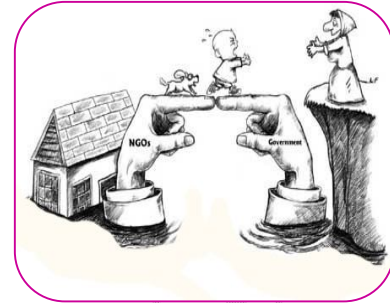




**"THE ROLE OF NGOS IN SOCIAL DEVELOPMENT: WITH SPECIAL REFERENCE TO EMPLOYMENT AND INCOME GENERATION OF KUSHALNAGAR TOWN OF KODAGU DISTRICT IN KARNATAKA STATE"**

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**ABSTRACT**

*India is rich in terms of natural resources but its utilization for the betterment of the society has not been up to the expected levels. This is the reason why India is progressing at a slower rate in economic front and it is continuing since many years. Non Governmental Organisation (NGO) is one of those institutions which help the government in realizing its objectives. The role and importance of these organizations is growing over the years. They supplement government activities in many areas of development. The present study tries to analyse the contribution of NGOs to Social Development in Kushalnagar town. The study reveals that there is significant improvement in the employment and income status of the people due to intervention of NGOs in their locality.*

**KEYWORDS:** Social Development, Non Governmental Organizations, Employment etc.

**INTRODUCTION:**

India is a vast country having around 6, 40,867 villages. The experiences of development show that it is very difficult to reach out to each and every village in India. The efforts of Government to reduce poverty, unemployment, reducing economic inequality etc. had very less positive outcome in these regions. The benefits of economic development did not reach every corner of the country. Due to this reason many regions of India is lagging behind in respect of socio-economic progress. India exhibits regional disparity, inequality in income, price instability etc. due to exclusion of many regions and communities in the process of economic development. Though this inequality is not intentional still poses a threat to the growth of India in all spheres. The question of how to get rid of these bottlenecks is answered by intervention of NGOs in underdeveloped areas by helping them to come out of backwardness. NGOs can reach to the places where government cannot reach.

**NON GOVERNMENTAL ORGANISATIONS (NGOs)**

The term NGO, which is understood and used in different ways in different places and times, has been considered very difficult to define and agree on. One of the reasons which make it a hard job is that there are many similar terms used for the same thing or the same thing with slightly different connotations (Hyeyoung Kim 2005). In the olden days NGOs usually referred to international NGOs which act within a UN context. Now the range of NGOs has been so much extended to regional, national and local bodies engaging in activities of public interest that even the Economic and Social Council (ECOSOC) of the UN recognizes national, regional, as well as international organizations as worthy of consultative status.

Martens (2002) provide comprehensive definition in accounts of juridical and sociological perspectives: NGOs are formal (professionalized) independent societal organizations whose primary aim is to promote common goals at the national or the international level.

The NGOs are the voluntary organizations basically formed to help the people by giving them education, training and boosting their self confidence. These organizations are working for the common cause of the people and have no boundaries. Though often funded by government they are independent of government and mostly international in nature. They are active in helping people with regard to humanitarian, educational, health care, public policy, social, human rights, environmental, and other areas on the basis of their objectives. It mainly helps disadvantaged groups who are neglected by governments.

### CONCEPT OF SOCIAL DEVELOPMENT

There is a need for new climate and urgency for thinking about the social dimensions of development. If development is about creating the conditions in which individuals and the communities to which they belong can live with security, realize their rights and be empowered to participate in the processes and decisions which affect their lives, then the developmental process so far failed in this front and has led to rise in inequalities and social exclusion. The agenda is grounded in a particular understanding of social development, including not only improvements in material well-being but also progress in relation to social cohesion, equity and democratic participation.

United Nations Research Institute for Social Development (UNRISD) adopts a broad definition of social development—one that is concerned with processes of change that lead to improvements in human well-being, social relations and social institutions, and that are equitable, sustainable, and compatible with principles of democratic governance and social justice.

The above definition clearly states that, social relations, institutional arrangements and political processes are essential to achieve desirable development outcomes. It includes material achievements, such as good health and education, and access to the goods and services necessary for decent living; and social, cultural and political achievements, such as a sense of security, dignity, the ability to be part of a community through social and cultural recognition, and political representation.

The view expressed by UNRISD also reveals that, Improvements in material well-being through processes which denies opportunities for some individuals or groups voice in decision making, or access to recourse against injustice, are unlikely to be sustainable over the longer term; conversely, apparently inclusive or democratic processes which lead to inequitable outcomes will tend eventually to be undermined or resisted.

