

**ROLE OF NON-GOVERNMENTAL ORGANISATIONS
IN TRANSFER OF TECHNOLOGY FOR RURAL
DEVELOPMENT – A CASE STUDY
IN THRISSUR DISTRICT**

By
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THESIS

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DECLARATION

I hereby declare that the thesis entitled "**Role of Non-Government Organisations in Transfer of Technology for Rural Development - A Case Study in Thrissur District**" is a bonafide record of research work done by me during the course of research and that the thesis has not previously formed the basis for the award to me of any degree, diploma, fellowship, associateship or other similar title of any other university or society.

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Dr. P. S. GEETHAKUTTY
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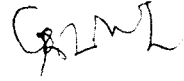
We, the undersigned members of the Advisory Committee of Miss.Indu Bhaskar, a candidate for the degree of **Master of Science in Agriculture** with major in **Agricultural Extension**, agree that the thesis entitled "**Role of Non-Governmental Organisations in Transfer of Technology for Rural Development - A Case Study in Thrissur District**" may be submitted by Miss.Indu Bhaskar in partial fulfilment of the requirement, for the degree.



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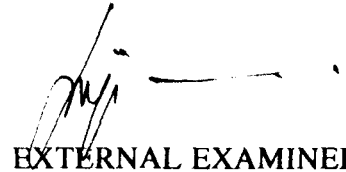
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Dedicated to my parents

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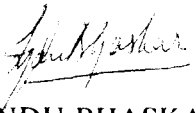
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INDU BHASKAR

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Introduction

CHAPTER I

INTRODUCTION

On gaining independence the Government of India had taken up the major responsibility of rural development through extensive community development programmes, target group programmes and integrated development programmes. A glance through the results of evaluation of the various programmes would reveal insufficient impact of these programmes on rural development. Infact many of the implemented development projects have not been successful at the project level in identifying possibilities and estimating demand for factors and potential risk factors. Based on the analysis of the rural poor, All India Debt and Investment Survey (Reserve Bank, 1981-82) established that 52 per cent of the rural poor are petty cultivators, followed by agricultural labourers (26%), artisans (3%) and other non cultivating groups (19%). When this occupational profile of the rural poor is compared with the development strategy of the Government to promote self-employment, it reveals the limited skills, low managerial ability and lack of enterpreunership which prevail among rural poor.

Against this back ground, the importance of people centred programmes should be viewed as a process of change to be brought about and sustained by the people. For this to happen, people have to be organised and enabled to be the active participants of the development process. Since voluntary organisations work closer with people in a flexible and informal manner and are accessible to the people, they can be considered as viable alternatives for the articulation of people's needs and grievances. According to Mukherjee (1979), voluntary organisations are supposed to be potentially superior to official agencies as their workers are more sincerely

devoted to the task of reducing the sufferings of poor than the governmental staff, since they are not bound by rigid bureaucratic set up.

The NGOs work in specific areas and have close contacts with their users due to proximity and frequent visits. The level of credibility is high due to sincerity and honesty of purpose and dedication to the cause of mission. The NGOs have their own objectives and within the framework of discipline and policy, a stable programme can be designed. They have an element of permanency because of high level of people's participation and do not suffer from adhocism and frequent changes. They believe more in the institutional rather than individual approach and ensure better co-ordination and team work.

In India, rural development is too wide and complex to be left completely to the bureaucracy. People who are involved in the development issues of the nation are of the opinion that in the present insufficiency of government efforts, particular attention has to be given to the local committees, local self governing bodies and voluntary organisations, thereby increasing peoples participation. NGOs can actively support the venture both from the government side and the peoples side. The Government has recognised the role of NGOs and is slowly involving them in planning the development strategies. Thus recently NGOs are receiving increased importance and the number of NGOs involved in rural development is also steadily increasing.

The NGOs also face hardships, constraints and problems in their operations. They face problems of survival and sustainability, capacity and skills to negotiate with the bureaucracy and sources of funding, management, technical manpower, non co-operation of people etc. Moreover, they have inability to spark multiple efforts, operationalise on extensive basis and spread as a wider movement.

To analyse the role of NGOs in the development scenario, it is not essential that their number be estimated. There is no proper record for many smaller organisations even if they survive. More than that, quality gains importance in comparison to their quantity.

In Kerala, there are thousands of NGOs in operation which set their main target as poverty alleviation. To assess their qualitative role in rural development there were not much studies conducted so far. The role of research to analyse the impact of NGOs in rural development is to generate knowledge and to develop techniques for the benefit of the users. With this view, the present study was streamlined. Thrissur District of Kerala State was purposively selected since this district has made a real impact in the field of rural development through NGOs. In addition to this, the convenience of the researcher also was considered.

The study has been, thus, aimed with the following specific objectives.

1. To delineate and compare the programmes and coverage in Transfer Of Technology (TOT) for rural development of the selected non-governmental organisations in Thrissur District.
2. To analyse the components and consequences of the selected programmes of the NGOs
3. To analyse and compare the evaluative perception of the effectiveness of the NGOs by the beneficiaries, non-beneficiaries, extension personnel of NGOs and other development agencies and
4. To identify the constraints in the functioning of NGOs.

Scope of the study

As the experiences of development planning so far has shown development activities undertaken with the people's active participation has a greater chance of success and can also be more cost effective compared to the development activities undertaken by the government wherein people become mere passive observers.

NGOs with their advantage of non-rigid, locality-specific, felt need based, beneficiary oriented and committed nature of service have established multitude of roles which can effect rural development.

However, no empirical investigation has been made to know the role of NGO in transfer of technology for rural development in Kerala. In this context it was assumed that an analysis of how far the NGOs of Kerala are effective in transfer of technology, what their roles are, components of their development work, their consequences etc. will be of much utility. The data and results could be useful for the policy makers, developmental agencies, other similar organisations and for the NGOs themselves for pursuing the TOT programmes more vigorously and effectively.

The outcome of the study may benefit in bringing out necessary organisational and strategic changes needed for TOT in rural development. The scientific procedures and tools developed for the conduct and analysis of the study would be a substantial contribution to research methodology in social science.

Limitations of the study

The present research work forms part of the post graduate degree

programme which is a single student investigation and hence time, money and other resources at the disposal of the investigator were limited. Because of this limitation, the student researcher was forced to confine the study to selected locations and restricted sample size from a single district of the state. Although such limitations were encountered, extreme care was taken to conduct the study as scientifically and systematically as possible.

The study was based on expressed information and opinions of the beneficiaries, which may not be free from their individual biases and prejudices. There could be some distortions in the interpretation of the responses of the beneficiaries of the organisation, though every care was taken to collect the information without any loss.

In spite of these limitations, the findings of this study are expected to throw substantial light on the role of NGOs in transfer of technology for rural development in the state and constraints and consequences of the working of these organisations.

Presentation of the study

The study is presented in five chapters. The first chapter deals with the introduction covering the statement of the problem, objectives, scope and limitation of the study. The review of related literature in the light of the present investigation and conceptual framework are given in the second chapter. The third chapter contains the methodology adopted for the conduct of the study. The results and discussion are presented in the fourth chapter. The fifth chapter summarises the study followed by references, appendices and the abstract of the thesis.

Review of Literature

CHAPTER II

REVIEW OF LITERATURE

A review of previous work either theoretical or empirical can assist in the delineation of new problem areas and may provide a basis for developing a theoretical framework for the study. This in turn may also help in operationalising the variables under investigation. Based on the objectives of the study, the review of literature is furnished under the following heads.

- 2.1 Concept of rural development
- 2.2 Concept of NGOs/voluntary organisations
- 2.3 Role of NGOs in transfer of technology for rural development
- 2.4 Concept of evaluative perception
- 2.5 Evaluation studies on NGOs
- 2.6 Conceptual framework for the study

2.1 Concept of rural development

In its simplest form development denotes any change in a desired or positive direction.

According to Rogers and Shoemaker (1971), development is a type of social change, in which new ideas are introduced into a social system, in order to produce high per capita incomes and high levels of living, through more modern production methods and improved social organisation.

Haque *et al.* (1977) defined development as a multivariate, quantitative and qualitative change which may not be immediately measured.

Development as an increase in the capacity to influence the future has certain implications. First it means paying attention to capacity, to what needs to be done to expand the ability and energy to make change. Second, it involves equity; uneven attention to different groups will divide people and undermine their capacity. Third, it means empowerment in the sense that only if people have some power, they may receive the benefits of development. And finally it means taking seriously the inter-dependence in the world and the need to ensure that the future is sustainable (Byrant and White, 1980).

Rural development is always an integrated activity. It is a comprehensive programme of activities which includes agricultural growth, development of rural industries, development of housing for the poor, planning of public health, education provision of adult education including functional literacy, development of rural transport and communication, family planning and child care, health care for livestock etc. Rural development therefore is rightly viewed as a strategy designed to improve the socio-economic conditions of rural poor, improving their living standard (Narayana, 1991).

Rural development has now come to be recognised as a "sine qua non" for national development and social welfare. The problem is not merely one of the development of rural communities to dispel ignorance and poverty and assist the process of creating self-reliant and self sustaining healthy modern little communities (Patel, 1995).

Rural development really means development of, by and for the rural people. Broad based peoples participation is an essential pre-requisite for rural development. Rural development envisages the acceleration and widening of the

process of rural socio-economic growth with equitable and sustainable rural development in order to accomplish integrated and balanced sectorial, spatial and societal development in rural India (Subramaniaiyer, 1995).

Anandharajakumar (1995) opined that the success of rural development depends upon the active participation and willing co-operation of the rural people through self-help organisation and voluntary agencies.

According to Kothari (1995), immediately after independence, the Indian Government took the task of development and upliftment of the poor to the extent of governmentalization of Khadi and Village industries. Kothari further reviewed the rural development efforts of government during mid sixties and early seventies as follows: (a) despite professing elaborate development and welfare functions, the government was only able to establish a token presence in the village level. (b) the gap between the rich and poor widened and (c) the gap between the urban and rural people increased. He further added that one of the major reasons behind the slow progress of development in India was the failure of TOT ie. the technological innovations made in rural development was introduced in villages, probably without making detailed studies, with the result that the rural people have become dependent on them and in turn on the Government and have discarded their traditional methods.

Dhillon and Hansra (1995) have remarked that although huge amount of money has been allocated and spent on different schemes of rural development over the years, the benefits have not reached the rural poor. Despite significant changes in approaches and strategies to the cause of rural development, the government has not been able to achieve minimum desirable targets in the fields of education, nutrition, health, drinking water and employment.

2.2 Concept of NGOs/voluntary organisations

A voluntary organisation, properly speaking, is an organisation which, whether its workers are paid or unpaid, is initiated and governed by its own members without external control (Sundaram, 1986).

The term voluntary agencies has been used in a broader sense, since it covers organisations registered under various trusts and charitable acts, which also includes unregistered groups and organisation willing to accept the responsibility of some aspect of rural development with or without the aid of government agency (Desai, 1988).

NGOs are segmented along methodological, ideological, gender and rural-urban continuum presenting a picture of heterogeneity and fragmentation. Individuals represent varied backgrounds, ranging from philanthropists at one end, to social workers, developmental experts and ideologists at the other. Because of the Indian heritage of voluntary effort and group organisation, as NGOs they have an added significance. Affinity and identity with the family, caste, religion, language and a variety of new issues and interests, cutting across traditional boundaries have provided an environment conducive to associational activity as evidenced by the VII and VIII Five Year Plans (Ramaswamy, 1991).

In India, NGOs are variously known as voluntary organisations, non-party processors, social action groups, developmentalists and alternatives, having displayed a vast diversity in approach and orientation (Ramaswamy, 1991).

A voluntary organisation has special qualities in its style of functioning such as innovation, flexibility in operation and sensitivity of the functionaries. A

voluntary organisation aims at helping the people to help themselves by mobilising their own resources, tapping their potential, identifying problems, finding solutions and implementing them to achieve their goals. An average voluntary organisation is most effective when working at village level with not more than about 100-200 households (Prabhakaran, 1992).

Pretty (1993) indicated that for a change to be rapid and sustained requires the natural reinforcement of participatory methods, new learning environment and institutional support and remarked that these conditions are most favourable in the case of NGOs.

A voluntary organisation is an agency (organised or unorganised, structured or unstructured) which works for the welfare of a community in any given area of its own volition. It may be just an individual or a collection of individuals or it may have a formal structure. It may be actually a group of well trained, committed persons living in an area of activity and dealing and interacting with villagers.

It is important to note that besides the government, voluntary organisations have come into existence in the country in a very big way. They are mobilising women by making them conscious of their rights and preparing for collective action (Seth, 1995).

Non-governmental organisation is a popularly used term which logically excludes governmental or quasi-governmental agencies and the entire organised sector of the economy, such as business companies, but encompasses all Indian and foreign aided groups (Kothari, 1995).

According to Anandharajakumar (1995) voluntary organisation denotes "an organisation, whether its workers are paid or unpaid, which is initiated and governed by its own members without external control".

2.3 Role of NGOs in transfer of technology for rural development

Swaminathan (1973) remarked that "to produce 100 million tonnes of food grain, the country ought to need only 10 million hectares of land if all the results of scientific work can be adopted on such areas. It has been pointed out by extension educationists that efficient transfer of technology process is a major factor contributing to its adoption.

Dwarakinath and Channegowda (1974) pointed out three transfer deficiencies. Firstly, not all the available technology is transmitted to the field. It appears that only those elements that make a conspicuous impact on applications are taken care of. Secondly, not all potential adopters get exposed to the new information to the same degree. Thirdly, even among the adopters of new technology all the elements of technology are not adopted.

Verma (1974) defined TOT as shifting a technology from one person to another and from one place to another.

According to Jaiswal and Arya (1979) the process of technology transfer consisted of four sets of basic activities involved in the task of TOT. Each set of activities is performed basically by a system which is interlinked with others for running the process. The four systems are :-

- (a) Research system to evolve technology
- (b) Extension system to transfer the technology from research stations to clientele

- (c) Client system which adopts the technology and takes benefit from it and
- (d) Support system which supports the technology transfer by providing necessary inputs required for the use of technology and also by providing facilities for marketing the output.

Varghese (1979) showed that voluntary agencies have often played a path finding role as pilot research projects in the field of rural development.

Reddy (1981) identified the following seven systems in TOT with essential linkage within and among these systems (1) Research system (2) Extension system (3) Client system (4) Input system (5) Economic system (6) Psycho-socio-cultural system (7) Administrative and organisation system.

When maximum number of potential adopters understand, accept and actually practise the recommended technology with the minimum time lag and maximum possible material and financial benefits, effective transfer of technology can be said to have been accomplished (Reddy, 1981).

According to Singh (1981), there are three distinct systems in TOT such as technology production system, technology dissemination system and technology utilization system. Accordingly, the research system takes care of technology production, its output becomes the input of the utilisation system and a process of feed back operates at all the levels similarly,

Kumar (1981) had also reported the involvement of three systems such as Research System, Extension system and Clientele system in the process of TOT.

Reddy (1982) reported that the total process of technology transfer involved sub-processes or phases like invention (production of technology) diffusion

(dissemination of technology) and integration (adoption and assimilation of technology) in a social system.

Samantha and Kishore (1984) opined that most effective system for diffusion and adoption of technology depends upon efficient functioning of four systems viz. - research, extension, client and support systems.

Decision making in voluntary organisations tend to be a slow process since they have to study a whole lot of inter related aspects of the problem before deciding the course of action. Similarly planning process in voluntary organisation is time consuming as well as may need a lot of revision once implementation begins. What succeeds with one group may fail with other group (Ramamurthi, 1982).

Malik (1987) while discussing about the NGOs perception of rural development pointed out that most NGOs seem to have a top level management of relatively highly placed volunteers but without support from a mid level cadre of trained staff and they have rather vague statement of objectives resulting in scattering of resources over many small activities.

According to Desai (1988), voluntary agencies can play a very creative role in motivating the people and supervising the distribution of resources with a view to ensuring their proper utilisation. They can also play a very useful role in matching projects to the local conditions and supplying local know how about the various factors affecting productivity and marketing.

Peasant organisations can act as a "user constituency" giving resource - poor farmers the capacity to "reach up" (Hyden, 1983) and to pull down (Roling, 1988) state research and extension services and exert influence in making institutional and socio-political changes required for more relevant research policy.

ICAR (1988) in the report of the International Conference on Appropriate Agricultural Technologies for women, remarked that NGOs are very effective in undertaking women development work in various spheres including agriculture and therefore different efforts should be channelled through such organisations at different levels.

According to Sarch (1989), Farmer Innovation and Technology Testing Programme (FITT) emphasized widening the dissemination of new ideas by actively involving the farmers. The intention was that NGOs and the extension service would provide a link between farmers and the research system to concentrate on the activities of FITT.

In Chile, NGOs were responsible for the elaboration of farming systems perspectives, and their subsequent teaching to other institutions (Sotomayor, 1991).

Bebbington (1991), notes that farmer's organisation can also act as 'interface' to mediate the relationship between the concerns of research and extension agencies and the indigenous knowledge, innovative capacity and expectations of peasant farmers.

Voluntary agencies have played important part in popularising chulha programme in India. Voluntary agencies are involved not only in dissemination and fabrication of cooking devices but also in major experiments of introduction of renewable energy systems in new environment (Chaturvedi, 1991).

For effective transfer of technology, all the four systems in TOT process viz. - Research, Extension, Client and Support systems should work hand in hand.

An integrated approach of the various agencies involved in the different systems is highly essential for the success of the TOT process (John, 1991).

The factors undermining technology transfer are

- i) Tardy adaptation of scientific and technological knowledge
- ii) The prevalence of relatively obsolete cost ineffective technologies in the large areas of economic activities (Jain and Uberoy, 1991)

The term transfer implies a unidirectional motion. On the other hand, in nature, sustainable activities are either transactional or cyclic. In a like manner, the process of transfer of technology gets chocked if it is treated as one way operation. It can be sustained only when there is a return flow. TOT may involve either indigenously developed technology or imported one. Technology transfer normally implies the transfer of know-how for production (Indiresan, 1991).

Farmer's organisations can also actively adopt and disseminate agricultural technologies in programmes they themselves manage and control. Examples are the community based research and extension programmes supported by NGOs such as OXFAM and World Neighbours in West Africa (Chambers and Toulmin, 1992; Gubbels, 1992) and the "farmer-to-farmer extension" practised in other parts of the world.

NGOs play an important role in poverty alleviation, particularly in income generating activities, credit programmes, literacy and consciousness raising. More specifically, they could play an effective role in working with poor at grass root level in areas involved in addressing the determinants of poverty creation and

the testing of new ideas, methods, programmes and strategies of poverty alleviation (Nagaiya, 1992).

In the early 1970s as interest in rural development and in the problem of poverty grew, many development practitioners and theorists started turning their attention to the role of NGOs in their development process (Sinaga, 1993).

Involvement of NGOs and supporting agencies through zonal workshops, sub-divisional training and target group discussion meeting enable to channelise the resources, incentives and other benefits of multidepartmental schemes in a complimentary manner avoiding duplication and sporadic use (Perumal and Ponnusamy, 1993).

NGOs have made considerable impact on the development of rural poor as well as dissemination of technologies through new methods and approach, NGOs can develop and deliver same technologies as GOs (Barr, 1993).

NGOs are independent of government plan and programmes. They act as catalysts for meaningful changes in the society. The term NGO was initially coined during the first development decade (1960s) and popularised by a UN document during the second half of the 1970s (Sinaga, 1993). They are also referred to as the Third sector, the other two sectors being private sector and public sector.

NGOs are flexible and adaptive to the needs each situation brings with it (Kumar, 1993).

NGOs should be treated as an important part of the overall transfer of technology mechanism. They should be linked with existing research and extension systems. The rapport and credibility of the NGOs with the users should be fully

exploited and full advantage of their quick decision process be taken in strengthening some of the weak links in the existing transfer of technology programmes like seed supply, mid-season corrections, recycling of waste, evolving location specific technology, energy requirement, watershed and integrated development (Menon, 1993).

Compared with government and commercial institutions, the NGO sector has a potential advantage in the delivery of agricultural services and in other rural welfare and development activities and may be most cost effective for certain activities (Poole, 1994).

Shetty (1994) while comparing governmental effort in the popularisation of sericulture showed that the NGOs play an important role and contribute better than government system, by raising the level of technology, offering superior technology and training, organising the farmers for activities like technology absorption, narrowing the gap between lab and the land, acting as trouble shooters at the field level at proper time etc.

Over the past few decades, state agencies and NGOs have consciously promoted social mobilisation of village women into Mahila samithies and women groups. Activities of these bodies range from pre-school education and non-formal education to income generation (Seetharam, 1994).

According to Dhillon and Hansra (1995) the role of NGOs in rural development has been recognised and considered vital because of the following reasons.

1. Government alone cannot mobilise resources needed for meeting the needs of the people.
2. The quality and efficiency of government sponsored programmes increase when people are involved in programme planning and implementation.
3. Voluntary organisations compliment very well the development efforts of government in terms of geographic and programme needs.
4. They have first hand experience and knowledge of local needs, problems and resources at local level.
5. They are closer to the minds and hearts of the people.
6. They have strong commitment and zeal for voluntary action.
7. Voluntary sector is more responsive and can operate with greater flexibility.

