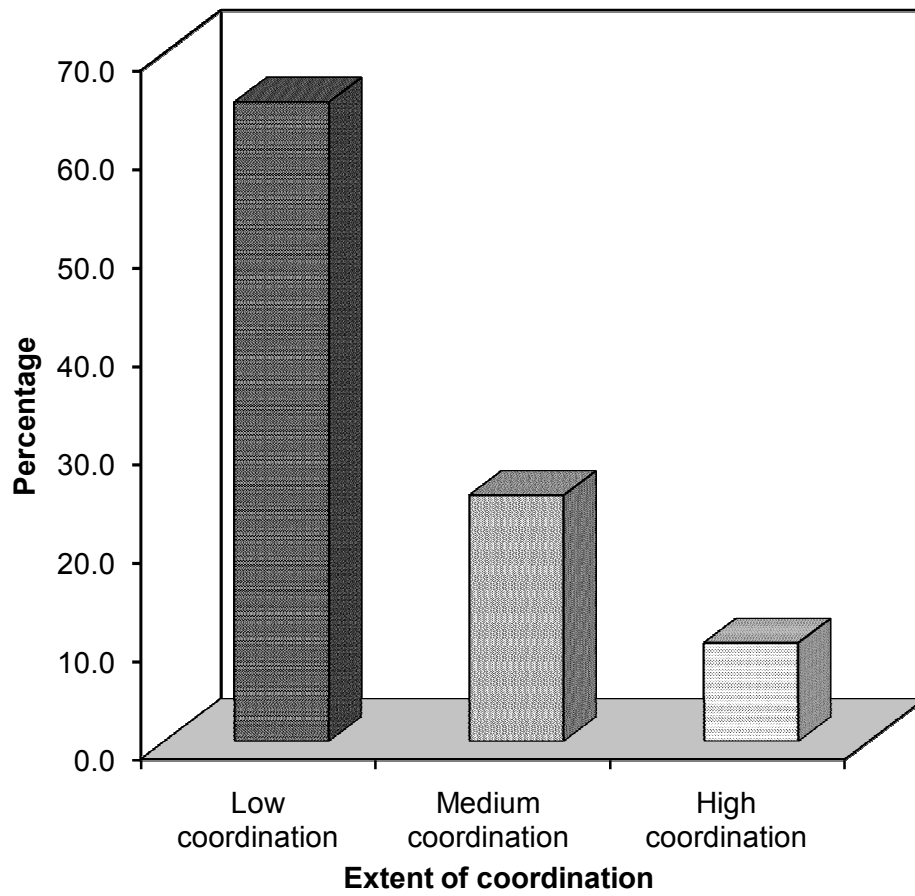


Fig. 4: Distribution of Voluntary organisations based on their extent of coordination

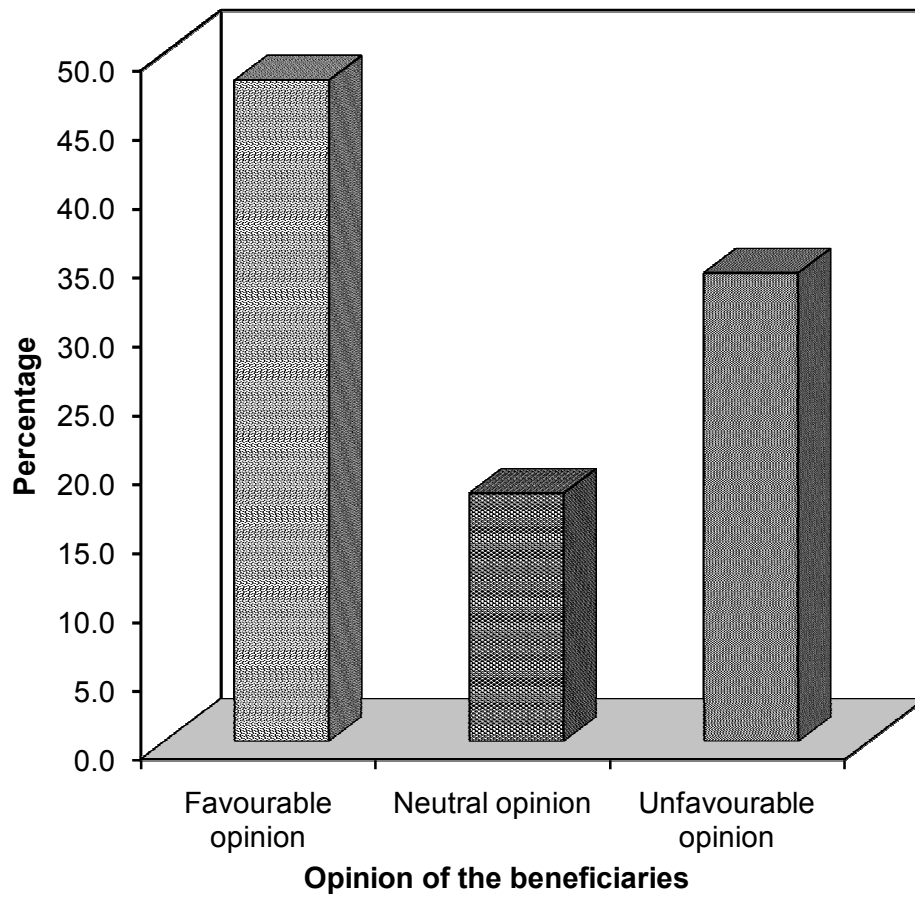


Fig. 5: Distribution of beneficiaries according to their opinion about the functioning of the Voluntary organizations

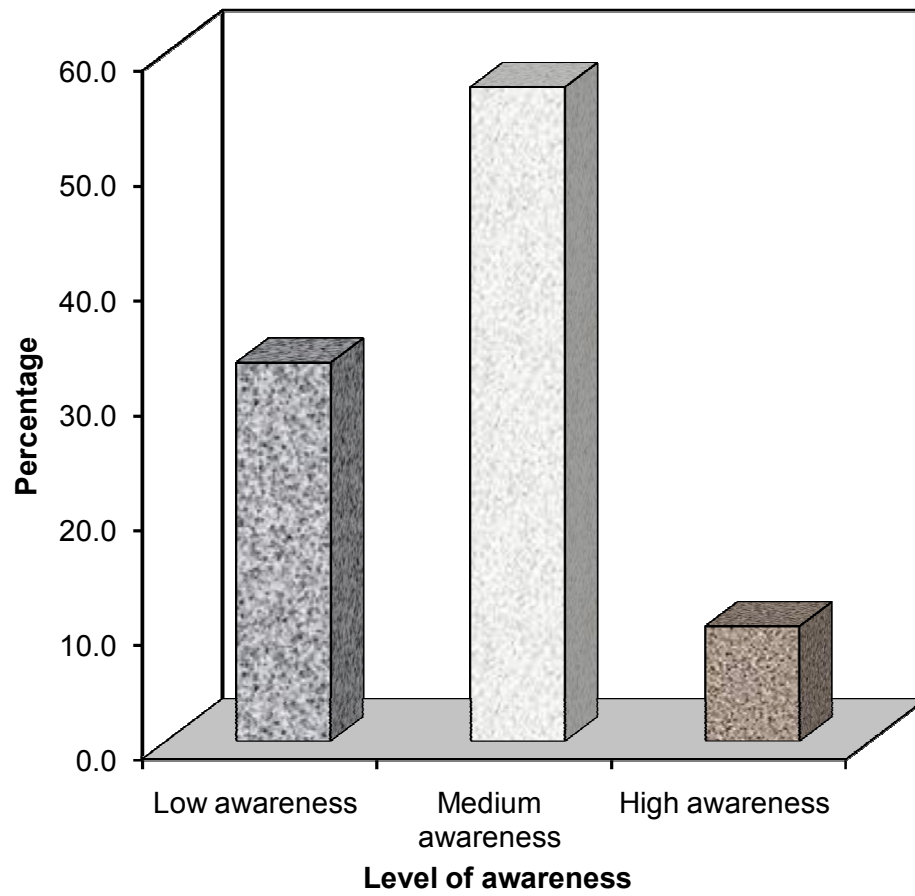


Fig.6: Distribution of beneficiaries according to their awareness about developmental activities and issues

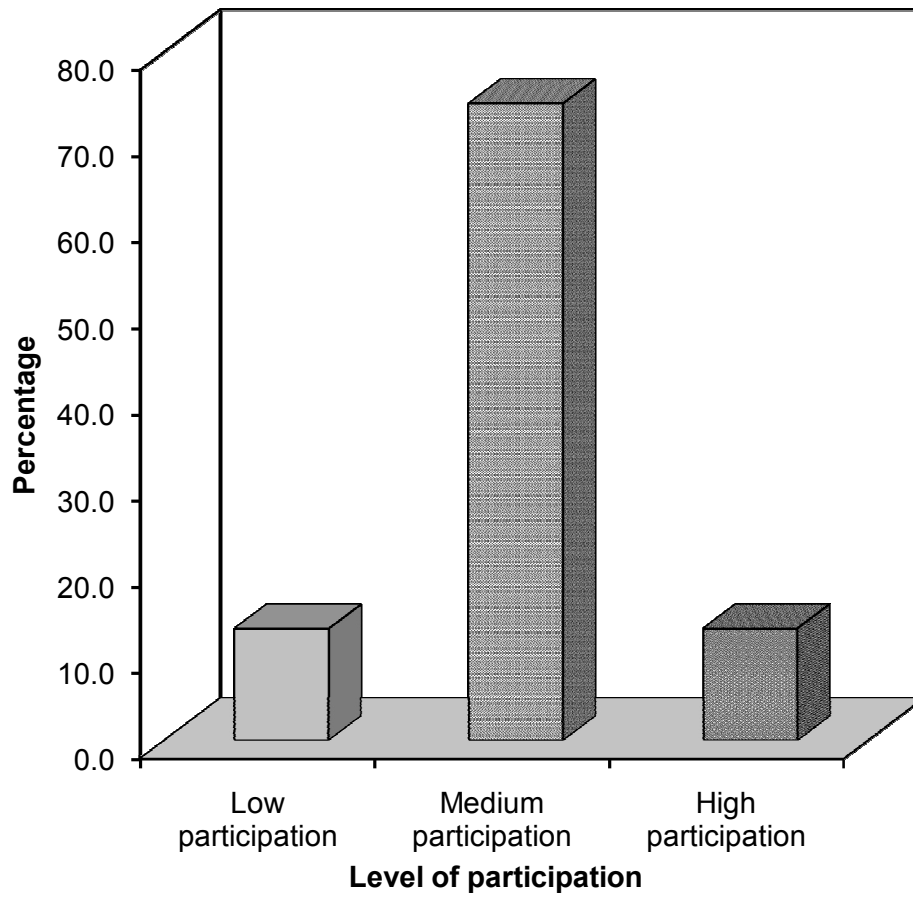


Fig.7: Distribution of beneficiaries according to their level of participation in the developmental activities