Social Development is a process where along with the material wellbeing of the people there should be wellbeing in the social living. It means all sections of the people in the society must have equal voice in any social matter. There should be dignified and harmonious living of all human beings with proper respect and equality. There should be recognition to everyone's voice in decision making on important matters. One should not feel alienated from the social group due to colour, caste, faith, economic inequality etc. If you are economically strong and you don't have any respect when it comes to the society then there is need for rethinking the so called modern growth. So Social Development predominantly speaks about social equality and social respect along with economic empowerment.

### WHY NGOS?

Park (2002) makes an attempt to clarify the need for NGO, that four practical criteria of NGOs should ideally be met: 1) citizen participation by which NGOs are structured and differ from governmental organizations; 2) inclusiveness which makes NGOs open to anyone regardless of qualification, gender, religion etc.; 3) volunteerism by which NGOs operate and are differentiated from nonprofit hospitals or schools; and 4) public interests which distinguish NGOs from business organizations. Park calls for volunteerism and inclusion of persons from every section of the society poses no threat to the people to join or leave the organization. He advocates for freedom.

## VARIOUS ROLES PLAYED BY NGOS

Voluntary action stimulated and promoted by voluntary agencies engaged in development play a significant role at the grass root level in the Indian social milieu; the success of rural development depends upon the active participation of the people through Self Help Organizations. The various roles of NGOs are listed here for better understanding. a. Catalyze Rural Population b. Build Models and Experiment c. Supplement Government Efforts d. Organizing Rural Poor e. Educate the Rural People f. Provide Training g. Disseminate Information h. Mobilize of Resources i. Promote Rural Leadership j. Represent the Rural People k. Act as Innovators l. Ensure People's Participation m. Promote Appropriate Technology n. Activate the Rural Delivery System

## LITERATURE REVIEW

Emma Caroline Shoaf (2016) discusses how to promote economic development among Palestinian refugees in Lebanon focusing on promoting economic empowerment among Palestinian refugee women through the formation of a weaving co-operatives. In his article, in the article titled "A Targeted Approach? A study of NGO roles and practices in promoting Economic Development" and analyzes how NGOs react to their environment and how their experience fits in with generalizations made within existing development frameworks.

John Cameron (2000), in his work, "Development economics, the New Institutional Economics and NGOs" evaluates about an economic language and framework that is empathetic with wider NGO aspirations for poverty eradication and social justice. The study finds that, New Institutional Economics has given impetus to the revival of development economics as a distinctive approach to economic analysis. It also reveals that, NGOs understand themselves as institutions situated in socioeconomic processes not of their own making and to understand the pressures they experience to modify behavior in ways that do not necessarily seem in the best interest of their target groups.

Sarah Michael (2002) in her paper "The Role of NGOs in Human Security" discusses about the roles played by the NGOs in Human Security. It raises concerns that during Natural calamities and other hazardous situations NGOs help for Human Security and safety. In these situations, NGOs can be of crucial relevance, supplementing or replacing the efforts of government bodies. The strong work of NGOs is in the field of AIDS education, prevention and treatment. The is author also of the view that, NGOs are able to address the threats to human security that arise from ineffective political arrangements and which, in many cases, are themselves perpetuated by government officials and government policies.

Stephen C. Smith (2003) in his article "A Framework and Application to Poverty Programs in East Africa" studied issues in governance facing various forms of international and national NGOs in the field of poverty reduction in Africa. The study finds that, the design and implementation of the programme examined was substantially controlled by the organization providing the funds, though the nature and degree of this control differed. Specifically, the key decision in each case was strongly influenced by the major donor. At the same time, there was an almost universal desire on the part of sponsoring international NGO to make particular programs self-sustaining, and self-supporting (or paid for through local or national government budgets) as soon as possible.

Indira M Carr & Opi Outhwaite, (2011) in their paper "Non-Governmental Organizations (NGOs) fighting corruption" reported the findings of survey of NGOs which sought to establish the range of activities that NGOs undertook in the context of anti-corruption activities like, publishing papers, making proposals for law reforms and formulating business codes of conduct. Their engagement in the drafting of business codes is to be welcomed since; all businesses are seen as particularly prone to supply bribes in their business transactions with the public sector. Sarah H. Alvord, L. David Brown, and Christine W. Letts (2002) "Social Entrepreneurship and Social Transformation" provides a comparative analysis of seven cases of social entrepreneurship that have been widely recognized as successful. The paper suggests factors associated with successful Social Entrepreneurship that leads to significant changes in the social, political and economic contexts for poor and marginalized groups. The paper concludes with a discussion of the implications for the

practice of social entrepreneurship and further research. The author leaves gap in this analysis to provoke further exploration of the emerging phenomenon of social entrepreneurship which we believe can make a great difference in the next century of human and societal development.