Malik (1995) has identified the areas of voluntary efforts in rural development as follows.

- a) Dissemination of information and augmenting of alternatives for rural development, provision of economic and efficient delivery mechanism and also transmission of the communities feed back to the government.
- b) To demystify technology and show how local manpower, resources and skills and local knowledge could be harnessed in the process of development.
- c) To train a cadre of grass root workers for professional voluntarism and

- d) To mobilise and organise the poor and generate awareness towards making government machinery accountable particularly for quality of service to the community at the village level.

Non-governmental organisations are mostly influenced by some external mode of control, either by the state or by the funding agency. However, the voluntary organisations are not sponsored and are spontaneous in origin. It is said that voluntary organisations act as 'creators' 'preservers' and 'destroyers' in rural areas. They create awareness among people, create livelihood and opportunities for people with their co-operation, preserve what is needful to their environment, cultural base, appropriate technologies and scientific practices etc. and destroy the evils like alcoholism, superstitions and other social evils (Anandharajakumar, 1995).

NGOs have been consistently working with rural poor to improve the quality of their lives. They have been successful in introducing several agro-based income generating activities in rural areas (Hegde and Sohani, 1995).

The Kerala Sastra Sahitya Parishad (KSSP) uses literacy and education as tools for total human development, social transformation and for upholding human values. It works to keep the society literate and reaches out to the rural masses through its Grama Pathram (Sushama, 1995).

Voluntary agencies need to adopt a more professional approach towards technology development and dissemination by undertaking studies on economic feasibility, demand projections, acceptable price levels and optimum delivery systems if the fruits of technology are to benefit the rural poor (Kumar, 1995).

The progress of the Indian poor as well as the control of social problems were the results of the involvement of voluntary organisations in the development process (Philip, 1995).

Different development approaches are used by the various NGOs successfully. The government has recognised the role of NGOs and is slowly involving them in planning the development strategies. The number of NGOs involved in rural development is also steadily increasing. Voluntary organisations are bold to experiment with new methods and approaches. They have successfully organised people to fight against injustice and exploitation. Their apolitical nature has given NGOs this added advantage. In the area of creating public opinion to tackle social problems and to bring about changes in the existing laws, voluntary organisations have much to be proud of (Philip, 1995).

For many years, supporters of appropriate technology movement have been advocating to develop technologies which are directly useful to the resource-poor rural households. Though large amount of research and development activities have been undertaken both by the government and voluntary agencies, too many hopes have been pinned on the role of voluntary agencies from the stage of development to dissemination (Kumar, 1995).

Voluntary organisation can play the following constructive roles in the field of rural development (Dhillon and Hansra, 1995).

- 1 Helping in identification of potential beneficiaries of different schemes of rural development, their proper selection and getting services of public institutions.

- 2 Securing people's participation which is very important for the success of rural development programmes as it increases acceptability and utilisation of services.
- 3 Implementing different rural development programmes.
- 4 Ensuring that benefits of different rural development programmes reach the rural poor.
- 5 Acting as a link between the administration and the people to bring about changes in their attitude through education, persuasion, motivation and building up of awareness.
- 6 Educating, mobilising and organising the rural poor at the grass roots level and making them aware of their rights and responsibilities.
- 7 Disseminating information pertaining to new technology through demonstration and teaching.
- 8 Monitoring and Evaluation and periodical verification of the utilisation of assets by the beneficiaries.
- 9 Demonstrating as to how local initiative and local resources can be better utilised.
- 10 Providing necessary raw materials to beneficiaries of different schemes and ensuring the marketing and sale of their finished products.
- 11 Giving proper guidance to illiterate and untrained beneficiaries in the use of complicated technology pertaining to agriculture and rural development.

- 12 Providing direct services to the beneficiaries at individual level.
- 13 Training and motivating grass root level workers and organising seminars, conferences and workshops for their professional growth.
- 14 Popularising appropriate technologies by improving indigenous machines, tools, artifacts and demonstrating their superiority.
- 15 Mobilising financial and human resources from within the community and promoting self-reliance.
- 16 Improving the condition of the rural poor, improving the status of women, preventing environmental degradation and promoting literacy.
- 17 Giving food, clothing and medicines etc. to the victims of natural and man-made calamities.
- 18 Providing facilities for education, health, drinking water, roads and communications etc. to the rural poor.
- 19 Setting an example in the field of flexibility, initiative, low cost techniques, simple and effective methods and ability to improve.

In India, in 1970's Government instituted a two pronged approach, in rural development to benefit the individual and the other to help the community as a whole. Under the IRDP, specific benefits are given to the power of the poor on a selective basis while programme like NREP (National Rural Employment Programme) is meant to develop the assets of the village and for generating employment for the poor (Kothari, 1995).

Eventhough many reasons were attributed for the slow progress of development in India, the inappropriateness of technologies to the larger group was identified as major one. Kothari (1995) has opined that the technological innovations made in rural development were introduced in villages, probably without making detailed studies about the availability of reasons, with the result that the rural people have become dependent on them and in turn on the government and have discarded their traditional methods. As an example he has quoted the case of electrification of irrigation, instead of indigenious methods of irrigation.

According to Kothari (1995), organisational works and delivery works carried out by voluntary agencies make their services location specific and programme specific in rural development. Organisational works were carried out to organise the poor/oppressed and to educate and make them aware about the causes of their poverty, their status in the society, the rights/schemes that society and government have given them through various laws, acts and to empower them to fight and achieve these objectives. The delivery system means to deliver economic benefits to the target group eg. loan under various schemes for land improvement, agriculture, employment etc. In short the delivery system aim at passing of economic or development schemes to the poor, whereas the organisational system would mean strengthening the poor or making them capable of security benefits from the concerned agency.

Tandon (1995) was of the view that voluntary agencies should involve more in the employment generation programmes than the beneficiary oriented programme because the chance of the benefits reaching the underprivileged is more in employment programme.

According to Kothari (1995), small voluntary organisation can take bottom up approach and adopt the role which is required in a particular area for a particular section of the society.

Kothari (1995) emphasised that through employment generation programme, a particular asset is created in the village and it not only improves the general condition of the people but also gives employment to the poor.

2.4 Concept of evaluative perception

a) Concept of perception

Sergent (1951) defined role perception as a pattern or type of social behaviour which seems situationally appropriate to an action in terms of demands or expectations.

According to Crow and Crow (1956) perception is the meaningful sensation that assumes an important role in the life of an individual.

According to Attneave (1962) perception had to do with the input side of the organism, with certain short term consequences of variations in stimulating conditions.

According to Blalock (1963) perception has the following characteristics:

- a) It is an individual matter. Thus there may be as many perceptions as there are individuals
- b) It must be dealt within terms of what an individual actually experiences
- c) It involves not only perceiving the stimuli but also interpreting and describing these stimuli in terms of that are meaningful to the individual

- d) Various internal and external factors may influence both the interpretation of the stimulus and the response it is likely to evoke
- e) It is a dynamic phenomenon that may be continually changing within an individual.

According to Pfiffner and Sherwood (1968) accuracy in role perception has a definite impact on effectiveness and efficiency in organisation.

Takur *et al.* (1970) while studying the perception of extension personnel about the package programme observed that majority of the respondents lacked correct understanding of the concept of package programme.

In a study on perception of farm practice attributes, Chandrakandan and Subramanyam (1975) found that farmers are likely to adopt farm practices when they perceive the practices to be more communicable, simple to adopt, less costly, highly divisible and more profitable. The same results were obtained by Arulraj and Knight (1978).

In a study conducted by Sudha (1987) on the perception about lab-to-land programme, it was found that about 55 per cent of the non-tribals and 75 per cent of the tribals belonged to the high perception group.

b) Concept of evaluative perception

Evaluative perception about NGOs can be operationally defined as the perception of the respondents about the effectiveness of NGOs in rural development which is derived by the critical appraisal or evaluation of the programmes of NGOs.

Scientific studies of evaluative perception on the effectiveness of NGOs were not available. Hence, studies conducted in similar or related areas, which were directly and indirectly connected with present study were reviewed for developing the theoretical framework.

Jaiswal and Roy (1968) reported that the perception of farmers of all the six characteristics i.e., profitability, cost, physical compatibility, cultural compatibility, complexity and communicability significantly influenced the adoption of agricultural innovations Mulay and Roy (1968) also had reported a similar finding.

Tully (1968) suggested that a farmer might not become interested in any information, if he does not perceive it as relevant to his own farming situation, resources and goals. Further, the farmers perception would depend on his values, beliefs and attitudes.

Chandrakandan (1973) found that if the farmers perceived a practice to be more efficient in saving time, labour, money and in producing more, it increase their adoption.

Niranjanakumar (1979) reported that majority of extension workers were favourably predisposed to most of the characteristics of innovations. It was also pointed out that they had unfavourable perception of certain characteristics of innovations.

Hardwood (1981) in a study on agronomic and economic consideration of technology acceptance in transferring for small scale farming revealed that low requirement of resources is significant in perception.

Rajendran (1992) found simplicity, initial cost, physical compatibility, efficiency and availability of technology as crucial determinants of feasibility of technologies.

2.5 Evaluation studies on NGOs

Chowdhary (1978) pointed out that voluntary agencies have the advantages of freedom of work, nearness to the people, flexibility in approach, human touch, dedication and mechanism of pioneering effort and developing experimental projects.

Menon (1993) has remarked that the NGOs work in specific areas and have close contacts with their users due to proximity and frequent visits. The level of credibility is high due to sincerity and honesty of purpose and dedication to the cause of mission. The NGOs have their own objectives and within the frame work of discipline and policy, a stable programme can be designed. They have an element of permanency because of high level of people's participation and do not suffer from adhocism and frequent changes. They believe more in the institutional rather than individual approach and ensure better co-ordination and team work.

Kothari (1995) has pointed out that the small voluntary agencies can take the bottom-up approach and adopt the role which is required in a particular area for a particular section of the society. As they are small, they do not have to face a large hierarchy or bureaucracy. He further added that voluntary agency should not be judged or assessed on the basis of the number of rural projects it has opened or its budget or the number of employees it has which most of the voluntary agencies are very fond of quoting. It should be arrived on the basis of how consciously it has

tried to generate self-reliance amongst the target group, how well it has organised them to deal with structural inequalities and to what extent it has involved the participation of local men and women.

Works of NGOs are often undertaken in difficult circumstances and among the most disadvantaged social groups and so their success rate is assumed to be modest (Dhavan, 1995).

Kumar (1995) have remarked that voluntary agencies need to adopt a more professional approach towards technology development and dissemination by undertaking studies an economic feasibility, demand projections, acceptable price levels and optimum delivery systems if the fruits of technology are to benefit the rural poor.

Sushama (1995) has observed that main area of operation of Kerala Sastra Sahitya Parishad (KSSP) is the popularisation of science and utilisation of scientific knowledge on the day to day life of the common man and science is seen as a powerful tool for social revolution.

Conceptual framework of the study

Based on the review of relevant literature, the conceptual model developed for the study is presented in Fig. 1.

The model furnished provides an abstract view of the NGOs in rural development. There are different developmental agencies engaged in the rural unplifment of the rural poor in India. NGOs play significant role in this direction.

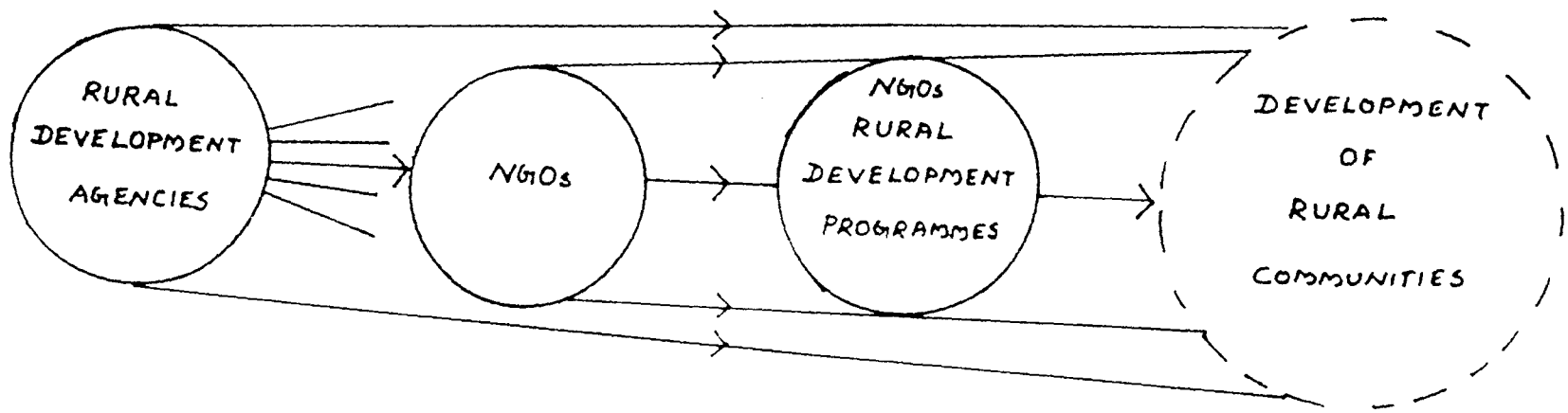


FIG. 1. CONCEPTUAL FRAMEWORK OF THE STUDY

As a part of their rural developmental activity, many development programmes with varying components which directly attack the rural problems are being implemented by the NGOs.

With the developmental effort of all the rural development agencies, rural communities are expected to develop in a sustained manner.

Methodology

CHAPTER III

METHODOLOGY

In this chapter, the design of the study, the methods employed in the study for data collection, data analysis and interpretation are presented under the following heads:

- 3.1 Location of study and sampling design
- 3.2 Techniques used for the study and variables studied
- 3.3 Analysis of the effectiveness of non governmental organisations in transfer of technology
 - 3.3.a Evaluative perception about the effectiveness of the NGOs in transfer of technology
 - 3.3.b Perceived consequences of the programmes
 - 3.3.c Constraints in functioning of NGOs
- 3.4 Identification of profile characteristics of the beneficiaries of the selected programmes and operationalisation of the selected variables
- 3.5 Techniques employed in data collection
- 3.6 Statistical tools used in the study

3.1 Location of the study and sampling design

In Kerala, a number of non-governmental organisations are working in different areas. They play a crucial role in rural development by supplementing governmental efforts. Thrissur district was purposively selected as the location for the study, considering the following facts.

(a) There are many well established NGOs in Thrissur district doing good service to the rural people compared to other districts and (b) nearness and convenience of the study area to the researcher.

A list of NGOs operating in Thrissur district was prepared through reconnoiser survey and discussion with different authorities like officials of Development department, Social welfare department etc. From the list so prepared, two NGOs which were found to establish an identity of their own in rural development in Thrissur district through implementation of different programmes were selected. The agencies selected were Kuriakose Elias Service Society (KESS) and Apex Voluntary Agency for Rural Development (AVARD) (Fig.2).

The KESS, situated at Illanjikulam 9 Km from Thrissur (District Headquarters) was started in 1974 to take up socio economic, educational, health promotion and charitable activities to improve the living standards of the rural poor. The organisation is secular in all its aspects. The members of KESS consist of judicious mix of Engineers, Lawyers, Professors, Industrialists and Businessmen committed to the cause of poor and needy. The KESS is managed by a Board of Directors consisting of nine members. The President exercises overall control over the society. The Secretary-cum-Treasurer is the Chief Executive of the organisation and custodian of all properties. There are seven animators one for each village. There are project directors for each programme and the programmes are implemented under the directions of the project director. They meet frequently and decide the implementation strategy. The Devamatha Province is represented by the Secretary for social Apostolate as the Moderator of KESS. The organisation has technical jurisdiction throughout India. At present, they are having activities in Madhya Pradesh, Tamil Nadu, Maharashtra and Kerala.

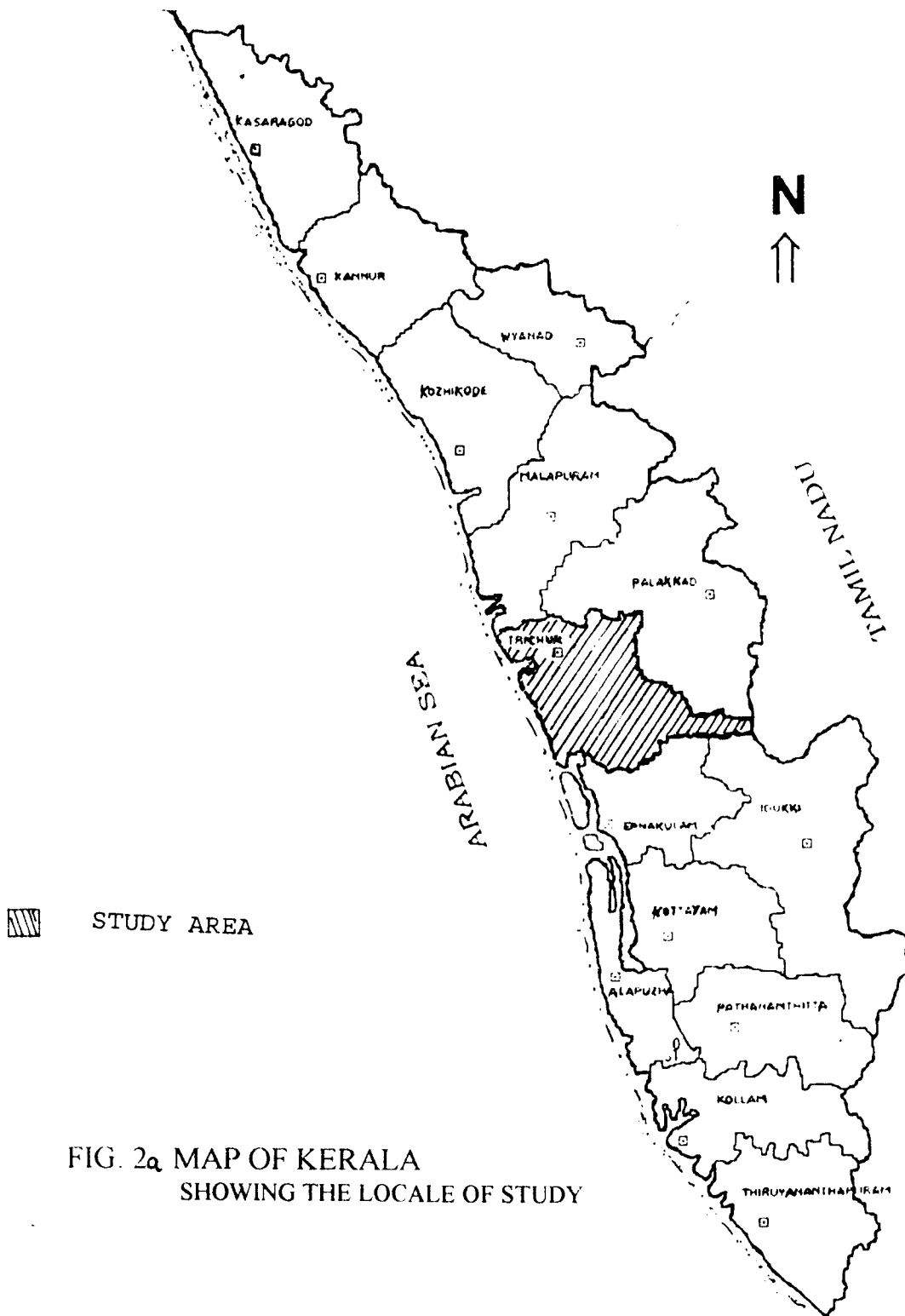


FIG. 2a MAP OF KERALA
SHOWING THE LOCALE OF STUDY

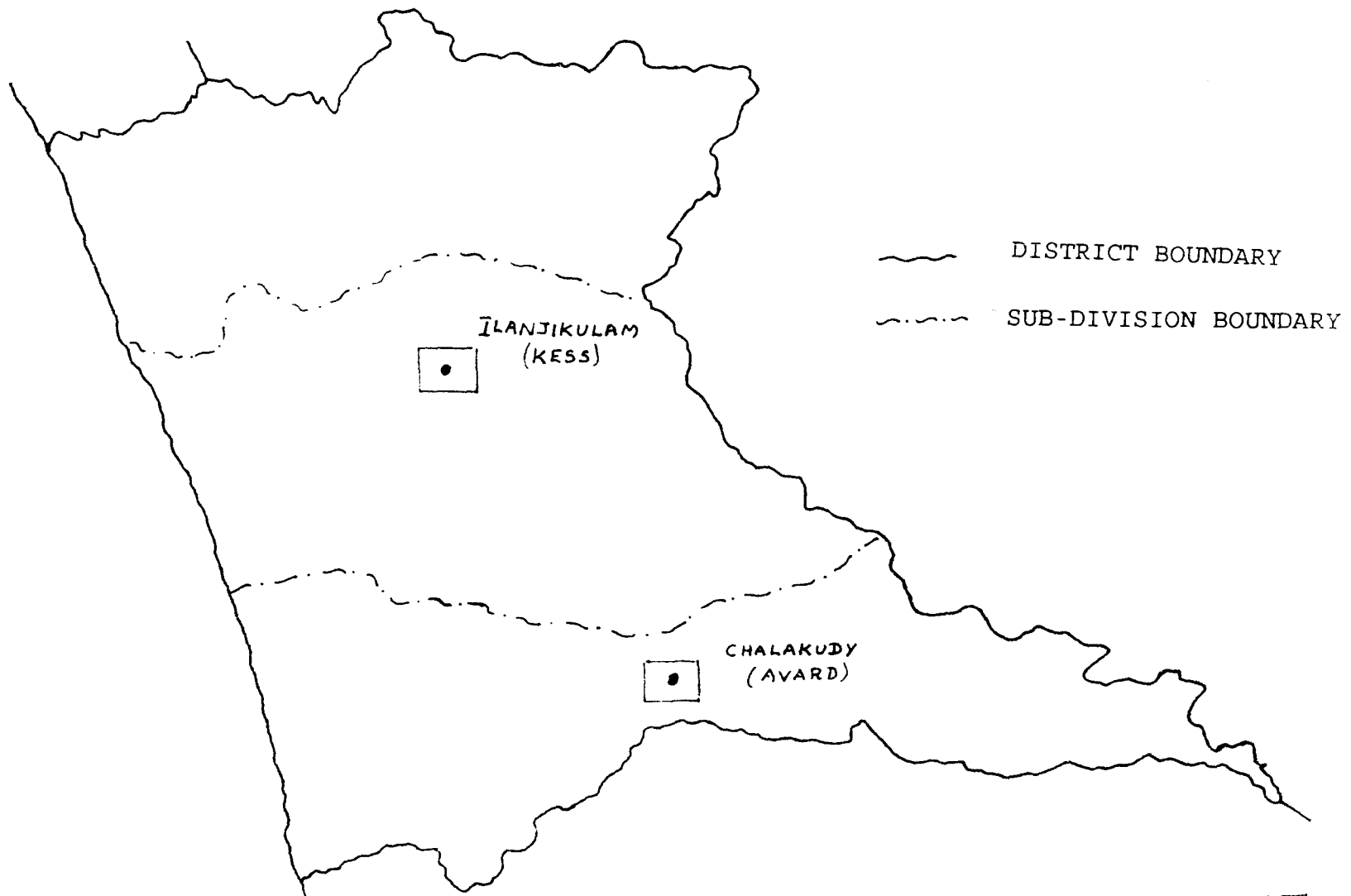


FIG: 2_b MAP OF THRISSUR DISTRICT

AVARD, situated at Chalakudy, is registered as a non-profit making Non-Governmental Organisation. The AVARD endeavours for the upliftment of the poor and the down-trodden people irrespective of caste and creed in the entire Republic of India. AVARD is having its administrative set up with a Board of Trustees, the Board of Directors and the Board of Management. They have a team of dedicated staff also. The present staff consists of two Project Officers, thirteen Promoters, two Physicians, three Nurses, one Pharmacist, one Lab-technician, one Technical Supervisor, two Accountants, three Accountant-cum-clerks, two Clerks, one Typist, one Organiser, one Supervisor of Credit Unions, one Assistant, three Drivers, Two Counsellors and Executive Director. Besides, there are eight Instructors, nineteen Creche Ayahs and thirty eight DDOs/Rural Health Workers who are actively involved in the execution of various development programmes.

