

EFFECTIVENESS OF NGOS' IN GLOBAL HUMAN DEVELOPMENT

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ABSTRACT

The changing role of non-governmental organizations now a day (NGOs) is more critical and more strategic in the process of global human development than at any time before. In recent years, the range and number of activities undertaken by NGOs has widened. They now undertake a much broad range of activities than simply raising awareness amongst masses and or acting merely as pressure groups.

Their activities have now diversified and include a variety of actions like environment monitoring; training programmes related to promotion of environmental education and community development ; demonstration projects implementation; conducting developmental works in partnership with the government; and promoting regional and international cooperation on environment.

Many organisations also get involved in the practical management for conservation areas, and help to promote community or individual action and also campaign for greater accountability on the part of the government and as well as corporate sector. This paper focuses on effectiveness of non-governmental organizations (NGOs) in global human development through a study conducted with two NGOs in Swadhar IDWC and Equal Community Foundation within Pune district.

Global human development programmes undertaken by the NGOs in their areas included community development programmes, agricultural programmes, human resource development programmes, micro financing, industrial and trade programmes.

This paper focuses on effectiveness of organisations working for global human development through a study conducted on beneficiaries, and workers of NGOs. The majority of NGOs within the area of Pune work concurrently and accurately on environment and global human development, thus acknowledging that environmental problems are embedded in economic and social systems.

Keywords: Organisational effectiveness, Parameters of effectiveness, Satisfaction level.

I. INTRODUCTION

Non-government organizations hold a lot of advantages with them. They operate with the multiple roles due to abundance of resource allocation power which in undertaking various tasks ranging from community development to creation of self-help groups in managing global human development.

With the transformation of the objectives of the global human development programmes from providing basic amenities to poor people to the overall economic upliftment, global human development programmes by Non-government organisations have become a centre of great importance.

These programmes are designed to serve the community in which they operate and almost all contents of poor income areas and its life, by keeping in mind the multitasking capabilities of NGO's , a study was conducted belonging to **Swadhar IDWC** and **Equal Community Foundation** within Pune in order to analyse the working effectiveness of NGOs.

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The current study was limited to the two well established NGOs within Pune.

II. Overview of Organisations

Swadhar IDWC is an autonomous voluntary organization, which vision to seek to help and empower women in distress and achieve healthy development of underprivileged children through education, guidance, training and counselling to ensure a reasonable quality of life for individuals and families. As also mission to provide services to women and children to ensure protection of rights, leading to self-reliance and empowerment for a dignified life.

It was founded, and has been developed over the years, by a team of professionally qualified women volunteers. It mainly works towards

- 1) Empowering women,
- 2) Providing support to children in need of protection and survival, and
- 3) The overall development of children, especially the girl child.

III. Objectives

- To help, guide and counsel women in physical and emotional distress or need. Providing them legal, economic, medical and emotional support. Also provide them the guidance and counselling that would help them become self-reliant.
- To create awareness among women about how family life and their relationships should be. Making them aware of their rights, about their rightful place in their own families and the society at large, and about the importance of creating an identity for themselves.
- To provide support to children who are in need of care and protection, and thereby ensure their survival, well-being and development.

- To provide special support to the girl child. Extending any required financial assistance; needed counselling and emotional support; making provisions for trainings and vocational guidance and creating awareness of their rights and responsibilities.

Equal Community Foundation has been serving the cause of Equality is behaviour change programme that raises gender equitable boys by equipping them with knowledge, peer support, skills and leadership abilities. This is core community-led programme that aims at systematically changing the way communities raise boys. The programme is for adolescent boys belonging to the age group of 13-17 as this is the age where they are impressionable still and have the maturity to be able to take a stand of their own. Our programmes seek to change their attitudes and behaviours through a series of structured interventions running up to a year for each participant.

The Action for Equality programme is facilitated by our team of dedicated Programme Mentors in 20 communities across Pune, India. The collective and concerted effort is most effective in influencing the planning, implementation and monitoring of the development process.

It strives for empowering the people in ways such that they can take their own decisions regarding their progress and build a stable society that is free of social, economic and gender inequity.

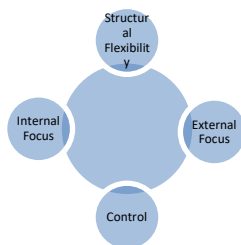
Project Raise is a national collaborative of Civil Society Organisations (CSOs), funding organisations, intermediaries and government institutions who are committed to the social outcome of raising Gender Equitable Boys. Under this programme, partner organisations have access to knowledge and toolkits that they need to deliver programmes, evaluate progress and

drive collective action towards this common outcome.

