

METHODOLOGY ADOPTED BY NGO'S FOR FARM WOMEN DEVELOPMENT

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Indian women who are handicapped by social customs, traditions and social evils need special attention so that, they can play their full and proper role in national life. To improve the status of women, it becomes essential to make them understand their role in the process of their development and consequently of their society. Non Governmental Organisations are undertaking number of programmes to promote women welfare and development. The farming community in India comprises three groups; namely male farmers, women farmers and young farmers. It has been estimated that women farmers perform more than sixty per cent of farm activities. The majority of rural women in India, as well as in other developing countries, actively participate in farm related operations, besides fulfilling their responsibilities as home makers. The role of voluntary organisations revealed that no government department can be free from the out moded rules in the foreseeable future and that only autonomous bodies such as voluntary agencies committed to rural development would be in a position to make the responsibility not only for production programmes but also for eradication of hunger. Hence, the present endeavour has been designed to study the methodology adopted by NGO's for farm women development.

Methodology

The study was conducted in Guntur district of Andhra Pradesh. These areas were selected purposively based on the majority of NGO's are functioning

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with various developmental activities. A sample of ten NGO's were selected randomly. Data were collected with the help of structured interview schedule and personal observation.

Results and Discussion

Distribution of the NGO's according to their methodology adopted for farm women development:

Based on the mean and standard deviation, the NGO's were classified into 3 categories i.e., NGO's with inadequate methodology and needs improvement, NGO's with satisfactory methodology and NGO's with efficient methodology.

Table 1: Distribution of the NGO's according to their methodology adopted for farm women development

(n = 10)

S.No.	Category	Frequency	Percentage
1.	NGO's with inadequate methodology and needs improvement	2	20.00
2.	NGO's with satisfactory methodology	6	60.00
3.	NGO's with efficient methodology	2	20.00
	Total	10	100.00

Mean = 35.20 S.D = 4.35

Methodology Adopted by NGO's for farm women development:

To study the methodology adopted by ten NGO's 15 indicators were collected in interaction with extensionists, field functionaries, NGO organisers and beneficiaries and consulting libraries of regional and national importance. The results of the processed data furnished in the tables.

Table 2: Identification of Target areas

S.No.	Methodology	Frequency	Percentage
1.	By survey method	7	70.00
2.	Conducting village wise meetings by staff	2	20.00
3.	With the help of village community organisers	1	10.00
	Total	10	100.00

It is evident from the Table 2 that majority (70.00%) of the voluntary organisations were adopting survey method. This might be due to the possibility of collecting more accurate information through this method whereas the other methods such as conducting village meetings by the staff with the help of village community organisers are affected by personal bias and also require mobilisation of local man power resources which is not easy task involving much planning and time requirement.

Table 3: Identification of beneficiaries

S.No.	Methodology	Frequency	Percentage
1.	By conducting interviews	8	80.00
2.	Through group discussions	1	10.00
3.	Through observations	1	10.00
	Total	10	100.00

From Table 3, it could be seen that majority (80.00%) of the NGO's were identifying the beneficiaries through interview method since it was an appropriate method of knowing the personal strengths and weaknesses of the beneficiaries based on their personal capabilities, needs, problems, etc. Moreover, the other methods like group discussions and observation were time taking.

Table 4: Criteria for implementation of the programmes

S.No.	Methodology	Frequency	Percentage
1.	Based on local needs and interests of the farm woman	7	70.00
2.	Based on the requirement or availability of funds	1	10.00
3.	On demand	2	20.00
	Total	10	100.00

It could be observed from the Table 4 that majority (70.00%) of the NGO's were implementing their programmes based on the local needs and interests of farm women, otherwise it is very difficult to get the voluntary co-operation of the people.

Table 5: Procedure for implementation of the programme

S.No.	Methodology	Frequency	Percentage
1.	Forming self-help groups	8	80.00
2.	Through cluster approach	1	10.00
3.	On individual basis	1	10.00
	Total	10	100.00

Now a days a high proportion (80.00%) of the NGO's are implementing their programmes by the formation of self-help groups. This method proved affective as the farm women themselves were the contributors either fully or partially through the fund raising. Other methods of cluster approach on individual basis were less effective because of the lack of share capital from farm women and also due to lack of repayment capacity (Table 5).

Table 6: Putting the programmes to action

S.No.	Methodology	Frequency	Percentage
1.	By motivating the farm women	6	60.00
2.	By mobilising of local community resources	2	20.00
3.	Through the external grant-in-aid	2	20.00
	Total	10	100.00

Table 6 indicates that majority (60.00%) of the NGO's were depending on the motivation of farm women for putting the programmes to action. This might be due to the financial resource commitment as well as better participation. The other methods of mobilising local resources and external grant-in-aid, require financial commitment on the part of NGO's.

Table 7: Approaches followed

S.No.	Methodology	Frequency	Percentage
1.	Participatory approach	8	80.00
2.	Bottom up approach	1	10.00
3.	Top down approach	1	10.00
	Total	10	100.00

An appraisal of the data of Table 7 indicated that a great majority (80.00%) of the NGO's were adopting participatory approach as it involves the commitment of people and contribution of local resources, bottom up approach and top down approaches were not effective since these approaches resulted in failure either because of non-commitment on the part of administration or beneficiary farm women.

