



THE ROLE OF NGO IN RURAL DEVELOPMENT FROM THE SOCIOLOGICAL PERSPECTIVE

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ABSTRACT

NGOs in India have long historical legacies as voluntary activity has been an integral piece of our public life and character. NGOs working at the all-India level formulated strategy for NGOs to work in the rural development sector in each progressive Long term Plan Aside from the above there are various factors responsible for the growth of NGOs in India. The NGOs, all things considered are influenced by the social and socio-economic factors of a general public or a district. The NGOs are formed to urge exercises to save or sustain the way of life of a particular society or area.

Keywords:-NGO,Rural, Development,COVID 19.

INTRODUCTION

Rural development of India covers a great fabric and don't has the benefits of its function been underestimated. Rural development continues to be an immensely important element of India's attempt towards the betterment of living standard of individuals as well as to this end the nation has implemented pretty much productively a lot of programmes, its commitment dating out of the earlier days of preparation. Outlying development under the constitution of India is actually the immediate task of the state. It's the profession bureaucracy which undertakes the formulation as well as implementation of programmes of countryside reconstruction. The profession bureaucracy has clear benefits in carrying out outlying development obligations. It imparts some programme the power as well as continuity which both hierarchy as well as professionalism commands. Nevertheless, including probably the most adoring advocates of bureaucracy would acknowledge it's the distinctive weakness of it's as well as short comings which calls for the construction of a voluntary sector. Therefore, the performance of rural development may be entrusted to non-government bodies, known as voluntary businesses activity that is Voluntary offer for flexibility, imagination, spontaneity as well as innovativeness etc. activity that is Voluntary for rural development nutritional supplements government attempt in the area of in numerous important ways. It enlarges the scope of rural development program by independently formulating the own tasks of it's, based on the own perception of its of countryside requirements.



NGO's are actually bodies which function totally free from the command of governmental control. There're believed to be nonprofit governmental bodies which do the job for the welfare of societies. They behave like a mediator between government as well as modern society. When several challenges are not resolved or even reached to the government NGO's play a crucial role in conveying some issues and these problems that are deliberately looked down by the federal government then these NGO's look after those problems. Right here those individuals participate who wish to make the planet a much better spot for each person who's suffering. In present day time, NGO's are actually playing a major role as often times we are able to find that condition or maybe the governmental systems fall short to run justly. It does not require some monetary aid from the federal government a bit of work on there on and some take finance from those that are actually prepared to do great for society. These NGO's work on their principles and terms.

NGOs

Non-governmental organizations or commonly known as NGOs have legally constituted organizations created by people that operate independently from any form of government. NGO's are generally work in different fields of life, but most commonly associated with the groups seeking some social change and improvement on social grounds. The term originated from the United Nations, and commonly refers to organizations that are not a part of a government and are not conventional for-profit businesses; these organizations work on the non-profit bases and intend to fight for social causes. There may be some cases in which the NGOs are funded totally or partially by governments, in such cases, the NGO maintains its non-governmental status by excluding government representatives from membership in the organization, in other words, the government has no role in decision making. The term is usually applied only to organizations that pursue wider social aims that have political aspects, but are not openly political organizations such as political parties and do not seek any personal profit or payment for their service towards the community.

→ Definitions

According to Holloway NGOs are group of organizations distinct from government institutions and business organizations. Their distinct feature is that they are formed to complement, supplement and offer alternatives to government development efforts. Quoting the United Nations describe an NGO as: any non-profit, voluntary citizens' group which is organized on a local, national or international level and is task-orientated and driven by people with a common interest.

