

ROLE OF NGOs IN RURAL DEVELOPMENT

Souvik Das and Pritam Majumder

INTRODUCTION:

The organisations which are outside the direct control of Govt. agencies or autonomous body and engaged in providing financial and nonfinancial services to the community called NGOs. The non govt. and voluntary prominence after India specially after 1970s. For examples NGOs might focus on activities in areas involving health or health emergencies, infrastructure, advocacy of minority rights, support the poor , rural development etc .

BASIC CHARACTERISTICS OF NGOs: NGOs are such type of organizations that work with the people to improve their social and economic situation.

Voluntary and Independent: NGOs are formed voluntarily and are built upon the commitment of few persons and independent in planning and implementation of their programme.

Non profit oriented: NGOs are not run on profit motives. The surplus and grains from economic projects.

Flexible: NGOs are flexible in interventions, they are not bound by red tapism and bureaucratic obstacles.

High motivation and quicker in decision making:

The members and the staff are endowed with high motivation and inspiration to work. NGOs take quick decisions in response to need their community.



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- 1. Empowerment :** The term “empower” refers to “give power or authority to.” NGO also play important role towards promoting self employment of women by following ways....
 - (a) Training and skill development .
 - (b) Awareness and property rights.
 - (c) Credit/micro credits/ self help group.

Souvik Das (M.sc Agri.Extension and Communication) SHUATS, PRAYAGRAJ,

Pritam Majumder (Scholar in DBRAU AGRA)

For examples: SEWA (self employment women association) a leading NGO based at Ahmedabad, Gujrat, its promotes the rights of low income, independently employed female workers. SEWA is the framed around the goal of full employment in which women secures for her family income, food, health, care, child care and shelter.

2. NGO as Networkers: Networking may be defined an interaction among group of Institutions in order to realise anticipated benefits for themselves for their clients.

AVARD (Association of Voluntary Agencies in Rural Development), VANI (Voluntary Actions Network in India), FEVORD-K(Federation of Voluntary Organizations for Rural Development in Karnataka are many organizations around issues like environmental women issues, child labour etc.MYRADA(Mysore Resettlement and Development Agency) in collaboration with other NGO has been taken up by Govt. depart concerned with watershed management and watershed development in India.

3. Role of NGOs in community Development programme: The community development programme like adoption of villages for development, moral support during flood famine period. Supply of food

and drinking water during flood, training programme for rural youths, housing projects, repair and renovation of houses etc will satisfy the basic necessities.

4. NGO as Innovators: NGO innovate whether it technical, procedural, institutional or methodological ways in the expectation that govt. will scale up.

CONCLUSION: In this way NGOs can bring awareness among the poor rural people. Its very necessary to inform the rural people about their fundamental rights. And NGOs are the only organized that could make the rural India developed.