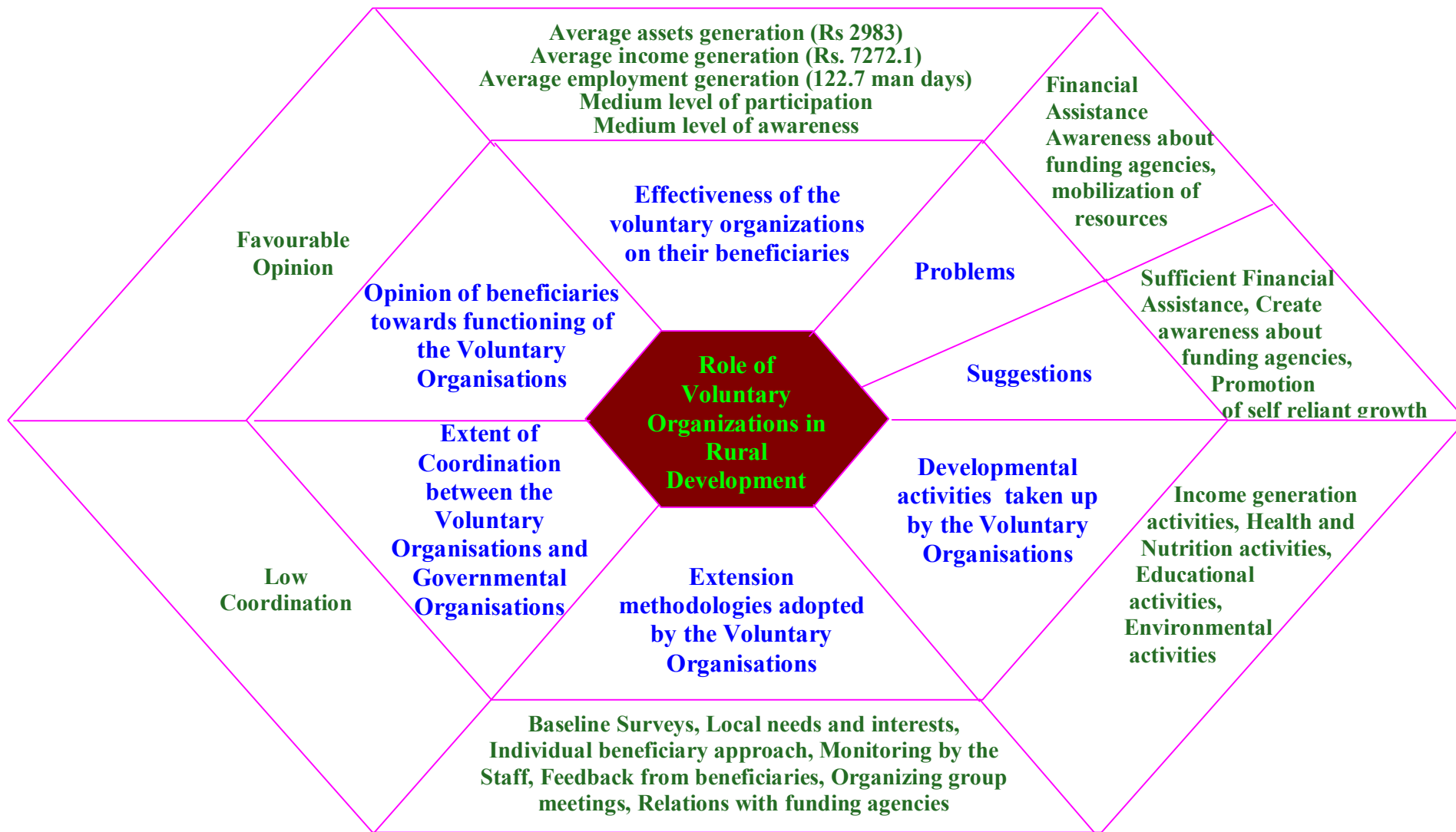


Fig. 8 : Empirical model of the study

Table - 4 : Infrastructure developmental activities taken up by the voluntary organizations

S. No.	Infrastructure developmental activities	Extent of implementation						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Providing drinking water facilities	08	40.00	06	30.00	06	30.00	22	1.1	I
2.	Construction of individual sanitary latrines	10	50.00	02	10.00	08	40.00	22	1.1	I
3.	Construction of community sanitary latrines	04	20.00	02	10.00	14	70.00	10	0.5	III
4.	Construction of low cost houses	04	20.00	02	10.00	14	70.00	10	0.5	III
5.	Establishment of community shelters	02	10.00	06	30.00	12	60.00	10	0.5	III
6.	Construction of village roads	02	10.00	0	0.00	18	90.00	04	0.2	VI

Table - 5 : Agriculture and Allied activities implemented by the voluntary organizations

S. No.	Agriculture and allied activities	Extent of implementation						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Transferring of latest agricultural technology	08	40.00	10	50.00	02	10.00	26	1.30	I
2.	Motivating the farmers to take up new farm technologies	08	40.00	04	20.00	08	40.00	20	1.00	II
3.	Conducting demonstrations on new varieties and practices	08	40.00	04	20.00	08	40.00	20	1.00	II
4.	Conducting farmers meetings	10	50.00	0	0.00	10	50.00	20	1.00	II
5.	Taking up soil and water conservation measures	06	30.00	06	30.00	08	40.00	18	0.90	V
6.	Distributing HYV seeds/Seedlings	04	20.00	08	40.00	08	40.00	16	0.80	VI
7.	Conducting farmers training programmes	04	20.00	06	30.00	10	50.00	14	0.70	VII
8.	Digging of irrigation bore wells	04	20.00	06	30.00	10	50.00	14	0.70	VII
9.	Providing education on agro-based activities	06	30.00	02	10.00	12	60.00	14	0.70	VII
10.	Conducting agricultural exhibitions and kisan melas	04	20.00	04	20.00	12	60.00	12	0.60	X
11.	Conducting land development activities	02	10.00	06	30.00	12	60.00	10	0.50	XI
12.	Providing crop loans to the needy farmers	04	20.00	0	0	16	80.00	08	0.40	XII
13.	Formation of water management cooperative societies	04	20.00	0	0	16	80.00	08	0.40	XII

Table - 6 : Educational activities taken up by the voluntary organizations

S. No.	Educational activities	Extent of implementation						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Running schools for child labour	14	70.00	02	10.00	04	20.00	30	1.5	I
2.	Providing free meals, stipend and free books to the needy children	14	70.00	02	10.00	04	20.00	30	1.5	I
3.	Conducting night schools for dropouts and adults	14	70.00	0	0	06	30.00	28	1.4	III
4.	Organizing creche centers for children	10	50.00	0	0	10	50.00	20	1.0	IV
5.	Running schools and hostels for BCs, SCs, STs and economically weaker sections	02	10.00	04	20	14	70.00	08	0.4	V

Table - 7 : Health and nutrition activities taken up by the voluntary organizations

S. No.	Health and Nutrition activities	Extent of implementation						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Health and nutrition education for pregnant and lactating mothers	18	90.00	02	10.00	0	0	38	1.9	I
2.	Organizing awareness camps on most prevalent diseases	16	80.00	04	20.00	0	0	36	1.8	II
3.	Conducting health camps	12	60.00	06	30.00	02	10.00	30	1.5	III
4.	Organizing awareness camps on nutrition and personal hygiene	10	5.00	08	40.00	02	10.00	28	1.4	IV
5.	Distribution of medicines to poor people for general illness.	08	40.00	04	20.00	08	40.00	20	1.0	V
6.	Running the hospitals for the benefit of poor	06	30.00	02	10.00	12	60.00	14	0.7	VI

Table - 13 : Extension methodologies adopted by the voluntary organisations for implementation of programme

S. No.	Procedure for implementation of the programme	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Through individual beneficiary approach	20	100.00	0	0.00	0	0	40	2.00	I
2.	Through cluster group approach	14	70.00	06	30.00	0	0	34	1.70	II

Table - 14 : Different sources of mobilization of funds by the voluntary organizations

S. No.	Sources of funds	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Through savings / thrift groups formation	14	70.00	02	10.00	04	20.00	30	1.5	I
2.	Through local contributions/ donations	12	60.00	06	30.00	02	10.00	30	1.5	I
3.	Through grants from the Governmental organizations	14	70.00	02	10.00	04	20.00	30	1.5	I
4.	Through VO's networking and linkages	02	10.00	18	90.00	0	0	22	1.1	IV
5.	Through voluntary organization's contribution	06	30.00	04	20.00	10	50.00	16	0.8	V

Table 15 : Extension methodologies adopted by the voluntary organizations for supervision of developmental activities

S. No.	Supervision of activities	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Regular monitoring by the staff of VO	20	100.00	0	0.00	0	0	40	2.00	I
2.	Supervision by the beneficiaries themselves	12	60.00	06	30.00	02	10.00	30	1.50	II
3.	Local leaders in the villages	02	10.00	08	40.00	10	50.00	12	0.60	III

Table 16 : Personnel involved in controlling the developmental activities of the voluntary organizations

S. No.	Controlling of the activities	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	By Coordinators / Community organizers	18	90.00	0	0	02	10.00	36	1.80	I
2.	By beneficiaries themselves	14	70.00	02	10.00	04	20.00	30	1.50	II
3.	By village leaders	02	10.00	10	50.00	08	40.00	14	0.70	III

Table 17 : Feedback mechanism involved in implementation of developmental programme

S. No.	Feedback mechanism	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Feedback from beneficiaries	20	100.00	0	0	0	0	40	2.00	I
2.	Feedback from staff of the VO	14	70.00	04	20.00	02	10.00	32	1.60	II
3.	After completion of the programme	12	60.00	02	10.00	06	30.00	26	1.30	III
4.	During the programme	10	50.00	0	0	10	50.00	20	1.00	IV
5.	Feedback from the local leaders	02	10.00	12	60.00	06	30.00	16	0.80	V

Table 18 : Methods of evaluation adopted by the voluntary organizations for assessing the impact of developmental activities

S. No.	Evaluation of the developmental activities	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Internal evaluation by VO	18	90.00	0	0	02	10.00	36	1.80	I
2.	External evaluation by other organizations / funding agencies	02	10.00	18	90.00	0	0	22	1.10	II
3.	Evaluation by conducting PRA	02	10.00	16	80.00	02	10.00	20	1.00	III
4.	Evaluation by conducting impact studies	06	30.00	02	10.00	12	60.00	14	0.70	IV
5.	Every day evaluation	04	20.00	0	0	16	80.00	08	0.40	V

Table 19 : Methods used by the voluntary organizations for propagating the developmental activities

S. No.	Methods of publicity and propaganda	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Organizing group meetings	20	100.00	0	0	0	0	40	2.00	I
2.	Through folk media	08	40.00	08	40.00	04	20.00	24	1.20	II
3.	Through personal interaction	10	50.00	02	10.00	08	40.00	22	1.10	III
4.	Through print media	0	0.00	12	60.00	08	40.00	12	0.60	IV
5.	By writing on notice boards in the villages	04	20.00	02	10.00	14	70.00	10	0.50	V
6.	Through electronic media	0	0.00	04	20.00	16	80.00	04	0.20	VI

