



Awareness of Field Level Go and NGO Functionaries on Developmental Programmes

KEYWORDS

Field level Functionaries- Government Organization and Non-Government Organizations –Developmental Programmes – Awareness

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ABSTRACT Awareness among the community enhances the fruitful utilization of the developmental programmes by the community. The field level functionaries play a vital role in motivation and mobilization of the people for their active participation. It will be possible only when these functionaries are aware and capable. In order to know the awareness of the functionaries on the developmental programmes a study was conducted and the findings were presented.

Poverty can be alleviated and eradicated when people realize their creative potential, come together and organize themselves based on self-help and community objectives development programmes can only realize their full potential if knowledge and technology are shared effectively, and if populations are motivated and committed to achieve success. Unless people themselves are the driving force of their own development, no amount of investment or provision of technology and inputs will bring about any lasting improvements in their living standards. It is vital to stimulate their awareness, participation and capabilities. A catalyst either from within the community or from outside e.g. NGO, is required for such a transformation and there is a need to develop the capacity to build synergies among different agencies involved for the most effective results. It will therefore need to develop distinctive capabilities among the functionaries in the domain of the PRIs or the line departments, the banks and other financial institutions, the NGOs and the community with a view to gathering the support and resources required for the effective implementation of the developmental programmes. Keeping this in view, the present study was conducted to know the awareness of functionaries working at the grass root level. The objectives of the Study are to study and document the profile of the government and non-government functionaries working in two sample mandals and to study the awareness of the government and non-government functionaries on Sakshar Bharat Mission and Developmental Programmes. 54 functionaries from Chandragiri mandal and 42 functionaries from Vadamalapeta mandal of Tirupati division of Chittoor district were randomly selected as the sample for the study. Schedule on profile of the functionaries and awareness on sakshar bharat mission and developmental programmes were used and the data was collected and the findings were presented below.

Functionaries working at the grassroots level are the key elements for the promotion of successful implementation of the developmental functions in order to generate awareness motivate & mobilize the community. Hence the, performance of these functionaries depends upon their profile. The data was collected frame there on their profile & presented in the following table.

Table-1: Profile of the Functionaries

S.no	Item	Numbers	Percentage
1.	Sex		
	Male	50	41.66
	Female	70	58.33

2.	Age			
	Below30	55	45.83	
	30-50	45	37.51	
3.	Educational status	10 th class	28	23.33
		Inter	47	39.16
		Degree	45	37.51
4.	Caste	SC/ST	57	47.5
		Bc	33	27.5
		Oc	30	25
5.	Employment Status	ANMs	20	16.66
		Panchayat Secretaries	25	20.83
		Village Literacy Educators	40	33.33
		Village&Mandal coordinators	15	12.52
		NGO field workers	13	10.83
		Vidya volunteers	7	5.83

The profile of the functionaries shows that 41.66 per cent of the functionaries were male and 58.34 per cent of them were female. Based on the age the functionaries were divided in to three groups. 45.83 per cent of the functionaries were of below 30 years age group, 37.51 percent of them were of 30-50 age group and 16.66 were of above 50 years age group. The educational status of the functionaries shows that 39.16 were 10th class as educational status, 39.16 were of intermediate and 37.51 per cent were degree as educational qualification. Based on the information obtained, we found that the functionaries are from different departments. 16.66 per cent were ANMs, 20.8 were panchayat Secretaries, 33.33 per cent were literacy educators and co-ordinators of Sakshar Bharat centers and 12.52 per cent were ICDS field supervisors.

Duties performed by the functionaries in their panchayats

The functionaries working at the grass root level were of different departments and assigned with different works with regard to the departments. It is very essential that every citizen should be aware of all the aspects concerning to our life such as education, health, environment, agriculture, and the facilities provided by the government to enhance the quality of the people. These functionaries will have knowledge

pertaining to their respective departments. An idea of the functions they perform will enable the organizers to plan how their services can be utilized for creating awareness among sakshar bharat learners on different aspects and strengthening the implementation of the developmental programmes. In order to know the duties they perform in their villages the information was collected analyzed and presented below.

