A Study on
"The Role of NGOs in Social Mobilizations
in the Context of SGSY

Under the guidance of

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Acknowledgements

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

Also, the guidelines issued by the Government of India on SGSY, strongly emphasized the need for social mobilization for the successful implementation of the SGSY scheme through effective and innovative role of NGOs. The NGO's role assumes greater significance importance in the implementation of SGSY.

In this endeavour, 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. Also, it needs to be studied in details to understand the real impact made on social mobilization by the NGOs in implementing SGSY and other development schemes. Hence, the present study aims at bringing out various methods used in social mobilization and significant impact made on promotion of Self Help Groups and implementation of SGSY.

In keeping the above importance in mind, the State Institute of Rural Development, Tamilnadu, has conducted the present study on the "Role of NGOs in Social Mobilization in the context of SGSY" covering two districts of Tamilnadu.

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Role of Non-Governmental Organisations in Social Mobilization in the context of SGSY

Chapter I – Introduction

1. Introduction

Voluntary organisation 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 have 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 organisation 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. (Dhillon & Hansra - 1995)

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 because the administration has not been able to reach the people, especially the poor and weaker sections. They have been able to make their presence felt from the local to the national level and now at the international level also. Many of them have pioneered works in areas, which were ignored by the process of national development planning (Anandharajakumar - 1995).

2. Origin of Non Governmental Organisation

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.

Development practitioners, government officials and foreign donors consider that Non-Governmental organizations by the virtue of being small-scale, flexible, innovative and participatory, are more successful in reaching the poor and in poverty alleviating. This consideration has resulted in the rapid growth of NGOs involved in initiating and implementing rural development programmes.

According to the estimates of the working groups of NGOs, there are about 30,000 NGOs in India. A rapid growth took place in the 1980s and the early 1990s. With the SHG linkages programme introduced in 1989, the NGO sector has been recognized as a crucial partner, recognizing the strengths of the NGOs in organizing the community and the potential in

saving and credit programmes (both under the linkage programme and other credit delivery innovations. (Laxmi R.Kulshresth et.al - 2002).

The concept of NGOs and Social welfare are not new. India has a glorious tradition of Voluntary organisations. In the pre-Independence days, Rabindranath Tagore in his Santiniketan experiements 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. (Malik-1995)

After independence too, there was a lot of talk about the role of NGOs and people's participation when we started our planning process in the early 50s. The British Government in India spent minimum resources on social welfare programmes and so voluntary agencies played an important role in developing programmes for the poor, the destitutes, women and children.

3. Emphasis on the role of NGOs in five years plans

After Independence, India was declared as a welfare state and relevant provisions were included in the Constitution of India. Social welfare was included as part of the Five Year Plans. The major responsibility of organizing social welfare services continued with the voluntary organizations. Hence, even today it is the voluntary organizations that are taking care of welfare activities (Basanta Kumar - 1995). The VII plan documents had anticipated that voluntary efforts would be forthcoming in a

massive way for better implementation of anti-poverty and minimum needs programmes (Malik - 1995)

Also in the VII plan (1992-97), a greater emphasis has been laid on the role of voluntary organizations in rural development. The plan document states: "A nation-wide network of NGOs will be created. In order to facilitate the working of this network, three schemes relating to the creation/replication/multiplication and consultancy development have been worked out by the planning commission (Malik - 1995).

4. Panchayat Raj Institutions and NGOs

Recently, the revival and strengthening of Panchayati Raj Institutions – consequent upon the Constitution (73rd Amendment) Act, 1992- the NGO's role has become more significant. In order to promote holistic and integrated development with the range of development schemes and programmes, the role of NGOs services and their involvement in the development process will be all the more in demand (Malik - 1995).

5. Various Role and Functions of NGOs

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 success of rural development depends upon the active participation of the people through Self Help Organizations. The various roles of NGOs are described below for better understanding.

a. Catalyze Rural Population

b. Build Models and Experiment

c. Supplement Government Efforts

d. Organizing Rural Poor

e. Educate the Rural People

f. Provide Training

g. Disseminate Information

h. Mobilize of Resources

i. Promote Rural Leadership

j. Represent the Rural People

k. Act as Innovators

l. Ensure People's Participation

m. Promote Appropriate Technology

n. Activate the Rural Delivery System

The widespread belief that NGOs are more successful in reaching the poor in poverty reduction also resulted in rapid growth of funding for NGOs by government and external donors. As far as the government funding is concerned, there are over 200 government schemes initiated by the central and state governments through which NGOs can have direct access to resources for rural development (Reddy and Rajasekhar 1996)

6. Role of NGOs in Social Mobilization

In recent times, many Non Governmental organisations have been concentrating social mobilization on contemporary issues of importance such as women empowerment, human rights, and implementation of various

central and state government development programmes. The NGOs in India have contributed handsomely towards social mobilization and social activism through their intensive campaigns, people's mobilization programmes and effective networks.

