



SUSTAINABILITY AND RURAL DEVELOPMENT: THE ROLE OF NON-GOVERNMENTAL ORGANISATIONS

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ABSTRACT:

The Role of non-government organisations (NGOs) in sustainable rural development is analysed through this study. Major rural development programmes of the NGOs were agricultural programmes, health and education programmes, community development, and environmental protection programmes etc. majority of the beneficiaries considered rural development works of the NGOs as effective for sustainable rural development. There is a positive relationship between sustainable development and rural development. In this study using the sample of 100 collected from beneficiaries, data was analysed and hypothesis are proved by using chi square test. The study found that the activities performed by NGOs in sustainability and rural development are satisfied by the beneficiaries

Keywords: Rural development, Sustainable development, Non-Government Organisations (NGOs), Natural resource, Environment protection

INTRODUCTION:

The Indian economy is a developing economy. India's economy becomes the world's fastest growing major economy. India is a rural country with two third populations and 70% workforce living in rural areas. So the rural development is a necessary to develop the Indian economy. The Non-Governmental Organisations play a role in rural development at low cost. They help in mobilising the local resources to be used for development. NGOs help in building self-reliant and sustainable society.

In other words, they are social development organisations assisting in empowerment of people especially in the rural economy. They are organisation who receives funds from the Government and Non-Government Organisations for promoting developmental efforts, such organisations are not connected to political parties

and generally engaged in many developmental activities and programmes like anti-poverty, prevention of AIDS, child welfare, development of women literacy etc.

These NGOs are playing the role of mediator between rural people and government for sustainability rural development. Rural development is about a process that seeks social change and sustainable economic development for the rural community's on-going progress

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 analyse the role of NGOs in promoting sustainable rural development.

CONCEPTS:

1. Rural development: Rural development is the process of improving the quality of life and economic well-being of people living in rural areas. Meaning of development is growth or evolution, stage of advancement. In the context of rural background it means developing better physical, social and economic conditions of a specific group of people, the rural poor living in the rural areas. Improving the living standard or well-being of the people providing them security an basic needs like food, shelter, clothing and employment; making the rural areas more productive and less vulnerable to natural hazards like poverty and exploitation; giving them mutually beneficial relation and ensuring them, that development is self-sustaining, involving the mass of people with little disruption of traditional customs and administrative decentralisation. Rural development mainly focuses on eliminate poverty, better livelihood opportunities, provisions of basic facilities and infrastructure facilities through innovative programmes of wage and self-employment.

2. Sustainable development: sustainable development is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs. Sustainable development is the organising principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystems to provide the natural resources and ecosystem services upon which the economy and society depend. The desired results is a state of society where living conditions and resource use continue to meet human needs without undermining the integrity and stability of the natural system.

3. Non-Government Organisations: Non-Governmental Organisation is a legally organisation created by natural or legal persons that operates independently from any form of government. The term originated from the United Nations (UN), and is normally used to refer to organisations that are not a part of the government and are not conventional for profit business. Non-Governmental Organisations are the social organisations set up the Non-Government bodies for the development of both urban and rural areas in an economy. They are Non-profit making organisations and their main aim is to provide service to the community specially the poor ones.

NEED FOR THE STUDY:

In this study I noticed that the women, children, senior citizens are facing several problems in rural areas like poverty, unemployment, poor and inadequate infrastructure, health education, nutrition, drinks water and sanitation problems are all faced by the rural area people. The process of rural development is different. Rural development is a one of the key factor of sustainable development. The main aim of sustainable rural development is improvement in the ecological environment so that it may lead to growth and happiness and to encourage the community participation in the process of development. The NGOs is undertaken various programmes for sustainable rural development and currently steps are taken to improve the areas like agriculture, technology, education and infrastructure.

OBJECTIVES:

- To study the concept of sustainability and rural development
- To identify the role of NGO in sustainable and rural development
- To evaluate activities of NGOs in sustainability and rural development

SCOPE:

To know the role of non-governmental organisations(NGOs) in sustainability and rural development

STUDY HYPOTHESIS

H0: activities performed by NGOs in sustainability and rural development are not satisfied

H1: activities performed by NGOs in sustainability and rural development are satisfied

RESEARCH METHODOLOGY:

The required data for the study has been collected from primary source by distributing questionnaires were designed to find out responses from beneficiary toward sustainable rural development programmes of NGO. A total number of 100 respondents have been selected to collect the data and simple random sampling technique has been used. The collected information is analysed with the help of percentage and tests and interpreted through various tables and charts etc.

RESULTS AND DISCUSSION:

The data from the sources have been analysed and major findings from the analysis are discussed below