Through discussion with the implementing officials and responsible persons of the selected two organisations, all major programmes of transfer of technology common for both the organisations were identified. For collecting data about these two NGOs, the respondents of the study were categorised as the beneficiaries, non-beneficiaries in the neighbourhood, development workers of the area and NGO workers of the two organisations.

A beneficiary, for the present study was considered as any individual benefitted by the selected NGOs for better living during the past five years and a non-beneficiary as one who is a resident in the vicinity of the beneficiaries of the programme, but not benefitted by any NGO during the past five years.

List of beneficiaries for the past five years who were benefitted under different programmes of the two NGOs in Thrissur district was prepared. A sample of 50 beneficiaries was selected from each organisation covering its five major programmes following proportionate allocation. Thus a total of 100 beneficiary respondents under the different programmes were selected.

From the functional area of both the NGOs in Thrissur district, a sample of 30 non beneficiaries each was also selected as respondents following purposive sampling procedure to make a total number of 60.

A list of workers from each organisation was prepared. From the list, 15 workers from each organisation were selected at random as respondents of NGO workers.

Development workers including extension personnel of the Department of Agriculture, Block level extension personnel, bank officials, panchayat level workers, health workers etc. in the selected area other than the workers of NGOs formed another category of respondents for the study. A sample of 30 such workers in the selected area were also identified at random as the category of development workers other than NGOs.

Thus altogether 100 beneficiaries, 60 non-beneficiaries, 30 workers of NGOs and 30 other development workers formed the respondents of the study.

Based on discussion with the officials of the NGOs, details of the programme implemented during the last five years and details of beneficiaries were collected. Among the different programmes of the selected NGOs, five major programmes were identified based on the coverage - Agricultural programmes,

Health programmes, Community Development programmes, Human Resource Development programmes and Industrial and Trade programmes (Table 1).

Table 1. Selected rural development programmes and sampling of beneficiary respondents

Sl. No.	Programmes	Number of respondents		
		KESS	AVARD	Total
1	Agricultural programmes	11	12	23
2	Health programmes	9	6	15
3	Community Development programmes	10	8	18
4	Human Resource Development programmes	10	12	22
5	Trade and Industrial programmes	10	12	22
		50	50	100

From the lists of beneficiaries of the identified programmes, 50 beneficiaries each were selected from the two NGOs following proportionate allocation (Table 1). Sixty non-beneficiaries were selected from the same locality of the beneficiaries by means of simple random sampling.

3.2 Techniques used for the study and the variables studied

The effectiveness of the NGOs selected was measured in terms of the reflection of the evaluative perception of the different respondent categories about the roles played by the NGOs in TOT of the selected five rural development programmes and by assessing the consequences of the programmes among the beneficiaries. The major components of the selected programmes were first analysed and identified through discussion with the NGO workers, authorities and selected

development workers in the area. The different development components under each rural development programme were identified and are detailed in the chapter on result and discussion.

3.3 Analysis of the effectiveness of non-governmental organisations in transfer of technology

3.3.a Evaluative perception about the effectiveness of NGOs in TOT for Rural Development

Theodorson and Theodorson (1970) defined perception as the selection, organisation and interpretation by an individual of specific stimuli in situation according to prior learning, activities, interests and experience.

In this study, perception of the effectiveness of NGO is operationalised as the meaningful sensation by the beneficiaries, non-beneficiaries, extension personnel of NGOs and development workers on the effectiveness of the selected programmes implemented by the NGOs in terms of improvement in knowledge, income, employment, health, better standards of living, hygiene, co-operation, self-reliance etc. in rural sector.

Thakar *et al.* (1970) had developed a scale to measure the perception of extension personnel about the objectives of Package Programme. The respondents were asked to rate a set of objectives on a five point scale with responses as unimportant, undecided, not very important, important and very important.

Sudha (1987) developed a scale to measure perception about lab-to-land programme. A set of fourteen statements related to perceptual field of the programme was prepared on a four point continuum with the scoring pattern as very effective-4, effective-3, less effective-2 and least effective 1.

In the present study evaluative perception was measured using an arbitrary scale developed for the purpose. Based on relevant review of literature and discussion with experts, a set of five statements reflecting the components of each of the programme was prepared on a five point continuum with a scoring pattern as below:

Very strong	- 5
Strong	- 4
Neutral	- 3
Weak	- 2
Very weak	- 1

The scores obtained by each respondent were summed up to obtain his/her over all evaluative perception score.

The Evaluative Perception Index (EPI) was calculated by developing the formula of EPI as follows. The total number of items used for evaluative perception was 120. The potential score of evaluative perception was (Items x 5). Thus EPI was obtained as a ratio of the two as given below.

$$\text{EPI} = \frac{\text{Actual evaluative perception score obtained by an individual}}{\text{Potential evaluative perception score}}$$

The value of EPI ranges from 0 to 1

3.3.b Perceived consequences of the programmes

The evolved consequences of the programmes were identified in relation

to the major components of the programme. The beneficiary respondents were asked to rate the components from their experience or on the basis of the benefits they enjoyed either positive or negative. A score of one for each positive consequence and a negative score of one for each negative consequence were assigned. Positive rating was assigned for consequences considered as desired while negative scoring was assigned for those considered as undesired. The sum of the positive scores and negative scores was taken as the actual score of consequences. The ratio of the maximum possible desired score and the score actually obtained by the beneficiary was taken as Perceived Consequence Index (PCI).

$$\text{Perceived Consequence Index (PCI)} = \frac{\text{Score for positive consequences} + \text{Score for negative consequences}}{\text{Maximum possible desired score}}$$

The range of PCI was -1 to +1

3.3.c Constraints in the functioning of NGOs

A constraint in this context is operationally defined as any organisational or non-organisational condition experienced by the NGO workers which limits or acts as a barrier in the functioning of NGO.

Based on discussion with experts in rural development work and authorities of the NGOs and through review of relevant literature, eleven important constraints that are faced by the workers were identified.

Following the procedure used by Syamala (1988), rankings of the constraints by the respondents were obtained. The response to each constraint was obtained on a four point continuum as most important, important, less important and

least important with weights 3, 2, 1 and 0. For each constraint, the frequency of response under each response category was multiplied with its respective weightage and added to get a cumulative index for that particular constraint. The constraints were then ranked based on this cumulative index.

3.4 Identification of profile characteristics of the beneficiaries of the selected programmes and operationalisation of the selected variables

3.4.a The profile characteristics of the beneficiaries of the selected programme

Based on review of literature and discussion with extension scientists, a list of 26 characteristics that could possibly reveal the profile of the beneficiaries which can be the determinants in the better utilisation of the TOT was prepared. These characteristics were administered for relevancy rating by judges who are qualified and experienced faculty members in the discipline of Agricultural Extension in Kerala Agricultural University and Tamil Nadu Agricultural University.

The judges were requested to indicate the relevancy of these variables and rate them on a 4 point continuum of most important, important, somewhat important and not at all important with weightages 4, 3, 2 and 1 respectively. From a total of 42 judges selected for rating, responses were obtained from only 30 judges.

The mean relevancy score for each variable was worked out by summing up the weightage obtained for a variable by the judges and dividing it by the number of judges. The average of mean relevancy scores of all the variables was calculated. The variables which have a mean relevancy score above the average mean relevancy score were selected for inclusion in the study (Appendix-1).

Accordingly, the following 14 variables were finally selected

- X₁ - Age
- X₂ - Education
- X₃ - Farm size
- X₄ - Annual income
- X₅ - Information source utilisation
- X₆ - Extension contact
- X₇ - Extension participation
- X₈ - Innovativeness
- X₉ - Risk preference
- X₁₀ - Self-confidence
- X₁₁ - Self-reliance
- X₁₂ - Organisational participation
- X₁₃ - Level of aspiration
- X₁₄ - Attitude towards NGOs

b) Operationalisation and measurement of variables

1. Age

Age is operationalised as the number of years completed by the respondent at the time of study since his birth. All the respondents were categorised into three age groups according to the groupings adopted by Sohal and Singh (1968).

The categories are as follows:

Young - Upto 35 years

Middle age - 36-55 years

Old - Above 55 years

2. Education

Education is operationalised as the extent of formal education attained by the respondents at the time of investigation. The scoring procedure developed by Trivedi (1963) was used with slight modification. The different categories and the weights given were

<u>Category</u>	<u>Score</u>
Illiterate	0
Can read only	1
Can read and write	2
Primary	3
Secondary	4
College and above	5

3. Farm size

Farm size is operationally defined as the extent of land owned and cultivated by the respondent, which includes both wet and dry land. Farm size was recorded in cents.

Farm size was categorised and scored according to the scale developed by Balu (1980) with slight modification.

<u>Class</u>	<u>Score</u>
Below 10 cents	1
10.01-30.00 cents	2
30.1-50.00 cents	3
> 50 cents	4

4. Annual income

Annual income is operationalised as the total earnings of the respondents and the members of their family in a year from both farm and non-farm sources. This variable was measured by asking the respondent to indicate the total annual income of his family from farm and non-farm sources. The categorisation and scoring procedure followed by Ramamurthy (1973) was adopted. The categorisation was as follows:

<u>Categorisation</u>	<u>Score</u>
Upto Rs.5000 per annum (Low)	1
From Rs.5000 to Rs.10,000 per annum (Medium)	2
More than Rs.10,000 (High)	3

5. Information source utilisation

It is defined as the extent of use of different information sources by a respondent with a view to obtain information in general aspects. The information sources were studied in terms of utilisation of mass media and interpersonal sources of communication.

The procedure followed by Nair (1969) with slight modification was adopted in the present study to develop an index on information source utilisation.

Each respondent was asked to indicate as to how often he received information from each of mass media and interpersonal sources of communication. The range of responses and scoring pattern were as follows:

<u>Frequency</u>		<u>Scores</u>
Most often	4	4
Often		3
Sometimes		2
Rarely		1

The scores were summed up across each item to form the index of each category.

The index for information source utilisation of each respondent was arrived at by summing up the indices of mass media and interpersonal sources of communication.

6. Extension contact

Extension contact is operationalised as the extent of contact the respondent made with the personnel of different information agencies like animators, development workers, etc.

Extension contact was measured by using a scale developed for the study. The score is assigned for a farmer for his frequency of contact with the various extension personnel. The scores assigned for the responses were

<u>Frequencies</u>	<u>Score</u>
Most often	4
Often	3
Sometimes	2
Rarely	1

7. Extension participation

It refers to the extent of participation of the respondents in different extension activities conducted during the past one year.

Bhaskaran (1979) measured extension participation by summing up the scores obtained by a farmer for his participation in various extension activities. The scores were assigned for the responses as follows.

<u>Response</u>	<u>Score</u>
Whenever conducted	2
Sometimes	1
Never	0

8. Innovativeness

This is operationalised as the degree to which the respondent is relatively earlier in adopting new ideas.

For measurement of this variable, the scale developed by Supe (1969) was followed. The scale consisted of five statements in which two statements were positive and three statements negative. The positive statements were scored in the following manner.

<u>Category</u>	<u>Score</u>
Strongly agree	4
Agree	3
Undecided	2
Disagree	1
Strongly disagree	0

In the case of negative statements, the scoring system was reversed.

9. Risk preference

Risk preference is operationally defined as the degree to which a farmer is oriented towards risk and uncertainty and his courage to face problems in farming.

For the measurement of this variable, scale developed by Supe (1969) was followed. The scale consisted of five statements in which three statements were positive and one negative. The positive statements were scored in the pattern given below.

<u>Category</u>	<u>Score</u>
Strongly agree	4
Agree	3
Undecided	2
Disagree	1
Strongly disagree	0

In the case of negative statements, the scoring pattern was reversed.

10. Self confidence

Self confidence is operationally defined as the extent to which the respondent perceives his/her ability to take up endeavour to face issues of life, overcome critical situations etc.

The self-confidence was measured by a scale developed for the study. Eight statements were included in the scale. Statements reflecting the self-confidence were prepared and the respondents were asked to rate the statements on a five point continuum with the scoring pattern as follows:

<u>Responses</u>	<u>Score</u>
Strongly agree	4
Agree	3
Undecided	2
Disagree	1
Strongly disagree	0

11. Self-reliance

Self-reliance is operationalised as the extent to which the individual perceives and performs the different activities related to his life by himself.

The respondents were asked to indicate how much of their future they feel depend on themselves out of 100 per cent. The percentage thus obtained was taken as a measure of their self-reliance.

12. Organisational participation

Organisational participation is operationally defined as the nature of membership and frequency of participation the respondent has with the various developmental organisations in the area.

Organisational participation was measured using a scale developed for the study in which both the number of organisations with frequency of participation and nature of participation were accounted as follows:

	Nature of membership		Frequency of participation		
	Member	Office bearers	Always	Sometimes	Never
Score	1	2	2	1	0

The score on this variable was obtained by taking the product of nature of membership and frequency of participation for each organisation and the summing up the scores for all the organisations.

13. Level of aspiration

Level of aspiration was operationalised as the respondent's level of wishes and hopes to attain higher standards of living.

Muthayya (1971) assessed aspiration of farmers using a pictorial self anchoring ladder scale. This was used with slight modification in the present study. It was a 7 point ladder scale, in which step 7 indicated high satisfaction. The individual was asked where on the ladder he felt he belonged at present and where he thought he would be after a lapse of 5 years. The steps were given scores ranging from 1 to 7. Thus for each respondent two types of scores for the present and future were obtained. The difference between present and future scores represented the level of aspiration.

14. Attitude towards NGOs

Attitude is operationally defined as the degree of positive or negative affect of the respondent towards NGOs.

The attitude of respondents towards NGOs was measured using an attitude scale developed for the purpose following Likert's summated rating technique. An exhaustive list of statements which expressed either positive or negative attitude towards NGOs was prepared after discussion with NGO workers and agricultural extension specialists. These statements were carefully edited against the criteria described by Edwards (1957). These statements, after a pilot study were subjected to item analysis as suggested by Edwards (1957). Based on the power of a statement to discriminate between the high attitude group from low attitude group as evident from high 't' value, 14 statements (seven positive and seven negative) were selected for inclusion in the final attitude scale (Appendix-II).

This scale was administered to the respondents on a five point continuum with scores of 4, 3, 2, 1 and 0 for positive statements, which was reversed for negative statements. The scores obtained by a respondent for all statements were added to get his attitude score towards NGOs.

3.5 Techniques employed in data collection

The data were collected from the respondents using a well structured interview schedule prepared for the purpose (Appendix-III). The prepared schedule was field tested through a pilot study conducted among 30 NGO beneficiaries in a non-sample area of Thrissur district. Based on the pilot study, necessary

modifications were made in the schedule and the final interview schedule was prepared. There were five parts for schedule - A, B, C, D and E as below:

A - Personal variables

B - Details of benefits enjoyed by the beneficiaries

C - Perceived consequences of the programme

D - Evaluative perception of the components of the rural development programme of NGOs

E - Constraints felt by the workers.

A separate schedule was prepared after the pilot study for non-beneficiaries, NGO workers and development agencies. In the schedule for the non-beneficiary farmers, A and D parts of the proforma only were included.

To obtain relevant data from the NGO workers and development agencies, a separate schedule was used along with the D part of the schedule meant for beneficiaries.

The data were collected during January-May 1996. The respondents were personally interviewed by the researcher herself.

3.6 Statistical tools used in the study

The data collected were processed and analysed in accordance with the objectives of the research problem. The various statistical tools used in the study are outlined below:

1. Averages, standard deviation and percentages

In descriptive analysis of the raw data, to study the distribution of respondents and to have a profile of the respondents, simple statistical measures like averages, standard deviation and percentages were used.

2. Simple correlation analysis

Simple correlation coefficient was calculated to study the relationship between each of the selected behavioural characteristics of the beneficiaries and evaluative perception about the effectiveness of NGOs. The statistical significance of the correlation coefficient was tested using 't' test.

3. Multiple linear regression analysis

Multiple linear regression analysis was attempted to understand the nature of variation in evaluative perception due to different behavioural characteristics of the respondents.

If there are P independent variables X_1, X_2, \dots, X_p and if Y_i denotes the dependent variable (evaluative perception) the multiple linear regression equation is given by

$$Y_i = b_0 + \sum_{i=1}^p (b_i X_i + e_i)$$

where b_0 - The intercept

b_i - Partial regression coefficient of X_i on Y

e_i - The residual term

The parameters of the regression model are estimated by the principles of least squares. The statistical significance of Partial regression coefficient was tested by using 't' test with (n-p-1) degrees of freedom.

4. Step-down regression analysis

This was done to know the relative effect of the behavioural characteristics in predicting the evaluative perception about the effectiveness of NGOs and to select the best subset of characteristics which could explain the maximum amount of variability in the dependent variable.

The method followed in identifying relatively important and most significant explanatory variables from the full regression model was by means of evolving a subset of predictors at a stage where no further deletion is possible.

5. Path analysis

Path coefficient analysis was employed to find out the direct and indirect effect of the significant characteristics in predicting evaluative perception. This also gives the relative contribution of the selected variables towards evaluative perception.

The basic equation in path analysis is of the form

$$r_{iy} = \sum r_{ij} P_{jy}$$

where,

r_{iy} - correlation coefficient between dependent variables and i^{th} independent variable.

r_{ij} - correlation coefficient between i^{th} and j^{th} independent variable.

p_{jy} - p^{th} coefficient (direct effect) of j^{th} independent variable on the dependent variable.

6. Student's 't' test

Student's 't' test was used to test the significance of the difference between means of socio, personal and economic characteristics of the beneficiary and non-beneficiary respondents.

7. Discriminant function analysis

Discriminant function analysis was employed to find the important characteristics which discriminate beneficiaries from non-beneficiary respondents.

Statistical analysis was carried out using the MSTATC and SPAR I computer soft wares available at the College of Horticulture, Vellanikkara.

Results and Discussion

CHAPTER IV

RESULTS AND DISCUSSION

This chapter deals with the results obtained in this study and the discussion based on the results. Keeping the objectives in view, the findings as well as the discussion thereon are presented under the following heads.

