Research Paper Sociology

SOCIAL ECONOMIC ORIENTATION: NGO'S ISSUES IN PARTICIPATION AND ACTIVITIES-A STUDY

Ms.G.NIRMALARANI Ph.D. Research Scholar(External) Department of Socioloigy, Annamalai University, Annamalai nagar

Dr.PK.Muthukumar Assistant Professor Sociology Wing, DDE,Annamalai University Annamalai nagar

ABSTRACT

A Non-Governmental Organization (NGO) is any association having a definite cultural, economic, educational, religious or social cause or any non-profit voluntary citizens group which is organized around specific issues, such as education, environmental conservation, social welfare, rural development sanitation, healthcare or human rights, on a local, national or international level. The present research study focuses on the social economic orientation of NGO's in participation and activities in Coimbatore District which concentrates of sixteen as sample study in marketing and functional areas in the study area. NGOs have shown their inability to impact government policies at various levels. One reason for this is the fact that NGOs tend to compete, rather than collaborate on various issues. As a consequence, they have not emerged as a collective force to represent the interests of their members. Based on a study of 16 in Coimbatore district, it is clear and to conclude that the NGO activities are dictated by the donor's or the government's policies, rather than by the needs of the people.

KEYWORDS Social Orientation, Marketing, NGO's, Organization.

Introduction

Non-Governmental Organizations (NGO) is an association that operates independently of government. The aim to make such Organization is to do social activities and it does not involve in commercial activities. They collects fund through donation. It have listed helpful information about various NGO Organizations details such as Services of NGO Organizations, Jobs in NGO Organizations, NGO Organizations Volunteer, NGO Organizations websites, NGO Organizations functioning, Non Profit Organizations in Coimbatore, Number of NGO Organizations, NGO, List of NGO Organizations in Coimbatore, Business Oriented International NGO Organizations, Environmental NGO Organizations, Operated NGO Organizations in Coimbatore, Technical assistance NGO Organizations, NGO Organizations in Coimbatore, Community Based NGO Organizations in Coimbatore, Citywide NGO Organizations in Coimbatore, World Association of NGO Organizations, Excellent NGO directory, NGO Organizations Database, Disaster NGO Organizations in Coimbatore, Functions of NGO Organizations, NGO funding Organizations in Coimbatore, NGO global Organizations, NGO health Organizations in Coimbatore, companies and NGOs, NGO for Charity, Vacancies at NGOs, NGO civil society Organizations, Women Welfare NGO, Purpose of NGO Organizations, Human rights Organizations NGO in Coimbatore, NGO support Organizations in Coimbatore, NGO sponsor Organizations, Top NGO Organizations in Coimbatore, Address of NGO Organizations, NGO Organizations Phone number, City Wide NGO Organizations, National NGO Organizations, International NGO Organizations in Coimbatore. In addition to the above, more NGO Organizations details are there in our NGO Organizations Category of Coimbatore, TamilNadu.

The present study aims at analyzing Role of NGO's in socio economic development of weaker sections in Coimbatore District. In this context, an analysis of the status of NGO's in Indian society over a period of time is an important aspect, other than the present study. Many traditional reasons are responsible for the low socio-economic status of the Indian NGO's. It could be noted that Indian society was evolved during Vedic period. At that time, folk NGO's enjoyed considerable freedom and equality of opportunities as like men and women. But unfortunately during the post Vedic period, the NGO's were subjected to various social, economical and political disabilities and were regarded as an inferior creature according to the code of people. As a result, the role and status of Indian NGO's declined and consequently the socio-cultural changes were dictated by the folk the people.

A Non-Governmental Organization (NGO) is any association having a definite cultural, economic, educational, religious or social cause or any non-profit voluntary citizens group which is organized around specific issues, such as education, environmental conservation, social welfare, rural development sanitation, healthcare or human rights, on a local, national or international level. The World Bank defines NGOs as "private organizations that pursue activities to relieve suffering, promote the interests of the poor, protect the environment, provides basic social services, or undertake community development. NGOs include an array of groups and institutions that are entirely or largely independent of government and characterized primarily by humanitarian or cooperative, rather than commercial objectives". According to a World Bank key document, the term NGO can be applied to any non-profit organization, which is entirely or largely independent from government and exists to serve humanitaria1 social or cultural interests either of their memberships or of social as a who1e. NGOs are typically value- based organizations, which depend, wholly or in part, on charitable donations and voluntary service. Although, the NGO sector has become increasingly professionalized over the last two decades, principles of altruism and voluntarism remain key defining characteristics.