Table No.1: Role of NGOs in Sustainable Rural Development

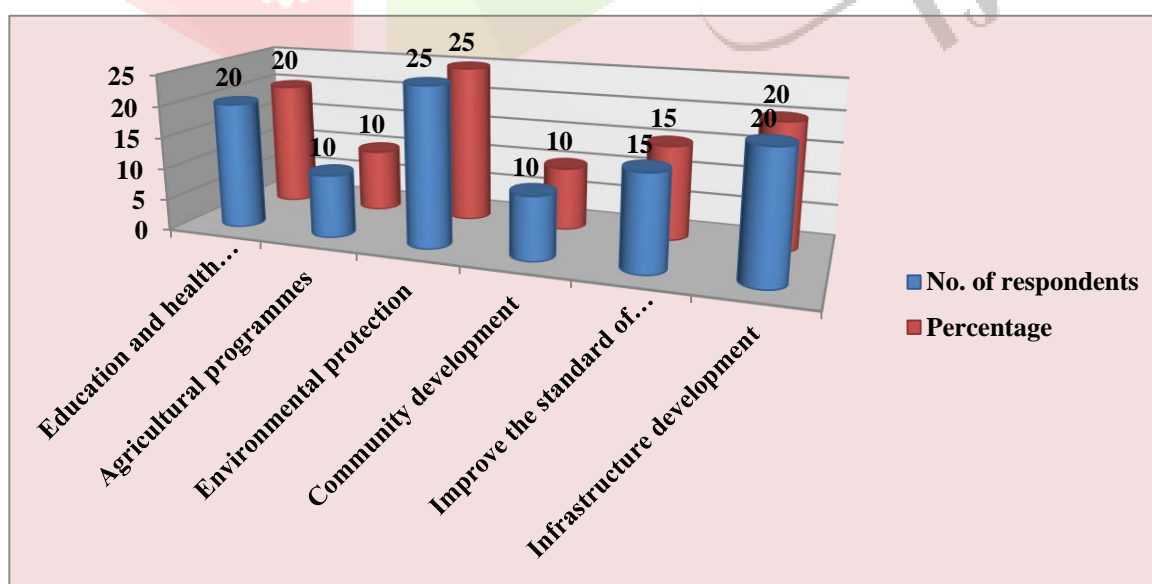
| Particulars | No. of Respondents | Percentage (%) |
|--------------------------------|--------------------|----------------|
| Education and health programme | 20 | 20 |
| Agricultural programmes | 10 | 10 |
| Environmental protection | 25 | 25 |
| Community development | 10 | 10 |
| Improve the standard of living | 15 | 15 |
| Infrastructure development | 20 | 20 |
| Total | 100 | 100 |

(Source): Field Survey

The above table shows among 100 respondents 20% of respondents says education and health programme, 10% of respondents are says Agricultural programmes, 25% of respondents are says Environmental protection, 10% of respondents are says Community development, 15% of respondents are says Improve the standard of living, 20% respondents are says Infrastructure development programmes played by the NGOs in sustainable rural development.

Here interpreted that the more number of respondents are says the NGOs play a vital role in sustainable rural development in environment protection.

Figure 1: Role of NGOs in Sustainable Rural Development



HYPOTHESIS TESTING:

The chi-square test has been used to test the formulated hypothesis

Table No.2: Classification of respondents based on level of satisfaction about Role of NGOs in sustainable rural development

| Particulars | Observed(O) | Expected(E) | O-E | (O-E) ² |
|---------------------|-------------|-------------|-----|--------------------|
| Highly Dissatisfied | 5 | 5 | 0 | 0 |
| Dissatisfied | 10 | 3 | 7 | 16.33 |
| Neutral | 10 | 12 | -2 | 0.33 |
| Satisfied | 35 | 30 | 5 | 0.83 |
| Highly Satisfied | 40 | 50 | -10 | 2 |
| n=5 | 100 | 100 | | 19.49 |

(Source): Field Survey

| Particulars | Level of satisfaction about Role of NGOs in sustainable rural development |
|--------------------|---|
| Chi square | 19.49 |
| Degree of freedom | 4 |
| Significance level | 0.05 |

Table 2: Test statistics

The above test shows that the calculated value chi-square 19.49 but the table value is chi-square for the degree of freedom 4 at 95% confidence level is 9.49 so calculated value chi square is greater than table value i.e. $19.49 > 9.49$. Hence this suggest to reject the null hypothesis and to accept the alternative hypothesis.

Decision: Null hypothesis is rejected and the alternative hypothesis is accepted. So the result showed that activities performed by NGOs in sustainability and rural development are satisfied.

FINDINGS:

1. The NGOs is mainly concentrating on to support the standard of living of rural peoples to develop the rural development. When the rural area is sustainable developed so the Indian economy is developed
2. The more number of respondents are highly satisfied with the NGOS sustainable rural development programmes
3. NGOs are played an active and major role in improving the social and economical conditions of rural people
4. The rural development programmes provided by the NGOs are easily available to the rural people
5. It is proved from the study that most of the development programmes of NGOs are supported environmental protection, education and health programmes, infrastructure development and rural development sustainability
6. Majority of the respondents are satisfied with the NGOs programmes supported to rural development. Hence, the hypothesis set for study “activities performed by NGOs in sustainability and rural development are satisfied” has been verified, tested and found correct

SUGGESTIONS:

1. NGOs are providing short term rural development programmes so NGOs will give a long term programmes in improving their performance and effectiveness
2. Infrastructural programmes conducted by NGOs are not properly implicated
3. Apart from these programmes the NGOs are trying to provide various interpersonal skills and through the actives training programmes
4. The NGOs should maintain proper monitoring the rural development programmes

CONCLUSION:

The NGOs can go a long way to ensure a participatory and sustainable development. The NGOs are playing an vital role in rural development, including environment protection, education and heath, community development, employment generation, improvement the standard of living of rural people, poverty reduction etc. NGOs had undertaken various programmes and schemes of rural development and sustainable development and had taken steps to spread awareness amongst the people in order to increase the reach and impact of the sustainable development programmes. The sustainable rural development it holds the potential for a reconstitute agricultural and multi-functional land based rural sector. NGOs are developed to face the challenges like rural development problems, it would be difficult for them to sustain. So networking among NGOs should also be promoted to reduce service duplication as well as to allow NGOs to share resources and knowledge which will make them collectively more effective. Hence the NGOs contribute towards the organisational effectiveness and their active participation in development of rural India.

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