

Role of NGOs in Rural Development in India: Transformation and Analysis

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Abstract

Rural development includes continuous alteration of traditional values and practices with a purpose to comprise growing corpus of scientific knowledge and technology to decorate satisfactory of life and welfare of the human beings, because of it is a complex process. The scope of development is very wide in India, it does not consider only economic development, but also considering the growth of women and child development, empowerment, improvement in quality of life, increasing educational ratio and so on. Non-Government Organizations are more flexible and working for development of rural community in the holistic basis as well as committed to work for the development and betterment of society. Non-Government Organizations belongs of a particular local place but it serves to public and community a wider level. With the help of government assistance, NGOs are playing very vital role in rural development. The objectives of this paper are to analyze the role of NGOs in the rural development in India as well as contribution of NGOs in the transformation of rural community. This paper emphasis role of NGOs in the rural development in India.

Key Words: Non-Government Organization, Rural Development, Transformation, Analysis

Introduction

Rural development is a process for improving the living standards; quality of life and economic welfare of humans exist in in rural areas or community, often incredibly isolated and in moderation populated regions. Rural Development has traditionally targeted on the exploitation of land-in depth natural resources including agriculture and forestry. However, variations in global manufacturing networks and expanded urbanization have adapted the individual of rural regions. Increasingly tourism, niche producers, and activity have replaced aid extraction and agriculture as dominant economic drivers. (Neil & Brown, 2009).

The rural development need to approach improvement from a much broader angle has created greater recognition on a huge variety of improvement dreams as opposed to merely growing incentive for agricultural or resource based totally agencies. Education, physical and social infrastructure, entrepreneurship all play a very crucial role in development of the rural community. Rural development is also characterised via its emphasis on domestically produced economic development techniques. In contrast to the urban community that have many similarities, rural community are distinctly exceptional from each other. For this purpose, there are a huge sort of the processes of rural development used globally (Wikipedia, 2022).

The scope of development is not slender however very extensive, as it includes now not just the economic development however the growth in social context, lifestyles, empowerment, women development, child development, training and development of its citizens. The mission of development is consequently big and complex that simply enforcing authority's plans is not sufficient to fix the hassle. To acquire this, a holistic vision and prescient and collaborative efforts involving various departments, agencies, organizations, institutions and even NGOs needed. (Sarabu, 2018).

Rural development moves meant to further the social and economic upliftment of rural communities. Rural development programs were traditionally pinnacle-down tactics from nearby or regional authorities, local improvement groups, NGOs, countrywide governments or global development agencies. Rural development aims at locating ways to enhance rural lives with participation of rural humans themselves, in an effort to meet the specified needs of rural communities. The outsider will not recognize the culture, language and different things generic within the local region. As such, rural people themselves have to take part in their sustainable rural development. In developing nations like Nepal, Pakistan, India, Bangladesh and China, integrated development processes are being accompanied up. (Rajvanshi, 2016).

The backwardness of the rural sector would be a major impediment to the overall progress of the economy. India is predominately an agricultural country and farming is their main occupation. According to 2011 Agricultural Census of India, an estimated 61.5% dependent on agriculture. Technical developments in field of agriculture have increased the gap between the rich and poor, as the better off farmers adopted modern farm technology to a greater extent than the small farmers. Rural development is vital no longer only for most of the people of the populace living in rural regions, but also for the overall economic growth of the state. Rural development is considering very important in the country today than in the olden days within the procedure of the evolution of the state. It is a method that tries to reap an advanced and productivity, higher socio-monetary equality and ambition, and stability in social and monetary improvement (BYJU'S, 2022).

Superficially, rural development appears to be an easy challenge however, in fact, it is not. Post-Independence era has visible many rural development programmes through one-of-a-kind five-year plans. Alleviating poverty, employment era, more possibilities for generating profits, and infrastructure centres are emphasised through the policies and programmes of the authorities. Along with this, the authorities to reinforce the democracy at grass roots stage have also initiated the panchayat raj establishments (Ashley & Maxwell, 2001). However, despite all the efforts rural poverty, unemployment charge, low manufacturing nevertheless exists. The combat remains on for the fundamental facilities inclusive of livelihood safety, sanitation hassle, education, clinical facilities, roads, and so on. Still there is a massive hole in terms of infrastructure that is to be had in urban and rural communities. The primary rural development should encompass these kinds of apart from employment, right

water deliver and other fundamental centres. Non-Government Organization are giving better contribution for the development of rural community than government organization as well as for the development of society (Kaur, 2013).