A non-governmental organization (NGO) is generally considered to be any non-state, nonprofit, voluntary organization. As a *non-state entity*, an NGO is generally independent from government influence it is not a part of or controlled by government or an intergovernmental agency. As such, an NGO is either not established by a government, or intergovernmental agreement, or, if established in such a manner, is now independent of such influence. As a *nonprofit organization*, an NGO is not operated for the primary purpose of carrying on a trade or business, although profits may be generated for the mission of the organization. A more accurate term may be *non-profit distributing*, in that any surplus that is generated is to be used solely to help the organization fulfill its mission and objectives, with no part of the net earnings of the NGO

to be distributed to the benefit of the directors, officers, members, or employees of the NGO, or any private persons, other than reasonable compensation for services rendered. As a *voluntary* organization, an NGO is not required to exist by law, but is formed by private initiative, resulting from voluntary actions of individuals. In effect, NGOs are organizations that are neither part of the government sector nor part of the business sector. For such reasons, they are sometimes referred to being part of the "third sector" in society.

SOCIAL ISSUES AND FACETS OF NGOs

Social issues are a relatively new discipline that is still evolving. It deals with the application of marketing principles and practices to social development issues involving behavioural changes among communities towards better health and improved economic status. The origins of social marketing can be traced to 1969, when marketing scholars, notably Philip Kotler and Sidney Levy, conceived the idea of applying commercial marketing principles to non-commercial organizations. Prior to this, marketing was perceived as a pure economic activity, which provided goods and services to consumers for generating profit. However, it also led to some confusion regarding the true identity of marketing. While one school of thought represented by Kotler and Levy defined marketing as a technology, others defined it in terms of the class of behaviour towards which it was directed (Luck & Bartels 1974).

This broadened view of marketing was termed by Kotler (1972) as "Consciousness 3 ", to describe the progression of marketing to a field that included an "organization's relationship with all its stakeholders and not just its consumers." Kotler described "Consciousness 1" as a view of marketing that was restricted to market transactions as a business subject and "Consciousness 2" as a slightly broader view that perceived marketing as comprising non-monetary organization-client transactions. The coinage of the term "social marketing" was suggested by Kotler and Gerald Zaltman (1971), when they examined the possibility of applying the "technology" of marketing to social issues. At the same time, Kotler and Levy, who first conceived the idea, proposed doing away with the term "market" altogether, on the grounds that there had been a "furthering", rather than a broadening of the field. However, the idea of "furthering" did not catch on in marketing academic circles and the term "social marketing" came to be accepted without much debate. Social marketing has gained popularity ever since and has been widely researched and taught, especially in the west.

It has been carried out by commercial and non-profit organizations alike. In recent years, NGOs have grown not only in numbers, but also in terms of the sheer diversity of activities in which they are involved. Different criteria for classifying NGOs have been suggested by researchers and scholars. According to Cousins, William (1991)11 in his article "Non Governmental Initiatives in ADB", NGOs may be classified into the following types, based on a) Orientation and b) Level of Operation.

Social Orientation

a) NGOs with a charitable orientation – These NGOs are primarily involved in catering to the needs of the poor, in terms of food, clothing, shelter and education, as well as in relief work during natural calamities such as floods and earthquakes. There is very little participation by beneficiaries in designing or implementing the programs.

b) NGOs with service orientation – Such NGOs focus on providing services such as education, health and family planning. The programs are designed by the NGOs but the beneficiaries are expected to participate in their implementation.

c) NGOs with participatory orientation – These NGOs adopt a participatory approach by involving local people through self-help projects. Participation begins from the stage of need analysis and continues right through to developing and implementing the project.

d) NGOs with empowerment orientation – The primary purpose of such NGOs is to help the poor to take control of their lives by increasing their awareness of social, political and economic issues. In this case, the people are fully involved in all aspects of program design and delivery, with the NGOs merely acting as facilitators.

Although, at the ground, no water-tight division among the above categories can be noticed, it may be said that application of social marketing would perhaps be mostly in the second, third and fourth categories.

Level of Operation

a) Community Based Organizations (CBOs) are formed out of people's own initiatives and include clubs, neighbourhood organizations, women's and educational organizations.

Some of them are independent, while others may be supported by other national or international NGOs. They may be involved in increasing the awareness of the poor regarding various issues, or in providing various services to them.

b) Citywide Organizations include Lions and Rotary Clubs, Chambers of Commerce and Industry and associations of community organizations. They are generally involved in helping the poor as one of their activities.

c) National NGOs – Under this category are included organizations such as Red Cross, YMCA/YWCAs and other professional organizations, which may have branches at the State and city levels and assist local NGOs.

d) International NGOs include organizations such as OXFAM, CARE, Ford and Rockefeller Foundations. Their activities range from funding national and local NGOs to project implementation.

Another way of categorization of NGOs is suggested by Rajasekhar, D (2000).