- 4.1 Identification and coverage of the programmes of the selected NGOs for rural development
 - 4.2 Components and consequences of the NGOs
 - 4.3 Distribution of respondents with respect to their evaluative perception of the effectiveness of NGOs
 - 4.3.1 Evaluative perception of beneficiaries
 - 4.3.2 Evaluative perception of non-beneficiaries
 - 4.3.3 Evaluative perception of NGO workers
 - 4.3.4 Evaluative perception of development workers
 - 4.4. Behavioural characteristics of the respondents and comparison of beneficiaries and non-beneficiaries of the programme
 - 4.5 Constraints experienced by the NGO workers
-
- 4.1 Identification and coverage of the programmes of the selected NGOs for rural development**

The development activities and their coverage in the case of selected NGOs viz. KESS and AVARD were analysed to identify and compare the coverage of the various rural development programmes implemented by them (Appendix-IV).

As discussed in the methodology chapter, five major rural development activities of the NGOs were selected for this purpose, viz.,

1. Agricultural development programmes
2. Health programmes
3. Community development programmes
4. Human resource development programmes
5. Trade and industrial programmes

Table 2 compares the rural development activities undertaken by the two NGOs.

1. Agricultural Development Programmes

Both the organisations are actively engaged in the activities of agricultural development such as irrigation projects, poultry and dairy programmes, sericulture projects, demonstration activities, distribution of planting materials, land development measures, soil conservation measures etc. It could be noticed from the table that KESS has undertaken both minor irrigation (400 acres) and lift irrigation (200 acres) activities for improving agriculture in its jurisdiction. It has a demonstration farm of 1.25 acres with various crops which is used for instructional purpose. Farmers get direct information on scientific management of agriculture from this set up. KESS has taken keen interest in creating awareness among the farmers about improved planting materials and had motivated them to use such materials. It has also distributed improved planting materials of cashew, mango, coconut, arecanut, guava, vegetable seeds etc. among 250 selected farmers. KESS has also programmes to persuade beneficiary farmers to take up land development activities. The table

Table 2. Identification and coverage of the programmes of the selected NGOs for rural development during 1989-95

Sl. No.	Programmes	Selected NGOs			
		KESS		AVARD	
		Activities	Coverage	Activities	Coverage
I	Agricultural programmes	Distribution of planting materials	250 families	Distribution of planting materials	362 families
		Sericulture		Sericulture	290 farmers
		Distribution of diary cattle	12 families	Distribution of diary cattles	183 families
		Poultry		Distribution of poultry	45 chicks
		Demonstration farm	1.2 acres	Lift irrigation	25 families
		Minor irrigation	400 acres		
		Lift irrigation	200 acres		
		Land development	565 acres		
		Contour bunding	150 numbers		
	Community irrigation	250 families			
II	Health programme	Free medical care	25 families	Immunisation of children	798 children
		Safe drinking water by providing wells	250 families	Health education	26530 individuals
		Smokeless choola	800 families	Family counselling centre	1286 families
		Sanitary latrines	650 families	Sanitary latrines	1074 numbers

Contd.

Table 2 . Continued

Sl. No.	Programmes	Selected NGOs			
		KESS		AVARD	
		Activities	Coverage	Activities	Coverage
III	Community development programmes	Housing	1555 families	Construction of house	314 numbers
		Repairing of house	463 families	Land for landless	38 families
		IRDP model village	2 units (100 families)	Roofing of house	142 number
		Village development project	4 unit	Bore well	2 number
		Common well	800 families		
IV	Human resource development programmes	Training programmes	250 individuals	Vocational training programmes	500 individuals
		Education promotion	120 students	Education promotion a) Free tuition b) Adult literacy	1565 students 1298 individuals
		Earn while you learn programme	1 unit	Creches and Balawadies	15 units
		Integrated community development project	1 unit		
		Creches	6 units		
		Common well	2 numbers		

Contd.

Table 2 . Continued

Sl. No.	Programmes	Selected NGOs			
		KESS		AVARD	
		Activities	Coverage	Activities	Coverage
V	Trade and Industrial promotion	1. Fabrication works	1 unit	1. Fibre and rope making unit	1 unit
		2. Wood works	1 unit	2. Apex stabilizer industries	1 unit
		3. Umbrella assembling	1 unit	3. Stabilizer assembling	1 unit
		4. Beedi rolling	1 unit		
		5. Printing press	1 unit		
		6. Quarry	1 unit		
		7. Khadi	1 unit		
		8. Stabilizer assembling	1 unit		

shows that these activities have benefitted about 400 farm families in an area of 565 acres. Similarly, soil conservation measures were also promoted among farmers by constructing 150 number of contour bunds in the project area. KESS has taken efforts to popularise vocation based agricultural enterprise such as sericulture, dairy, poultry, etc.

AVARD has comparable activities in its project areas in the field of agricultural development such as irrigation, dairy, poultry, sericulture and distribution of planting materials. It could be noticed from the table that AVARD has concentrated much on enterprises like sericulture and dairy. AVARD has taken proper efforts to popularise and implement dairy schemes for the continuation of its effort in the direction of dairy development. It could be seen from Table 2 that a total of 183 cattle were distributed to its beneficiaries with proper information support on scientific management. Assurances for activities like construction of cattlesheds, renovation of cattlesheds, purchase of required accessories for cattle management etc. were also provided.

AVARD had provided technical advice and guidance for its selected beneficiaries to take up poultry as an additional income avenue. Assistance were rendered in the form of free medicine, feed, chicks, and required accessories such as cages and other equipments for 451 families in the area with necessary information support. Goat keeping as a means of employment generation was also tried by the organisation in its area by way of distributing improved breeds of goats to the beneficiaries.

AVARD has put much effort in promoting sericulture in the area (290 farmers are employed in sericulture unit). Good support for the popularisation of

enterprise by way of training, information support, financial assistance, arrangements and distribution of inputs and dfls, marketing etc. has rendered by the organisation.

2. Health Programmes

A perusal of the table 2 highlights different kinds of health services and activities like immunisation of children, health education, family counselling service, free medical care campaigns, sanitary latrines, safe drinking water and popularisation of smokeless chulha carried out by both the organisations.

It could be noticed that during the period of study, AVARD has helped to immunise 798 new born babies of the project area through their health promotion programmes. Many health education trainings were organised by AVARD in which relevant topics of health and hygiene related to family, child care, family management etc. were included. It has organised school health programmes. All schools in the project area were brought under the coverage of this programme. The family counselling centre of the AVARD tries to solve the marriage problems and other family problems through counselling, family seminars etc. conducted with the help of psychologists and legal experts. Several medical campaigns were also organised in which 4617 patients of the area were treated. More over AVARD had constructed 1074 number of sanitary latrines in its project area.

The table highlights an equally contributing health service of KESS in its project area. There is a free medical care centre under the supervision of KESS. It extends free medical service to the villagers. As a part of the health programmes, KESS has constructed community wells which meet the need for drinking water of

250 families. Installation of smokeless chulha is another item of their health programmes which is expected to benefit and improve the health status of rural women in 800 families. Another important health and hygiene programme implemented by the KESS was the construction of sanitary latrines for selected beneficiaries (650 numbers).

3. Community Development Programmes

The development activities of the NGOs like housing, roofing of houses, assistance for repair of houses, programmes of employment generation, common wells, land for landless etc. were grouped under the general heading of community development programmes. Both the NGOs had almost similar type of activities under this head.

AVARD has carried out community development activities like housing (314 numbers) and roofing (192 numbers) and 38 landless people were supplied with lands of 3 cents each. Beneficiaries were also are rendered assistance for digging bore wells.

KESS has provided remarkable community development activities by means of financial assistance to 1555 families to construct new houses and for 463 families to repair their houses. Through village development programmes and IRDP model assistance, 100 families were benefited in the way of construction of latrines, community well etc. Common wells have helped 800 families in the project area.

4. Human Resource Development programmes

The HRD efforts in any area are more important than any supply and delivery programmes. In this direction also both the NGOs have made remarkable contributions. Table 2 helps to compare the different services rendered by them in this aspect.

AVARD had conducted vocational training programmes in food processing, computer applications, typewriting etc. for 500 youths. Adult literacy promotion services were taken up by the organisation and 1298 adults were benefitted through this service. To promote education among the school going children, free tuition was arranged for 1563 students. Under AVARD there are 15 Creches and Balawadies functioning for the care of children.

KESS also had conducted training programmes on vocations like plumbing, welding, wiring, carpentry, automobile repairing etc. for increasing the employment potential in the area. To help the students of weaker sections, they arrange stipend from the savings of production units and donations of generous benefactors and have introduced a scheme "Earn while you learn" under which they are provided free accomodation and can earn for their own food expenses by working on part time basis in the KESS after the class. Free tuition is also provided for school going children.

Another major activity of KESS is Integrated Community Development Projects aimed at bringing about overall improvement in the life of selected target group of low income people in the backward area. This consists of organising and guiding the people, identifying the actual needs, formulating area based projects,

finding sources of finance and executing the project. As a part of this programme, there are two common wells which serve 800 families of the area.

5. Trade and Industrial Programmes

Promotion of trades and other industries was another area of development in which both the NGOs have made remarkable achievements. The number of industrial units and trade centres initiated by the organisations, reveal the employment opportunities created by these NGOs in the rural area.

AVARD has initiated comparatively less effort in this direction. Very recently under its employment creation activities, fibre and rope making, stabilizer assembling, poultry, sericulture rearing etc. are set up with the aim of providing employment for 1000 persons within a period of 10 years.

A perusal of the table reveals that KESS has contributed much in this direction. It has set up centres of fabrication works, carpentry, umbrella assembling, beedi rolling, printing press, quarry, khadi, stabilizer assembling units etc. In these centres hundreds of families find employment for their livelihood.

As a whole, both the NGOs have taken great efforts in their services for rural development in various spheres of life. As a feature of operation common among the NGOs in the country, a combination of delivery and service activities and employment generation activities is observable in the present cases also. Kothari (1995) has opined that the organisational and delivery works carried out by the voluntary agencies make their services in rural development location specific and need based. KESS had given much emphasis in the HRD and employment generation activities while AVARD had made more efforts in delivery services. Any way

AVARD has also recently shifted its emphasis in this direction by formulating a Board for setting up trade centres for employment generation. This is a more appreciable attempt.

Tandon (1995) was of the view that voluntary agencies should involve more in the employment generation programmes than the beneficiary oriented programmes because the chance of the benefit reaching the underprivileged is more in employment programmes. Through this type of employment generation centres and programmes, particular access of produces or services are created in the village which not only improves the quality of living conditions of the people but also provide employment to the poor.

It is mentionable that both the organisations have taken location specific activities which were formulated after analysing the needs and priorities of the target group. Kumar (1995) has pointed out the scope and need of NGOs for conducting suitable market research studies to assess village resources, paying capacity of the villagers, concept tests for acceptability and willingness to adopt and pay, identify beneficiaries etc. Voluntary organisations which are with village base coupled with ideal organisational structure and approach can easily follow this type of bottom up approach and can adopt any role which is required in a particular area for a particular section of the society.

The profile of different spheres of rural development activities like agriculture, health, HRD, trade and industry, community development etc. in which the two NGOs are actively engaged clearly indicate their role in TOT for rural development. They function parallel to government departments and are considered more effective than government agencies in providing the needed services. This

demands that NGOs should be treated as an important part of the overall transfer of technology mechanism and should be linked with existing research and extension systems (Menon, 1993).

From the study it was found that in both the organisations participatory approach is given emphasis. All the programmes are implemented with the participation of the beneficiaries and local people. Village development committees are formed in each village and these committees, with the help of village animators, select the deserving cases as beneficiaries.

4.2 Components and consequences of the selected NGO programmes

4.2.a Components of the rural development programmes

Table 3 depicts the analysis of the components under each of the programmes implemented for rural development by the NGOs.

a) Agricultural programmes

The demonstration farms under agricultural programmes create increase in knowledge, skill, attitude, income, yield, technology adoption and employment generation.

The beneficiaries are provided with scientific knowledge in cultivation which affects their attitude, knowledge and skill in farming. All these help ultimately to raise the yield of the crop and thereby farm income. On adoption of increased technology, there is an increase in labour days which leads to increased employment generation. The general components identified under this programme are behavioural, economic, technological and employment in nature.

Table 3 . Identification of the components of Rural Development Programmes implemented by the NGOs

Programmes	Activities	Beneficial components to the beneficiaries	Special component	General component of rural development
I. Agricultural programmes	a) Demonstration farms	1. Change in knowledge	Behavioural changes	Behavioural component
		2. Change in skill		
		3. Change in attitude		
		4. Increased income	Economic component	Economic component
		5. Increased yield		
		6. Technology adoption	Technology component	Technology component
		7. Employment generation	Employment generation	Employment component
	b) Irrigation projects	1. Increased land utilisation	Resource utilisation	Economic component
		2. Increased number of crops		
		3. Better resource utilisation		
4. Reduction of cost of cultivation		Economic improvement		
5. Increased yield				
6. Increased income				

Contd.

Table 3. continued

Programmes	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development
	c) Poultry/cattle/sericulture programme	1. Self employment → Employment generation 2. Better time utilisation → Better time utilisation 3. Increased income → Economic component 4. Source of OM → Resource utilisation	Employment generation Better time utilisation Economic component Resource utilisation	Employment generation Economic component
		5. Improved nutritional status → Health component	Health component	Health component
		6. Technology transfer → Technology component	Technology component	Technology component
	d) Supply of planting materials	1. Improved quality of produce → Health component 2. Increased yield → Economic component 3. Increased resource utilisation → Resource utilisation	Health component Economic component Resource utilisation	Health component Economic component
		4. Technology transfer → Technological component	Technological component	Technological component
		5. Employment generation → Entrepreneurship development	Entrepreneurship development	Employment component

Contd.

Table 3. continued

Programmes	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development
	e) Contour bunding	1. Land development 2. Soil conservation 3. Increased number of crops 4. Increased income 5. Employment generation	Resource utilisation Economic component Employment generation	Economic component Employment component
II Health programmes	a) Free medical care	1. Improved health 2. Control of epidemic diseases 3. Awareness of diseases	Health component Change in knowledge and attitude	Health component Behavioural component
	b) Immunisation of new born babies	1. Prevention of epidemics 2. Improved health 3. Child care	Health component Child development	Health component

Contd.

Table 3. continued

Programmes	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development
	c) Counselling	<ol style="list-style-type: none"> 1. Avoiding personal problems 2. Increased aspiration in life 3. Increased family welfare 4. Solving family problems 5. Avoiding divorce, suicide, alcoholism, drug and other violence 	<ul style="list-style-type: none"> Individual development Family welfare Avoidance of violence and crime 	Welfare component
	d) Drinking water programme	<ol style="list-style-type: none"> 1. Health and hygiene 2. Prevention of epidemics 3. Employment generation 4. Time management among women 	<ul style="list-style-type: none"> Health and hygiene Employment generation Time management component 	<ul style="list-style-type: none"> Health and hygiene component Employment generation Time management component

Contd.

Table 3. continued

Programmes	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development	
e) Smokeless choola	1. Improved health of women 2. Sanitation	}	→ Health and hygiene	→ Health component	
			3. Employment generation	→ Employment component	→ Employment component
	4. Fuel saving		→ Ecological component	→ Ecological component	
	5. Increased income		→ More income	→ Economic component	
	f) Sanitation programme	1. Improved health 2. Sanitation 3. Prevention of epidemics	}	→ Health hygiene	→ Health and hygiene
4. Employment generation				→ Employment component	→ Employment component
5. Avoiding pollution				→ Protection of nature	→ Ecological component

Contd.

Table 3. continued

Programmes	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development
III. Community development programmes	a) Construction of latrines	1. Prevention of epidemics	Health and hygiene	Health and hygiene
		2. Sanitation		
		3. Family welfare	Family welfare	Welfare component
		4. Employment generation	Employment component	Employment component
	b) Repairing of houses	1. Provision of shelter and security	Shelter security	Safety component
		2. Better standard of living	Social status	Welfare component
		3. Family welfare	Family welfare	
		4. Employment generation	Employment component	Employment component

Contd.

Table 3. continued

Programmes	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development
c) IRDP programme				
		1. Village/community	→ Community development] → Community development
		2. Infrastructure development	→ Infrastructure development	
		3. Co-operation	→ Co-operation component	
		4. Self reliance	→ Behavioural change	→ Behavioural component
		5. Leadership development	→ Leadership development	→ Leadership component
d) Village development				
	1) Common well 2) Bore well	1. Hygienic condition	→ Hygiene] → Health component
		2. Safe drinking water] → Health	
		3. Reduction of epidemics		
		4. Time management of women	→ Saving of time	→ Time saving component
		5. Employment generation	→ Employment component	→ Employment component
		6. More crops	→ Food availability	→ Nutritional component

Contd

Table 3. continued

Programme	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development
IV. Human Resource Development Programme	a) Vocational trainings	1. Technology transfer	→ Technology component	→ Technology component
		2. Change in knowledge	→ Behavioural change	→ Behavioural component
		3. Change in skill		
		4. Change in attitude		
		5. Self reliance		
		6. Increased income	→ Economic component	→ Economic component
		7. Self employment	→ More income	
		8. Leisure time utility		
		9. Entrepreneurship		
		10. Leadership development	→ Leadership component	→ Leadership component
		11. Family welfare	→ Welfare component	→ Welfare component
		12. Self confidence		

Contd.

Table 3. continued

Programmes	Activities	Beneficial components to the beneficiaries	Specific component	General component of rural development
	b) Education promotion and adult literacy	1. Change in knowledge 2. Change in skill 3. Increase in literacy	Behavioural change	Behavioural component
		4. Leadership development	Leadership component	Leadership component
		5. Increased income	Economic component	Economic component
V. Industrial and Trade Promotion Programme	a) Fabrication works	1. Increased income 2. Economic motivation 3. Entrepreneurship development 4. Leisure time utilisation	Economic component More income	Economic component
		5. Employment generation	Employment generation	Employment component
		6. Self confidence 7. Self reliance 8. Participation	Behavioural changes	Behavioural component
		9. Service/produce availability	Service component	Service component

The minor irrigation projects under the agricultural programmes enable the beneficiaries to utilise the land more effectively. On availability of irrigation facilities more areas can be brought under crops which leads to more effective utilisation of the land resource and increased farm income. The emphasis in economic component is quite evident here.

The poultry/cattle/sericulture programmes lead to employment generation for youth and women folk. By these programmes they can utilise their time more effectively. The additional income earned from these enterprises raise the standard of living of the families. The byproducts of these enterprises serve as a source of organic manure to the farmers. The egg, milk etc. provided by poultry and cattle increase the nutritional status of the family of the beneficiaries. There is also the technological component as a result of the new technology transferred. Thus the general components identified are employment, economic, health and technology components. The tragic experience of AVARD and KESS in the technology popularisation of sericulture in their project area is quite indicative of caution and preliminary market survey to be undertaken before the popularisation of a technology. Eventhough much efforts were taken by both the NGOs for popularisation of the technology it was totally rejected by the target groups.

Due to the supply of improved planting materials, the beneficiaries are in a position to improve the quality of crops. There is better utilisation of resources and employment generation in the areas. Because of the use of improved quality of planting material, the farmers get good quality produce. From the Table 3, it is clear that the possible general components of this programme are employment generation, economic, health and technology.

Soil conservation measures like contour bunding lead to land development. This activity indirectly provides employment opportunities in the area. Land development leads to scientific farming which increases the farm income. Both the economic and employment generation components are relevant in this context.

The identified possibilities of improvement in agriculture due to the intervention of NGOs are clearly visible in Madathumpady, a village near Irinjalakuda. A neglected area of barren land in the past, at present this village is under well planned scientific management with the implementation of the agricultural development programmes of KESS in the village.

b) Health programmes

The free medical care programmes improve the health status of the poor. The rural poor are much benefitted by the awareness and timely health services. This programme make the rural people aware about the epidemic diseases, general precautions and provide primary medical facilities. The general components of this programme are health and behavioural changes.

Counselling activities help to solve family and personal problems. This programme sustains the family health and the aspect of welfare measures can be traced here.

Drinking water programmes promoted by the NGOs provide safe drinking water to rural people which controls the prevention of epidemics. This improves the hygienic condition in the villages and also promotes the awareness of cleanliness. Health and hygiene are the main general components promoted by this programme.

Smokeless chulhas are popularised and supplied by NGOs. This can control many diseases of womenfolk who struggle much of their time suffocating in their kitchen. The smokeless chulha programme thus improves the health of women. Also the fuel which are costly now a days could be saved by using this choolah and this indirectly helps the conservation of energy. From the ecological point of view also this is to be appreciated. In addition, this creates additional labour days in the area. General components identified are health and hygiene and employment generation.

Sanitation programmes help to improve the health of the rural people. This protects the villagers from pollution and epidemics. The sanitation programmes indirectly create employment opportunities in the village. The general components envisaged in this programme are health and hygiene, employment generation and ecology preservation.

c) Community Development Programmes

Under the community development programmes, the NGOs have constructed latrines for rural people. This programme helps to keep the village area in hygienic condition and controls the spread of epidemic diseases. This programme indirectly contributes to family welfare and employment generation. The general components identified are health and hygiene, welfare and employment generation.