S. Sattanathan, "The Role of NGOs in Social Mobilizations in the context of SGSY", the study tries to find out the contribution of NGO to social mobilization in the background of Swarna Jayanthi Gram Swarojgar Yojana (SGSY). It finds that, the process of Social Mobilization has helped a lot in promoting, strengthening, and stabilizing the various development schemes particularly SGSY. The regional level and district level seminars should be conducted to sensitize the issue to make it more popular. The study also states, NGOs need to give continuous training in social mobilization & convergences of services of various departments at the grass root level. They are suggested to provide administrative skills; and should use experienced groups members, leaders, and animators in the process of Social Mobilization.

### RESEARCH GAP

The review of literatures revealed that majority of the studies have focused on the issues like women empowerment, livestock management, Women Entrepreneurship, Social mobilization etc. Most of these studies are disaggregated and descriptive in nature very few attempts were made to study the impact of NGOs on Employment and income generation. Hence, the present study tries to fill the gap by measuring the impact of NGO interventions on social development with special reference to Employment and income generation in Kushalnagar city of kodagu district

### STATEMENT OF THE PROBLEM

In the past only government was responsible for supplementing all the requirements of the society and subjects. But in the recent past the role of the government partly has done by Non Governmental Organisations. These NGOs help the state in solving and understanding many socio-economic problems by taking away some pressure from the state. So it is high time to study the impact of NGOs on economic issues like income, employment, savings etc. The present study is intended to find out the role played by these organizations in uplifting the poor from poverty by providing income generating activities.

### OBJECTIVES OF THE STUDY

1. To understand the role played by NGOs in Economic Development
2. To understand the concept of Social Development.
3. To analyse the role of NGOs on Employment and Income generation in the study area.
4. To suggest measures to improve the working of NOGs

### RESEARCH METHODOLOGY

This study is conducted by using both primary and secondary data. The data is collected by distributing well designed questionnaire to the target group. Convenience sampling method was used to realize the objectives of the study. A total of 50 respondents were interviewed with a designed Questionnaire based on the objectives. The questionnaire was designed posing statements relative to individual, household and institutional empowerment. The target group includes the members of the locality where NGOs are active for quite a long period of time. Data relating to the NGOs in the study area is collected by visiting the NGOs in the study area. The secondary data for the research was collected from journals, research articles, books, working papers, annual reports, District at glance, internet websites, etc. most of these are mentioned in the literature review. Accounts of these details are given in the references given below.

### ROLE OF NGOS IN EMPLOYMENT AND INCOME GENERATION

Non Governmental Organizations have emerged as vital element of contemporary Indian society and acts as a facilitator between grassroots and civil society. NGO's in recent years have taken a large share in

promoting and implementing different development activities in social welfare services (Neeraj Soni 2014). Non Governmental Organizations as an agency opens vent for creating gainful employment to the people. It includes both rural and urban sector job seekers. A third sector institutional framework are playing a crucial role in providing strong support to the development issue, NGO’s today are accepted fact of life. NGO’s have an important role; especially where the government and private sectors shows less interest. The NGOs hitherto emerged in their areas of agriculture and development of social status of people with other services.

**PROFILE OF THE STUDY AREA**

Kushalanagar is the second largest city of the district situated on the banks of River Cauvery; it is roughly 90 km from Mysuru city and 230 km from the state capital Bengaluru. Kushalnagar town under Somwarpet taluk of Kodagu district known for coffee curing industries, tourist destinations, elephant camps etc. Fifty (50) members from Kushalnagar town are selected for the study. Utmost care is taken to see that all the 50 members belong to the place where NGO is active. Coorg Organisation for Rural Development (CORD), Shree shakthi organization etc are the leading NGOs in Kushalnagar which leads the rural development activities by providing adequate training, technical knowledge and confidence building measures to the rural mass.

**IMPACT ON EMPLOYMENT**

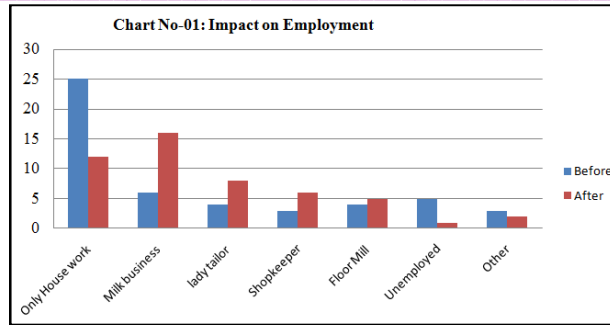
The relationship between income and employment is like two sides of the same coin. When employment opportunities are increased generation of Income naturally increases. After intensive activities of NGOs in the study area respondents felt that employment opportunities have increased. The activities like milk business, tailoring, petty shops etc. have gone up. There are also instances where small entrepreneurs being born in small scale industrial sectors because of the able guidance and expertise. NGO influenced immensely in confidence building and self esteem of the people. NGOs have provided training facilities to the people it includes coffee curing, honey processing, finding markets, flour mills and collection of raw materials. Female small entrepreneurs owned petty shops have been doubled the employment generation of the people. The impact of Ngo in terms of employment is clear in the following table.