NGOs Base

As the name suggests, grassroots NGOs are those that work closely with sections of society. They vary both in size and geographical spread and may cover a single project location, or multiple project locations at the district, state or regional level. Based on their orientation, grassroots NGOs in turn may be divided into the following sub categories. These sub categories are similar to the types of NGOs suggested by Cousins William.

a) Charity and welfare NGOs include those that provide food, clothing, medicine, etc. to the poor, education, health and drinking water facilities and relief work during natural disasters such as floods and earthquakes.

b) Development NGOs are those that are involved in providing development services such as micro credit, fertilizers and technical knowhow.

c) Social action groups are NGOs that focus on mobilizing and increasing the awareness of marginalized sections regarding various social, political and economic issues. For example, the Young India Project in Andhra Pradesh is involved in mobilizing agricultural labourers for the effective implementation of land reforms.

d) Empowerment NGOs are similar to social action groups, except that they also undertake development activities such as provision of savings and credit for the empowerment of the poorer sections of society. For example, MYRADA utilizes credit management groups for social and political empowerment. Grama, a Karnataka based NGO provides savings and credit, and enables the people they work with to obtain resources from the government. It also mobilizes them around issues such as anti-arrack.

While the first two sub categories of NGOs receive the full support of the government, the last two – namely, the social action groups and the empowerment NGOs do not. This is because their efforts to mobilize underprivileged groups and enable them to assert their rights by raising their awareness of social and political issues sometimes do not synchronize with the aims and policies of the government.

Challenges for Social Function

Social function is much more challenging than commercial marketing, since its primary objective is to bring about transformation in social behaviour. Promoting a healthy diet and getting people to change their dietary habits is a good example of social marketing which is likely to face resistance. The target group may not recognize the need to change their diet and even if they did, might offer resistance to the very idea of change. (Bellamy, Hilary et al, 1997)2.

The differences between commercial marketing and social marketing form the reasons for the task of social marketers being more complex. The differences, highlighted by Kotler and Andresen (1996), quoted by Bellamy, are as follows.

Positive Demand and Negative Demand

Commercial marketers have a ready or latent demand for their products and services, whereas social marketers often have to overcome negative demand or an inclination for the opposite. Certain practices such as eating a healthy diet or giving up smoking are strongly rooted in habit.

Several success stories of overcoming negative demand or resistance and bringing about behavioural change speak of the value of SM. The Washington-Heights In wood Healthy Heart Program was successful in getting consumers to switch from whole milk to low fat milk in a low income, Latino neighborhood of New York city. The campaign's objectives and strategy were studied by Weschler and Wernick (1992) as quoted by Bellamy. The program aimed to encourage consumers to bring down fat consumption, especially among children, by switching to low fat milk. Initially, there was resistance among the target group to the idea of consuming low fat milk, since it was perceived to be a low quality substitute for whole milk and its availability was also limited. A two-pronged social marketing strategy was developed to influence consumer demand on the one hand and to increase the availability of the product on the other. The promotional strategy consisted of educating consumers about the nutritional benefits of low fat milk as compared to whole milk and explaining the process for making low fat milk. Flyers, posters and other print material, both in English and Spanish were distributed to target consumers. This was combined with consumer sales promotion techniques such as sampling of low fat milk and contests for collecting low fat milk labels. The distribution strategy was to increase availability by persuading educational institutions such as schools and child care centers to sell low fat milk. The campaign was highly successful in achieving its objectives.

Clear-cut and Invisible Benefits

While commercial marketers promote products and services that offer immediate and visible benefits to consumers, social marketers promote practices for which there are no immediate benefits, but quite often there is immediate intangible cost in the form of inconvenience or dissatisfaction. Eating a healthy diet, exercising regularly and giving up smoking are all examples of change that offer benefits in the form of weight reduction, prevention of cancer, etc. only in the long term. Therefore, the task of the social marketer in convincing the target group is more difficult.

In this regard, Bellamy cites Andresen (1995) and the latter's successful case study of the National High Blood Pressure Education Program (NHBPEP). Started in 1972, this social marketing program was effective in increasing people's awareness of the link between high blood pressure, stroke and heart disease. The social marketing interventions were also successful in encouraging a significant number of people to get their blood pressures checked regularly and to take appropriate treatment. Thus, the Program was able to convince people about the long-term health benefits of the behavioural change and to motivate them to sustain the change.

Conclusion

NGOs have shown their inability to impact government policies at various levels. One reason for this is the fact that NGOs tend to compete, rather than collaborate on various issues. As a consequence, they have not emerged as a collective force to represent the interests of their members. Accountability implies the extent to which NGO activities and programs seek to fulfill the objectives. It distinguishes between upward accountability (accountability to government, donors and governing board), lateral accountability (to the media and general public) and downward accountability (to staff and beneficiaries). Based on a study of 16 in Coimbatore district, it is clear and to conclude that the NGO activities are dictated by the donor's or the government's policies, rather than by the needs of the people.