Table 8 : Income generating activities taken-up by the voluntary organizations

S. No.	Income generation activities	Extent of implementation						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Supervision of income generating enterprises of women	18	90.00	02	10.00	0	0	38	1.9	I
2.	Organization of self-help groups	16	80.00	04	20.00	0	0	36	1.8	II
3.	Training to women self-help groups on income generation activities	16	80.00	04	20.00	0	0	36	1.8	II
4.	Social mobilization of rural youth and women	14	70.00	04	20.00	02	10.00	32	1.6	IV
5.	Helping the SHG's in the maintenance of financial and other records	14	70.00	02	10.00	04	20.00	30	1.5	V
6.	Providing credit to self-help groups	12	60.00	02	10.00	06	30.00	26	1.3	VI
7.	Establishment of market linkages for the products produced by SHG's	08	40.00	04	20.00	08	40.00	20	1.00	VII

Table 9 : Environmental protection activities taken-up by the voluntary organizations

S. No.	Environmental protection activities	Extent of implementation						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Creation of awareness on environmental protection	14	70.00	06	30.00	0	0	34	1.7	I
2.	Carrying out environmental protection measures in the villages	14	70.00	06	30.00	0	0	34	1.7	I
3.	Distributing plants for healthy environment	04	20.00	16	80.00	0	0	24	1.2	III
4.	Organization of vana samarakshana samithies	04	20.00	02	10.00	14	70.00	10	0.5	VI
5.	Training to the members of Vana samarakshna Samithies	02	10.00	0	0	0	0	4	0.2	V

Table 10 : Extension methods used by the voluntary organizations to identify the target areas

S. No.	Extension methods	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Conducting base line surveys	20	100.00	0	0	0	0	40	2.00	I
2.	Organizing village wise meetings	20	100.00	0	0	0	0	40	2.00	I
3.	Involving the community organizers	12	60.00	08	40.00	0	0	32	1.60	III
4.	Involving local leaders	06	30.00	14	70.00	0	0	26	1.30	IV

Table 11 : Criteria adopted by the voluntary organizations for implementation of the programme

S. No.	Criteria for implementation of the programme	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Based on local needs and interests of the beneficiaries	20	100.00	0	0	0	0	40	2.00	I
2.	Based on the technical feasibility of the programme	16	80.00	02	10.00	02	10.00	34	1.70	II
3.	Based on the economic feasibility of the programme	14	70.00	06	30.00	0	0	34	1.70	II
4.	By conducting PRA techniques	10	50.00	02	10.00	08	40.00	22	1.10	IV
5.	Based on demand of the programme	08	40.00	0	0	12	60.00	16	0.80	V

Table 12 : Methods used by the voluntary organizations for identification of beneficiaries

S. No.	Identification of beneficiaries	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Organizing focussed group discussions	16	80.00	04	20.00	0	0	36.00	1.80	I
2.	Through other beneficiaries	12	60.00	02	10.00	06	30.00	26.00	1.30	II
3.	Organizing gramasabhas	06	30.00	10	50.00	04	20.00	22.00	1.10	III
4.	Personal observation	06	30.00	08	40.00	06	30.00	20.00	1.00	IV
5.	With the help of local leaders	04	20.00	10	50.00	06	30.00	18.00	0.90	V
6.	Conducting personal interviews	06	30.00	0	0.00	14	70.00	12.00	0.60	VI

Table - 20 : Relations of voluntary organizations with other agencies

S. No.	Public relations with officials / non-officials	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Relations with funding agencies	20	100.00	0	0	0	0	40	2.00	I
2.	Relations with Central Government officials	18	90.00	02	10.00	0	0	38	1.90	II
3.	Relations with other NGO's	16	80.00	04	20.00	0	0	36	1.80	III
4.	Relations with bank officials	14	70.00	06	30.00	0	0	34	1.70	IV
5.	Relations with village leaders	12	60.00	08	40.00	0	0	32	1.60	V
6.	Relations with State Department Officials	10	50.00	06	30.00	04	20.00	26	1.30	VI
7.	Relations with Scientists of ANGRAU	04	20.00	06	30.00	10	50.00	14	0.70	VII
8.	Relations with political leaders	02	10.00	04	20.00	14	70.00	08	0.40	VIII

Table - 21 : Extension approaches followed by the voluntary organizations

S. No.	Types of approaches	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Participatory approach	18	90.00	02	10.00	0	0	38.00	1.90	I
2.	Top down approach	0	0	02	10.00	18	90.00	2.00	0.10	III

Table - 23 : Extent of coordination between voluntary organizations and governmental organizations

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Agree		Undecided		Disagree				
		F	%	F	%	F	%			
1.	Coordination committee ensures the storage of inputs required at village level in advance	16	80.00	03	15.00	01	5.00	55.00	2.75	I
2.	Adequate training of staff is essential for effective coordination	16	80.00	01	5.00	03	15.00	53.00	2.65	II
3.	Specific streamline system of reporting the progress leads to effective coordination	15	75.00	03	15.00	02	10.00	53.00	2.65	II
4.	Creation of awareness and understanding of technology is to be done by coordination committee	14	70.00	04	20.00	02	10.00	52.00	2.60	IV
5.	Review of achievements of programmes must result in effective coordination	13	65.00	05	25.00	02	10.00	51.00	2.55	V
6.	Involvement of concerned organizations is necessary for annual project plan preparation	13	65.00	04	20.00	03	15.00	50.00	2.50	VI

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Agree		Undecided		Disagree				
		F	%	F	%	F	%			
7.	Coordination committee leads to effective coordination	14	70.00	02	10.00	04	20.00	50.00	2.50	VI
8.	Objectives should be clear to all the members of organizations	13	65.00	02	10.00	05	20.00	50.00	2.50	VI
9.	Involvement of concerned organizations in the review and monitoring meetings is essential	13	65.00	03	15.00	04	20.00	49.00	2.45	IX
10.	Sufficient flow of funds should reach to the grass root level	12	60.00	04	20.00	04	20.00	48.00	2.40	X
11.	Planning should have the written statement of objectives	10	50.00	03	15.00	07	35.00	43.00	2.15	XI
12.	Motivation of staff enhances the achievement of common goals	06	30.00	05	25.00	09	45.00	37.00	1.85	XII
13.	Clear understanding of the joint programmes is essential for good coordination	06	30.00	04	20.00	10	50.00	36.00	1.80	XIII
14.	Involvement of staff of VOs in the preparation of master plan ensures better coordination	06	30.00	04	20.00	10	50.00	36.00	1.80	XIII

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Agree		Undecided		Disagree				
		F	%	F	%	F	%			
15.	Execution of the programme should be based on the set plan	05	25.00	05	25.00	10	50.00	35.00	1.75	VX
16.	Inputs and credit assessment in the plan should be done collectively	06	30.00	03	15.00	11	55.00	35.00	1.75	VX
17.	Achievement of objectives should be examined by concerned representatives of the organizations	04	20.00	05	25.00	11	55.00	33.00	1.65	XVII
18.	Coordination committee meetings should be conducted as per the schedule	04	20.00	05	25.00	11	55.00	33.00	1.65	XVII
19.	Meetings should be scheduled well in advance in consultation with concerned organizations	03	15.00	06	30.00	11	55.00	32.00	1.60	IXX
20.	Representatives of organizations concerned should attend the committee meetings regularly	04	20.00	04	20.00	12	60.00	32.00	1.60	IXX
21.	Appropriate instructions ensure better coordination and team work	04	20.00	03	15.00	13	65.00	31.00	1.55	XXI

Table - 25 : Opinion of beneficiaries towards functioning of the voluntary organizations

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Favorable		Neutral		Unfavorable				
		F	%	F	%	F	%			
1.	The local voluntary organization working in the area is quite popular and every one aware of it	100	100.00	0	0	0	0	300	3.00	I
2.	Voluntary organization is good at motivating rural people to take up new developmental activities	63	63.00	24	24.00	13	13.00	250	2.50	II
3.	Voluntary organization has a sense of commitment, dedication and selfless service	61	61.00	26	26.00	13	13.00	248	2.48	III
4.	Voluntary organization is helping rural folk by extending employment and income generating activities to the needy people	62	62.00	17	17.00	21	21.00	241	2.41	IV
5.	Voluntary organization is conducting regular training programmes in the village on various developmental activities	60	60.00	18	18.00	22	22.00	238	2.38	V

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Favorable		Neutral		Unfavorable				
		F	%	F	%	F	%			
6.	Voluntary organization is playing a major role in organizing women in self-help groups for their empowerment	69	69.00	0	18.00	31	31.00	238	2.38	VI
7.	Integrated development of village is taken care by voluntary organization	54	54.00	21	21.00	25	25.00	229	2.29	VII
8.	Voluntary organization is playing a major role in organizing social awareness and community sensitizing issues like dowry, child labour, pulse polio, alcoholism etc.	55	55.00	18	18.00	27	27.00	228	2.28	VIII
9.	Behaviour of staff of VO is good with local people	52	52.00	23	23.00	25	25.00	227	2.27	IX
10.	Voluntary organization is working for the development of poor	55	55.00	16	16.00	29	29.00	226	2.26	X
11.	Voluntary organization is having sufficient infrastructure facilities	56	56.00	13	13.00	31	31.00	225	2.25	XI

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Favorable		Neutral		Unfavorable				
		F	%	F	%	F	%			
12.	Voluntary organization is a family based organization	55	55.00	12	12.00	33	33.00	222	2.22	XII
13.	Beneficiaries are satisfied with the rural development activity planned and initiated by voluntary organization	56	56.00	08	8.00	36	36.00	220	2.20	XIII
14.	Villagers are fully aware of all the developmental activities undertaken by the voluntary organization	52	52.00	12	12.00	36	36.00	216	2.16	XIV
15.	Huge difference between the perception and performance of the voluntary organization is observed	44	44.00	27	27.00	29	29.00	215	2.15	XV
16.	Villagers are frequently contacting with the functionaries of the voluntary organization	50	50.00	14	14.00	36	36.00	214	2.14	XVI
17.	Active participation and involvement of the beneficiaries in the meetings enable the review of the progress	45	45.00	22	22.00	33	33.00	212	2.12	XVII

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Favorable		Neutral		Unfavorable				
		F	%	F	%	F	%			
18.	Voluntary organization had adequate technical and supporting staff for effective implementation of the developmental activities	44	44.00	24	24.00	32	32.00	212	2.12	XVII
19.	Voluntary organization is highly credible in undertaking developmental activities	42	42.00	28	28.00	30	30.00	212	2.12	XVII
20.	Voluntary organization is treating all the beneficiaries equally	45	45.00	20	20.00	35	35.00	210	2.10	XX
21.	Voluntary organization is not having enough funds for implementation of developmental activities	45	45.00	18	18.00	37	37.00	208	2.08	XXI
22.	Voluntary organization provides scope for review and reconsideration of developmental activities planned based on the feedback	40	40.00	27	27.00	33	33.00	207	2.07	XXII
23.	The concerned VO caters the needs of rural folk much quicker than Government organization	51	51.00	04	4.00	45	45.00	206	2.06	XXIII