NGOs are hard to explain as well as classify, as well as the term 'NGO' isn't used regularly. Being a result, you will find numerous diverse classifications of the businesses in use. NGOs are likely in order to play an increasingly prominent role of the development segment, generally praised for their capability and strengths to obtain participatory individuals towards the battle for growth as well as to fill gaps left by the failure of states throughout the developing society in meeting the requirements of the poorest citizens of theirs. Probably the most common NGOs utilize a framework which has degree as well as orientation of operation. Every NGO has the own way of theirs of compilation and performance of funding, numerous businesses are connected with voluntary donation and international aid, but additionally, there are NGOs that don't to take money from government or donors and rather attempt to create funding in different ways, like selling handicrafts or even charging for services. An NGO's orientation refers to the kind of recreation it takes on. These pursuits could include rights that are human, environmental, or maybe several improvements works.



Figure 1.1 World NGO Day

LITERATURE REVIEW

ABHRAJIT SINHA (2020) Investment in irrigation has remained an arguable problem despite irrigation's substantial effect after civilization since early days. Following the Industrial revolution, in case we notice the structural change of the earth towards industrialization primarily due to the terms of trade tilt towards the completed products, out of specified land area, debate emerged if to make use of land optimally for industrialization or perhaps towards irrigation to market agriculture. Apparent debate raised concerning land use which created the debate: whether in order to keep self-sufficiency in meals - the leftist agenda or even to achieve specialization in finished great and import meals coming from the peripheral nations at probably the least expense to achieve highest advantage from gain in phrases of trade - the rightist agenda in an advanced country's parliament The Terms of Trade 50 Years Divergence



and Later-Convergence, Hans Singer, 1998. Certainly historical development procedure has assimilated the 2 intense objectives by using the necessities of theirs in days that are tough. Draught days felt requirements for loss and irrigation in competition felt demand for specialization in finished products. And so, a Democratic Capitalist Welfare Economy kept the routs receptive towards meals self-sufficiency and specialization in manufacturing finished goods. Examples are actually the historical growth process of thirteen Developed Countries as USA, UK, Germany as well as four Developing Countries as Argentina, Egypt etc. From this angle we're likely to concentrate upon the benefits of irrigation on rural development of India.

David Lewis (2020) covers the contribution which non-governmental organizations (NGOs) have made to the changing worlds of growth train, before going on to go with the primary NGO roles within contemporary development. It starts off with the college of NGOs to the rise of individuals centered or 'alternative' methods to development. NGOs themselves have usually tended to highlight the links of theirs with development train rather than with concept. A really good illustration of the fashion in which those NGOs contributed to both the emergence and implementation of alternative empowerment strategies is in fact the Association of SarvaSeva Farms in India. Self-Employed Female's Association was developed in 1971 and registered in 1972 as a trade union movement for females of the informal sector. The fight for an NGO to always keep an alternative approach to the job of the energy of it is neatly illustrated by the situation of CODIGO, which has attempted to participate systematically with community Andean general health equipment in addition to understanding in providing healthcare services within a 'transformative' remedy.

Qiuyu Jiang(2020) examines the way a small scale non-governmental business mobilizes community members in Montreal, Canada, to react to the city's shortage of personal protective equipment during COVID 19 by opting for much more than 1600 scrub hats for regional healthcare employees. As the CAP MTL task has progressed, organizers have continuously adjusted the way they run the task to be able to fulfill evolving requirements through 3 leading phases: (one) centralizing powerful resource allocation, (two) creating a self-sufficient production staff as well as (three) pairing volunteers with healthcare employees. This particular case study highlights just how in crisis response tasks, organizations should be versatile and adjust to fluid as well as powerful circumstances.

Ronald Yesudhas(2018) Governance reforms in India have resulted in corporate sectors and the federal government making considerable initiatives to improve as well as showcase the accountability of theirs to the principals of theirs, specifically shareholders and people. Likewise, NGOs have been pushed to show the accountability of theirs to numerous stakeholders,



specifically donors, communities and above all, the state. This particular viewpoint highlights this move as well as reflects on the changing contours of NGO accountability debates in India.