Table 8: Funding

S.No.	Methodology	Frequency	Percentage
1.	Through saving/thrift groups formation/ common fund raising	5	50.00
2.	Through credit/loans with easy interest	2	20.00
3.	Shared by people and organisation	3	30.00
	Total	10	100.00

An observation of the results of Table 8 revealed that half (50.00%) of the NGO's were funding their programmes through the savings thrift groups the other methods of funding came through common funding raising, credit/loan with easy interest sharing between people and organisations were less popular as they involve the financial commitment and organisation which was a limitation on the part of NGO's and much against the principle of voluntarism.

Table 9: Supervision

S.No.	Methodology	Frequency	Percentage
1.	By regular monitoring	7	70.00
2.	By participant observation	2	20.00
3.	By non-participant observation	1	10.00
	Total	10	100.00

A perusal of Table 9 indicates that very high (70.00%) percentage of NGO's were adopting regular monitoring as the means of supervision. It involves less effort and effective guidance.

Table 10: Controlling

S.No.	Methodology	Frequency	Percentage
1.	By programme co-ordinators/ community organisation	7	70.00
2.	By village leaders	1	10.00
3.	By people themselves	2	20.00
	Total	10	100.00

A close examination of Table 10 reveals that majority (70.00%) of the NGO's were implementing their programmes through programme co-ordinators/ community organisers as they were the people with knowledge to deal with the people. They had also undergone specialised skill training and were free from local biases. The other methods of working local leaders and by people themselves were of least popularity as these involve some times conflicts and suffer from lack of required skills.

Table 11: Feed back

S.No.	Methodology	Frequency	Percentage
1.	Fast and during the execution of programme	8	80.00
2.	Immediate and concurrent	1	10.00
3.	Slow and after completion of the programme	1	10.00
	Total	10	100.00

A good look at the Table 11 shows that most (80.00%) of the NGO's were getting feed back quickly during execution of the programme. Feed back was quick due to continuous contact with the farm women by NGO's. Surprisingly now-a-days one could see all trained staff in NGO's there by getting both forward and backward feed back during the programme implementation.

Table 12: Linkage

S.No.	Methodology	Frequency	Percentage
1.	Purposeful and strong	5	50.00
2.	Monetary and timely	2	20.00
3.	Casual and usual	3	30.00
	Total	10	100.00

The Table 12 indicates that half (50.00%) of the NGO's had purposeful and strong linkages. This might be due to the chartered programme objectives with fixed agenda. Limited number of NGO's also had momentary, timely, casual and usual linkages. This might be due to the newness of the NGO's in having no clearcut ideas of functioning.

Table 13: Evaluation

S.No.	Methodology	Frequency	Percentage
1.	Casual and every day	4	40.00
2.	Self checking/internal	4	40.00
3.	Do it yourself	2	20.0
	Total	10	100.00

A close look at the Table 13 indicates that an equal percentage (40.00%) of the NGO's were going for casual and everyday evaluation and self checking/internal evaluation. This might be due to readiness of their programmes and objectives as well as the experienced staff they have engaged with them in their organisation. The 'do it yourself' method of evaluation was followed by less number of NGO's since it involves opinion and rating surveys.

Table 14: Publicity and propaganda

S.No.	Methodology	Frequency	Percentage
1.	Through meetings/personal contacts	6	60.00
2.	Electronic media	2	20.00
3.	Printed literature	2	20.00
	Total	10	100.00

It could be understand from the Table 14 that majority (60.00%) of the NGO's were carrying their publicity and propaganda through meetings and personal contacts as this helps in increasing trustworthiness of their organisation, creation good will and increasing the effectiveness. Limited number of NGO's were using electronic media and printed literature for publicity and propaganda because of non-existence of opportunity for the evaluation.

Table 15: Incentive system

S.No.	Methodology	Frequency	Percentage
1.	Encouraging for more participation	4	40.00
2.	Personal gratification of beneficiary	3	30.00
3.	Disincentives	3	30.00
	Total	10	100.00

Table 15 indicates that almost an equal percentage of NGO's were using incentives of encouraging for more participation (40.00%), personal gratification of beneficiary (30.00%) and disincentives (30.00%) respectively since people's needs were at differential hierarchy under different situations.

Table 16: Public relations

S.No.	Methodology	Frequency	Percentage
1.	With State Department of Agriculture	5	50.00
2.	With personnel of private agencies and other NGO's	4	40.00
3.	With scientists/extension personnel of Research stations (Agricultural University)	1	10.00
	Total	10	100.00

A close examination of Table 16 indicates that almost an equal percentage of NGO's were maintaining good public relations with State Department of Agriculture (50.00%) and personal of private agencies and other NGO's (40.00%) as these were easily approachable and also within their vicinity having high amount of field knowledge whereas NGO's are maintaining very limited contacts with the scientists/extension personnel of research stations (agricultural university) as they were not within the immediate vicinity and also not easily approachable because of their pre-occupation with other activities.

Conclusion

From the findings of the study it could be concluded that the methodology adopted by majority of the NGO's was satisfactory. However, uniformity in their methodology for implementing developmental activities shall be arrived by all the NGO's through deliberations.