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Favorable		Neutral		Unfavorable				
		F	%	F	%	F	%			
24.	Voluntary organization is following certain criteria in selection of beneficiaries	43	43.00	20	20.00	37	37.00	206	2.06	XXIII
25.	Voluntary organization is working hard for the empowerment and capacity building of the rural folk	38	38.00	28	28.00	34	34.00	204	2.04	XXV
26.	The voluntary organization is having a policy or action plan	35	35.00	33	33.00	32	32.00	203	2.03	XXVI
27.	Developmental activities implemented by voluntary organization are highly sustainable	40	40.00	21	21.00	39	39.00	201	2.01	XXVII
28.	The developmental activities undertaken by voluntary organization are not compatible with the local needs	33	33.00	23	23.00	44	44.00	189	1.89	XXV III
29.	Voluntary organization is playing a significant role in increasing farm productivity	44	44.00	0	0	56	56.00	188	1.88	XXIX
30.	Voluntary organization is highly transparent with regard to money matters	31	31.00	26	26.00	43	43.00	188	1.88	XXIX

S.No.	Statements	Response categories						Total Score	Mean Score	Rank
		Favorable		Neutral		Unfavorable				
		F	%	F	%	F	%			
31.	Campaigns and film shows are organized in the villages regularly on all important issues	38	38.00	10	10.00	52	52.00	186	1.86	XXXI
32.	The local people are involved while framing the developmental activities	23	23.00	29	29.00	48	48.00	175	1.75	XXXII
33.	Voluntary organization is organizing frequent demonstrations on the difficult technologies	32	32.00	0	0	68	68.00	164	1.64	XXX III
34.	Voluntary organization is identifying innovative components in the project implementation	30	30.00	0	0	70	70.00	160	1.60	XXX IV
35.	Voluntary organization is having good coordination and linkage with the government organization	10	10.00	35	35.00	55	55.00	155	1.55	XXXV

Table - 30 : Extent of participation of beneficiaries in the developmental activities of voluntary organizations

S.No.	Statements	Extent of participation						Total Score	Mean Score	Rank
		Fully participated		Partly participated		Not participated				
		F	%	F	%	F	%			
1.	Participation in extension activities like crop demonstrations, melas, exhibitions and trainings	62	62.00	29	29.00	09	9.00	153	1.53	I
2.	Participation in identifying the right beneficiaries	45	45.00	49	49.00	06	6.00	139	1.39	II
3.	Participation by actual utilization / sharing of benefits under programme	40	40.00	56	56.00	04	4.00	136	1.36	III
4.	Participation in child development programmes like informal education, immunization and health education	44	44.00	47	47.00	09	9.00	135	1.35	IV
5.	Participation by expressing problems encountered in programme to officials of VO	35	35.00	64	64.00	01	1.00	134	1.34	V
6.	Participation in discussion for setting of norms for distribution / sharing of benefits among people coming from developmental programmes	43	43.00	45	45.00	12	12.00	131	1.31	VI
7.	Participation in determining the success of programme by supplying information on the	31	31.00	65	65.00	04	4.00	127	1.27	VII

S.No.	Statements	Extent of participation						Total Score	Mean Score	Rank
		Fully participated		Partly participated		Not participated				
		F	%	F	%	F	%			
	benefits received from programme									
8.	Participation in formal and informal meetings to discuss village problems	26	26.00	72	72.00	02	2.00	124	1.24	VIII
9.	Participation in income generation, thrift and credit schemes	51	51.00	20	20.00	29	29.00	122	1.22	IX
10.	Participation in environmental protection activities like social forestry	24	24.00	70	70.00	06	6.00	118	1.18	X
11.	Participation in decision making for contribution of various resources	27	27.00	63	63.00	10	10.00	117	1.17	XI
12.	Participation by prioritizing the available solutions to solve the identified problems	10	10.00	73	73.00	17	17.00	93	0.93	XII
13.	Participation in discussion to identify the problems of village and technological options	18	18.00	52	52.00	30	30.00	88	0.88	XIII
14.	Participation by suggesting suitable modifications for future programme implementation	0	0	76	76.00	24	24.00	76	0.76	XIV
15.	Participation in PRA techniques	15	15.00	13	13.00	72	72.00	43	0.43	XV
16.	Participation in organizing the field visits or tours	03	3.00	25	25.00	72	72.00	31	0.31	XVI

Table -28 : Methods adopted by the voluntary organizations for awareness creation

S. No.	Methods adopted	Extent of utilization						Total Score	Mean Score	Rank
		Regularly		Sometimes		Never				
		F	%	F	%	F	%			
1.	Implanting success stories on various community developmental activities	45	45.00	16	16.00	39	39.00	106	1.06	I
2.	Organizing film shows/trips on various developmental issues	30	30.00	08	8.00	62	62.00	68	0.68	II
3.	Conducting cycle rally, door to door campaigns on health related issues	23	23.00	15	15.00	62	62.00	61	0.61	III
4.	Conducting grama sabhas and meetings for sensitizing the rural folk on innovative programmes and modern techniques	19	19.00	09	9.00	72	72.00	47	0.47	IV
5.	Distributing relevant information materials	12	12.00	08	8.00	80	80.00	32	0.32	V
6.	Performing street plays to disseminate the messages	04	4.00	06	6.00	90	90.00	14	0.14	VI

Table -27 : Activities taken up by the voluntary organizations for creating awareness among rural masses

S. No.	Developmental activities / issues	Yes		No		Total Score	Mean Score	Rank
		F	%	F	%			
1.	Women issues, potentialities and their problems	69	69.00	31	31.00	69	0.69	I
2.	Socio-economic issues	60	60.00	40	40.00	60	0.60	II
3.	Ecological problems	55	55.00	45	45.00	55	0.55	III
4.	Ongoing governmental programmes	50	50.00	50	50.00	50	0.50	IV

Table-35 : Suggestions for strengthening the Voluntary Organizations

Sl.No.	Suggestions	Frequency	Percentage	Rank
1.	Sufficient financial assistance should be made available by the Government	17	85.00	I
2.	Create awareness about different funding agencies	15	75.00	II
3.	Promotion of self-reliant growth strategy should be followed by the VO's	12	60.00	III
4.	Training should be given in writing project proposals and problem identification	08	40.00	IV
5.	Appropriate policy should be made for recruitment, retention and training of the staff	07	35.00	V
6.	Easy sanctioning of loans without complicated procedures	07	35.00	V
7.	The Government should streamline, simplify and publicise the system of grant-in-aid for small voluntary organizations	05	25.00	VII
8.	Avoidance of political interference	04	20.00	VIII
9.	Make an effort for clear understanding of each others (VO's & GO's) functioning	04	20.00	VIII
10.	The Government should make strict vigilance for reducing the corruption of funding agencies	03	15.00	X
11.	A co-ordination mechanism should be worked out and set up among the voluntary organization	01	05.00	XI

Table 34 : Problems perceived by the voluntary organizations in implementing the rural developmental activities

S. No.	Problems	Frequency	Percentage	Rank
1.	Lack of sufficient financial assistance to take up developmental activities	18	90.00	I
2.	Lack of awareness about different funding agencies	15	75.00	II
3.	Little efforts by the VO's to mobilize the resources	13	65.00	III
4.	Less knowledge and skills in writing project proposals	11	55.00	IV
5.	Lack of sufficient number of technical personnel	08	40.00	V
6.	Lot of procedures in getting the financial support	08	40.00	V
7.	Less recognition by funding agencies for small VO's	06	30.00	VI
8.	Political interference in the programmes of VO's	05	25.00	VII
9.	Lack of sufficient cooperation from Government Officials	04	20.00	VIII
10.	High level of corruption in the funding agencies	04	20.00	VIII
11.	Less knowledge and skills in problem identification	02	10.00	XI
12.	Lack of sufficient coordination among the voluntary organizations and the absence of a suitable forum to jointly represent their problems	01	5.00	XII

Table- 33 : Cost of additional assets generated from selected developmental activities (Rs.)

S. No.	Developmental activity	Before taking up the developmental activity			After taking up the developmental activity			Additional assets generated			Rank
		Movable assets	Immo- vable assets	Total assets	Movable assets	Immo- vable assets	Total assets	Movable assets	Immo- vable assets	Total assets	
1.	Dairy	9826	52392	62218	11232	55640	66872	1406	3248	4654	I
2.	Vegetable vending	8423	23326	31749	9723	26442	36165	1300	3116	4416	II
3.	Tailoring	6528	18349	24877	7632	21426	29058	1104	3077	4181	III
4.	Land development	11621	30360	41981	12890	33314	46204	1269	2954	4223	IV
5.	Pickle making	9346	26649	35995	10498	29180	39678	1152	2531	3683	V
6.	Leaf plate making	7629	20675	28304	12644	23042	35686	1023	2367	3390	VI
7.	Agarbatti making	10239	25327	35566	11225	27446	38671	986	2139	3125	VII
8.	Vermi composting	8353	74561	82914	9209	74561	83770	856	--	856	VIII
9.	Sheep rearing	5847	16481	22328	6250	--	6250	673	--	673	IX
10.	Basket weaving	9238	15782	25020	9867	15782	25649	629	--	629	X
	Average	8705	30390.2	39095.2	10117	30683.3	40800.3	1039.8	1943.2	2983	

Table -32 : Additional income generated from selected developmental activities (Rs.)

S.No.	Developmental activity	Total annual income before taking up the developmental activity	Total annual income after taking up the developmental activity	Additional Annual Income generated from the developmental activity	Rank
1.	Dairy	5467	18090	12623	I
2.	Vegetable vending	7238	19488	12250	II
3.	Land development	6055	15929	9874	III
4.	Pickle making	11156	19112	7956	IV
5.	Tailoring	7589	14939	7350	V
6.	Agarbatti making	7123	13096	5973	VI
7.	Leaf plate making	7629	10818	4936	VII
8.	Sheep rearing	5127	9091	3964	VIII
9.	Vermi composting	6160	10083	3923	IX
10.	Basket weaving	6976	10848	3872	X
	Average	7052	14149.4	7272.1	

Table -31 : Additional employment generated from selected developmental activities (Rs.)

