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## Role of NGOs in Social Mobilization in the context of SGSY

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### ABSTRACT

*The success of the Rural Development depends upon the active participation and willing co-operation of the rural people through self-help organizations and voluntary agencies. In recent years, the voluntary agencies have acquired greater importance and significance than before. Voluntary action stimulated and promoted by voluntary agencies engaged in development play a significant role at the grass roots level in the Indian social milieu; The NGOs and Government Departments are also struggling hard to organize the people through social mobilization process for eliciting their participation in the successful implementation of the development programmes. Some have succeeded in the process and some are still struggling in progressive direction. The study on Role of NGO in Social Mobilization in the context of SGSY has assumed greater significance. Moreover, in recent years, the role of NGOs in Social Mobilization for development programmes particularly in the context of SGSY, are increasingly lauded by development agencies, decision makers, officials etc. Indeed, social mobilization is as an effective intervention with a positive impact on Socio Economic improvement of rural people. In responding to the contemporary importance, in the context of SGSY scheme, there is an emerging need to understand various methods used and adopted by the NGOs in the process of social mobilization for the promotion of SHG and implementation of SGSY.*

**Keywords : Mobilization, Organisation, Rurla, Social, Development**

### Introduction:

Voluntary organization is not a new phenomenon in our country. Voluntary effort has always been an important part of our culture and social tradition. The need for organizing people into accredited associations and their involvement and participation in rural development has now been fully recognized. In recent years, they have increased in considerable number, acquired greater importance and significance and put up many new experiments in the field of rural development. Voluntary organization can play a crucial role in rural development by supplementing government efforts as they are close to the minds and hearts of the rural people. They have their roots in the people and can respond to the needs and aspirations of the community very effectively. They can experiment new approaches to rural development.

### Origin of Non Governmental Organization

Non-Government Organizations (NGOs) and Voluntary action have been part of the historical legacy. In early 20th century, several voluntary efforts were started in the fields of education, health etc. The NGOs became prominent after independence, especially after 1970s. The concept of NGOs and Social welfare are not new. India has a glorious tradition of Voluntary organizations. In the pre-Independence days, Rabindranath Tagore in his Santiniketan experiments showed how rural development could be brought about by integration of education and culture. Gandhiji in his Wardha experiment showed how village industries could bring about the development of the poorest sections of the people in this country.

### Need for the study

The Study on Role of NGO in Social Mobilization in the context of SGSY has assumed greater significance, in the recent past, as a response to the failure of the Top down, welfare oriented approaches to the rural development programmes. In recent years, development agencies, decision makers, and officials increasingly laud the role of NGOs in Social Mobilization for any development programmes particularly in the context of SGSY. Indeed, social mobilization has to be termed as an effective intervention with a positive impact on Socio Economic improvement of rural people. In responding to the con-

temporary importance in the context of SGSY scheme, there is emerging a need to understand various methods used and adopted by the NGOs in the process of social mobilization for the promotion of SHG and implementation of SGSY. The present study is aimed at bringing out various methods used in social mobilization and significant impact made on promotion of Self Help Groups and implementation of SGSY.

### Statement of the Problems

Social Mobilization is a complex process and it requires meticulous and continuous efforts for any purpose. The social mobilization process is of a particular quality and character. Social Mobilization involves people and their behavior. These behaviors are not static and keep on changing. It is impossible to control over the behavior of the people and subject to changing, progressing and reversing. Hence, Social Mobilization is also a continuous process according to the change of minds, attitudes and behaviors of the people for making them to involve in any development process. The NGOs and Government Departments are also struggling hard to organize the people through social mobilization process for eliciting their participation in the successful implementation of the development programmes.

### Scope of the Study

Swarnajayanti Gram Swarozgar Yojana (SGSY) emerged as major programme aimed at promotion of Self Help Groups and establishing a large number of microenterprises in the rural areas building upon the potential of the rural poor. Towards this end, Swarnajayanti Gram Swarozgar Yojana is conceived as a holistic programme of micro-enterprises covering all aspects of self employment. With this single most important objective, the central and state governments are concentrating in promoting large number of micro enterprises across the country. In the context of impressive growth of SHGs and implementation of SGSY and emphasis on role of NGOs in Social Mobilization in our country, it is high time to understand the various methods used for social mobilization by the NGOs for effective implementation of SGSY so that the same methods and process can be adopted and applied elsewhere in our country while implementing SGSY and pro-

moting the Self Help Groups in the years to come.

#### **Objectives of the study:**

The major objective of the study is to understand the various methods applied by the concerned NGOs for the purpose of Social Mobilization in the context of SGSY and its impact in the promotion of SHGs and growth of SGSY, the background of NGOs, and their role in process of Social Mobilization.

#### **NGO's objectives of Social Mobilization under SGSY**

The NGOs under study revealed that they had clear-cut objectives for Social Mobilization in mind before starting the process. Their objectives for Social Mobilization were to create equalities among the various communities, to promote standard of living, economical improvement, to strengthen the unity among the people, to make them responsible, to remove inequality among the men and women, to bring out their potential skill, leadership development among the women, to increase their contribution in successful implementation of the schemes, to identify their needs and problems, to understanding the spirits of the people, awareness generation and to remove dependency, skill and capacity development, to make them realize their potentials, to reduce bureaucracy, to promote Spirit of Voluntarism etc.