The organisations are having programmes for construction of new houses as well as repairing of old houses. This provides safety, security and better standard of living for rural people and hygienic condition in the houses. This also creates

employment opportunities in the area. Welfare, security and employment components are identifiable here.

The IRDP programmes point to the overall development of the village/community. These programmes help to identify and develop leadership among the villagers. Community involvement and increased co-operation among the villagers are some of the possible positive impacts. The community development and behavioural components are obvious in these programmes.

The village development projects of the organisations include construction of common open well, bore well etc. which provide safe drinking water to rural people and control the occurrence of epidemics. The acute problem of drinking water scarcity can also be solved by this. The womenfolk can now utilise their time more effectively. Employment generation is also a component here. The general components derived out of this programme are health and hygiene, employment and nutritional components.

d) Human Resource Development (HRD) Programmes

Vocational trainings arranged by the NGOs for the youth popularise latest technologies in various walks of life in the rural areas. As a result of these trainings, changes in knowledge, skill and attitude ie. behavioural changes occur. The vocational trainings help unemployed rural youth to start enterprises. The trained youth can earn their livelihood from the various trade centres of the NGOs. Due to increased earnings, better standard of living is possible. The trainings develop self-confidence and entrepreneurship among the youth. Many general components like technological, behavioural, economic, leadership and welfare components can be identified here.

Under HRD, there are educational promotion and adult literacy programmes. By these programmes large number of rural people are made literate which help in developing good citizens. The leadership qualities of the people are also improved. Behavioural component, leadership development and economic components can be identified as part of this programme.

e) Industrial and Trade Promotion Programmes

By the industrial and trade promotion programmes, the rural people get more employment opportunities. Increased income and effective utilisation of leisure time are two positive impacts of this programme. This programme thus leads to better time utilisation and self-reliance components.

In nutshell, it is evident from the table that various TOT programmes of the NGOs comprise of all round development components for the rural area through TOT. The components like economic, employment generation, behavioural and service help to bring necessary desired changes in the rural people. Thus it is clear that the NGOs give more importance for health and hygiene, education, technology transfer, employment generation, self-reliance, economic development and behavioural changes in rural development. Also they give importance to ecological component, safety and security component and community development (Fig.3).

The present finding is in accordance with the study of Dhillon and Hansra (1995) who identified the constructive roles of NGO in the field of rural development as :

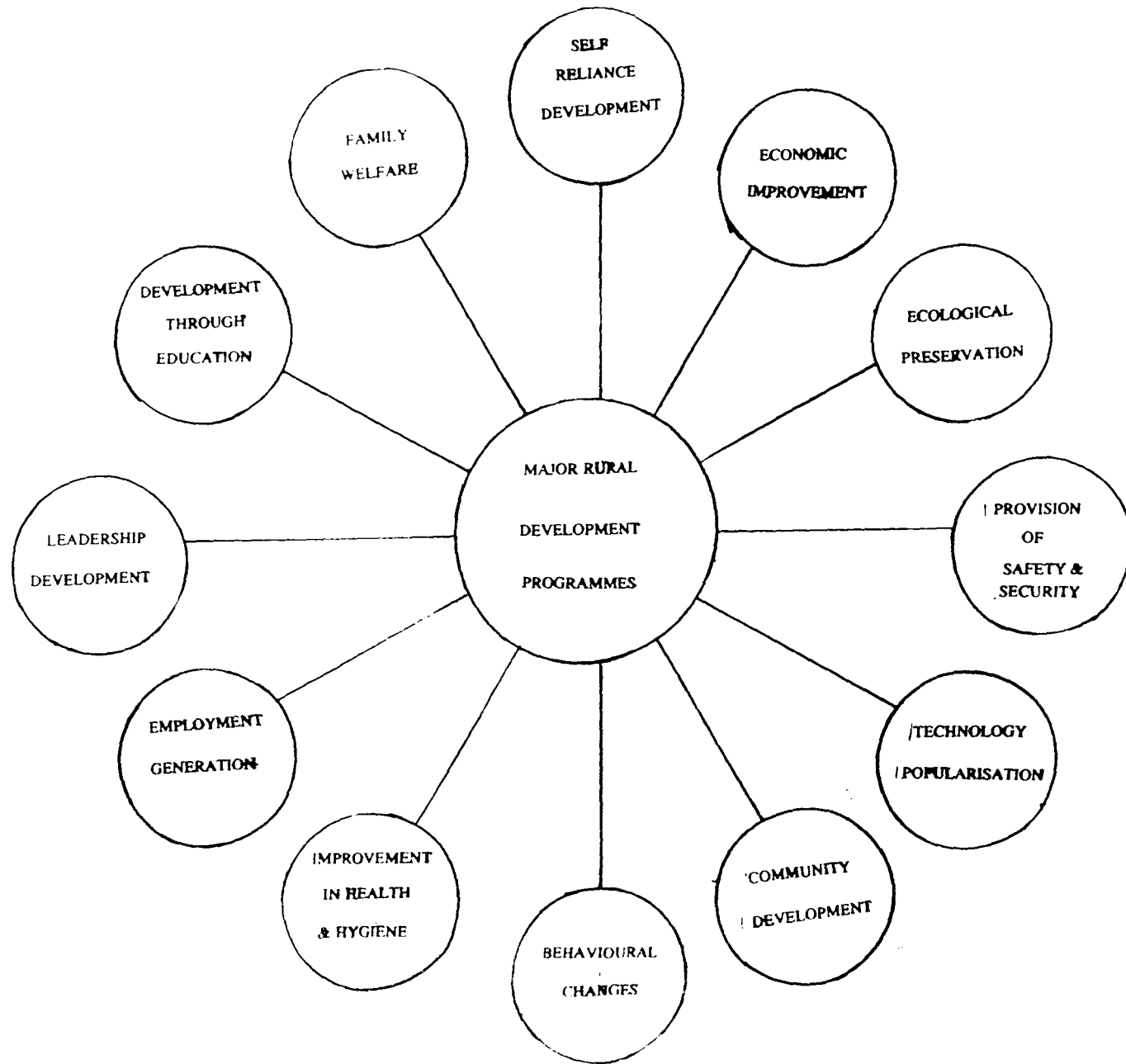


Fig. 3. Components of the rural development programmes implemented by the selected NGOs

1. Disseminating information pertaining to new technology through demonstration and teaching
2. Giving proper guidance to the illiterate and untrained beneficiaries in the use of complicated technology pertaining to agriculture and rural development
3. Popularising appropriate technologies by improving indigenous machines, tools, artifacts and demonstrating their superiority
4. Mobilising financial and human resources from within the community and promoting self-reliance
5. Providing facilities for education, health, drinking water, roads and communications etc. to the rural poor and
6. Imparting professional skills to the functionaries and upgrading their competence in different areas of their responsibilities.

b) Consequences of the selected programmes of the NGOs

The term consequence has been operationalised here as the socio economic, psychological and ecological changes that have resulted among the beneficiaries due to the implementation and acceptance of the various NGO programmes.

The impact of the rural development efforts of NGOs in TOT among the beneficiaries was analysed in terms of the consequences of programmes as perceived by the beneficiary.

The distribution of indices of consequences as perceived by the beneficiary respondents is presented in Table 4.

Table 4. Distribution of beneficiaries based on the index of consequences of rural development efforts of the NGOs

(n = 100)			
Group	Class	Frequency	Percentage
Least beneficial	0.0-0.2	--	--
Less beneficial	0.2-0.6	--	--
Moderately beneficial	0.6-0.9	10	10.00
Most beneficial	0.9 and above	90	90.00

The above categorisation of beneficiary respondents based on their indices of perception of consequences was carried out using Delineous and Hodges method of stratification which has resulted in four categories; least beneficial, less beneficial, moderately beneficial and most beneficial.

A perusal of the table reveals that none of the respondents had considered the programmes of the NGOs as least beneficial and less beneficial. Ninety per cent of the beneficiaries had considered the programmes of the NGOs as most beneficial for them. While for the other 10 per cent, the programmes were moderately beneficial as could be seen in Fig.4.

The above observed distribution which is extremely skewed towards positive impact reveals the overwhelming approval of the components of the programmes among the beneficiaries. None of them have rated the programmes as least or less beneficial. This whole hearted acceptance of the programmes of the NGOs can be equated with the acceptance of the NGO themselves in the scenario of rural development.

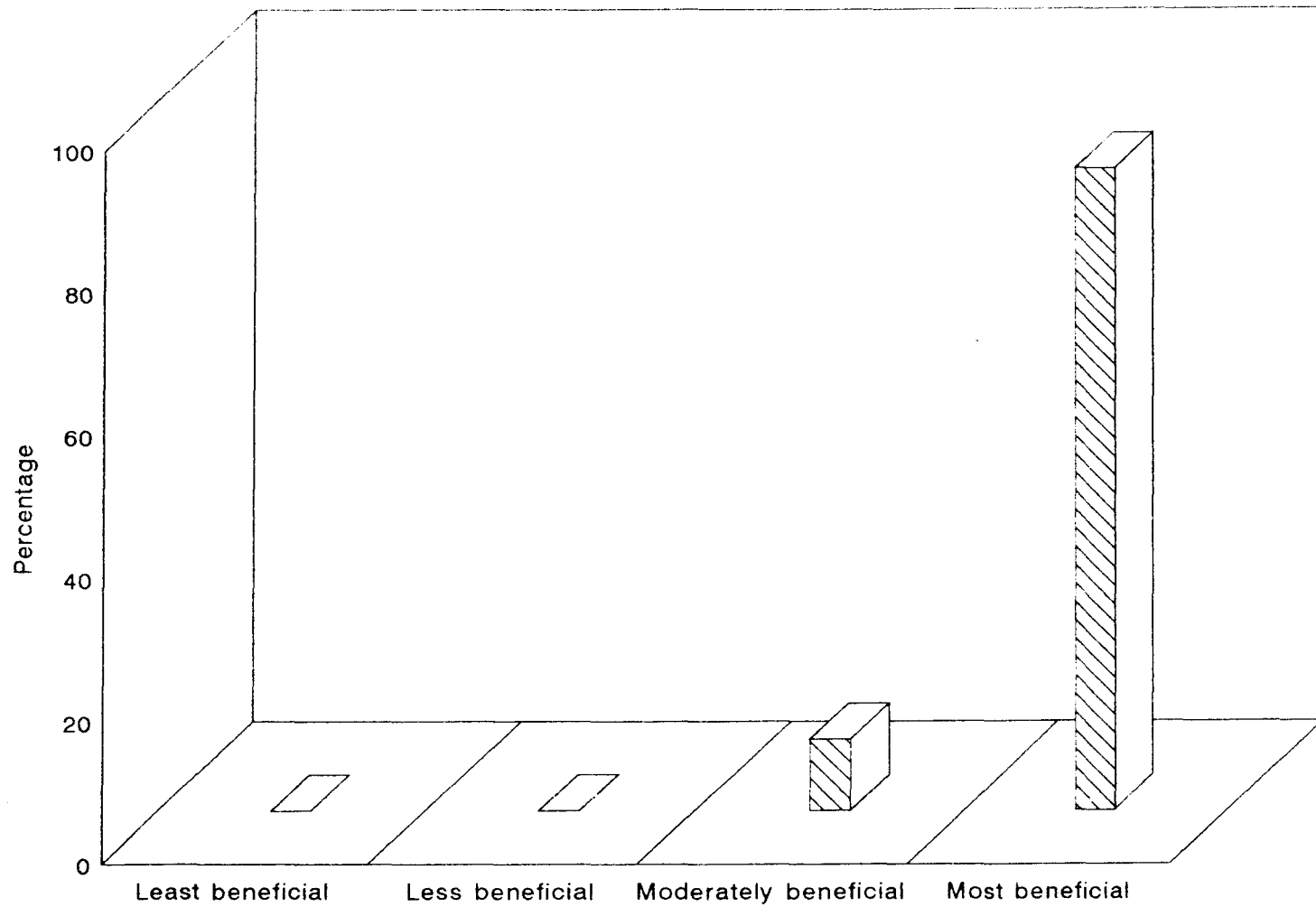


Fig.4. Distribution of beneficiaries based on the index of consequences of NGOs rural development activity

This high acceptance for NGOs among the beneficiaries can surely be attributed to many of the special qualities of NGOs. Voluntary organisations have special qualities in their style of functioning such as flexibility in operation, sensitivity to changing needs, high level of motivation of the functionaries and innovative approach. Dhillon and Hansra (1995) while discussing about the role of NGOs indicated that the NGOs have first hand experience and knowledge of local needs, problems and research at local level; they are closer to the minds and hearts of the people and they are with commitment and zeal of voluntary action.

This well approved status of the NGOs as organisation for desired changes can be further supported by the views of Anandharajakumar (1995) - Voluntary organisations act as 'creators', 'preservers' and 'destroyers' in rural areas. They create awareness among people with their co-operation, preserve what is needful to their environment, cultural base, appropriate technologies and scientific practices etc. and destroy the evils like alcoholism, superstitions and other social ills.

4.3 Distribution of respondents with respect to their evaluative perception of the effectiveness of NGOs

The experiences an individual had in the past form the base for their perception of any stimuli. Hence the indices of evaluative perception about the effectiveness of NGOs can sufficiently reflect the experiences of the beneficiaries, non-beneficiaries, NGO workers and other development agencies from the rural development programme of the NGOs.

4.3.1 Evaluative perception of the beneficiaries

The data pertaining to the distribution of the beneficiaries with respect to

their evaluative perception about the effectiveness of NGOs is presented in the Table 5.

Table 5. Distribution of beneficiaries based on the index of evaluative perception of effectiveness of NGOs

(n = 100)			
Group	Class	Frequency	Percentage
Least efficient	0.0-0.5	--	--
Less efficient	0.5-0.5	--	--
Efficient	0.6-0.8	27	27.00
Highly efficient	0.8 and above	73	73.00

A glance through the Table 5 is sufficient to get a clear idea about the effectiveness of NGO in rural development. The distribution of the indices project the noteworthy grouping of all the respondents into two heads which consider the NGOs as highly efficient and efficient (73% and 27% respectively). Not even a single beneficiary had rated the NGOs as either less efficient or least efficient.

The above results reveal the highly favourable perception about the effectiveness of NGOs, among the beneficiaries. This could be due to their direct experiences in different occasions and programmes of the NGOs. This observation is an indirect indication of the comparison they make between their experiences from other development agencies and that from the NGOs. This conscious deliberate comparison which is natural in the context of evaluative perception about the effectiveness of NGOs make the observation more meaningful. As pointed out by Segall *et al.* (1966) perception is subjected to many influences. In particular, each individual's experiences combine in a complex fashion to determine his reaction to a

given stimulus situation. The direct experiences of the respondents with the NGOs might have resulted in the high level of perception about the effectiveness of NGOs.

4.3.2 Evaluative perception of non-beneficiaries

Eventhough the non-beneficiaries had no direct experience and benefits from the NGOs, they do, definitely accumulate experiences of NGOs activities from their immediate neighbours and surroundings. Moreover, they are also indirect beneficiaries of the community based development efforts and technology popularisation programmes of the NGOs. Thus the analysis of the evaluative perception of non-beneficiaries about the effectiveness of NGOs is quite relevant in analysing the roles of NGOs in rural development.

Table 6. Distribution of non-beneficiaries with respect to their evaluative perception of the effectiveness of NGOs

(n = 60)

Group	Class	Frequency	Percentage
Least effective	0.0-0.5	--	0
Less effective	0.5-0.6	11	18.33
Moderately effective	0.6-0.8	31	51.67
Most effective	0.8 and above	18	30.00

Majority of the non-beneficiary respondents (51.67%) had considered the rural development work of NGOs as moderately effective while 30 per cent of the non-beneficiary respondents considered the NGOs as most effective in their work. Only 18.33 per cent considered the work of NGOs as less effective (Table 6).

The various rural development tasks performed by the NGOs with their components catering to the needs of the communities can definitely lead to such a public image. In addition to the target group, the non-beneficiaries in the background are also spectators of these type of performances and definitely experience the positive impact. This significant impact may become magnified against the shadow of the misdirected, duplicated and often wasted rural development efforts of other development agencies.

4.3.3 Evaluative perception of NGO workers

Table 7. Distribution of NGO workers with respect to evaluative perception
(n = 30)

Class	Group	Frequency	%
Least effective	0.0-0.5	-	-
Less effective	0.5-0.6	-	-
Moderately effective	0.6-0.8	3	10.00
Most effective	Above 0.8	27	90.00

The NGO workers, being the effectors or the implementors of all the programmes of the NGOs, an objective self evaluation about their effectiveness is quite relevant to analyse the role played by NGOs in rural development.

Table 7 depicts the distribution of NGO workers with respect to evaluative perception which is almost similar to the beneficiaries, ie. ninety per cent of the workers evaluated their NGO, as most effective in rural development work while only ten per cent considered them as moderately effective. None of the workers rated the NGOs either in the category of 'less effective' or 'least effective'.

This picture of self evaluation by the workers of NGOs, highlights their own assessment of the organisation and reflects the work commitment, job satisfaction, their morale and pride about their organisations and their happiness which they derived from their services and activities.

4.3.4 Evaluative perception of development workers

Table 8. Distribution of development workers with respect to their evaluative perception about the effectiveness of NGOs

(n = 30)

Class	Group	Frequency	%
Least effective	0.0-0.5	-	-
Less effective	0.5-0.6	-	-
Moderately effective	0.6-0.8	9	30.00
Most effective	0.8 and above	21	70.00

Table 8 reveals that the evaluative perception of the other rural development personnel of the Departments like Agriculture, Animal Husbandry, Development Department, Family welfare, Public Health, Small Industries, Kerala Agricultural University, Commercial Banks etc. about the effectiveness of the NGOs on rural development in the study area.

It is evident from the table that majority of them indicated that NGOs are most effective (70%) while the other 30 per cent had considered NGOs as moderately effective.

This grouping is in line with other categories which emphasizes the public image and goodwill created by the NGOs among other development agencies too. The direct and indirect experiences felt in their work might have lead to this evaluation. Indirectly, a comparative evaluation might also have taken place in this attempt i.e., a comparison between one's own organisation, their mode of working, their progress and achievements with those of the NGOs.

Fig. 5 presents a comparison of the evaluative perception by the different categories of respondents about the effectiveness of NGOs. About 73 per cent of the beneficiary respondents and 30 per cent of non-beneficiaries and 90 per cent of NGO workers and 70 per cent development agency workers possess high evaluative perception towards the effectiveness of NGOs.

This highlights the simple fact that the non governmental organisations are to a large extent accepted by the people as an effective agency for rural development. All have appreciated the activities of non-governmental organisations, their efforts and achievements.

There are many theories of the role of NGOs and their behaviour. The dominant approach is to explain the phenomenon of NGOs in terms of the failure of the market and of the state. There are several theories about emergences of NGOs too. The subsidiary theory asserts that this institutional form is a response to the many implicit and explicit subsidies made available to NGOs by the state (Weisbord, 1988). The Public goods theory states that NGOs exist to satisfy the residual unsatisfied demand for public goods in society. The contract failure theory (Hansmann, 1987) argued that NGOs arise where ordinary contractual mechanisms do not provide the public with adequate means. Against this background the ob-

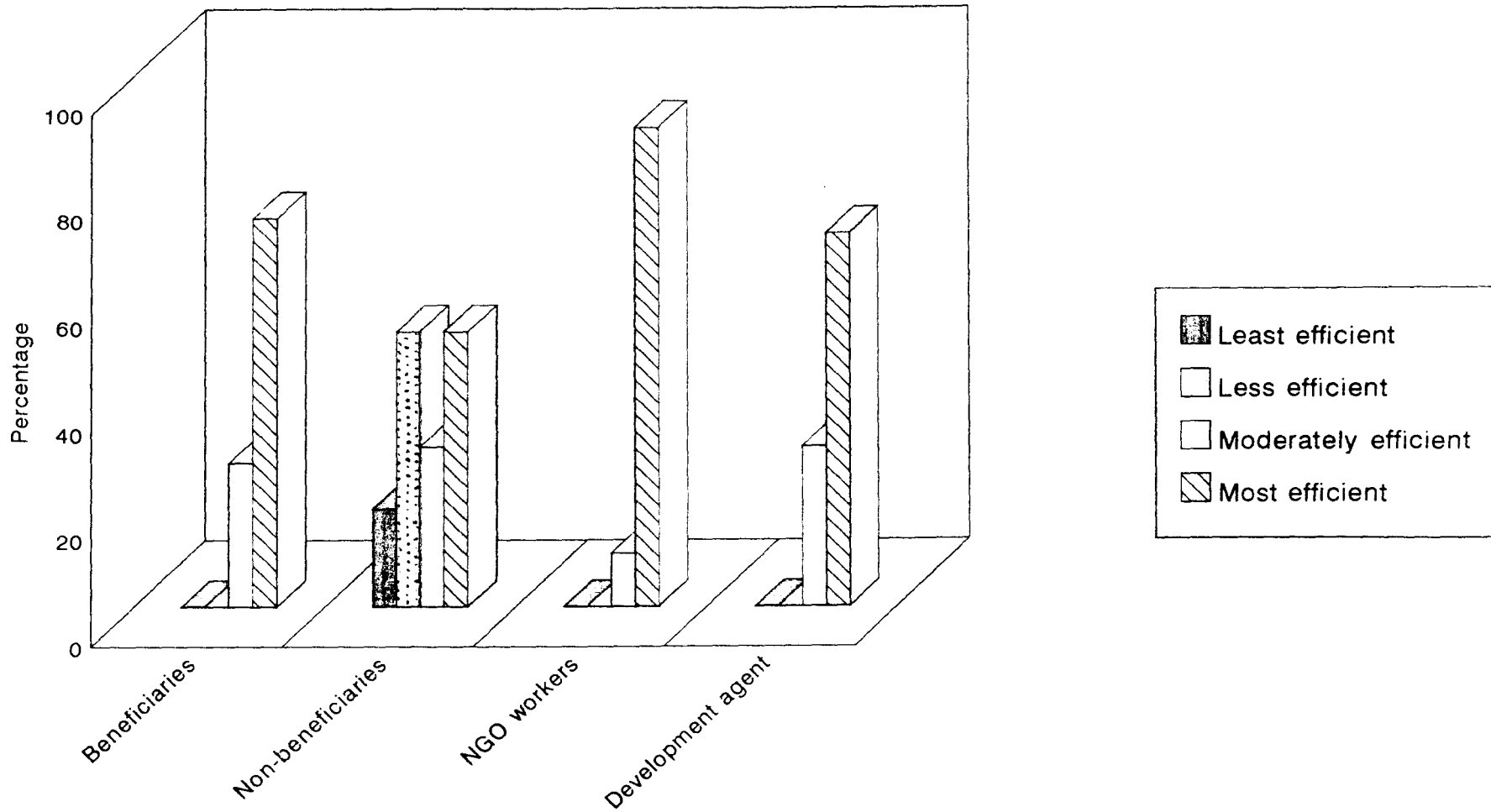


Fig.5. Bar diagram comparing the evaluative perception of the effectiveness of NGOs by beneficiaries, non-beneficiaries, NGO workers and workers of other development agencies

served public behaviour and image created by the NGOs can be explained in terms of the values and goals that people perceive in NGOs. The consumer control theory by Ben-Ner (1986) explains the reasons why NGOs survive, the reasons for their efficiency and the ways in which their behaviour differs from that of profit-oriented entities. The theory explains the existence of a category of NGOs in terms of the superiority of direct consumer or patron control when the market and government are unable to ensure the desired performance.