S.No.	Developmental activity	Number of man days of work available before taking up the developmental activity	Number of man days of work available after taking up the developmental activity	Additional employment generated in man days	Rank
1.	Vegetable vending	180	364	184	I
2.	Dairy	180	220	183	II
3.	Sheep rearing	165	345	181	III
4.	Leaf plate making	168	318	152	IV
5.	Pickle making	169	291	122	V
6.	Land development	173	293	119	VI
7.	Basket weaving	155	275	118	VII
8.	Tailoring	150	211	63	VIII
9.	Agarbatti making	178	239	61	IX
10.	Vermi composting	176	216	44	X
	Average	169.4	292.1	122.7	

Table-1 : Sample selected for the investigation

S.No.	Total no. of VO's in Guntur District	Selected VO's	Name of the selected VO's	Number of functionaries of VO		Beneficiaries	
				Total strength	Selected functionaries	Selected number of beneficiaries	Name of the adopted village and Mandal
1.	468	10	Social Educational and Economic Development Society (SEEDS), (Guntur)	15	2	10	Gorentla, Guntur Rural
			Nilagiri Educational Society (Mangalagiri)	12	2	10	Vallabhapuram, Kollipara
			Literacy Agricultural Medical Project (LAMP) (Phirangipuram)	10	2	10	Talluru, Phirangipuram
			Gramasiri (Baptla)	11	2	10	Nandirajuthota, Baptla
			ASSIST (Chelakaluripet)	21	2	10	Edlapadu, Edlapadumandal
			Village Reconstruction Organization (VRO) (Peddakakani)	11	2	10	Yamarthi, Vetticherukuru
			Vinayashramam (Cherukupalle)	17	2	10	Cherukupalle, Cherukupalle
			Socio Educational And Rural Development Society (SEARDS) (Narasaraopet)	13	2	10	Addaroad, Nekarekallu
			Society For Integrated Rural Development (SFIRD) (Guntur)	12	2	10	Gokernamatam, Nizampatnam
			Rural Development Organization (RDO) (Peericherla)	14	2	10	Peericherla, Medikonduru
			Total	136	20	100	10

Table - 22 : Distribution of voluntary organizations based on the extent of coordination

S.No.	Extent of Coordination	F	%
1.	Low coordination (upto 34)	12	65.00
2.	Medium coordination (35 – 48)	06	25.00
3.	High coordination (above 48)	02	10.00
4.	Total	20	100

Table-24 : Distribution of beneficiaries according to their opinion about the functioning of the voluntary organizations

S.No.	Opinion	F	%
1.	Favourable opinion	48	48.00
2.	Neutral opinion	18	18.00
3.	Unfavourable opinion	34	34.00
4.	Total	100	100.00

Table – 26 : Distribution of beneficiaries according to their awareness about developmental activities and issues

S.No.	Level of awareness	F	%
1.	Low awareness (Upto 3)	33	33.00
2.	Medium awareness (4-6)	57	57.00
3.	High awareness (Above 6)	10	10.00
4.	Total	100	100.00

Table – 29 : Distribution of beneficiaries according to their level of participation in the developmental activities

S.No.	Level of participation	F	%
1.	Low participation (Upto 11)	13	13.00
2.	Medium participation (12-22)	74	74.00
3.	High participation (Above 22)	13	13.00
4.	Total	100	100.00

Table-3 : Prioritization of developmental activities taken up by the voluntary organizations

S. No.	Developmental activity	Overall mean score	Overall rank
1.	Income generation activities	1.55	I
2.	Health and Nutrition activities	1.38	II
3.	Educational activities	1.16	III
4.	Environmental protection activities	1.06	IV
5.	Agriculture and allied activities	0.76	V
6.	Infrastructure developmental activities	0.65	VI

CHAPTER – V

DISCUSSION

In this chapter, discussion is presented based on the results obtained from analysis of the data. The findings were discussed under the following headings as per the objectives of the study.

- 5.1 Developmental activities taken up by the Voluntary organizations
- 5.2 Extension methodologies adopted by the Voluntary organizations
- 5.3 Extent of coordination between the Voluntary organizations and Governmental organizations
- 5.4 Opinion of beneficiaries towards functioning of the Voluntary organizations
- 5.5 Effectiveness of the Voluntary organizations on their beneficiaries
- 5.6 Problems perceived by the Voluntary organizations while implementing the rural development projects/programmes
- 5.7 Suggestions for strengthening the Voluntary organizations

5.1 DEVELOPMENTAL ACTIVITIES TAKEN UP BY THE VOLUNTARY ORGANIZATIONS

The results in Table-3 indicated that, among all the developmental activities income generation activity was given much importance as it is the activity which generated immediate additional income. The beneficiaries were lacking proper medical care and were suffering with nutritional disorders and diseases like AIDS. Hence, utmost importance was given to health and nutrition activities by the VOs. Limited number of VOs were taking up agriculture and allied activities in the area. This might be due to lack of sufficient knowledge, skills and inputs on the part of VOs. Infrastructure developmental activities also given least priority by the VOs as most of them were facing the problem of lack of funds and the local contributions from the beneficiaries.

It can be observed from Table-4 that most of the VOs were giving priority for providing drinking water facilities as most of the target areas were suffering with drinking water problem. Construction of village roads given less importance by the VOs as this may be due to lack of availability of sufficient funds to them.

The results in Table-5 revealed that transferring of latest agricultural technology has given much importance by the VOs with regard to agriculture and allied developmental activities. This might be

due to that the VOs making an effort to create an awareness about the innovations in the target areas. Limited number of VOs were organizing water management cooperative societies, this might be due to that the majority of VOs were not recognized the importance of this activity.

It is evident from Table-6 that among educational activities, most of the VOs were giving importance to running schools for child labour as most of the children were working as child labour in the area. Only one organization was running schools and hostels for BCs, SCs, STs and economically weaker sections. This might be due to that VOs were not having sufficient funds to take up this activity.

It can be seen from Table-7 that among health and nutrition activities, most of the VOs giving importance to health and nutrition education for pregnant and lactating mothers as most of the women beneficiaries were illiterates and were not aware of balance diet that have to maintain during pregnancy and lactation. Running the hospitals for the benefit of the poor was giving less importance by the VOs due to the lack of funds to the VOs.

The results in Table-8 revealed that among income generation activities, supervision of income generating enterprises of women was given much importance by most of the VOs as many of the women beneficiaries were illiterates and they do not have proper training. Establishment of market linkages for the products produced by SHG's

given less priority by the VOs as many of the VOs thought that providing market was a risky job for them.

A perusal of findings in Table-9 inferred that, creation of awareness on environmental protection was given much importance by most of the VOs. This might be due to that most of the target groups were not aware of the importance of environment and many of them cut the trees and use as firewood. Limited number of organizations were providing training to the members of Vana Samarakshna Samithies. This might be due to lack of funds and lack of indepth knowledge on the part of VOs.

Results are in confirmation with the results of Antwal (1994), Rani (1995), Ramanujam (1995), Singhal (1998), Yadappanavar (2000) and Gurulingaiah (2002).

5.2 EXTENSION METHODOLOGIES ADOPTED BY THE VOLUNTARY ORGANIZATIONS

It is evident from Table-10 that majority of the voluntary organizations were adopting survey method to identify the target areas. This might be due to the possibility of collecting more accurate information through this method, whereas other methods such as involving the community organizers and local leaders were adopting by limited number of VOs as the voluntary organizations were not giving

much consideration to these leaders and they were also not voluntarily participating in the activities.

The results in Table-11 indicated that almost all the VOs were implementing their programmes based on local needs and interests of the beneficiaries otherwise it is very difficult to get the voluntary cooperation of the people. Limited number of voluntary organizations implementing their programmes based on easiness in getting the programme from different agencies.

It can be seen from Table-12 that majority of the VOs were identifying the beneficiaries through group discussions as it occurs in face to face situation and involves the cooperative thinking of several individuals which is likely to be superior to that of isolated individuals. Other methods such as involving other beneficiaries, local leaders, organizing grama sabhas, personal observation and interviews were also used by the VOs.

From Table-13, it can be inferred that almost all the VOs were implementing their programmes through individual beneficiary approach. This might be due to that majority of the VOs programmes were individual based rather than group based. Limited number of VOs implementing the programmes through cluster group approach. This method was used for group activities. The procedure for implementation of the programme may vary depending upon the type of activity.

An observation of the results in Table-14 revealed that majority of the VOs were implementing the programmes through the savings of the beneficiaries who were organized in self-help groups. Very limited number of VOs were organizing their programmes through their own contributions. This might be due to the fact that most of the VOs might have profit making attitude rather than voluntary zeal.

A perusal of Table-15 indicated that majority of VOs were adopting regular monitoring of the activities by their staff as the means of supervision. It involves less effort and effective guidance.

Close examination of Table-16 revealed that majority of the VOs were implementing their programmes through Coordinators/Community Organizers as they were the right people with required knowledge and qualifications to deal the local people. Involvement of local leaders and beneficiaries were the least adopted methods to implement the programmes as these suffer from lack of required skills.

A look at the Table-17 showed that majority of the VOs were getting feedback quickly from the beneficiaries as they would provide first-hand information and the beneficiaries were also very cooperative in providing feedback which further improves the quality of the programmes. Very limited number of VOs were getting feedback from the local leaders. This might be due to that the local leaders were not so actively involved in all the activities of VOs.

The results in Table-18 indicated that majority of the VOs conducted internal evaluation as it is the less expensive method. A few number of VOs had organized every day evaluations due to less working staff in the organizations.

It could be understand from Table-19 that majority of the VOs were carrying their publicity and propaganda through group meetings as this method is less costly and doubts can be clarified at a time for more number of people. Limited number of VOs were using sometimes electronic media for publicity. This might be due to non-existence of opportunity for the feedback.

A close examination of Table-20 indicated that majority of the VOs maintaining relations with funding agencies as they have to get funds for carrying out the developmental activities. VOs were maintaining limited contacts with Scientists of ANGRAU as most of the VOs were less concentrating on agriculture. Very limited number of VOs were maintaining relations with political leaders as the political leaders might expect money from VOs.

An appraisal of Table-21 revealed that majority of the VOs were adopting participatory approach as it involves the commitment of people and contribution of local resources. Top-down approach was not followed as the approach resulted in failure either because of non-commitment on the part of administration or beneficiaries.

5.3 EXTENT OF COORDINATION BETWEEN VOLUNTARY ORGANIZATIONS AND GOVERNMENTAL ORGANIZATIONS

From Table-22, it can be inferred that majority of the VOs had low coordination with governmental organizations. It is on eyesore to find out such a low level of coordination between voluntary organizations and governmental organizations as both are aimed at the welfare of people. Government is less responsiveness to the needs of VOs. Inappropriate instructions by the coordinationcommittee, lack of teamwork, not conducting the committee meetings as per the schedule, not attending the committee meetings by the representatives, improper examination of the achieved objectives by the committee and input and credit assessment was not included collectively in planning were the reasons for low coordination. Thus the VOs also expressed that coordination was purely a consequence of donor pressure. These results are in confirmation with the results of Sagar (1994).

5.4 OPINION OF BENEFICIARIES TOWARDS FUNCTIONING OF VOLUNTARY ORGANIZATIONS

It can be concluded from Table-24, that majority of the beneficiaries of voluntary organizations had favorable opinion towards functioning of their respective VOs. The reasons for favourable opinion might be due to that everyone well aware their respective VOs and were

good at motivating the people to take up new developmental activities. The beneficiaries also opined that the VOs were working sincerely by helping the rural folk by extending employment and income generation activities and were also playing an important role in organising SHG's for empowering women.

Some of the beneficiaries of voluntary organizations had low opinion towards functioning of their respective VOs. The reasons might be due to the lack of transparency with money matters, lack of technical personnel for identifying innovative components, low involvement in organizing demonstrations on difficult technologies and were playing less important role in increasing farm productivity.