Table-2:Duties performed by the functionaries

S.No	Item	Number	Percentage
1.	Promotion of literacy	35	29.16
2.	Teaching in primary schools	25	20.83
3.	Village survey & the activities as mentioned by the officers NGO,s	28	23.33
4.	Participation in village developmental Activities	32	26.66

The data in the above reveals that 29.16 per cent were taking the classes for illiterates in literacy centers of sakshar bharat mission, 29.16 per cent of the sample were working as vidya volunteers, 23.33 per cent were providing first aid medical services and supply of medicines as directed by the health officers, 20.83 percent were working as vidya volunteers in primary schools , 20.00 per cent were conducting village surveys and undertaking the activities as mentioned by the officers of the respective NGOs and 26.66 per cent i.e., panchayat presidents and secretaries were involving in village developmental activities.

Awareness on Sakshar Bharat programme:

Education has been identified as one of the most important elements of national development and literacy is the basic step for education. In order to promote literacy among the masses, the government has been implementing adult education programmes and National Literacy Mission was launched in 1988 despite significant accomplishments of this mission, illiteracy continues to be an area of national concern particularly among women. In view of this, Sakshar Bharat has been devised as the new variant of NLM and the government has launched to create a literate society through a variety of teaching learning programmes for non-literate and neo-literate adults. For effective implementation of this programme the cooperation and willingness of the functionaries working at the grass root level is very much required. This is possible only when they are aware of objectives and implementation process. In order to identify their awareness on sakshar bharat, the information was collected analyzed and presented in the following table.

Table-3: Awareness on Sakshar Bharat programme

S.No	Item	Number	Percentage
1.	Launching of Sakshra Bharat	56	46.66
2.	Target Group	52	43.33
3.	Objectives	51	42.5
4.	Types of Programmes	43	35.83
5.	Administrative Structure	15	12.5

Only 46.66 per cent know about the launching of the sakshar bharat programm, 43.33 per cent know about the target group and objectives of the program me. The persons who know are the Village and Mandal coordinators working in the sakshar bharat programme.The functionaries working in NGOs, ICDS, ANMs and Vidya volunteers do not know

about the sakshar bharat program me. Generation of awareness among the functionaries is very much required to involve them in strengthening the implementation of the program me.

Awareness on developmental programmes:

The development of the country lies largely in the development of villages. After independence the Government of India has laid stress in the development of villages and has placed importance to poverty alleviation and rural development on the national agenda. This has led to the launching of various developmental programmes. People are quite unaware of various welfare schemes and were denied the benefits. In order to make them to utilize the opportunity and to avail the benefits from these programmes, they should make aware of. For this, the functionaries working at the grass root level should have the ability to transfer the information to community. This will be possible only when they themselves are aware with the up to date information on the developmental aspects. In view of this, the awareness of the functionaries was identified and presented in the following table.

Table-4: Awareness on developmental programmes:

S.No	Item	Number	Percentage
1.	Concept of Development Programmes	119	99.16
2.	Necessity Implementation of the Development Programmes	112	93.33
3.	No. of Development Programmes known by the Functionaries		
	Up to 4	45	37.5
	5-7	64	53.33
	8	11	9.16
4.	Benefits availed from the development Programmes	103	85.83
5.	Access to the Information on Development Programmes	73	60.83
6.	Information needed on Development Programmes	118	98.33

All the functionaries know the concept of the developmental programmes and 93.33 per cent expressed the need of the implementation of these programmes.Among the 120 functionaries, 11 functionaries know about 8 developmental programmes i.e.,Rajiv Udyogaree, Abhaya Hastham, Deepam, IKP, ICDS/ 104,108, Arogya sree , 64 functionaries know about5 to 7 developmental programmes ie., 104,108, Arogya sree, Deepam, Old age pension scheme,NRGEs and 45 functionaries know about only 4 developmental programmes i.e., 104,108, Arogya sree, NRGEs. About103 functionaries availed benefits from some of the developmental programmes. Only 73 functionaries have access to the information on developmental programmes and all the functionaries expressed the need of information on developmental programmes.

Suggestions:

- Training is needed to equip the functionaries with the knowledge & skills required for their involvement in rural development activities.
- Psychological aspects like motivational techniques, confidence building, and communication skills should be included in the training content which will help them to deal with the community.
- Periodical monitoring & interaction with the trainees should be done to rectify the lapses & to enable them to function effectively.

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