These theoretic perspectives provide sufficient explanations for why NGOs emerge and survive in society and point to the conditions under which this institutional form is likely to perform better than the market and the state.

4.4 Behavioural characteristics of the respondents and comparison of beneficiaries and non-beneficiaries of the programmes

4.4.1 Simple correlation analysis

Simple correlation analysis was carried out to find out the relationship between the selected behavioural characteristics of the beneficiaries and their evaluative perception.

A perusal of Table 9 indicates that among the 14 behavioural characteristics included in the study, only four characteristics - farm size, annual income, level of aspiration and attitude towards NGO had significant association with their evaluative perception about the NGO.

4.4.2 Multiple Linear Regression Analysis

Multiple Linear Regression Analysis was employed to understand the nature of variation in evaluative perception due to the different behavioural characteristics.

Table 9. Relationship between the behavioural characteristics and evaluative perception of beneficiaries

(n = 100)

Variable No.	Name of the variable	Coefficient of correlation
X ₁	Age	-0.02327
X ₂	Education	0.1413
X ₃	Farm size	-0.5512**
X ₄	Annual income	-0.2695*
X ₅	Information source utilisation	0.0753
X ₆	Extension contact	-0.1493
X ₇	Extension participation	0.0337
X ₈	Innovativeness	-0.0993
X ₉	Risk preference	0.0309
X ₁₀	Self confidence	0.0486
X ₁₁	Self reliance	0.0577
X ₁₂	Organisational participation	0.2242
X ₁₃	Level of aspiration	0.2589*
X ₁₄	Attitude towards NGOs	0.6591**

* Significant at 5% level of significance

** Significant at 1% level of significance

Table 10. Multiple Linear Regression Analysis of the behavioural characteristics of the beneficiary respondents of NGOs on evaluative perception

Variable No.	Variable	Partial regression coefficient	Standard partial regression coefficient	't' value
X ₁	Age	0.014	0.009	1.976*
X ₂	Education	0.002	0.006	0.388
X ₃	Farm size	-0.029	0.010	2.901**
X ₄	Annual income	-0.003	0.009	0.267
X ₅	Information source utilisation	-0.001	0.003	0.353
X ₆	Extension contact	-0.007	0.004	1.748
X ₇	Extension participation	0.003	0.003	0.885
X ₈	Innovativeness	0.003	0.004	0.925
X ₉	Risk preference	0.000	0.001	0.504
X ₁₀	Self confidence	0.000	0.000	0.132
X ₁₁	Self reliance	0.000	0.000	0.083
X ₁₂	Organisational participation	0.005	0.004	1.242
X ₁₃	Level of aspiration	0.021	0.009	2.400*
x ₁₄	Attitude towards NGOs	0.009	0.001	6.948**

Intercept 0.39

* Significant at 5% level of significance

** Significant at 1% level of significance

F = 12.86**, R² = 0.554, R⁻² = 0.744

Table 10 outlines the results of Multiple Linear Regression Analysis of behavioural characteristics of the beneficiaries of the NGOs. It could be observed from the table that all the 14 characteristics together were able to explain 55 per cent of (R^2 0.554) true variability in evaluative perception. Out of the 14 selected characteristics, only four characteristics viz., age, farm size, level of aspiration and attitude towards NGOs had significant impact on evaluative perception.

4.4.3 Step-wise regression analysis

Step-wise regression analysis was carried out to identify the best subset of independent variables for predicting the dependent variable. From the Table 11 it could be seen that 53 per cent variation in evaluative perception could be explained in terms of four characteristics namely age, farm size, level of aspiration and attitude towards NGOs. Thus all the other 10 characteristics contributed only about two per cent of variation towards evaluative perception.

Table 11. Results of step-wise regression analysis of the selected socio-economic characteristics of the beneficiary respondents of NGOs on evaluative perception

Variable No.	Variable	Partial regression coefficient	Standard error of regression coefficient	't' value
X ₁	Age	-0.020	0.008	2.489*
X ₃	Farm size	-0.031	0.010	3.233*
X ₁₃	Level of aspiration	0.022	0.008	2.693*
X ₁₄	Attitude towards NGOs	0.009	0.001	8.091*

* Significant at 5% level of significance F value = 44.64

$R^2 = 0.5353$, Intercept constant = 0.43

4.4.4 Path analysis

Path coefficient analysis helps to trace the direct and indirect effects of the significant characteristics in predicting the evaluative perception. The results are presented in Table 12.

A perusal of the table reveals that the attitude of the people had maximum direct effect on their evaluative perception about the effectiveness of the NGOs and farm size had the maximum indirect effect through attitude formation. Level of aspiration had the second highest direct effect on perception and the variable farmsize has indirect effect through it. Thus attitude of the people is the most important behavioural characteristic in predicting evaluative perception, followed by their level of aspiration.

The results of the correlation analysis (Table 9), multiple regression analysis (Table 10), step-wise regression analysis (Table 11) and path analysis (Table 12) revealed that the most important behavioural characteristic of the beneficiaries which significantly affects their evaluative perception about the NGOs was their attitude towards NGOs.

Attitude towards the NGOs indicated positive significant relationship with the evaluative perception of beneficiaries. This clearly reflects the two way contributions of both the dependent and independent variables. The respondents with highly favourable attitude towards the NGOs might have perceived the organisations as highly effective in their rural development work or in the other way through the understanding that the NGOs are effective in their work of rural development, the

Table 12. Results of path analysis showing the direct and indirect effects of the significant characteristics of beneficiaries of NGOs in predicting their evaluative perception

Variable No.	Variable	Direct effect	Rank	Total indirect effect	Rank	Indirect	
						Effect	Variable
X ₁	Age	-0.1394	3	-0.0933	III	-0.0251	X ₁₃
X ₃	Farm size	-0.2160	4	-0.3352	IV	-0.0223	X ₁
X ₁₃	Level of aspiration	0.1520	2	0.0868	II	0.0411	X ₃
X ₁₄	Attitude	0.5272	1	0.1318	I	0.1163	X ₃

Indirect effect of X₁₃ and X₁₄ is maximum through X₃

Residual effect = 0.4647

respondents might have developed favourable attitude towards them. The theory of attitude behaviour consistency supports this finding that the development of favourable or unfavourable attitude towards an object or situation will be dependent on the benefits associated with the objects or situation. ie. if an individual perceives that the benefits associated with an object or situation, or that the characteristics of the object or situation will help him in his endeavour, he is likely to develop a favourable attitude towards it. When a farmer perceives an innovation as practicable, productive and motivating in his condition it is more likely that he adopts it (Murthy *et al.*, 1973). Tully's (1968) view point can also be quoted to support this finding. According to her, perception of farmers depend on their values, beliefs and attitudes which are likely to differ from person to person. Latha (1990) also found a similar trend in her study in the context of the adoption of biogas among the farmers.

The variable which emerged next important was the level of aspiration of the beneficiaries, in view of the significant correlation coefficient, regression coefficient and high direct effect in path analysis which was supplemented by a fairly high indirect effect. The rural poor who were desparate by facing the downs in their life might be appreciating the goodwill of the NGOs. Their suppressed aspirations might be enlightened through the helping hands of the NGOs and this might have lead to the observed significant contribution of level of aspiration.

Farm size and age of the respondents were the other two variables which had significant association with the evaluative perception of the respondents.

4.4.5 Profile of the beneficiary respondents, their behavioural characteristics and comparison of beneficiaries and non-beneficiaries of the programme

4.4.5.1 Profile analysis of the beneficiaries and non-beneficiaries

Table 13 depicts the profile of the beneficiary respondents of the study.

A comparison of the mean values of the selected characteristics of the beneficiaries and non-beneficiaries using 't' test is presented in Table 14. It is clear from the table that there was significant difference between beneficiaries and non-beneficiaries with respect to age, farm size, extension contact, organisational participation, level of aspiration and attitude towards NGOs.

Discriminant function analysis was further carried out to identify and establish the difference in the characteristics of the beneficiary and non-beneficiary respondents of NGOs. Organisational participation (34.98%), evaluative perception (28.97%), extension contact (12.11%), level of aspiration (8.8%) and attitude towards NGOs (3.25%) were the characteristics which contributed to the difference between beneficiaries and non-beneficiaries through their high percentage of variabilities.

Organisational participation

Higher organisational participation could help to build up increased exposure and orientation towards the different information, opportunities and technologies available. Thus the beneficiaries are more benefited since they could gather more information from various sources.

Table 13. Comparison of beneficiary and non-beneficiary respondents with respect to selected socio-economic characteristics

Sl. No.	Variables	Beneficiary		Non-beneficiary		't' value
		M	SD	M	SD	
1	Age	1.870	0.661	2.500	0.676	5.7833*
2	Education	2.700	1.030	2.750	1.174	0.2820 NS
3	Farm size	0.408	0.638	1.950	0.746	4.7680*
4	Annual income	1.760	0.698	1.817	0.701	0.4964 NS
5	Information source utilisation	10.150	2.231	10.733	1.821	1.7113 NS
6	Extension contact	4.440	1.472	5.467	1.523	4.2147*
7	Extension participation	6.090	2.000	6.267	2.421	0.4993 NS
8	Innovativeness	11.010	1.714	11.350	1.505	1.2700 NS
9	Risk preference	11.200	10.054	11.700	1.898	0.4832 NS
10	Self confidence	18.130	2.592	17.583	2.540	1.3011 NS
11	Self reliance	69.250	45.899	68.750	16.355	0.0990 NS
12	Organisational participation	3.700	1.275	2.017	1.282	8.0671*
13	Level of aspiration	2.180	0.687	1.667	0.655	4.6537*
14	Attitude towards NGOs	48.890	4.119	45.733	8.240	2.7650*

* Significant at 5% level of significance

NS - Non significant

M - Mean value

SD - Standard deviation

Table 14. Discriminant function analysis establishing the differences between beneficiaries and non-beneficiaries

Sl. No.	Variables	Variable Mean		t value	Discriminant function coefficient	Percentage of variability
		B	NB			
1	Age	1.87	2.50	5.75	-1.0468	10.9106
2	Education	2.70	2.75	0.27	-0.1674	0.1302
3	Farm size	1.42	1.95	4.59	-0.5920	5.1910
4	Annual income	1.76	1.82	0.50	0.2617	-0.2453
5	Information source utilisation	10.15	10.73	1.80	-0.2198	2.1212
6	Extension contact	4.44	5.47	4.18**	-0.7127	12.1051
7	Extension participation	6.09	6.27	0.48	-0.0050	0.0147
8	Innovativeness	11.01	11.35	1.31	0.0491	-0.2760
9	Risk preference	11.20	11.70	0.48	0.0277	-0.2291
10	Self confidence	18.13	17.58	1.31	0.0577	0.5220
11	Self reliance	69.25	68.75	0.10	-0.0022	-0.0182
12	Organisational participation	3.70	2.02	8.06**	1.2564	34.9892
13	Level of aspiration	2.18	1.67	4.71**	1.0365	8.8024
14	Attitude towards NGOs	48.89	45.73	2.77**	-0.0622	-3.2506
15	Evaluative perception	0.85	0.74	6.66**	16.0420	28.9729

B - Beneficiary

NB - Non-beneficiary

Grand centroid

11.3552

5.3107

 $T^2 - 22.66 (0.2266674 \text{ OE} + 03)$

F value = 12.82**

 $d^2 - 60.44 (0.60444652 \text{ E} + 01)$

** Significant at 1% level of significance

Level of Aspiration

Level of aspiration was observed to be high among the beneficiaries than the non-beneficiaries. This clearly reflect the impact of the development work of NGOs in boosting aspiration among their clients.

Age

The majority of the beneficiaries were of middle age while that of the non-beneficiaries were of old age group.

Attitude towards NGOs

Majority of the beneficiaries had highly favourable attitude towards NGOs than the non-beneficiaries. This finding is relevant and significantly substantiated else where in the chapter.

Farm size

It is observable from the table that majority of the beneficiary respondents have small farm size. Majority of them were either marginal farmers or landless poor. This is a good indication which shows that the benefits of the development efforts of NGOs are reaching the real poor of the community, thus achieving one of the set goals of rural development.

Extension contact

The non-beneficiaries had more extension contact compared to the beneficiary respondents. The beneficiaries on the contrary consider that they are

under the protective wings of the NGOs and hence may be mainly on the look out for the contacts with the NGOs only.

4.5 Constraints experienced by the NGO workers

The major constraints experienced by the NGO workers are presented in Table 15. The constraints were ranked based on the severity with which they were felt and expressed by the respondents.

Table 15 highlights that the caste and religious complexes among the villagers, lack of active involvement from the beneficiaries, negative attitude among the villagers towards NGOs and non-co-operation and negative attitude towards NGOs by other development agencies were the serious constraints faced by the development workers of the NGOs.

Since most of the NGOs are run by religious missions, the people in general have discriminatory feelings. The complexes due to religion and caste differences act as barriers to the full acceptance and approval of the NGOs as their benefactors. This may pose as an obstacle for the village level workers. The villagers may criticise and view the activities only through the narrow eyes of religion.

Lack of whole hearted involvement from the beneficiaries was another major constraint felt by the workers. The NGOs implement construction type of development programme by providing either half or part of the full expenses. The beneficiaries have to mobilise their own resources for the completion of the work. The intention behind this approach of the NGOs is to ensure meaningful and active involvement from the beneficiary side. When it is possible to evoke such an involvement from the target group, the development work becomes sustainable. But

Table 15. Constraints experienced by the NGO workers in rural development work
(n = 30)

Sl.No.	Constraints	Frequency score	Rank
1	Complex feelings of caste and religion among villagers	85	I
2	Lack of lesiure time among the villagers	85	I
3	Lack of active involvement from the beneficiary side	83	II
4	Negative attitude among some of the villagers towards the NGOs	82	III
5	Non co-operation from the Government agencies	60	IV
6	Lack of group activities and co-operation among villagers	60	IV
7	Lack of evaluation of the programmes by the NGOs	59	V
8	Lack of enough funds for the NGOs	58	VI
9	Negative attitude and non co-operation of other developmental agencies towards the NGOs	58	VI
10	Political interference	58	VI
11	Lack of follow up by the workers of NGOs	57	VII

in reality the NGO workers felt that most of the beneficiaries failed in completing and continuing the initiated activities under the programme. Because of this attached string of condition for completion of the work created situations, people are more interested in getting loans from government departments than from the NGOs. On receipt of loans from the NGOs they have to complete the work as per the NGOs criteria and have to participate in other activities of the NGOs. As they are not interested in all these, a portion of the beneficiaries are reluctant to involve more in the NGO activities.

Another important constraint felt by the NGO workers was the negative attitude in the minds of some of the villagers. Distrust among villagers about the motives and sincerity of the NGOs in rural welfare create problems for their effective operation.

Another major constraint expressed by the workers was about the public belief of black money. People accuse that the NGOs and their activities are pretences for getting foreign funds and aids for certain individuals and organisations. NGO workers face this negative stand as a serious limiting factor in their service.

4.6 Empirical model of the study

The role of NGOs in rural development are presented diagrammatically in the empirical model presented in Fig. 6.

The empirical model emphasizes the significant role of NGOs in rural development.

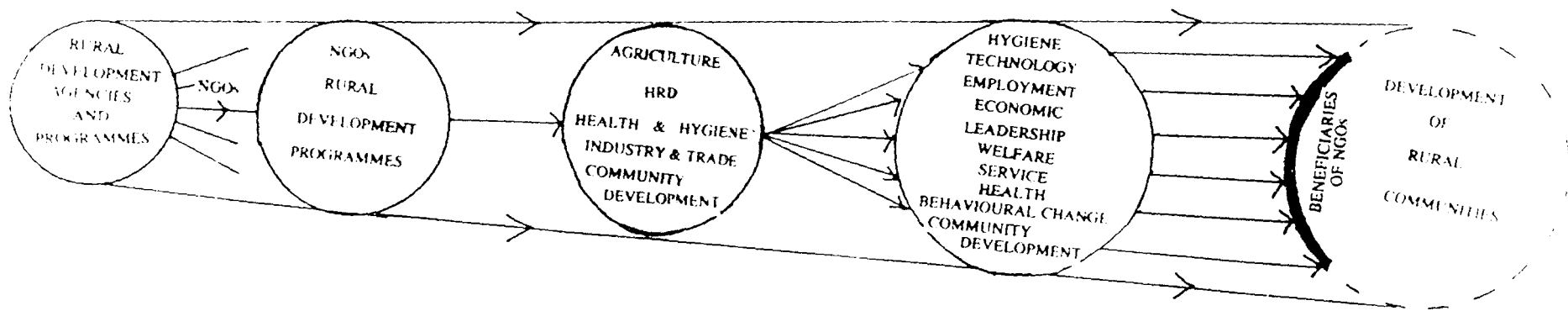


Fig.6. Emperical diagram based on the findings of the study

The major programmes of TOT for development attempted by the selected NGOs were the fields of agriculture, health and hygiene, human resource development, community development and industry and trade. The major components of development attempted through these programmes were identified as employment, economic, technology, leadership, welfare, service, health, behavioural changes, hygiene and community development.

The evaluative perception of the development works reveals clearly the effectiveness of NGOs in serving its beneficiaries. This is marked as unbroken lines in the model.

Summary



CHAPTER V

SUMMARY

Non-Governmental Organisations play significant role in rural development. Many additional qualities are attributed to the service of NGOs in comparison to Governmental efforts for rural development and are considered even better in the direction. It would be useful to analyse howmuch the NGOs of Kerala are effective in transfer of technology for rural development, what their roles are, components of their development work, their consequences etc. to streamline better and appropriate rural development strategies and policies.

The present study was therefore undertaken with the following objectives:

1. To delineate the programmes and coverage in TOT for rural development of the selected non-government organisations in Thrissur District.
2. To analyse the components and consequences of the selected programmes of the NGOs.
3. To compare the evaluative perceptions of the effectiveness of the NGOs by the beneficiaries, non-beneficiaries, extension personnels of NGOs and other development agencies.
4. To identify the constraints in the functioning of NGOs.

The study was conducted during 1996 in the Thrissur district of Kerala. Two potential NGOs of the district Kuriakose Elias Service Society (KESS) and

Apex Voluntary Association for Rural Development (AVARD) were selected and their programmes and coverage were identified.

A sample of 50 beneficiaries were selected from each organisation by proportionate random sampling procedure to select 100 beneficiary respondents for the study. From the functional area of each NGO, a sample of 30 non-beneficiaries each were also selected as respondent following purposive sampling procedure. Thirty NGO workers selected at random from the two NGOs and 30 workers of development agencies other than NGOs in the selected area were also identified as respondents.

Selected personal, socio-economic and psychological characteristics of beneficiary and non-beneficiary respondents were measured with suitable instruments. Scientific procedures for measuring evaluative perception about the effectiveness of NGOs, consequences of the rural development programmes among beneficiaries, constraints in NGOs working etc. were developed. Using a structured and pre-tested interview schedule, data on components, consequences, perception about the programmes, constraints etc. were collected from the different categories of respondents through personal interview. The data were analysed and interpreted with the help of suitable statistical tools.