NGOs and Rural Development in India

NGOs are not a new term in India. Voluntary attempt has constantly been an important part of Indian lifestyle and social lifestyle the need for organizing people into authorized institutions and their involvement and participation in rural improvement has now fully recognized (Kripalani, 2002). In the recent years, they have expanded in considerable variety, received greater importance and importance and put up many new experiments in the field of rural development because authorities enterprise has not been able to attain the humans in particular the rural terrible in regard to rural improvement at the desired level. Although massive amount of cash has allocated and spent on distinctive schemes of rural development through the years. Yet the benefits have no longer reached the rural terrible. Despite significant changes in procedures and techniques to the purpose of rural development, the authorities has now not been capable of reap minimum applicable goals in the area of training, nutrients, health, ingesting waters and employment. (Bailin, 2003).

Then comes the role of the Government equipment on this rural improvement programmes. The Government always needs to be rule-sure. The Government officers are at risk of be transferred and the programmes are target orientated. All those factors pass towards the operating on the rural the front. There wishes to be bendy operations as the situations are extraordinary. The villagers take the programmes in a very sluggish manner and the inputs, which might supplied, have to be timely. In other words, the Governmental programmes are did not gear to the realities of the rural state of affairs. Non-Government Organisations alternatively are flexible in operation, are modern, are not rule-bound, and are operating within the rural front with the agricultural human beings. This is to say that a non-governmental organisation is the most suitable vehicle to reach the people for his or her personal development (Nakka, 2012). Further, the people that work with the villagers ought to understand that they may be outsiders and need to catalyse the villagers into movement. There must be a very concerted motion to broaden multipoint management at the village the front. There need to additionally a completely planned try to foster responsive and responsible peoples companies like Mahila Mandals and Youth clubs. All those mean that there needs to be widespread endurance, considerable flexibility of operations and time to sit down and communicate with the villagers and paintings with the villagers. Even although a number of the Government, officials can be dedicated and sense like doing some of these, but the machine is such that they cannot have enough money the time that needed. Therefore, this is the time to realize that non-governmental companies need to fostered, want to endorse and need to entrust with responsibility to play their meaningful role in the countrywide improvement. (Bctindia, 2019).

Review of Literature

Hornby (2000) defines development as the gradual growth of something so that it becomes more advanced, stronger, etc; the process of producing or creating something new. This definition implies that development involves a gradual or advancement through progressive changes. Umebali (2006) sees the changes to be multi-dimensional involving changes in structures, attitude and institutions as well as the acceleration of economic growth; the reduction of inequality and eradication of absolute poverty. He asserts that development involves economic growth component, equality or social justice component, and socio-economic transformational component which are all on a self sustaining basis.