Kumi, Ibrahim (2017) the resource dependency theory (RDT) was developed by Pfeffer and Salancik in 1978. It assumes that organisations encounter dependency whenever they need methods which are discovered outside the organisations of theirs, therefore producing a management problem for dealing with those outside dependencies. Building outside partnerships, as observe, is actually a strategic coping instrument for obtaining info access, help as well as legitimacy. concur that collaborations are actually fundamental for giving access that is easy to funding and resources, information and stakeholders. The RDT definitely articulates how an entity has a connection with its outside world. more regard an organisation as an open system based on outside contingencies. They point out that: "to realize the behaviour of a company you have to comprehend the context of that behavior that is actually, the ecology of the organization".

ArtiJaiman (2010) developing a business model for a community radio station ascertains that if community participation exists and the mission as well as the vision of the community radio station influence all the policies and operations of a community radio station, then there would be good governance and operational effectiveness at that community radio station. The station would provide a better community broadcasting service and have a better relationship with its stakeholders. The community, donors, advertisers and collaborative partners would support the community radio station with volunteering, sponsorship and finances. The community radio station would then be able to retain, maintain and acquire the resources it needs to continue providing a community broadcasting service. Sustainability would be enhanced.

Role of NGO's:

Rapid development of the non-governmental sector occurred in nations that are western as a consequence of the tasks of restructuring of the welfare state. Additional globalization of that method taken place following the fall of the communist system and then was an immensely important component of the Washington opinion. Globalization throughout the 20th century gave rise to the benefits of NGOs. Many issues couldn't be fixed to a nation. International treaties as well as international organizations including the World Trade Organization had been focused primarily on the interests of capitalist enterprises. In an effort to counterbalance this direction, NGOs have put together to emphasize humanitarian problems, sustainable development as well as developmental aid. A prominent instance of this's the World Social Forum that is a rival convention to the World Economic Forum held yearly in January in Davos, Switzerland. The fifth World Social Forum in Porto Alegre, Brazil, in January 2005 was attended by representatives from over 1,000 NGOs. In terms of sustainable growth and environmental



problems, the Earth Summit in Rio in 1992 was the first person to show the strength of international NGOs, when approximately 2,400 reps of NGOs came to play a main role of deliberations. Some people have argued that in forums such as these, NGOs take the place of what must belong to well-known moves of the poor. Whatever the case, NGO transnational media is currently substantial.

NGO's play a major role in getting social change in improvement as well as society of modern society in various regions of the planet; it's proved that these groups have numerous sides. In order to be a part of it folks have to be inspired, enthusiastic, and educated.

Now we shall discuss the roles of NGO's:

1. The organization i.e., NGO's help educates those section of society which was left behind in the society since its inception and never enjoyed benefits that government has facilitated them with. Such as women's education, STs, and SCs.
2. NGO's have given and are still giving their best in eliminating the gender inequality which has also been a practice since earlier times. Girls face many problems no right to education, forcefully making them marry, not letting them work outside the houses. Therefore, NGO's try to eliminate this evil ideology of some societies.
3. NGOs are the reason why women are not able to move out of the four walls of the houses and participate in politics, business, and social activities. Now women have witnessed a whole new world due to the efforts of NGO's and academic institutions. We have seen incensement in the number of women workers. There are many foundations such as Agrani foundation, Eklavya, Sewa and Environmental Action Group etc. Day by day women are seeing new opportunities for themselves due to the help of NGO's.
4. The use of technology, level of production, a pattern of utilization is almost same all over the world whereas the world is destroying natural resources to achieve their goals and selfish reasons. That is why NGO's take birth to keep eyes on such activities. There have been many health issues due to the overutilization of natural resources causing pollution which later cause health problems and calamities. In this case, NGOs deserve an appreciation as they have done a lot to work for such causes.
5. It's not just that because of developmental processes environment has been affected but it also has moved people from their place of origin or birth not just that they are not even compensated and given another place to live. They are left homeless. Hence NGO's play a significant role to provide them shelter and look after all the legal processes. Many projects



are taking place such as the construction of houses, roadways; dams etc. and compensate these people.