The salient findings of the study are summarised and presented below:

1. Major programmes for rural development of the two NGOs are agricultural programmes, health programmes, human resource development programmes, community development and industrial and trade programmes.

2. The major components aimed at development through the programmes were behavioural, health and hygienic, educational, employment generating, ecological, community development, leadership development, economic welfare, technological, self-reliance developing, safety and security providing.
3. The perception indices of the consequences of the programmes revealed that a high majority (90%) of the beneficiaries had considered the rural development works of the NGOs as most beneficial for them.
4. Evaluative perception on the effectiveness of the NGOs by the different respondent categories were:
 - a) With regard to the evaluative perception on the effectiveness of NGOs, majority of the beneficiary respondents (73%) rated the NGOs as highly efficient in rural development work, while other 27 per cent put NGOs as moderately efficient. Not even one had considered the NGOs as less efficient or least efficient in rural development work.
 - b) Even the majority (51.67%) of non-beneficiary respondents of the area rated NGOs as moderately effective. Another 30 per cent of the respondents considered NGOs as most effective in rural development work.
 - c) Majority (90%) of NGO workers made rating of their organisations work as most effective while ten per cent of them considered their work only as moderately effective.

- d) Seventy per cent of other rural development workers evaluated the rural development efforts of NGOs as most effective and 30 per cent considered it as moderately effective.
5. Simple correlation analysis revealed that out of 14 variables selected, only farm size, annual income, level of aspiration and attitude of the beneficiaries had positive and significant association with their evaluative perception about the NGOs.
 6. The results of multiple linear regression analysis indicated that 55 per cent variation in the evaluative perception was explained by the selected characteristics of the beneficiaries.
 7. The results of step-wise regression analysis revealed that while 55 per cent of the variation was explained by 14 variables together, 53.53 per cent could be explained just by four variables namely age, farm size, level of aspiration and attitude towards NGOs.
 8. The results of path analysis further established that the attitude of the beneficiaries towards the NGOs had maximum direct effect on the evaluative perception about the effectiveness of NGOs. The indirect effect of farm size was maximum through level of aspiration and attitude towards NGOs.
 9. There were significant differences between the beneficiaries and non-beneficiaries with regard to their farm size, extension contact, organisational participation, level of aspiration and attitude towards NGO, as revealed by 't' test and discriminant function analysis.

10. The major constraints experienced by the NGO workers in their rural development efforts were caste and religious complexes among the villager's, lack of active involvement from the beneficiary side and negative attitude among some of the villagers towards NGOs.

Implication of the study

The results of the present study imply the following facts.

NGOs have earned considerable approval and confidence of rural community through their rural development services. The observed emergence of NGOs as a parallel or even better mechanism in rural development demands much attention of all concerned with the development mission. The approval about their type and mode of work among the beneficiaries and non-beneficiaries warrant consideration and recognition from all those concerned with rural development. Other agencies should be ready to orient from the lessons and experience of these NGOs, for more realistic work of rural upliftment. All authorities concerned should be ready to consider these NGOs as their partners in planned efforts for rural development.

The NGOs should give more emphasis on efforts to make the people as self reliant as possible so that they can stand on their own feet themselves without the subsidies of the governments. Proven technologies should be popularised with necessary planning and structure to demonstrate how the rural poor, with sufficient training and provision of support services, can well look-after themselves and decide for themselves what they need for their own survival and betterment.

Cases like the failure of sericulture indicate that voluntary agencies also should adopt a more professional approach towards technology development, market research and dissemination by undertaking studies on economic feasibility, demand projections, acceptable price levels and optimum delivery systems if the fruits of technology are to benefit the rural poor.

The constraints experienced by the workers at the different levels of implementation of the programmes demonstrate that they should develop appropriate policy of recruitment, retention and training of field staff. Increased participation of people and more transparent approach, in operation by the NGOs would help to convince people positively so that the negative attitude and caste complexes among the community members can be eradicated.

Suggestions for future research

The study was confined to only two NGOs of a single district in the state. A comprehensive study at state level would give more accurate and vivid picture of the role of NGOs in rural development.

The present study had considered NGOs' contribution in the field of rural development only. Future research should focus other areas of voluntary efforts also.

Research may be carried out to analyse what type of collaboration and partnership between NGOs and Government functionaries could be entered into for better rural development.

In the present study, the constraints of the working of NGOs were analysed through NGO workers only. A more exhaustive analysis of the constraints in working of NGOs will be helpful to suggest remedial measures for better functioning.

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* Originals not seen

Appendices

APPENDIX-I

KERALA AGRICULTURAL UNIVERSITY
COLLEGE OF HORTICULTURE
VELLANIKKARA, THRISSUR

Dr.P.S.Geethakutty
Associate Professor
Dept. of Agricultural Extension

Sir,

Miss.Indu Bhaskar, M.Sc.(Ag) student who is working under my guidance is undertaking a research study entitled, "Role of Non-Governmental Organisations in Transfer of Technology for Rural Development" as a part of her research work. One of the objective of the study is to trace out the behavioural characteristics of the beneficiaries of the TOT programmes implemented by the NGOs.

In view of your professional experience and expertise, you have been identified as a judge for rating the relevancy of the list of behavioural characteristics furnished in the schedule attached. You may check the importance of the included traits in influencing the utilization of the technologies by the beneficiaries of the programmes.

I request you to kindly spare some of your valuable time for this purpose. You are free to add any new variable relevant to this study. I request you to return the list duly filled at your earliest convenience in the enclosed self-addressed stamped envelope. Hoping your kind co-operation.

Yours faithfully,

P.S. Geethakutty

List of behavioural characteristics selected for relevancy with their mean relevancy score

Behavioural characters	Mean relevancy score
1 *Age	3.62
2 *Education	3.11
3 Occupation	1.91
4 *Farm size	3.70
5 Socio-economic status	2.73
6 Social participation	2.12
7 *Extension participation	3.90
8 Economic motivation	2.45
9 Leisure time availability	2.27
10 *Information source utilisation	3.15
11 Mass media exposure	1.91
12 Credit orientation	1.91
13 Rational decision making ability	2.70
14 *Innovativeness	3.64
15 *Risk preference	3.65
16 Cosmopolitaness	2.73
17 Fatalism	2.18
18 *Self-confidence	3.55
19 *Self-reliance	3.09
20 Leadership	2.00
21 Competition orientation	2.36
22 *Organisational participation	3.36
23 Empathy	2.45
24 *Level of aspiration	3.52
25 Attitude towards self employment	2.27
26 *Attitude towards NGOs	3.82
28 *Annual income	3.12
29 *Extension contact	3.22
30 Family size	1.73
*Variables selected	$\bar{x} = 2.74$

APPENDIX-II

Statements	't' value
1. സന്നദ്ധ സംഘടനകളുടെ ഇഷ്ടപ്രവർത്തനങ്ങളിൽ പങ്കെടുക്കുക വഴി കൂടുതൽ ജോലി ഉണ്ടാക്കാം.	1.71
* 2. ഇന്ന് ഗവൺമെന്റിൽ നിന്നു കിട്ടുന്ന ജാനു കൂലിത്തുക നോക്കുമ്പോൾ സന്നദ്ധ സംഘടനകളിൽ പങ്കാളികൾ ജോലിയിൽ ജോലി ഉണ്ട്.	3.19
3. സന്നദ്ധ സംഘടനകളിൽ ജോലിയിലേക്കുവന്നു വഴി കൂടുതൽ ജോലിയിൽ സ്വയം തൊഴിൽ കണ്ടെത്താൻ സാധിക്കും.	1.50
4. വിശ്രമ സമയം ഫലപ്രദമായി ചിലവിടാൻ തക്ക തൊഴിലുകൾ സന്നദ്ധ സംഘടന ഗ്രാമവാസികൾക്കായി കണ്ടെത്തുന്നു.	1.56
5. ജനങ്ങൾ ഇതിലെ ജോലി കളണ്ടറിൽ ഗവൺമെന്റുകൾക്കുവേണ്ടി ഏറ്റെടുക്കി വ്യവസായം ചെയ്യാൻ ജാഗ്രഹിക്കുന്നു.	1.02
6. സന്നദ്ധ സംഘടന പരിപാടികൾ വഴി കൂലി കൂടുതൽ ജാനുകൂലി കിട്ടുന്നു.	2.02
7. സന്നദ്ധ സംഘടന ജാലകാരുടെ സമയം വെറുതെ കളയുന്നില്ല എന്നല്ലാതെ പ്രയോജനപ്പെടുത്തി പ്രവർത്തനങ്ങൾ ഒന്നും ഇല്ല.	2.13
* 8. ഈ സംഘടനകൾ സാമൂഹ്യ സേവനം നടത്തുന്നതിൽ മുൻപന്തിയിലാണ്.	6.87
9. സന്നദ്ധ സംഘടനകളുടെ വോഡർകൾ പരിപാടികൾ വളരെ പ്രയോജനപ്രദമാണ്.	1.78
10. സന്നദ്ധ സംഘടനകളുടെ ശുചിത്വ പ്രവർത്തനങ്ങളിലൂടെ ജനങ്ങൾക്ക് ശുചിത്വം പാലിക്കുന്നതിന്റെ അവസരം മനസ്സിലാക്കുന്നു.	1.02
11. ഈ സംഘടനകളുടെ ഗുണഭോക്താക്കൾക്ക് ജീവിത രീതി മെച്ചപ്പെടുത്താൻ സഹായിക്കുന്നു.	2.00
* 12. ഗവൺമെന്റിന്റെ ഗ്രാമവികസന പ്രവർത്തനങ്ങളുടെ ഒരംശം പോലും ഈ സംഘടനകൾക്ക് ചെയ്യാൻ കഴിയില്ല.	3.78
13. ഇതിന്റെ പ്രവർത്തനങ്ങൾ സ്ഥിരമായി തുടരുന്നതിനു ഓരോരുത്തർ ഉറപ്പുവരുത്തണം.	1.92
14. ഈ സംഘടനകൾ സ്ത്രീകളുടെ വികസനം സമർത്ഥിച്ച് വേണ്ടി ധാരാളം പരിപാടികൾ ജാഗ്രഹിക്കണം ചെയ്യുന്നുണ്ട്.	1.93

Statements	't' value
15. സന്നദ്ധ സഞ്ചനകൾ ജായവനിക കൃഷി രീതികൾ നടപ്പിൽ വരുത്താൻ കർഷകരെ വളരെ സഹായിക്കുന്നുണ്ട്.	1.12
16. സർക്കാർ എന്നും സന്നദ്ധ സഞ്ചനകളുടെ പ്രവർത്തനങ്ങളെ ചെറുതായി കണ്ട് അതിന്റെ വളർച്ചയ്ക്ക് പ്രശ്നങ്ങൾ സൃഷ്ടിക്കുന്നു.	2.05
17. ഈ സഞ്ചനകളുടെ പ്രവർത്തനങ്ങളിൽ സമയം ചിലവഴിക്കാതെ മറ്റ് വലിയ സിനിമ ന്നും തുടങ്ങുന്നതാണ് അദാർശകരം.	1.73
* 18. ഗ്രാമീണ സ്ത്രീകൾക്കനുഭവമായ ഔഷധ വസരങ്ങൾ സൃഷ്ടിക്കുന്നതിലൂടെ അവരുടെ പുരോഗതിക്ക് ഈ സഞ്ചനകൾ ഒരു വലിയ പങ്ക് വഹിക്കുന്നു.	6.14
* 19. കുടികൾക്കുള്ള ശുശ്രൂഷകൾ, പ്രതിരോധ കുത്തിവെപ്പുകൾ ഇവ കാലാകാലങ്ങളിൽ നൽകാറുള്ള അവസരവും പ്രേരണയും ഈ സഞ്ചനകൾ ജനങ്ങൾക്കിടയിൽ ഉണ്ടാക്കുന്നു.	2.39
20. തൊഴിലധിഷ്ഠിത വിദ്യാഭ്യാസം ഗ്രാമീണ കുട്ടികൾക്കുവേണ്ടി നൽകുന്നതിന് സന്നദ്ധ സഞ്ചനകൾ വ്യക്തമായ പദ്ധതിയാണ്.	2.11
21. ഈ സഞ്ചനകൾ കുട്ടികൾക്കിടയിൽ "പഠനത്തോടൊപ്പം സഹായവും" എന്ന സാധനം വ്യാപിപ്പിക്കുന്ന തൊഴിൽ പരിശീലനങ്ങൾ നടത്തുന്നു.	1.34
* 22. സന്നദ്ധ സഞ്ചനകളുടെ പ്രവർത്തകർ നേതൃത്വം കൊടുത്ത് തീർത്ത് പൊതു കിണർ ഗ്രാമീണരുടെ കുടിവെള്ള പ്രശ്നത്തിന് ഒരു വലിയ പരിഹാരമാണ്.	4.31
* 23. സന്നദ്ധ സഞ്ചനകൾ നൽകുന്ന പരിശീലനങ്ങൾ അത്യന്ത വിദൂർഷ്ക തൊഴിൽ കണ്ടെത്താൻ വളരെ സഹായകരമാണ്.	3.94
24. സന്നദ്ധ സഞ്ചനകളുടെ സാക്ഷരത പരിപാടികൾ ഗ്രാമവാസികളുടെ സാക്ഷരത നിലവാരം ഉയർത്തുന്നു.	1.14
* 25. ഇത്തരം സഞ്ചനകൾ അതിന്റെ ഭാരവാഹികൾക്ക് വിദേശ പണം തടിയെടുക്കാനുള്ള പുകമറയാണ്.	3.24
26. സന്നദ്ധ സഞ്ചനകളുടെ അനേകം പരിപാടികൾ ഗ്രാമവാസികളുടെ ഉയർന്ന അനേകം നിലവാരം ഉയർത്തുന്നതിൽ നല്ല പങ്ക് വഹിക്കുന്നു.	0.97

Statements	't' value
27. സന്നദ്ധ സഞ്ചനകൾ ജാതിമുദ്രകൾ മരണത്തിന്റെയും പേരിൽ പക്ഷഭേദങ്ങൾ കാണിക്കാറുണ്ട്.	1.10
28. മനുസർക്കാർ പരിപാടികൾ എല്ലാം പരാജയപ്പെടേണ്ടതു കാര്യങ്ങളിൽ കൂടുതൽ ജനപങ്കാളിത്തം ഉറപ്പാക്കുന്നതിനു സന്നദ്ധ സഞ്ചനകൾ കൂടുതലായി വരേണ്ടത് ഗ്രാമീണരുടെ അവശ്യമാണ്.	2.17
29. ചെറുകിട വ്യവസായങ്ങളെ സന്നദ്ധസഞ്ചനകൾ പ്രോത്സാഹിപ്പിക്കുന്നു.	1.04
* 30. സന്നദ്ധ സഞ്ചനകളുടെ പ്രവർത്തനങ്ങൾ ഒന്നും താഴെ നിലയിൽ ഉള്ള ജനങ്ങളിൽ എത്തിച്ചേരുന്നില്ല.	3.03
31. ജനങ്ങളുടെ ഇടയിൽ ജാതീയ വിശ്വാസവും ഭ്രാന്തപ്പറ്റും ഉണ്ടാക്കാൻ പതിവ് പ്രവർത്തനങ്ങളാണ് സന്നദ്ധ സഞ്ചനകൾ.	1.01
* 32. സന്നദ്ധ സഞ്ചനകളിലെ ജോലിക്കാർ സ്വന്തം വരുമാനം മാത്രമേ നോക്കുന്നുള്ളൂ.	3.26
33. സന്നദ്ധ സഞ്ചനകൾ ഗ്രാമപ്രദേശങ്ങളിൽ നിലവിൽ വരുന്നതിനാൽ കർഷകർക്ക് കൃഷിയിൽ താൽപര്യം കുറയുന്നു.	1.14
34. വാഗ്ദാനങ്ങൾ നൽകുന്നതിലൂടെ സന്നദ്ധ സഞ്ചനകൾ ഗ്രാമ വികസനത്തിന്റെ പ്രധാന നേതൃത്വം വഹിക്കുന്നു.	2.20
* 35. സന്നദ്ധ സഞ്ചനകൾ കൂടുതലായവയെ പറ്റി പരാമർശിക്കാൻ ഉടൻ തന്നെ.	4.94
36. എന്റെ ജീവിതകാര്യങ്ങൾ സന്നദ്ധ സഞ്ചനകളിൽ അംഗങ്ങളാകാൻ ഞാൻ പ്രോത്സാഹിപ്പിക്കും.	2.15
37. സന്നദ്ധ സഞ്ചനകളുടെ പ്രവർത്തകർ സർക്കാർ പ്രവർത്തകരെക്കാൾ കൂടുതൽ ജാതീയതയും സത്യസന്ധതയും ഉള്ളവരാണ്.	2.48
* 38. സന്നദ്ധ സഞ്ചനകളുടെ പ്രവർത്തകർ കൂടുതൽ അർപ്പണഭാവമുള്ളവരാണ്.	3.31
* 39. സന്നദ്ധ സഞ്ചനകൾ ജനങ്ങളുടെ അവശ്യങ്ങൾ കണ്ടറിഞ്ഞ് അനുചരമാണെന്ന് പരിപാടികൾ അനുഭവിക്കാൻ ഉപയോഗിക്കുന്നു.	2.53
40. സന്നദ്ധ സഞ്ചനകളുടെ പ്രവർത്തകർ എല്ലാം സംരക്ഷണപദങ്ങളാണ്.	1.34

* Statements selected for attitude scale

APPENDIX-III

Interview schedule for the collection of data from the beneficiaries/non-beneficiaries of NGOs for the project - "Role of Non-Governmental Organisation in Transfer of Technology for Rural Development - A case study in Thrissur District"

PART - A

Date :
Category:

Name and address :

1. Age :

Socio-economic and personal characteristics:

2. Education : Illiterate/can read only/can read and write/primary/secondary/college and above

3. Economic status

Farm size : Dry land
(in acres) Wet land

Total

4. Annual income : Rs.

5. Information source utilisation

I. Mass media utilisation

Sl. No.	Source	Frequency			
		Most often	Often	Sometime	Rarely
1	T.V.				
2	Radio				
3	Newspaper				
4	Movies				
5	Farm magazine				
6	Any other				

II. Inter personal source utilisation

Sl. No.	Source	Frequency			
		Most often	Often	Sometime	Rarely
1	Agricultural Assistant				
2	A/o				
3	University scientists				
4	Block officials				
5	Input agencies				
6	Veterinary officers				
7	Neighbours				
8	Bank officials				
9	Relatives				
10	Animators of the NGOs				
11	Any other				

6. Extension contact

Name of extension agency	Frequency			
	2 or more times a week	Once in a week	Once in fortnight	Once in a month
1 Animators				
2 Demonstrators				
3 A/Os				
4 University Scientists				
5 Representatives from firms				
6 Block officials				
7 Veterinary officers				
8 Bank officials				

7. Extension participation

Activities	Frequencies of participation		
	Whenever conducted	Occasionally	Never
1. Campaigns			
2. Film shows			
3. Group meetings			
4. Exhibitions			
5. Demonstrations			
6. Any other			

8. Innovativeness

Statements	Opinion				
	SA	A	UD	D	SD
1. You are cautious about trying new practices					
2. You would feel restless unless you tryout an innovative method which you have come across					
3. You like to keep upto date information about the subjects of your interest					
4. You would prefer to wait for others to tryout new practices first					
5. You opt for traditional way of doing things than go in for newer methods					

9. Risk preference

Statements	Opinion				
	SA	A	UD	D	SD
1. It is better for a farmer not to try new farming unless most others have used them successfully					
2. A farmer who is willing to take greater risks than the average farmer usually does better financially					
3. It is good for a farmer to take risks when he knows his chance of success is fairly high					
4. A farmer should rather take more of a chance in making a big profit than to be constant which a similar but less risky profits					

10. Self confidence

Statements	Opinion				
	SA	A	UD	D	SD
1. I am generally confident of my own ability					
2. I feel not obstacle, can stop me from achieving my final goal					
3. I am bothered by inferiority feelings					
4. I do not have any initiative					
5. I usually work out things for myself rather than get someone to show me					
6. I get discouraged easily					
7. Life is a strain for me in much of the time					
8. I find myself working about something or the other always					

11. Self reliance (Please indicate how much of your future you feel depend on yourself out of 100%)

100%

75%

50%

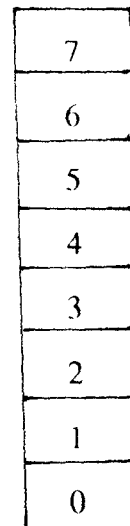
Not at all

12. Organisational participation

Organisation	Nature of membership		Frequency of participation		
	Member	Officer	Always	Sometimes	Never
1. Voluntary organisation					
2. Service Co-op. Societies					
3. Karshaka Samithi					
4. Farmers organisation					
5. Youth clubs					
6. Arts and Sports Club					
7. Mahila Samajams					
8. Jalasamithi					
9. Community group					
10. Any other					