Sangita (1990) made a comparative analysis of Government and Non-Government Organizations that implemented Self-Employment Programme for Rural Youth in four districts of Karnataka. A distinct variant discovered within the philosophy, strategies, and methods followed by means of each the organizations. On the part of the NGOs, adoption of grassroots degree planning, operation in a smaller place, lively participation of the humans, and dedicated supervision of the team of workers contributed to the effective implementation of the programme; however, top-down method, uniform policy with beside the point administrative systems and indifferent officials in Government Organizations had been in particular answerable for its ineffective functioning. Incompetence, indifference, individual advantages and earnings maximization had been the most important impediments to NGOs. One of the applicable conclusions of examine become that NGOs could act as effective devices of improvement and control of numerous rural organizations with extra efficiency, equality and empowerment at exceedingly low cost. Mishra (2002) has conducted a study on grassroots level organizations and rural development in Gaya district, Bihar with the primary objective of analysing the existing system of decentralization and propose an all-round development of rural areas. As the participation of people in nearby management and rural development programmes turned into minimum, goals set by means of the government were not carried out at all. It highlighted a high level of pliability and committed human approach of NGOs that could boost up the momentum of rural development. Panchayati Raj Institutions had been able to responding to the wishes of humans promptly and imposing the agricultural improvement programmes successfully but for the intervention of the politicians. The essence of Non-Government Organizations stays the same: to provide primary offerings to folks that need them. Many NGOs have validated a potential to attain poor people, work in inaccessible regions, innovate, or in different methods obtain matters higher than through legit companies. Many NGOs have close hyperlinks with poor groups. Some are membership organizations of terrible or susceptible human beings; others are professional at participatory approaches. Their sources are largely additional; they supplement the improvement effort of others, and they could assist to make the improvement method greater accountable, transparent and participatory (Meena, et al., 2013). Role of non-governmental organizations (NGOs) in rural development was analyzed through a study conducted on six NGOs in Rivers State. Major rural development programmes of the NGOs are agricultural programmes, health programmes, human resource development programmes, community development and industrial and trade programmes. Majority of the beneficiaries, non-beneficiaries, workers of NGOs and workers of other development agencies considered rural development works of the NGOs as effective for rural development. The objectives of the study are firstly, to analyze the role of NGOs in promoting sustainable agriculture. Secondly, to find on what extent NGOs are promoting awareness programmes and upgrading development facilities. (Enyioko, 2012)

Role of NGOs in Rural Development

The NGOs play very crucial role in the rural development in India. It has taking very active participation in rural development and the rural socially depressed classes are mainly reliant upon the work of NGOs (Ramakrishna, 2013). There are following role of NGOs in rural development:

- ❖ **Provide Support to the Government:** NGOs provide support to the government for rural development. The government (local, state and central) assist at all degree is inevitable for rural development. NGOs on my own cannot do miracles overnight. Therefore, the authorities need to watch and ward the running of NGOs at section wise manner. Thus, the fund and different varieties of assistance should move immediately to beneficiaries. The NGOs have to responsible for the finances.
- ❖ **Programmes for Well-being of Rural People:** NGOs are working on programme related to agriculture, community development programme, health related programmes, and human resource development programme for well-being of rural people and rural development. Many voluntary organizations are working in fields of agriculture and involved in different activities and offer range of services. The works like pit drainage, housing, creation of smokeless environment, good drinking water for animals and human beings, regular health check-up camps etc. will improve the health conditions of the human and non-human beings. The community development programmes like adoption of villages for development, moral and emotional support during crisis period, supply of basic needs for survival like food, drinking water, shelter during flood, training programmes for the rural youths, housing projects, repair and renovation of houses etc. will satisfy the necessities.
- ❖ **Working for Trade and Industrial Support:** An NGO has a direct link with the government for marketing of the goods. Apart from this, NGO can also go for training the rural youths in fabrication works, wood works, beedi rolling, agarbathi manufacturing, printing press etc. (Pai, 2013).

Challenges Faced By NGOs in Rural Development

The main challenge of NGO is dependency on the government for fund or eternal donation for doing welfare activities or work to develop society in India. With this dependency, NGOs are much less flexible in carrying out their project as maximum of the responsibilities rely upon funds. One of the major problems that is faced by NGOs is lack of resources, both financial and human. Since most of the activities under taken by them are in the nature of extension work, they cannot become self-supporting. Moreover, the structures of NGOs have become bureaucratic in nature leading to a reduced effectiveness in the general development. After that lack of education among rural people as well as their traditional thinking, poor understanding, orthodox mentality, prejudice, lower level of education among the rural people regarding new technology, lack of awareness and knowledge are people related challenges faced by an NGO (Meena, et al., 2013). The rural areas also lack of availability of infrastructure facilities like water, energy, educational institutes, conversation facilities that leads to their slow development. Apart from these, there are certain issues like economics inclusive of high cost technology, underprivileged rural industries, social and cultural differences, conflicts between specific groups, administrative problems like political interference, loss of motivation and interest act as hurdles on the manner to rural development in India. Notwithstanding all the hurdles, NGOs are working for rural development in India. NGOs selectively applied the local skills, train the individuals and use this for rural development. However, the complete achievement of the rural development surely relies upon the willingness and energetic participation of rural people inside the development techniques and efforts (Kaur, 2013).