#### **Methods Social Mobilization**

The study revealed that the NGOs used combination of various methods under Extension methods and activities, educational methods and activities, social methods and activities, motivational methods and activities.

#### **Extension Methods**

Under the Extension methods they have used various following methods such as short film, street play, social drama through songs and drama division, regular meeting, door to door visits and direct contact, groups and mass contact and meetings, stay and living in the villages and interacting at nights, in order to organize the people in the process of Social Mobilization

#### **Educational Methods**

Under the Educational Methods, they have used various following methods such as exposure visits, presentation of successful Case Studies, films shows, pictorial presentation, live demonstration, charts reflecting social issues, Non – Formal Education, News reading in the groups in order to organize the people in the process of Social Mobilization

#### **Social Methods**

Under the Social Methods, the NGOs have employed used various methods such as mingling with the people, meeting during the social gatherings, participatory learning and discussions, social games and sports, hearing their problems, addressing the Grama Sabha, relationship building, understanding their problems and offering solution, conducting sports for women and children, appreciations during the mass gatherings, competitions and distribution of gifts for school children, enrollment drive during school beginning, motivation methods and activities, providing subsidy, integrating government subsidy schemes, incentives in the form of food materials, distribution of awards and rewards, inculcating saving habits, promoting groups concepts, linking with government schemes etc.

#### **Other Methods / Activities used**

In addition to the above methods, the other methods were also experimented by the NGOs such as participating their social events and functions, building rapport among the people, frequent village visits, mimicry and mono acting, individuals involved and type of support extended in Social Mobilization.

#### **Individuals involved and kind of support extended**

It is strongly noticed from the finding of the study, that the NGOs under study involved various individual and received innumerable support in the process of Social Mobilization and received all round support for making social mobilization

a success. At the NGO's level, it is revealed that they have involved all the functionaries from top to bottom i.e. project executives, middle level functionaries such as coordinators, cluster coordinators and field level staffs have actively involved and rendered all round support such as organizational support, attending the meetings, training and campaign, organizing functions etc.,

At the community level, the local president, anganwadi workers, youth club members, social-minded peoples, Village Administrative Officers have also actively participated and rendered support such as Co- operation, guidance, facilitative role and moral support etc. It is revealed that this support system has greatly contributed to effective Social Mobilization.

At the official level, the union staffs such as Extension Officers and Block Development Officers, APO (Credit) and Bankers have also contributed by providing information, resource mobilization, encouragement, grading of the groups, administrative support, motivation, and timely release of revolving funds and activities loans for the Self Help Groups, which have immensely helped the NGOs in Social Mobilization.

#### **Achievements or Impact made out of Social Mobilization**

The various methods employed by the NGOs have contributed to the significant success on the part of the NGOs and their progress. Due to the

Social Mobilization process, NGOs could make the people realize their power; build people's confidence in NGOs; people realized the importance of formation of SHGs; number of groups increased; women started saving regularly; women solved their problems by themselves; motivation was generated; level of awareness increased; the women have become elected representative in Panchayat Raj Institutions.

#### **How did you assess the impact of the Social Mobilization?**

The NGOs have a system to assess the impact made by Social Mobilization and their techniques used. And it was revealed that they have used various mechanisms in this direction. These mechanisms are such as inviting university faculty members as external evaluators, internal evaluation by themselves and objective observation by the field functionaries. The result of these evaluations shows the impact clearly made by Social Mobilization. The impact made by Social Mobilization, as stated by NGOs are such as, the people paid self initiatives and contribution in implementing many development programmes including SGSY; the level of people's cooperation for the project functionaries increased, people started to prevent sales of liquor in the village which made positive impact among the surrounding villages; the people initiated action to solve their social problems by themselves; unity in diversity was realized; people understood their active role in the process of Grama Sabha; they started to voice their views where they felt necessary; savings increased considerably, the laborers became owners in quarrying works, People volunteered their support in the development processes. The NGOs felt encouraged by these positive developments and they feel that their services established the base for a sustainable social development.

#### **Suggestions of the Study**

The following recommendations are presented based on the present study on hand;

1. The impressive methods employed by the NGOs can be used elsewhere while they initiate Social Mobilization process instead of experimenting new methods
2. People already involved in the process of Social Mobilization, such as, SHG's supervisor, administrators, and officials can make different in the process of Social Mobilization by their direct experiences.
3. National and regional level seminars, workshops can

be organized to sensitize and build capacity among the NGOs on various issues pertaining to the Social Mobilization based on the finding of the study.

4. A larger level of documentation on very good experiments, experiences, and achievements made by the NGOs, and other developmental organisations on Social Mobilization can be made, in order to make this utility wider.
5. A similar study can be conducted with more NGOs covering more districts to compare the geographical differences on the impact of Social Mobilization.
6. Various methods used by NGOs can be replicated elsewhere to the possible extent for making successful implementation of all development programmes in the future.

#### Conclusion

By scanning the entire responses of objectively conducted study, it is pertinent to draw a conclusion that the NGO's under study have taken enormous efforts and used various methods in Social Mobilization in turn, to implement SGSY and other various development schemes. Based on the results of the present study, no doubts, the process of Social Mobilization has helped a lot in promoting, strengthening, and stabilizing the various development schemes particularly SGSY.

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