Results are in confirmation with the findings of Shashikumar (1999).

5.5 EFFECTIVENESS OF VOLUNTARY ORGANIZATIONS ON THEIR BENEFICIARIES

5.5.1 Awareness creation

It can be seen from Table-26 that majority of the beneficiaries fall under medium awareness category. This might be due to that VOs were creating awareness by using different methods such as implanting success stories, conducting film shows/field trips and organizing cycle

rallies and door to door campaigns which are most effective methods of awareness creation.

Some of the beneficiaries having low awareness. The reasons might be due to that the concern VOs were unable to concentrate on creating awareness on innovative programmes, modern techniques and performing street plays as they do not have sufficient practical experience and skills.

The results from Table-27 revealed that, majority of the beneficiaries were aware of the women issues, potentialities and their problems. This might be due to the reason that most of the VOs were concentrating on Self-Help Groups so they have given priority to women issues. Whereas limited number of beneficiaries were aware of ongoing government developmental programmes as the government officials giving less importance to voluntary sector so the VOs were not getting information regarding governmental programmes.

It was evident from Table-28 that majority of the VOs adopting implanting success stories to create awareness among the beneficiaries. This might be due to the reason that this method will give first hand / practical experience to the beneficiaries which will lead to positive impact towards awareness creation. Whereas limited number of VOs using street plays to create awareness among the beneficiaries. This

might be due to the reason that less number of VOs were concentrating on this method.

5.5.2 Extent of participation of beneficiaries in developmental activities

It was evident from Table-30 that, majority of the beneficiaries of voluntary organizations had medium participation in the developmental activities. The probable reasons for medium participation of beneficiaries in the developmental activities might be due to the partly participation in extension activities like crop demonstrations, melas, exhibitions and trainings followed by participation in identifying the right beneficiaries, in child development programmes and in sharing the benefits among people obtained from developmental programmes.

Some of the beneficiaries had low participation in developmental activities. The reason for low participation might be due to less participation in activities such as organizing field visits, PRA techniques and in discussion to identify the village problems and technical options for those problems.

The results are in confirmation with the findings of Meera *et al.* (1994) and Sumana (1996).

5.5.3 Employment generation

It was evident from Table-31 that maximum number of mandays were generated through vegetable vending, dairy and sheep rearing. This might be due to the reason that most of the VOs were concentrating on these activities and have more marketing facilities. Further, daily employment was available for these activities irrespective of season. Whereas minimum number of mandays were generated for tailoring, agarbatti making and vermi composting. The reasons might be that tailoring is a less intensive activity resulted in less number of mandays. Whereas in case of agarbatti making marketing was a problem and in case of vermi composting less number of man hours were required which resulted in less employment generation.

Results are in confirmation with the findings of Sagar (1994) and Rao (2000).

5.5.4 Income generation

From the Table-32 it can be concluded that among income generation activities maximum amount of income was generated through dairy and vegetable vending. This might be due to the reason that dairy is a daily activity and marketing of milk is also easy for this activity hence more economic returns can be generated. Whereas vegetable vending is also a regular activity which results in maximum amount of income. Less amount of income was generated through

basket weaving, vermi composting and sheep rearing. This might be due to the reasons that basket weaving is a seasonal activity resulted in less amount of income followed by vermi composting for which small units were provided by VOs which resulted in less income and in case of sheep rearing the VOs have distributed less number of sheeps which resulted in less amount of income.

The results are in confirmation with the results of Suresh and Molly (1990), Ghosh (1993), Kumar (1993), Snehalatha (1998), Sudharani (1999), Velusamy and Manoharan (1999).

5.5.5 Assets generation

It was evident from the Table-33 that maximum amount of assets were generated through dairy and vegetable vending because of increase in additional income whereas less amount of assets were generated through basket weaving, sheep rearing and vermi composting because of less increase in additional income. Results are in confirmation with the results of Sumana (1996), Sudharani (1999) and Velusamy and Manoharan (1999).

5.6 PROBLEMS PERCEIVED BY THE VOLUNTARY ORGANIZATIONS WHILE IMPLEMENTING THE RURAL DEVELOPMENT PROJECTS/ PROGRAMMES

It was inferred from Table-34 that majority of the VO's were facing the problem of lack of sufficient financial assistance to take up developmental activities. It might be due to less credibility of the VOs and the respective VOs need influence to get the financial assistance. The majority of VOs were not having awareness about different funding agencies as the funding agencies were not conducting conferences/campaigns to explain their funding pattern. Whereas some of the VOs facing problem in writing project proposals and in problem identification this might be due to lack of training in managerial knowledge and skills and some other VOs were facing the problem of lack of insufficient number of technical personnel it might be due to lack of funds to recruit required number of staff. Very limited number of VOs were facing the problem of insufficient coordination among themselves which might be due to lack of VOs networking mechanism in the area.

Results are in confirmation with the results of Vinod Kumar (1993), Dhawan (1995), Dhillon and Hansra (1995), Sudharani (1999) and Talukdar (2001).

5.7 SUGGESTIONS FOR STRENGTHENING THE VOLUNTARY ORGANIZATIONS

A perusal of Table-35 indicated that, majority of the VOs suggested to provide sufficient financial assistance by the government to overcome the problem of paucity of funds followed by awareness should be created about different funding agencies was suggested by most of the VOs as they were not aware of it. Limited number of VOs suggested that government should make strict vigilance for reducing the problem of corruption in funding agencies and a coordination mechanism should be worked out among the VOs to overcome the problem of insufficient coordination.

Results are in confirmation with the findings of Dhillon and Hansra (1995), Suresh (1998) and Sundaram (2000).

CHAPTER – VI

SUMMARY

Rural development is a process leading to higher agricultural productivity, generation of additional rural income and rural welfare in terms of health, nutrition, education, equity, employment, security and reducing rural urban differences. Voluntary organizations play an important role in the development sector by alleviating rural poverty in India. VOs aim at helping the people to help themselves by mobilizing their own resources, tapping their own potentials, identifying problems, finding solutions and implementing them to achieve the goals. VOs role has been recognized and considered vital as government alone cannot mobilize resources needed for meeting people's needs and also in securing people's participation which is very important for the success of rural development programmes. VOs are implementing a wide variety of programmes and activities to promote the integrated development of rural people. VOs role is usually considered to be complementary to that of government, both in terms of providing additional resources and in making government programmes more effective. Keeping this in view, the present investigation entitled "Role of Voluntary organizations in rural development in Andhra Pradesh – A critical analysis" was undertaken with the following objectives :

6.1 OBJECTIVES OF THE STUDY

6.1.1 General Objective :

To study the role of voluntary organizations in rural development in Andhra Pradesh

6.1.2 Specific Objectives

1. To identify the developmental activities implemented by the selected voluntary organizations for promotion of rural development.
2. To assess the extension methodologies adopted by the selected voluntary organizations for rural development.
3. To measure the extent of coordination between the selected Voluntary organizations and Governmental organizations.
4. To study the opinion of the beneficiaries towards the functioning of selected voluntary organizations.
5. To find out the effectiveness of selected voluntary organizations on their beneficiaries.
6. To analyse the problems faced by the selected voluntary organizations while implementing the rural development projects or programmes and to elucidate suggestions for strengthening the voluntary organizations.

6.2 MATERIALS AND METHODS

Exploratory research design was adopted for the study. The State of Andhra Pradesh was selected purposively for the study and the Guntur district was selected randomly out of twenty three districts in Andhra Pradesh. A list of voluntary organizations working for rural development was prepared. From the prepared list, ten voluntary organizations which are working effectively for rural development were selected purposively from the selected district based on a specific criteria. Two important functionaries from each selected voluntary organization were selected purposively. Thus a total of twenty functionaries were selected for the study. Further, one adopted village of each selected voluntary organization was selected randomly and then ten beneficiaries were selected from each adopted village based on simple random sampling method. Thus a total of hundred beneficiaries were selected. Finally a total of 120 sample was selected for the study.

An interview schedule was developed and standardized based on the objectives of the study. The collected data were supplemented with personal observation. Further, the data were coded, processed and subjected to appropriate statistical analysis.

6.3 FINDINGS OF THE STUDY :

6.3.1 Developmental activities taken up by the voluntary organizations

Among the identified developmental activities, income generation activities received first rank with a mean score of 1.55 followed by health and nutrition activities (second rank - mean score 1.30) and educational activities (third rank – mean score 1.16).

6.3.2 Extension methodologies adopted by the voluntary organizations

The methodologies used by the VOs to identify the target areas were, conducting baseline surveys and organizing village wise meetings by the staff (first rank-mean score 2.00) and involving the community organizers (third rank-mean score 1.60).

The criteria adopted for the implementation of the programmes include local needs and interests of the beneficiaries (mean score - 2.00), technical and economic feasibility of the programme (mean score - 1.70).

With regard to identification of beneficiaries, organizing focused group discussions received first rank with a mean score of 1.80 followed by involvement of other beneficiaries (mean score - 1.30) and organizing gramasabhas (mean score -1.10).

Individual beneficiary approach (mean score - 2.00) and cluster group approach (mean score - 1.70) were followed for implementation of the programme.

Grants from the governmental organizations, savings/thrift group and local contributions/donations (mean score - 1.50) were the different sources for mobilization of funds in the VOs.

With regard to supervision of activities, regular monitoring by the staff of voluntary organisations received first rank (mean score - 2.00) followed by the beneficiaries (mean score - 1.50) and local leaders in the village (mean score - 0.60).

Coordinators / community organizers (mean score - 1.80), beneficiaries, (mean score - 1.50) and village leaders (mean score - 0.70) were the personnel involved in controlling the activities of VOs.

The VOs were obtained the feed back from beneficiaries (mean score - 2.00) and staff of the voluntary organisation (mean score - 1.60) regarding the developmental activities.

Internal (mean score - 1.80) and external evaluations (mean score - 1.10) and conducting PRA (mean score - 1.00) were the methods adopted by the VOs for assessing the impact of developmental activities.

Organizing group meetings (mean score - 2.00), utilization of the folk media (mean score - 1.20) and personal interactions (mean score -

1.10) were the methods used by the VOs for propagating and publicizing their activities.

The selected VOs were maintaining cordial relations with funding agencies (mean score - 2.00), central government (mean score - 1.90) and other NGOs (mean score – 1.80).

Participatory (mean score - 1.90) and top-down approaches (mean score - 0.10) were the important two extension approaches followed by the VO's in implementation of the developmental activities.

6.3.3 Extent of Coordination between Voluntary organizations and Governmental organizations

An overview of the findings on extent of coordination concluded that, more than half of the VOs (65.00%) had low coordination followed by medium coordination (25.00%) and high coordination (10.00%).

Results about the extent of coordination between Voluntary organisations and Governmental organizations revealed that, the statements namely; coordination committee must ensures the storage of inputs required at village level in advance, adequate training of staff is essential for effective coordination along with specific stream line system of reporting the progress leads to effective coordination received first and second ranks respectively with a mean score of 2.75 and 2.65.