6. NGO's one of the most important task would be that they are helping and restoring the dignity of those who always have been ignored and never enjoyed those activities which other people did such as women facing gender inequality, untouchables discrimination, racial, religious discrimination in society.

ROLE OF NGO IN RURAL DEVELOPMENT

Rural development is an intricate procedure as it requires constant reorientation as well as adaptation of standard values, institutions and methods to be able to integrate increasing corpus of scientific understanding as well as technologies to improve quality of welfare and living of the individuals. It's basically an issue of change in modernization which may be managed efficiently simply with the active involvement of the individuals in each and every phase of decision making. It's currently generally thought that outlying development like a people centered programme must be considered a process of change to brought about and sustained by the individuals or maybe the target team themselves. Because of this to occur individuals have been structured as well as enable to be active participants of the development process. Because of the fashion government machinery works, this particular task can't be done by the federal government servants. This particular function is properly suited to the Non-Governmental Organizations (NGOs) which have emerged as practical forces for the articulation of people's grievances in addition to needs. To recognize this government policy has likewise been encouraging NGOs to take part in the process of rural development anywhere and whatever way it's achievable.

NGOs aren't a new occurrence of India. Voluntary work has constantly been an immensely important component of Indian culture as well as cultural tradition the demand for organizing individuals to accredited associations as well as their participation and involvement in rural development has now been completely realized. In the latest years, they've improved in extensive number, acquired significance and value higher and set up lots of new experiments in the area of rural development since Government Company hasn't been in a position to attain the folks in particular the rural poor in regard to rural development at the preferred level. Even though huge quantity of cash has been allocated as well as spent on various systems of rural development through the years. Still the advantages haven't reached the rural poor. Regardless of changes that are substantial in tactics and tactics to the root cause of rural development, the federal government hasn't been in a position to achieve minimum attractive targets in the area of employment, drinking waters, health, nutrition, and education.



In India, rural development is simply too vast as well as complicated a job to be left totally to the bureaucracy. Activity that is Voluntary in a planned fashion was initiated in the nation throughout the final years of the 19th century. The Christian missionaries took good interest in outlying reconstruction while in the inaccessible part of the nation throughout the middle of the 19th century. In order to recognize the evolution of NGOs in India it's far better to initially understand the public reforms in the 20th and 19th century. Simply because these cultural reforms are actually the landmarks in the story of NGOs. Indeed, immediately after independence, Gandhi made a powerful plea for disbanding the Indian National Congress (the political party which came into power), and changing it right into a "LokSevakSangh" (Public Service Commission), that had been however rejected. Nonetheless the entire range of "Constructive activities" of the national movement spearheaded by the Indian National Congress had been continued in the type of "Non-Governmental Agencies" to whom grants, authorized entitlements and charters had been made readily available by the Government. The followers of Others and Gandhi other people who couldn't or maybe didn't want to join the government or perhaps the ruling party started a selection of NGOs to work directly with governmental programs intended for varied social strata from ' Harijans' (the untouchables) and tribal to slum dwellers, for creating essential sectors of a combined economy the improvement approach used by the Government these kinds of agencies structured handicrafts as well as village industries, rural development plans, credit cooperative, educational facilities and retained a degree of autonomy in the functioning of theirs. Nevertheless, there continues to be a substantial change through the years in the character of the businesses. A lot of the NGOs are recipients of government money, as they're being frequently involved in promoting developmental work. As public policy tends to rely heavily on such businesses, it's driven them to update the specialized abilities of theirs as well as to have normal salaried staff.