REFERENCES

1. Fox, Michael P, "Condom Social Marketing: Select Case Studies", Prepared for the Department of Policy, Strategy and Research, UNAIDS, Geneva, Switzerland, 2000. || 2.Frumkin, Peter and Kim, Mark T, "Strategic Positioning and Financing of Non-Profit Organizations: Is Efficiency Rewarded in the Contributions Marketplace?",The Hauser Center for Non-Profit Organizations and the Kennedy School of Government, Harvard University, Working Paper No. 2, 2000. || 3. Hoffman, Jeffrey, "Do we have a Water Problem?: The Use of Social Marketing as a Problem Solver", American Water Works Association Journal, Denver, Vol. 98, No. 8, August 2006. pp. 34-36. || 4. Srinivas, Hari, "Fund Raising Realities and Strategies: Lessons Learnt at the NGO Café", GDRC Special Feature Website: gdrc.org., 2007. || 5. Stead, Martine et al, "Research to Inform the development of a Social Marketing Strategy for Health Improvement in Scotland", Final Report for NHS Health Scotland and the Scottish Executive, University of Stirling, Institute of Social Marketing, Scotland, 2007. ||| 6. Valadez, Joseph and Bamberger, Michael, "Monitoring and Evaluating Social Programs in Developing Countries", Economic Development Institute | of the World Bank, EDI Development Series, 1994. ||| 7. Workshop Report, "The Future of Civil Society Accountability", Workshop held at the World Social Forum, at Porto Alegre, Brazil, organized by Hauser Center for Non-Profit Organizations, January 30, 2005. || 8. World Bank, "Working with NGOs: A Practical Guide to Operational Collaboration between the World Bank and Non-Government al Organizations", Operations Policy Department, World Bank, reproduced in the website of The Global Development Research Center (GDRC), 1995.pp 7-9. || 9. World Bank Operating Manual, "Involving Non-Governmental Organizations in World Bank Supported Activities", Abstracted and reproduced in the website of The Global Development Center (GDRC), 1989. || 10. Bandura, A. Social Foundation of Thought, Prentice Hall, Englewood Cliffs, New Jersey, 1996, pp. 81-95. |||| 11. Puhazhendhi and K.J.S. Satyasai, "Economic and social empowerment of rural poor through SHGs", Indian Journal of Agricultural Economics, Vol. 56, No. 3, July-September 2001, pp. 450-45. | 12. Sudha Rani and D. Uma Devi, "SHGs micro credit and empowerment", Social Welfare, Vol. 48, No. 11, February 2002, pp. 18-22. | 13. Vasudeva Rao, "SHGs and social change", Social Welfare, Vol. 50, No. 2, 2002, p. 32. | 14.Tamilselvi P. and Radha Krishnan, "Role performance of SHG leaders", Social Welfare, Vol.35, No.3, January 2004, pp. 36-38. | 15.Perumal, "SHGs empowering women at the grass root", Social Welfare, Vol. 52, No. 4, July 2005, pp.5-9. | 16.Ramachandran T.and A. Seilan, "Socio-economic empowerment and self help groups", Social Welfare, Vol. 52, No. 6, September 2005, pp. 3-7. | 17.Murugan K.R. and B. Dharmalingam, "SHGs – New women's movement in Tamil Nadu", Social Welfare, Vol. 47, No. 5, August 2000, pp. 9-12. ||| 18.Jothy K. and I. Sundar, "Self-help groups under the women's development programme in Tamil Nadu", Social Change, Vol. 32, No. 3, September-December 2002, pp. 17-19. ||||| 14.Tamilselvi P. and Radha Krishnan, "Role performance of SHG | leaders", Social Welfare, Vol.35, No.3, January 2004, pp. 36-38. ||| 15.Perumal, "SHGs empowering women at the grass root", Social | Welfare, Vol. 52, No. 4, July 2005, pp.5-9. ||| 16.Ramachandran T.and A. Seilan, "Socio-economic empowerment and self help groups", Social Welfare, Vol. 52, No. 6, September 2005, pp. 3-7. ||| 17.Murugan K.R. and B. Dharmalingam, "SHGs – New women's movement in Tamil Nadu", Social Welfare, Vol. 47, No. 5, August | 2000, pp. 9-12. |||||| 18.Jothy K. and I. Sundar, "Self-help groups under the women's development programme in Tamil Nadu", Social Change, Vol. 32, No. 3, September-December 2002, pp. 17-19. |