6.3.4 Opinion of the beneficiaries towards functioning of the voluntary organizations

An overview of the results on opinion of the beneficiaries indicated that around half of the per cent of the beneficiaries had favourable opinion followed by neutral opinion (18.00 %) and unfavourable opinion (34.00 %).

With regard to the opinion of the beneficiaries towards functioning of voluntary organizations the statements namely, local voluntary organization working in the area is quite popular and every one aware of it, voluntary organization is good at motivating rural people to take up new developmental activities and voluntary organization has a sense of commitment, dedication and selfless services received first, second and third ranks respectively with a mean scores of 3.00, 2.50 and 2.48.

6.3.5 Effectiveness of voluntary organizations towards their beneficiaries

6.3.5.1 Awareness creation

An over view of the results on awareness creation on developmental issues showed that fifty seven per cent of the beneficiaries fall under medium awareness category followed by low awareness (33.00%) and high awareness category (10.00%).

It can be inferred that, among the awareness creation about the developmental activities and issues for rural masses, first rank was assigned to women issues, potentialities and their problems with a mean score of 0.69 followed by socio-economic issues was assigned second rank with a mean score of 0.60 and ecological problems was assigned third rank with a mean score of 0.55.

With regard to methodology adopted for awareness creation, implanting success stories on various community developmental activities was received first rank with a mean score of 1.06, followed by organizing film shows / trips on various developmental issues (second rank mean score - 0.68) and conducting cycle rally, door to door campaigning on health related issues (third rank mean score - 0.61).

6.3.5.2 Participation in developmental activities

An overview of results on extent of participation showed that, three fourth of the beneficiaries had fall under medium level of participation (74.00%) followed by low level of participation (13.00 %) and high level of participation (13.00 %).

The findings about the extent of participation of beneficiaries revealed that, the participation in extension activities like crop demonstrations, melas, exhibitions and trainings received the first rank with a mean score of 1.53 followed by participation in identifying the right beneficiaries (second rank - mean score - 1.39) and participation by

actual utilization / sharing of benefits under the programme (third rank - mean score - 1.36).

6.3.5.3 Employment generation

With regard to employment generation, maximum number of (184) man days were generated through vegetable vending activity followed by dairy (183) and sheep rearing (181) with first, second and third ranks respectively.

6.3.5.4 Income generation

With respect to income generation, maximum amount of (Rs.12623) income was generated through dairy followed by vegetable vending (Rs.12250) and land development activity (Rs.9874) with first, second and third ranks respectively.

6.3.5.5 Assets generation

With regard to assets generation, maximum amount of (Rs.4654) assets were generated through dairy followed by vegetable vending (Rs.4416) and tailoring (Rs.4181) with first, second and third ranks respectively.

6.3.6 Problems perceived by the voluntary organizations in implementing the rural development activities

Lack of sufficient financial assistance to take up developmental activities (90.00 %), lack of awareness about different funding agencies (75.00 %) and little efforts by the VOs to mobilize the resources (65.00 %) were the three major problems perceived by the VOs.

6.3.7 Suggestions for strengthening the VOs

Sufficient financial assistance should be made available by the government (85.00 %), create awareness about different funding agencies (75.00 %) and promotion of self-reliant growth strategy should be followed by the VOs (70.00 %) were the major suggestions given by the VO's for their strengthening.

6.4 IMPLICATIONS OF THE STUDY

- 1) Of all the developmental activities taken-up by the VOs, agriculture and infrastructure developmental activities had given least priority. Hence training to increase technical competence should be given to the staff of VOs to improve agriculture activities and also sufficient funds should be made available by the government to implement the infrastructure development activities in the area of operation.

- 2) In adopting different extension methodologies, local leaders were not participating actively. Keeping this in view, local leaders involvement should be improved by maintaining good relations. Effective methods of communication like print media and electronic media were not adopted by most of the VOs at the same time less staff strength was observed to implement every day evaluations in most of the VOs. Hence, to adopt these two extension methods *i.e.*, print media and electronic media and to increase staff strength sufficient funds should be made available to the VOs.

- 3) The study indicated that the majority of the voluntary organizations had low coordination with governmental organizations. Hence, to avoid duplication or ambiguity among VOs and GOs action, planning should be built on a dialogue between VOs and local level GO. This is best initiated by GOs, given their axial administrative role resulting in projects and programmes adequately addressing the needs of rural poor. However, in taking such initiatives, GO and VOs ought to be sensitive to each other's concerns and institutional contexts. The goal would be to identify the most appropriate division of tasks for the organizations involved, thus achieving effective coordination.

- 4) The beneficiaries of voluntary organizations opined that the VOs should take part in identifying innovative components, organizing demonstrations on difficult technologies, organizing campaigns and film shows and in increasing farm productivity. Keeping this in view, VOs should develop their technical competence to perform the above activities.
- 5) Effectiveness of voluntary organizations towards their beneficiaries revealed that majority of the beneficiaries having medium awareness. Keeping this in view, VOs should concentrate on innovative programmes, modern techniques and perform street plays, which are effective and easily reachable to villagers.
- 6) The study indicated that majority of the beneficiaries had medium level of participation. Hence, VOs should encourage the beneficiaries to participate in field visits, tours and PRA techniques which will give first hand practical experience to them.
- 7) Vermi-composting, agarbatti making, basket weaving and sheep rearing activities were generated less number of mandays, low income and assets. Keeping this in view, VOs should concentrate to improve marketing facilities for agarbatti making and basket weaving. For vermi-composting,

more number of units should be provided by the VOs to improve the income, employment and assets generation. For sheep rearing, more number of sheep should be provided by the VOs which will increase number of mandays, income and assets.

- 8) Results revealed that majority of the VOs were facing paucity of funds, lack of awareness about different funding agencies and problem in writing project proposals and problem identification. Keeping this in view, VOs should develop their credibility so that GOs can provide financial assistance and also work with collaboration. Funding agencies should conduct some campaigns or conferences to create awareness and VOs must provide training to the staff to improve their technical and professional competency.

6.5 SUGGESTIONS FOR FUTURE RESEARCH

The results of the present study revealed for further research endeavour in several directions. They are expositioned as follows :

- 1) The present investigation was confined to only Guntur district of Andhra Pradesh. That too, ten villages of ten mandals representing ten NGOs with a sample size of 120. To arrive at the concrete generalizations similar studies have to be undertaken with larger sample.

- 2) A comprehensive study may be planned at institutional level, regional or state level and national level so as to develop the effective strategies with specification on roles of NGOs in rural development programmes.
- 3) The present study examined the beneficiaries participation in a limited way. A full scale study on the involvement of beneficiaries at different stages of programmes could be taken up so that the activities of the VOs could be attuned more realistically to the needs of their beneficiaries.
- 4) To have an indepth analysis of the study, some case studies of successful NGOs may be taken up to see how far the factors had contributed for effective functioning.
- 5) Studies may be conducted to know the impact of NGOs particularly on the status of the women interms of improvements in the socio-economic, psychological and political conditions.
- 6) Further studies can also be focused on role reversals, role conflicts and role coordinations of NGOs and GOs.
- 7) The impact of VO on the population of the area of operation requires to be examined. A study in this aspect would bring into focus the final outcome of the efforts put by the VOs.

- 8) A comparative study of several VOs may be conducted for better understanding of various activities of VOs.

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INTERVIEW SCHEDULE

PART - A

1. Name of the Voluntary Organization
 2. Address of the Voluntary Organization
 3. Year of Registration
 4. Area of Operation (Mandals).....
 5. Name and designation of the functionary of Voluntary Organization
- a. Please mention the developmental activities implemented / implementing by your voluntary organization for rural development

Regularly / Sometimes / Never

I) Infrastructure development activities

1. Construction of village roads
2. Providing drinking water facilities
3. Construction of individual sanitary latrines
4. Construction of community sanitary latrines
5. Construction of low cost houses
6. Running oldage homes
7. Establishment of community shelters
8. Any other, please specify

II) Agriculture and allied development activities

Regularly / Sometimes / Never

1. Transfer of latest agricultural technology to the farming community

2. Conducting training programmes to improve the knowledge and skills of farmers on new technologies
3. Distributing high yielding variety seeds/ seedlings to farmers
4. Conducting land development activities like cleaning of bushes, field leveling and bunding etc.
5. Digging of irrigation borewells
6. Taking up soil and water conservation measures in the fields
7. Motivating farmers to take up latest technologies in agriculture
8. Conducting demonstrations on new varieties and practices in agriculture
9. Conducting farmer's meetings in which experts meet farmers and solve their problems
10. Conducting agricultural exhibitions and kisan melas
11. Providing crop loans to the needy farmers
12. Providing training and education on agro-based courses like sericulture, apiculture, dairy farming, social forestry etc.
13. Formation of water management cooperative societies
14. Any other, please specify

III) Educational activities

Regularly / Sometimes / Never

1. Organizing crèche centers for children

2. Running schools and hostels for BCs, SCs, STs and economically weaker sections
3. Conducting night schools for school drop-outs and adults
4. Running schools for child labour
5. Providing free meal, stipend and free books to the needy children
6. Any other, please specify

IV) Health and Nutrition activities

Regularly / Sometimes / Never

1. Organizing awareness camps on most prevalent diseases like AIDS, Hepatitis, vaccination, ante-natal care
2. Conducting health camps like general check up, eye camps, dental care, immunization program
3. Health and Nutrition education for pregnant and lactating mothers
4. Running the Hospitals for the benefit of poor
5. Organizing awareness camps on nutrition and personal hygiene
6. Distribution of medicines to poor people for general illnesses
7. Any other, please specify

V) Income generating activities

Regularly / Sometimes / Never

1. Social mobilization of rural youth and women

2. Organization of self help groups
3. Training to women self-help groups on income generation activities
4. Supervision income generating enterprises of women
5. Providing credit to self-help groups
6. Helping the SHG's in the maintenance of financial and other records
7. Establishment of marketing linkages for the products produced by self-help groups
8. Any other, please specify

VI) Environmental protection activities

Regularly / Sometimes / Never

1. Creation of awareness on environmental protection
2. Organizing of vanasamrakshana samithies
3. Carrying out environmental protection measures in the villages
4. Distributing plants for healthy environment
5. Training to the members of vana samrakshana samithies
6. Any other, please specify

VII) Any other development activity, please specify

- b) Voluntary organizations are adopting different extension methods for implementation of various developmental activities.

Please mention the frequency of usage of different extension methods listed below in the relevant columns

Extension methods

Frequency of utilization

I. Identification of target areas

		Regularly	Sometimes	Never
1.	By conducting baseline surveys			
2.	Organizing village wise meetings			
3.	Involving the community organizers			
4.	With the help of local leaders			
5.	Any other			
6.				