Rural Development Schemes and NGO

The important schemes available from Government of India for Rural Development are

1. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREG)
2. Swarnjayanti Gram SwarozgarYojna (SGSY).
3. PradhanMantri Gram SadakYojna (PMGSY).
4. Indira AwaasYojana (IAY)
5. National Social Assistance Programme (NSAP). Department of Land Resouces-DoLR;
6. National Land Records Modernization Programme (NLRMP).
7. Integrated Watershed Management Programme (IWMP)



ROLE OF NGOS IN SOCIO ECONOMIC DEVELOPMENT OF RURAL INDIA

In India, over 25000 NGOs prevail battling for some reasons for the betterment of the society. The leading NGOs in India are actually Sammaan Foundation, Gunj, Sahyadrigenes, Green Guards, Akshya Trust, Smile Foundation, Udaan Welfare Foundation, Pratham, Leptra Society. India has glorious past where NGOs have played an essential role right from ShahuMaharaj to the Noble Peace Prize Winner KailashSatyarthi (BachpanBachaoAndolan). NGOs have an enormous hand of Socio economic development of the nation. Government creates numerous policies for the rural development. But the majority of the population in India life is in outlying an area which makes government quite difficult to achieve to the individuals. Here NGOs act as a bridge in between individuals as well as the government. NGOs create understanding in the individuals about a lot of areas viz., dowry structure, kid labor, sanitary problems, females' harassment, education, preservation of biodiversity. The existing approach of the NGOs consist of creating consciousness of individuals, creating chances for self-employment and attempting to offer minimum simple amenities to the public. The present correspondence relates to the issues of farmers relating to agriculture. Navdanya, Jai Kisan Krishi Shikshan Sanstha, Bharat Krishak Samaj, Biswasuk Sevashram Sangha are several NGOs definitely working about the problems of Indian farmers such as the education of theirs as well as health issues.

ROLE OF NGO IN RURAL DEVELOPMENT FROM THE SOCIOLOGICAL PERSPECTIVE

A sociological point of view not only the problems of implementing rural development, but also the necessity for a national commitment to rural development and the importance of policies to encourage and provide incentives for rural change. The book starts with a historic summary of India's rural problems and programmes. The author argues that India has to find its own model for rural development, based on its own values and traditions. Relationships between land, agriculture and small-scale industry are discussed, emphasizing that success is dependent on a national policy which provides incentives and support for specific programmes. It is stressed that development has to be considered as something more than just growth: it is both an economic and sociological change process affecting the conditions in which people live.

There is a very wide range of non-governmental organizations (NGOs). NGOs are groups of concerned citizens who are independent of the government and business, and are thus nominally non-political and non-profit organizations. NGOs typically have charity status and raise funds through a combination of voluntary donations from the public, but also grants from governments



and other international development institutions. Many NGOs are tiny, focusing on development in one region and specializing in one area, others, however, are global institutions, have huge budgets and work in several countries on numerous types of development project. This section focuses on these larger 'aid organizations' with an international focus – such as Oxfam and Action Aid. Although such organizations have an international focus, they still have a tendency to divide their attention so they focus on hundreds of different micro-level projects at one time.

CONCLUSIONS

NGOs in India have long historical legacies as voluntary activity has been an integral piece of our public life and character. Before independence the NGOs existed in our nation however during that period their jobs were extremely restricted. After independence, the NGOs arose as fundamental force of progress to conquer numerous boundaries. This prompted a change in their methodology from magnanimous to valuable work for country building. At this crossroads, numerous new expertly trained youthful social specialists from various scholastic institutions joined NGOs and this brought about the growth of NGOs in India. When Planning Commission was established Subhas Chandra Bose initially perceived that NGOs ought to be involved in India's economic growth. The thought prompted the inclusion of NGOs in progressive long-term Plans. Additionally, the Planning Commission by involving the NGOs in their progressive long-term Plans, could comprehend the significance of NGOs in ushering rural development since they were fit to perform well. NGOs are relatively little, adaptable, innovative and participatory in nature and are more effective in reaching the poor at the ground level for their upliftment. The accomplishment of the NGOs in the space of rural development guaranteed a more prominent acknowledgment in the Seventh Long term Plan when contrasted with the 6th Long term Plan, where they were appointed a restricted job. At this stage the NGOs gained mastery and skill from customary to non-conventional regions.

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