**Table No-1 Impact on Employment**

Sl. No.	Nature of occupation	Before NGO intervention	Percentage	After NGO intervention	Percentage
1.	Only House work	25	50%	12	24%
2.	Milk business	6	12%	17	34%
3.	lady tailor	4	8%	8	16%
4.	Shopkeeper	3	6%	6	12%
5.	Floor Mill	4	8%	5	10%
6.	Unemployed	5	10%	0	0%
7.	Other	3	6%	2	4%
	<b>Total</b>	<b>50</b>	<b>100.0</b>	<b>50</b>	<b>100.0</b>

Source: - Primary data





**WE CAN DRAW FOLLOWING CONCLUSIONS FROM THE ABOVE TABLE:**

The percentage of females working as housewife has been reduced from 50% to 32% indicating that they are finding gainful employment after the intervention of Ngo in their locality. The activity where employment has maximum is Milk production with 34% increase. The table reveals that employment opportunity also increased in lady tailoring, Shopkeeper and Floor Mill indicating the fact that more absorption is found in jobs with small skill which are more suitable for females.

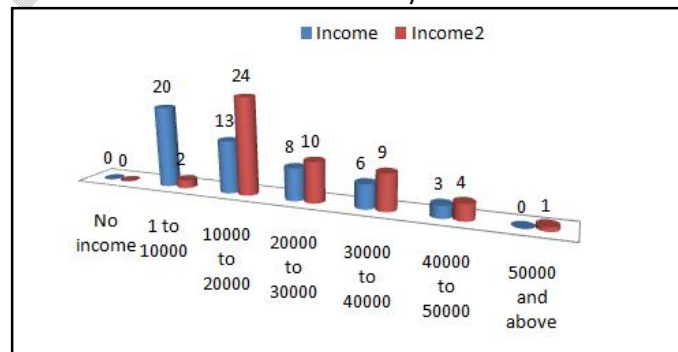
**IMPACT ON LEVEL OF INCOME**

Indian mass is facing the difficulty of Low level of income and income inequality. This has become the means for exploitation of poor people. Finding gainful employment is made easier by the involvement of NGOs. Voluntary organizations in the study area helped people in finding new routes for the income generation. The more visible positive impact of impact of NGO is observed in the form of increase in level of income after joining the NGO group. The observation from the primary data is presented below in a table.

**Table No-02 Income Position of the respondents per month**

S. No	Income range of respondents	Before NGO Intervention	Percentage	After NGO Intervention	Percentage
1.	No income	20	40%	2	4%
2.	1 to 10000	13	26%	24	48%
3.	10000 to 20000	8	16%	10	20%
4.	20000 to 30000	6	12%	9	18%
5.	30000 to 40000	3	6%	4	8%
6.	40000 to 50000	0	0%	1	2%
7.	50000 and above	0	0%	0	0%
	Total	50	100.0	50	100.0

Source: - Primary data



### IMPACT OF NGO INTERVENTION ON INCOME

An analysis of the above table shows that, 40% of the members among the 50 respondents were not having any source of income in before the intervention of NGOs, but with increasing activities of NGOs those members turned into income earners sparing only 2% with no income. We also observe that, the influence of NGO has resulted in increase in income level of the people. Their average earning capacity has gone up. The members of SHG were benefited positively in terms of finding better opportunity of income. But the activities in which they have joined have benefited differently due to their skill, initial capital and knowledge about the opportunities.

### CONCLUSION

The analysis of NGO intervention in Social Development in the study area shows that, there is a positive relationship between income and employment generation and NGO intervention. There is a significant level of influence of NGOs on economic front as shown in the above graph and table. People can adopt themselves easily to an NGO rather than to a government policy or inducement. So we can conclude that, intervention of NGOs in the fields of new challenges like development, modernization, Social inclusion, etc. can bring about notable changes which might be difficult if only government sector is in action. NGOs help rural India to come out of its perils like lack of employment and self-employment opportunities. In the recent past, considerable success has been achieved in developing rural poor through collective participation which focuses on selectively utilizing local talent, appropriately utilizing them through training intervention and linking them with relevant business opportunities. Its better we focus on NGO intervention in some areas where quick change is needed.

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