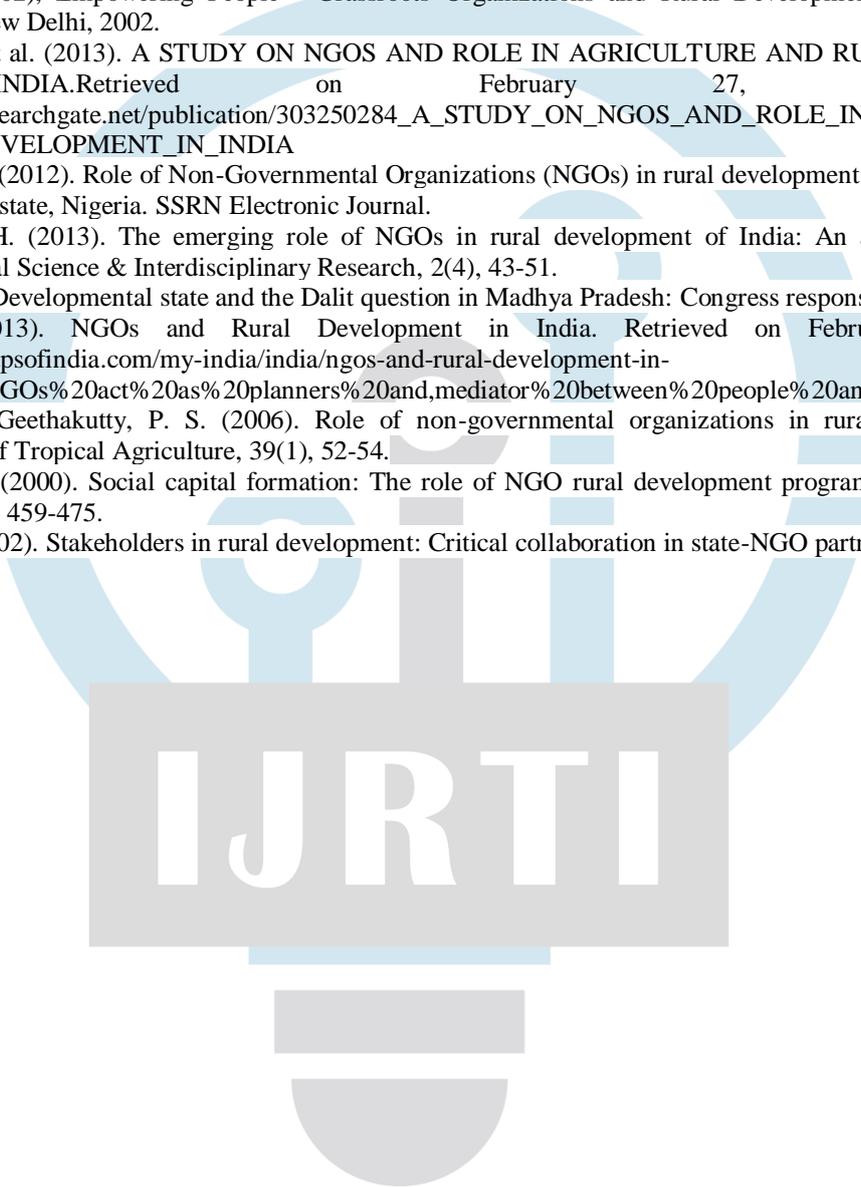
Conclusion

The paper highlights that the third sector (NGOs) has an important role in promoting and implementing different development activities. NGOs are very prominent and effective in implementing Sustainable rural Development programmes. The paper reveals that NGOs are very prominent in effective implementation of government programmes towards sustainability rural development through the NGOs activities in education, health, agriculture, community development, energy, environment, and waste, moral upbringing, youth empowerment and poverty alleviation. Rural India maintains to be afflict by loss of employment and self-employment opportunities due to its narrow financial base. In the current beyond, enormoussuccess has been executed in developing and empowering rural young people and especially rural women via entrepreneurship development approach which focuses on selectively utilising neighbourhood expertise, as it should be growing them thru training intervention and linking them with relevant enterprise possibilities. There is quantity of organization working for entrepreneurship development; NGO's ought to advanced higher hyperlink with these organization.

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