Also they have built a portal where you can access information about the programme, and also sign up to become a member with Project Raise collaborative. Please visit the portal for further information.

IV. Parameters of Effectiveness

Swadhar IDWC and Equal Community Foundation were selected and their programmes and coverage were identified. The effectiveness of these NGO's were then analysed on the following parameters:



Quadrant I Internal Focus and flexible structure. In this case, Management concern is on the development of human resources. Employees are given opportunities autonomy and development. Management works toward sub-goals of cohesion, morale, and training opportunities. Organizations using this model are more concerned with employees than the environment.

Quadrant II Combination of external focus and flexible structure. Management's goals are primarily growth and resource acquisition. Sub-goals are flexibility, readiness, and positive evaluation by the external environment. Dominant value is establishing a good relationship with the external environment to grow and acquire resources.

Quadrant III Reflects the values of internal focus and structural control. Seeks a stable organizational setting that maintains itself in an orderly way. Well established in environment and just wish to keep their current position. Sub-goals include mechanisms for

efficient communication, information management, and decision-making.

Quadrant IV: Reflects Management values of structural control and external focus. Primary goals are productivity, efficiency, and profit. Organization wants to achieve output goals in a controlled way. Sub-goals include internal planning and goal-setting, which are rational management tools.

Objectives

1. To Evaluate the effectiveness of the development programmes undertaken by the NGO's.
2. To analyse the effectiveness of the organisations in their internal and external environments.
3. To check the satisfaction level with respect to programmes and their implementation amongst beneficiaries.

V. Research Methodology & Sample design:

The present study is descriptive in nature and survey method was adopted. A structured non disguised questionnaire was used to collect information. The study was conducted by selecting the Workers of the organisations and the beneficiaries as respondents. Efforts were made to collect all the information through available reference materials. The questionnaire used to study the organisational effectiveness contained four constructs. It consisted of data pertaining to the flexibility and rigidity in structure and internal or external focus of the organisation.

In case of beneficiaries, the questionnaire was framed using the reach, awareness and implementation of various development programmes as construct.

Sample size

The total sample size was 170.

A sample of 60 beneficiaries from each of the organisations was selected through proportionate random sampling procedure to make 120 beneficiary respondents for the study.

25 NGO workers from each organisation was selected at random were identified as respondents thereby taking the total respondents no as 50. Based on discussion with the implementing officials and authorities of NGOs, the major programmes and components of the programmes of these NGOs in rural development were identified.

VI. Data Collection and Analysis

The Primary data was collected through Questionnaires. A structured questionnaire was designed to find out responses from respondents. The effectiveness of the NGOs was measured in terms of the reflection of the perception of the different respondent categories and their internal and external environment by keeping the four parameters of effectiveness in mind and the experiences and roles played by the NGOs with the help of questionnaire.

The questionnaire was framed and standardised by identifying the major components of the programmes of NGOs, which consisted of various schemes of the programmes undertaken by the NGO.

Statistical tools Chi- square test was used to analyse the data with the help of SPSS software.

Reliability Analysis

Reliability Statistics (Organisation Effectiveness)

Cronbach's Alpha	N of Items
.748	28

Reliability Statistics (Beneficiary Satisfaction)

Cronbach's Alpha	N of Items
.633	15

Hypothesis Testing

Chi square Tables and Cross Tabulations, VII. Results and Discussion

The analysis show that there is a significant relationship between the awareness level of various schemes and programmes undertaken by the NGO's and their impact on beneficiaries. It clearly shows that the extent of awareness amongst the masses has a direct relationship with the increased impact and reach of programmes.

Also, there is a direct relationship between the training and development of employees and their efficiency in their work environment. This shows that more trained and developed the employee is, more will be its contribution towards the organisation. Positive relationship between educational qualification of beneficiaries and their satisfaction level related to various programmes and schemes clearly indicates that the satisfaction level varies with the educational qualification of the beneficiaries.

VIII. Conclusion

The Study revealed that the Non-Government organisations (NGOs) had pre- defined objectives for rural development. The NGOs had undertaken various programmes and schemes of rural development and had taken steps to spread awareness amongst the people in order to increase the reach and impact of the development programmes.

Programmes were conducted to create equality among the various communities, and also to promote standard of living in rural areas, Improvement of rural economy, to bring out their potential skill, leadership development among the women, awareness generation.

The Employees of the NGO's have undergone various training and development and act as contributors to development in rural areas. The organisations are flexible enough to facilitate creativity in employees.

Also the employees are well versed with training and skills required, which allow them to innovate with their ideas thereby creating an environment of collective decision making and hence contribute towards the organisational effectiveness and their active participation in the development of rural India.