13. Level of aspiration

Hers is a picture of ladder suppose we say that the top of the ladder represents the best possible life for you and the bottom represents the worst possible life for you



1. Where in the ladder do you feel you personally stand at the present movement
2. And where do you think you will be 5 years from now

1. സന്നദ്ധസംഘടനകൾ സാമൂഹ്യസേവനം നടത്തുന്നതിൽ മുൻപന്തിയിലാണ്.
2. സന്നദ്ധസംഘടനകളിലെ ജോലിക്കാർ സ്വന്തം വരുമാനം മാത്രമേ നോക്കുന്നുള്ളൂ.
3. ഗ്രാമീണ സ്ത്രീകൾക്കനുഭവമുള്ള തൊഴിലവസരങ്ങൾ സൃഷ്ടിക്കുന്നതിലൂടെ ജനങ്ങളുടെ പുരോഗതിക്ക് ഈ സംഘടനകൾ ഒരു വലിയ പങ്ക് വഹിക്കുന്നു.
4. ഇന്ന് ഗവൺമെന്റിൽ നിന്നുകിട്ടുന്ന ഓരോ കൂലിയിലും നോക്കുമ്പോൾ സന്നദ്ധസംഘടനകളിൽ പങ്കാളികൾക്കുവേണ്ടി ജോലി ഉണ്ട്.
5. സന്നദ്ധസംഘടനകൾ കൂടുതൽ ജനങ്ങളെ സ്വയം പര്യാപ്തമായി ഉയർത്തുന്നു.
6. സന്നദ്ധസംഘടനകളുടെ പ്രവർത്തനങ്ങൾ ഒന്നും താഴെ നിലയിൽ ഉള്ള ജനങ്ങളിൽ കേന്ദ്രീകരിക്കപ്പെടുന്നു.
7. സന്നദ്ധസംഘടനകളുടെ പ്രവർത്തകർ കേന്ദ്രീകൃതം കൊടുത്തു തിരക്കു പൊരുകിട്ടാൻ ഗ്രാമീണകളുടെ കൂടെയുള്ള പ്രശ്നങ്ങൾക്ക് ഒരു വലിയ പരിഹാരമാണ്.
8. സന്നദ്ധസംഘടനകളുടെ പ്രവർത്തകർ കൂടുതൽ ജോലി സാധ്യമാക്കുന്നു.
9. ഗവൺമെന്റിന്റെ ഗ്രാമീണസൗകര്യ പ്രവർത്തനങ്ങളുടെ ഒരു ശാഖയായി ഈ സംഘടനകൾക്ക് ചെൽവാൻ കഴിയില്ല.
10. സന്നദ്ധ സംഘടനകൾ നൽകുന്ന പരിശീലനങ്ങൾ ജന്മദൈവങ്ങൾക്ക് കൊടുക്കുന്നതിനേക്കാൾ വളരെ സഹായകരമാണ്.
11. ഇത്തരം സംഘടനകൾ ജനങ്ങളുടെ ദാരുണാവസ്ഥകൾ വിശദീകരിക്കാനും തടയാനും കഴിയുന്നു.
12. സന്നദ്ധസംഘടനകളുടെ പ്രവർത്തകർ സർക്കാർ പ്രവർത്തകരെക്കാൾ കൂടുതൽ ജോലി സാധ്യമാക്കാനും സർക്കാർ പ്രവർത്തകർ ഉള്ളവരാണ്.
13. സന്നദ്ധ സംഘടനകൾ ജനങ്ങളുടെ ജോലിയിൽ കഴിവില്ലാത്ത ജോലി ചെയ്യാൻ പഠിപ്പിക്കാൻ സാധ്യമാണ്.
14. കൂടികാഴ്ചകളിൽ ഇടപെടുകയും പ്രതിരോധകൃത്യങ്ങൾ ചെയ്യാനും കഴിയുന്നു. ഈ സംഘടനകൾ ജനങ്ങളുടെ കൂടെ ഉണ്ടാകുന്നു.

PART-B

Details of benefits enjoyed by the beneficiary respondent

1. Programme in which you are a beneficiary :
2. Since how long you are a beneficiary of the programme : (years)
3. Details of the programme

4. Benefits enjoyed out of the programme

- 1.
- 2.
- 3.
- 4.
- 5.

5. Impact you attach to you becoming a beneficiary in the programme

Consequence	Very much	Much	Some what	Not at all
1. Increased family income				
2. Employment/job				
3. Skill in profession ()				
4. Increased knowledge				
5. Good and healthy crop				
6. Good cattle				
7. Good poultry				
8. Increased income				
9. Better leisure time utilisation				
10. Lack of time				
11. Drudgery and hardwork				
12. Good health				
13. Clean-lines and sanitation in house premises				
14. Better nutrition				
15. Early recovery from ailments				
16. Protection from epidemics				
17. Safe drinking water				
18. Enough water for irrigation				
19. Prevention of soil erosion				

Consequence	Very much	Much	Some what	Not at all
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- 20. High yield
 - 21. Good house
 - 22. Repairing of houses
 - 23. Good leadership
 - 24. Group participation
-

1.a) An incident/occassion in which the NGO's activity decided the success or failure of your life (development)

b) (details if any)

1. Problems perceived by the beneficiaries/non beneficiaries about the working of NGOs

2. Suggestions

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

PART-C

Perceived consequences of programmes

Programmes	Components	Consequence		Reasons
		+ive	-ive	
1. Agricultural programmes				
1. Demonstration farm	Knowledge			
	Skill			
	Attitude			
	Income			
	Adoption of Technology			
	Employment generation			
2. Minor irrigation and lift irrigation				
2. Minor irrigation and lift irrigation	More crops raised			
	Direct increase in income			
	Increased land utility			
	Reduce the cost cultivation			
3. Poultry				
3. Poultry	Self employment			
	Income generation			
	Source of FYM			
	High nutritional status of family members			
4. Supply of planting materials				
4. Supply of planting materials	Reduce the loss of crops due to diseases and pest due to low quality materials			
	Early bearing and yield per plant increases			
	Employment generation			
	Income generation			
	Improves the quality of the products			

Programmes	Components	Consequence		Reasons
		+ive	-ive	
4. Drinking water programme	<p>Hygienic condition and good health</p> <p>Prevention of epidemics</p> <p>Reduce the loss of time and make the village a self sufficient one</p> <p>Employment generation</p>			
5. Smokeless choola	<p>Health</p> <p>Sanitation</p> <p>Money saving ie. saving the cost of excess wood</p> <p>Reducing loss of time</p> <p>Employment generation</p>			
6. Sanitation providing bathrooms and toilet	<p>Health</p> <p>Sanitation</p> <p>Hygiene</p> <p>Preventing epidemic disease</p> <p>Employment generation</p>			
III. Community Development Programme				
1. Construction of house	<p>Shelter and security feeling</p> <p>Reducing the expenditure on rent</p> <p>Better standard of living</p> <p>Employment generation</p> <p>Family welfare</p> <p>Hygiene</p>			

Programmes	Components	Consequence		Reasons
		Positive	Negative	
2. Repairing of houses	Better standard of living Employment generation Family welfare Hygiene			
3. IRDP Programme: IRDP Model village	Village development Village infrastructure development Co-operation among the villagers Self sufficiency in the village			
4. Village development project - common well	Provide hygienic condition Source of safe drinking water Reducing epidemic diseases			
5. Bore well construction	Reducing scarcity of water Irrigation More income Employment generation More crops			
IV. HRD 1. Trainings	Technology Knowledge Income Employment generation			

Programmes	Components	Consequence	Reasons
		+ive -ive	
	Leisure time utility Leadership development Family welfare Self-reliance Self-confidence Enterprise/technology popularisation		
2. Education programme	Better living standard Income Employment generation Knowledge and skill Leadership development Literacy level increase		
3. School education	Better living standard Knowledge Literacy level increase Community development		
V. Trade and Industrial Promotion			
1. Fabrication works	Participation Leadership development Employment generation Income increase Community development Economic status		

Programmes	Components	Consequence		Reasons
		+ive	-ive	
	Enterprise starting			
	Leisure time utilisation			
	Self-reliance			
	Self-confidence			
	Economic motivation			

PART-D

Evaluative perception of the components of the Rural Development programme of NGO

Programme	VS	S	N	W	VW
Agricultural Programme					
A. Demonstration plots					
1.					
2.					
3.					
4.					
5.					
B. Minor/Lift irrigation					
1.					
2.					
3.					
4.					
5.					

Programme	VS	S	N	W	VW
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C. Planting materials

1. Distributing improved planting materials results higher yield and better quality of the farm produce
2. Supply of good quality planting materials ensures high yield thus increasing the income
3. Distribution of good quality of planting material prompt farmers for increased adoption
4. Distribution of good quality planting materials create increased production
5. Distribution of good quality planting materials create good quality products

Contour Bunding

1. Soil conservation measures helps land development
2. Contour bunding efforts create increased local employment opportunities and income generation in the area
3. Popularisation of soil conservation measures preserve the soil fertility in the area and increase the yield of crops
4. Land development efforts increase land value in the area

Poultry

1. Popularisation of poultry as an enterprise create self-employment opportunities for the unemployed in the area
-

Programme	VS	S	N	W	VW
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2. Poultry farming provide good employment opportunity among tht farm women in the area
3. Poultry keeping has become a self employment activity for unemployed ones
4. Poultry keeping leads to an increased nutritional status of family
5. Poultry keeping has increased the monthly income of the family

Dairy

1. Distribution of dairy cattle has increased the take up of dairy as an additional employment
2. Distribution of dairy cattle among the farmers serve as an income generating activity
3. Increasing dairing activity has lead to the increased availability of FYM, which reduces the cost of cultivation
4. Increased dairying has raised the nuritional status of the family
5. Dairy as an employment has raised the family income of the beneficiaries

Sericulture

1. Popularisation of sericulture has served as self-employment opportunity among the villagers in general
 2. Sericulture has become an income generating enterprise among the farm women, to utilise their leisure time
-

Programme	VS	S	N	W	VW
3. Sericulture has become an additional farming enterprise for the farmers					
4. Sericulture is a profitable enterprise for the whole family					
5. Sericulture creates additional employment opportunities such as reeling, weaving					
II. Health programmes					
1. The free medical care provided by the NGOs improve the general health of the villagers					
2. Campaigns on health aspects increase general awareness of health among villagers					
3. Special campaigns on epidemics make the villagers aware of the epidemics and prompt them to take control measures					
4. Immunisation programme of the NGOs prompt the villagers to take the correct procedure for immunisation					
5. Villagers are aware of the family planning and population control through the health programmes					
6. People are aware of the need of sanitation and hygienic for a healthy life through these programmes					
7. Activities of NGO improved sanitation facilities in the village especially among the poor					

Programme	VS	S	N	W	VW
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8. Expecting, lactating mothers, infants, children and old people get medical aid and care through these programmes

Nutritional programmes

1. Organising of nutritional programmes helps to reduce the deficiency diseases
2. Feeding programmes under health programmes provide better nutrition for expecting mothers and infants
3. Nutritional programmes conducted by NGOs makes the rural children healthy
4. NGOs nutritional programme make the rural mothers aware about child diseases
5. Nutritional programmes provide knowledge on various health aspects

Drinking water

1. Community based open wells had solved drinking water problems to a great extent
2. Community well in the near proximity reduce the working time of women
3. Providing clean drinking water reduces the occurrence of epidemic diseases
4. Community based well accelerates we-feeling and co-operation among villages
5. Community based well develop self-sufficiency for village

Programme

VS

S

N

W

VW

Counselling

1. Family counselling helps to solve family problems and individual problems
2. Counselling service of the NGO helps to control many social evils among the villagers
3. Counselling also helps to take measures against epidemic diseases

Smokeless choolas

1. Popularisation of smokeless choolas is a measure for welfare among housewives, which helps their health in condition
2. Smokeless choolas save fuel for the poor
3. Smokeless choolas reduce the use of wood thus save the trees, thereby become an ecofriendly one
4. Smokeless choolas helps to have clean house premises
5. Smokeless choolas reduce the working time of housewives

Sanitation and Hygiene

1. Improved sanitation and hygienic condition in the village prevent epidemics
 2. Programmes on improved toilets and sanitary at free cost helps to create hygienic condition in the village
 3. Improved sanitation and hygienic conditions in village improves the health condition of the people
-

Programme	VS	S	N	W	VW
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4. Construction of toilets provides employments to the locals
5. Sanitation and hygienic measures provides better living in rural areas

Free Medical Care

1. Free medical assurance is a boon to the poor and helpless people
2. Health and medical care programme save life of people by detecting diseases in the initial stages
3. Free medical care can reduce the cost of living of the people
4. Free medical care programme can prevent the spread of epidemic diseases
5. Free medical care programme make the people aware about the serious diseases

III. Community Development

Housing

1. Assistance for housing among poor helps to develop the community as a whole
2. Housing programmes of NGO helps to provide shelter and security feeling for the poor
3. Assistance provided for repairing old houses is a great relief for the poor
4. Housing programmes creates local employment opportunities
5. Housing programmes improve the socio-economic status of the villagers

Programme	VS	S	N	W	VW
6. Community wells installed act as increased infrastructure of the village towards progress					
7. Community halls, community sabhas, community irrigation projects and other similar community organisations act as community infrastructures for progress					
8. Community based structures and process helps to evolve commonness and co-operation among the villagers					
9. Village roads, bus stands, other similar structures constructed on the village helps to increase the quality of living in the village					
10. All these village development activities creat additional employment opportunities for the villagers					
11. Community based activities helps to identify and develop local leadership					
12. Community development activities develop self sufficiency for the village					
IV. HRD					
1. Trainings imparted to the various categories of the villagers, impact technological know how in different trades					
2. Skills earned through training of NGOs helps the trainee to take up job/profession in institutions					
3. Skills obtained through trainings helps the unemployed youth to take up enterprises as self-employment					

Programme	VS	S	N	W	VW
4. Training enhance family income by way of additional employment/ enterprise opportunities for trainees					
5. Training empower housewives/women to take up enterprise					
6. Training enhance popularisation of cottage industries among family members					
7. Training make the youth more capable and professional, thus helps them to earn their livelihood					
8. Trainings helps to develop leadership ability among youth and women					
9. Trainings helps to develop self-reliance, self-sufficiency and self-confidence among the youth and women					
10. Trainings indirectly serves as family welfare programme through additional family income					
11. Trainings helps to create employment opportunities in the village					
12. Trainings helps to popularise new enterprises and technologies in the village					
13. Trainings helps to create co-operative participation among villagers					
14. Training helps to mobilise group efforts/enterprises in the village					
15. Totally the HRD efforts improve economic status of the individuals, families and the villages					

Programme	VS	S	N	W	VW
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16. HRD efforts brings about better living standard and quality of living among villagers

Education programmes

1. Education programmes promote adult literacy thereby developing better citizens
2. Earn while you learn programmes helps to gain vocational knowledge together with earning of money
3. Vocational education programmes create self-reliance youth
4. Vocational education create entrepreneurship among youth
5. Educational programmes in general create knowledge and awareness among the villagers
6. Educational programmes helpt to develop leadership abilities among the youth and children
7. Through educational programmes children get care and protection
8. Special tution programmes helps poor children in their studies and prevent them becoming dropants
9. Education programmes helps children and the community from child labour

V. Crafts, trade and industrial promotion programmes

1. These programmes increase individual and family income
2. These create employment oppurtunities in the locality

Programme	VS	S	N	W	VW
3. These develop and foster group processes and co-operative efforts in the locality					
4. These create community participation and we feeling among the youth					
5. These efforts create self-reliance and self-confidence among youth and women					
6. These develop leadership among youth and women					
7. These helps to gain and save for life					
8. Create economic motivation					
9. Prevent wasting of times and frustration and other bad habits among the youth and society					
10. Helps to develop local enterprises and industrial units and growth centres					
11. Increase living standard of the village					
12. Develop vocational trained and experts for industrial progress					

PART-E

Constraints felt by the NGO workers

Constraints	Most important	Important	Less important	Least important
1. Lack of involvement from the beneficiary side				
2. Lack of group activity and co-operation among villagers				
3. Lack of evaluation				
4. Lack of follow-up				
5. Lack of leisure time among the villagers				
6. Lack of financial support				
7. Non co-operation from the Governments side				
8. Complex feelings of caste and religion				
9. Negative attitude among villagers				
10. Negative attitude and non co-operation of other developmental agencies				
11. Political interference				

APPENDIX-IV

Rural development programmes of KESS and AVARD during 1989-95

Sl. No.	KESS	Sl. No.	AVARD
I.	AGRICULTURAL PROGRAMMES	I.	AGRICULTURAL PROGRAMMES
	a) Distribution of planting materials b) Lift irrigation c) Minor irrigation d) Poultry e) Land development f) Joint farming g) Seed distribution h) Community irrigation i) Kitchen garden j) Contour bunding		a) Distribution of planting materials b) Fodder cultivation c) Sericulture d) Distribution of poultry e) Lift irrigation f) Distribution of diary cattle
II.	HEALTH PROGRAMMES	II.	HEALTH PROGRAMMES
	a) Mobile health stations b) Dispensaries c) Rural health centre d) Free medical care e) Safe drinking water by providing wells f) Smokeless choola g) Sanitary latrines		a) Immunisation of children b) Health education c) Family counselling centre d) Sanitary latrines
III.	VILLAGE DEVELOPMENT PROJECT	III.	LAND FOR LANDLESS
IV.	COMMON WELL	IV.	BORE WELL
V.	VILLAGE ANIMATION	V.	ADULT EDUCATION
	a) Youth clubs b) Camps c) Seminars d) House survey e) Adult education		
VI.	HOUSING	VI.	CONSTRUCTION OF HOUSES
	a) New houses b) Repair of houses c) Public latrines d) Individual latrines e) Houses for earthquake victims	VII.	ROOFING OF HOUSES

Sl. No.	KESS	Sl. No.	AVARD
VII. INDUSTRY		VIII. INDUSTRY	
a) Stabilizer assembling		a) Fibre and rope making	
b) TV Booster		b) Clay products manufacturing	
c) Fabrication		c) Automobile	
d) Career guidance centre		d) Apex stabilizer industries	
e) Printing and binding		e) Plumbing	
f) Tailoring		f) Silk reeling	
g) Screen printing		g) Coir twisting	
h) Khadi & village industry		h) Coir spinning	
i) Quarry		i) Coir mat weaving	
j) Earn while you learn		j) Garment making	
k) House wiring			
l) Wood works			
m) Umbrella assembling			
n) Beedi rolling			
IX. WOMEN AND CHILD WELFARE PROGRAMMES		IX. FAMILY WELFARE CAMPS	
a) Creche cum Balawadies			
b) Mahila Mandals			
X. TRAINING PROGRAMMES		X. MAHILA MANDALS	
XI. EDUCATION PROGRAMMES		XI. VOCATIONAL TRAINING PROGRAMMES	
XII. INTEGRATED COMMUNITY DEVELOPMENT PROJECT		XII. EDUCATION PROMOTION	
XIII. BIOGAS PLANTS		XIII. CRECHES & BALAWADIES	
XIV. BUS SHELTER		XIV. VILLAGE ROADS	
XV. VILLAGE ROADS		XV. SMALL SAVING PROGRAMME	

**ROLE OF NON-GOVERNMENTAL ORGANISATIONS
IN TRANSFER OF TECHNOLOGY FOR RURAL
DEVELOPMENT - A CASE STUDY
IN THRISSUR DISTRICT**

By

INDU BHASKAR

ABSTRACT OF A THESIS

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ABSTRACT

A study was undertaken to analyse the effectiveness of NGOs in transfer of technology for rural development. It also aimed to identify the major programmes conducted by the selected NGOs and its consequences. The study was carried out in two selected NGOs, Kuriakose Elias Service Society (KESS) and Apex Voluntary Association for Rural Development (AVARD) of Thrissur district of Kerala during 1995-96. The sample selected for the study consisted of 100 beneficiaries, 60 non-beneficiaries, 30 NGO workers and 30 workers of other development agencies in Thrissur District.

The study revealed that the major programmes of the NGOs were agricultural, health, HRD, community development and industrial and trade promotion programmes. The programmes consisted of components which aim at the desired changes like behavioural, health and hygiene, education, employment generation, ecological preservation, community development, leadership development, economic improvement, safety and security, welfare, technology, self-reliance etc. which in general aimed at the overall development of rural community.

Ninety per cent of the beneficiaries considered the consequences of programmes of NGOs as most beneficial to them. On analysing the respondents evaluative perception about the effectiveness of the NGOs, seventy three per cent of beneficiaries, twenty seven per cent of non-beneficiaries and ninety per cent of NGO workers and seventy per cent of development workers rated the NGOs as most effective in rural development work.

Significant characteristics of beneficiaries to predict their evaluative perception about the NGOs were farm size, annual income, level of aspiration and attitude towards NGOs.

The beneficiaries of NGOs was significantly different from non-beneficiaries with regard to their farm size, extension contact, organisational participation, level of aspiration and attitude towards NGOs.

The major constraints the NGOs face in their work for rural development were complexes of caste and religion among the rural people and lack of involvement from beneficiaries.

The study draw attention to the emergent need of effective utilisation of the experiences and services of NGOs for rural development.

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