II Criteria for implementation of the programmes

		Regularly	Sometimes	Never
1.	By conducting PRA techniques			
2.	Based on local needs and interests of the beneficiaries			
3.	Based on demand of the programme			
4.	Based on the technical feasibility of the programme			
5.	Based on the economic feasibility of the programme			
6.	Any other			

III Identification of beneficiaries

		Regularly	sometimes	never
1.	By conducting personal interviews			
2.	Organizing focused group discussions			

3.	Personal observation			
4.	Organizing Gramsabhas			
5.	With the help of local leaders			
6.	Through other beneficiaries			
7.	Any other			

IV. Procedure for implementation of the programme

		Regularly	Sometimes	Never
1.	Through individual beneficiary approach			
2.	Through cluster group approach			
3.	Any other			

VI Funding pattern

		Regularly	Sometimes	Never
1.	Through savings / thrift groups formation			
2.	Through local contributions /donations			
3.	Through voluntary organization's contribution			
4.	Through grants from the Governmental Organizations			
5.	Through VOs networking and linkages			
6.	Any other			

VII Supervision of activities

		Regularly	Sometimes	Never
1.	Regular monitoring by the staff of voluntary organization			
2.	Local leaders in the villages			
3.	Supervision by the beneficiaries themselves			
4.	Any other			

VIII Controlling of the activities

		Regularly	Sometimes	Never
1.	By coordinators / community organizers			
2.	By village leaders			
3.	By beneficiaries themselves			
4.	Any other			

IX Feed back mechanism involved

		Regularly	Sometimes	Never
1.	During the programme			
2.	After completion of the programme			
3.	Feed back from beneficiaries			
4.	Feed back from staff of the VO			
5.	Feed back from the local leaders			
6.	Any other			

X Evaluation of the developmental activities

		Regularly	Sometimes	Never
1.	Every day evaluation			
2.	Internal evaluation by vo			
3.	External evaluation by other organizations/funding agencies			
4.	Evaluation by conducting PRA			
5.	Any other			

XI Publicity and propaganda

		Regularly	Sometimes	Never
1.	Organizing group meetings			
2.	Through personal interaction			
3.	Through electronic media			
4.	Through printed media			

5.	Through folk media			
6.	By writing on notice boards in the villages			
7.	Any other			

XII Public relations with officials / non officials

		Regularly	Sometimes	Never
1.	Good relations with state department officials			
2.	Relations with central government			
3.	Relations with funding agencies			
4.	Relations with bank officials			
5.	Relations with scientist of ANGRAU			
6.	Relations other NGO's			
7.	Relations with village leaders			
8.	Relations with political leaders			
9.	Any other			

XIII Types of approaches followed

		Regularly	Sometimes	Never
1.	Participatory approach			
2.	Top down approach			
3.	Any other			

- c) Good coordination and linkage with concerned Government Departments is the key to the success of Voluntary Organization. It is essential for effective planning and implementation of developmental activities. Please indicate the extent of coordination existing and establishment with the Government Organizations by making a tick mark in the appropriate response column.

Agree / Undecided / Disagree

1. In planning any developmental programme the organization involved should have a written statement of programme objectives.

2. In planning there is no clarity in understanding the objectives of each organization among the staff of organizations involved
3. To have good coordination among the staff of the organizations involved there should be clear understanding of the programmes of other organizations involved
4. Inadequate training of the staff leads to poor co ordination
5. To ensure better coordination it is essential to involve all the organizations involved in preparation of a master plan of the programme
6. There is no coordination in preparation of annual project plan of the programme to be implemented, because of lack of involvement of the concerned organizations
7. For effective coordination there is need to prepare inputs and credit requirements plan jointly by involving the organizations concerned
8. Lack of coordination committee with representatives of all participating organizations leads to in affective coordination
9. An advance plan for schedule of meetings of coordination committee should be prepared in consultation with the organizations concerned
10. It is not necessary to plan review and monitor meetings by involving the organization concerned for effective coordination
11. It is necessary to motivate the concerned organizations staff for action and keep them in readiness to achieve common goal
12. The coordination committee is not allotting the flow of funds and supplies to the participating organizations at the grass root level as per the plan prepared
13. Coordination Committee ensure the storage of inputs required at village level in advance as per the plan prepared
14. In appropriate instructions effects the coordination and team work of the organizations.

15. For effective coordination it is necessary to ensure the representatives of the organization concerned to attend the coordination committee meetings regularly
16. Lack of specific streamlined system of reporting the progress achieved between organizations leads to ineffective co ordination
17. Coordination Committee meetings should be conducted as per the schedule to review the upto date progress of the programme
18. The concerned personnel in the Coordination Committee is not sufficient to create awareness and understanding of technology among beneficiaries
19. The Coordination Committee should ensure the concerned organizations in executing their programme as per the plan on the basis of priority to reach their objectives
20. The co ordination committee unable to provide the review of achievements against the targets in various sections results in unsuccessful programme
21. Coordination Committee should examine the extent to which the objectives are achieved in various sectors by involving concerned representatives of the organization.

PART - C

Problems and Suggestions

Please elicit the problems you are facing while implementing the developmental programmes and give suggestions for strengthening the voluntary organizations.

Problems :

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)

Suggestions

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)

PART - B

- I) The opinion of the beneficiaries on the developmental activities taken up by the voluntary organization are the guiding principles for further review and reconsideration of the methodology of implementation in order to achieve the set objectives.
1. Name of the Voluntary organization.....
 2. Name of the beneficiary organization.....
 3. Name of the Village (mandal)
 4. Name of the developmental activity in which you are a beneficiary
 5. Whether you are continuing to reap the benefits of developmental activity undertaken by the voluntary organization

Please indicate your opinion by tick mark in the relevant column.

Favourable / Neutral / Unfavourable

1. The local voluntary organization working in your area is quite popular and you are aware of its existence.
2. The local people are involved while framing the developmental activities
3. You are fully aware of all the developmental activities undertaken by the voluntary organization in your village
4. Developmental activities implemented by your voluntary organization are highly sustainable
5. Your voluntary organization is having sufficient infrastructure facilities
6. Your voluntary organization is highly transparent with regard to money matters
7. Your voluntary organization is working hard for the empowerment and capacity building of the rural folk

8. Your voluntary organization has adequate technical and supporting staff for effective implementation of the developmental activities
9. The concerned NGO caters to the needs of rural folk when required, much quicker than Government Organization
10. You are frequently contacted by the functionaries of the voluntary organization
11. Your voluntary organization is conducting regular training programmes in the village on various developmental activities
12. Meetings are regularly organized by the voluntary organization in which there is active participation and involvement of the beneficiaries to enable review the progress
13. Your voluntary organization is providing inputs for your benefits
14. Voluntary organization provides scope for review and reconsideration of developmental activities planned based on the feedback
15. Your voluntary organization is good at motivating rural people to take up new developmental activities
16. Your voluntary organization is organizing frequent demonstrations in the difficult technologies
17. Your voluntary organization is identifying innovative components in the project implementation
18. Your voluntary organization is playing a major role in organizing social awareness and community sensitizing issues like dowry, child labour, pulse polio, alcoholism etc.
19. Your voluntary organization is playing major role in organizing women in self-help groups for their empowerment
20. Campaigns and film shows are organized in the villages regularly on all important issues
21. Your voluntary organization is encouraging and helping rural folk by extending employment and income generating activities to them

22. Voluntary organization is playing a significant role in increasing farm productivity
23. Behaviour of staff is good with local people
24. Your voluntary organization is following certain criteria in selection of beneficiaries
25. Voluntary organization is treating all the beneficiaries equally
26. Integrated development of village is taken care by your voluntary organization
27. Your voluntary organization is highly credible in undertaking developmental activities
28. Yours voluntary organization has a sense of commitment, dedication and selfless service
29. You are satisfied with the rural development activity planned and initiated by your voluntary organization
30. There is a policy or action plan for the voluntary organization
31. There is a huge difference between the perception and performance of the voluntary organization
32. The developmental activities undertaken by your voluntary organization are not compatible with the local community needs
33. Your voluntary organization is not having enough funds for implementation of developmental activities
34. Voluntary organization is working for its own profit and development and did nothing to rural poor
35. Your voluntary organization is a family based organization

Effectiveness of voluntary organization on their beneficiaries

a) Awareness creation

Please indicate how your voluntary organization had created awareness for different developmental activities and issues

Yes / No

1. Are they conducting campaigns on social issues to create awareness among rural masses
2. Do they organizing any film shows/trips for educating the rural poor on various developmental issues
3. Are they distributing any relevant information materials like pamphlets, leaflets, folders, books which are useful for your enterprise
4. Are they conducting gramasabhas and other meetings in the village for sensitizing the rural folk on innovative programmes and modern techniques
5. Do they worked with self-help groups for making rural women aware of their potentialities
6. Do they creating awareness among the rural masses about ongoing Government developmental programme and the benefits in adopting them
7. Are they performing street plays and role plays to disseminate the messages
8. Do they organizing training camps and workshops to make aware of various socio-economic and ecological problems to rural masses
9. Are they implanting success stories of their own which eventually enthuses people to participate in various community developmental activities
10. Are they conducting cycle rally, door to door campaigning to make people aware on health related issues such as safe drinking water, protection from sun stroke, AIDS, polio etc.

b) Participation in developmental activities

		Fully participate	Partly participated	Not participate
1.	Participation in identifying the right beneficiaries			
2.	Participation in organizing the field visits or tours			

3.	Participation in PRA techniques like resource mapping, social mapping, transect walk			
4.	Participation in decision making for contribution of resources like land, labour, money, other materials			
5.	Participation in income generation, thrift and credit and other related activities of the programme			
6.	Participation in extension activities like crop demonstrations, melas, exhibitions, trainings etc.			
7.	Participation in discussion to identify the problems of village and technological options			
8.	Participation in formal and informal meeting to discuss village problems			
9.	Participation by expressing problems encountered in programme to officials of VOs			
10.	Participation in discussion for setting of norms for distribution /sharing of benefits among people coming from developmental programme /activities			
11.	Participation by prioritizing the available solutions to solve the identified problems			
12.	Participation in determining the success of programme by supplying information on the benefits received from programme			

13.	Participation by actual utilization /sharing of benefits under programme			
14.	Participation by suggesting suitable modifications for future programme implementation			
15.	Participation in child development programmes like informal education, immunization, health education			
16.	Participation in environmental protection activities like social forestry.			

b) Employment Generation

1. Number of man days of work available before taking up the developmental activity man days / year
2. Number of man days of work available after taking up the developmental activity man days / year
3. Additional employment generated man days / year

c) Income generation

1. Total annual income from all sources (agriculture and other income generating activities) before taking up the developmental activity - Rs.
2. Total annual income from all sources after taking up the development activity - Rs.....
3. Additional annual income generated from developmental activity
4. Net annual income Rs.....

d) Assets generation

1. Before taking up developmental activity

i) Movable assets (vehicles, consumer durables)
Rs.....

ii) Immovable assets (land, buildings) Rs.....

2. After taking up the developmental activity

i) Movable assets (vehicles, consumer durables)
Rs.....

ii) Immovable assets (land, building etc) Rs.....

iii) Additional assets generated

Before

After

Plots

Flats

Household assets

Vehicles

Ornaments

Other assets