The NGO as a social force facilitates collective action and people mobilization for the purpose of achieving the desired objectives. The NGOs are deploying various people-oriented as well as people-centered strategies, and these organizations build rapport with the people and mobilize them. The NGOs play in making the people environmentally aware and sensitive to take part in the development process (Biswambhar Panda et.al -2003)

7. Role of NGO in Social Mobilization under SHG & SGSY

Alleviation of poverty has persistently been on the agenda of the government. Various programmes with contrasting methodologies have been tried, whopping funds expended, yet the poverty yet the poverty seems indomitable. The Yojana (SGSY) is the latest poverty alleviation programme integrating six erstwhile rural development programmes, and it has been in operation since 1st April 1999.

The very sticking feature of this scheme is that it is quite different from earlier programmes in terms of objective, strategy, methodology and sustainability. Obviating the loose ends of the earlier programmes, the Yojana intends to overcome poverty through generation of self-employment opportunities with a debatable participation, contribution and initiative of the poor themselves. Doing away with the targeted individual-centric

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beneficiary approach, the group approach is adopted, which is by itself a radical departure. The Yojana attempts to address poverty in all its dimensions through multi-pronged strategy.

Thus, this SGSY scheme focuses on Group approach by organizing the poor into self help groups (SHG) through social mobilization process. Against this backdrop of this programme, the SGSY's guidelines emphasis on the role of NGOs and their significant participation in mobilizing people and to creating awareness among the people for the successful implementation of the SGSY schemes.

8. 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 contemporary 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. Also, it needs to be studied in detail

to understand the real impact made on social mobilization by the sample NGOs in implementing the new scheme called SGSY. Hence 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.

9. 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. Some have succeeded in the process and some are still struggling in progressive direction

In the guidelines issued by the Government of India on SGSY, the need for social mobilization has strongly been stressed for the successful implementation of the SGSY scheme through effective and innovative role

of NGOs. The NGOs role assumes greater significance in the following process of implementation of SGSY.

- ♣ Identification of Swarozgaries
- ♣ Formation of Groups
- ♣ Groups Stabilization
- ♣ Training and Capacity Building
- ♣ Linkage with Bank, Officials
- ♣ Grading process
- ♣ Micro Credit
- ♣ Micro enterprises development

In this context it is high time to understand the process of Social Mobilization done by the NGOs in the above said process and implementing SGSY, it is high time to understand and to documents on what are the various methods followed for social mobilization while implementing SGSY in their respective areas so that if any innovative methods used, it can be popularized and used in the future.

Hence the present study would be the miles stone for exploring various methods used and impact made through social mobilization for making the SGSY effective and efficient in the future.

10. Scope of the Study

As per the earlier discussions and understanding, Swarnajayanthi Gram Swarozgar Yojana (SGSY) emerged as major programme aimed at

promotion of Self Help Groups and establishing a large number of micro-enterprises in the rural areas building upon the potential of the rural poor. To wards 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 promoting the Self Help Groups in the years to come. Keeping all the above in mind, the present study proposes to find the answers for the following questions;

1. What are the various methods used for Social Mobilization in promoting the SHGs and SGSY?
2. How effective are those methods in fulfilling the expectations of SGSY guidelines?
3. Background of the NGOs and their role in social mobilization
4. Problems that arose during the process of social mobilization.
5. What are the important suggestions to improve social mobilization process?

11. 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.

The following are the specific objectives of the Study.

- To study and document the profile and background of the NGOs which are extensively involved in the process of social mobilization and promotion of SGSY.

- To study the various methods used for Social Mobilization for the promotion of SGSY and SHGs.

- To Study the various experiences gained and problems faced by the NGOs during the Social Mobilization process in the context of SHGs and SGSY.

- To Study the various impacts made out of Social Mobilization

- To suggest and advocate the successful processes and methods of Social Mobilization for those involved in the promotion of SHGs and implementation of SGSY

12. Limitations of the study

The present study has been conducted based on the following limitations.

1. The present study is limited to Pudukottai and Sivagangai districts of the Tamilnadu
2. Further it is restricted to the two NGOs in each districts
3. Further it is restricted to Social Mobilization process and Impact made on SGSY

13. Conclusion

The goal of social mobilization is to raise the status of the poor in a society through capacity building for self-awareness, self-development and self-realisation. Hence, to understand this process, the present study is proposed. In this chapter an attempt is made to trace the origin of the NGOs, Role of NGOs in Social Mobilization and merging needs for conducting a study on various methods used and impact made on social mobilization. Also this chapter deals with the objectives of the study, statement of the problems, limitation etc. The second chapter provides with research methods and related information on the present study.

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Chapter II – Review of the related literature

1. Introduction

2. Review of Conceptual understandings on Social Mobilization

    ♣ Meaning of Mobilization

    ♣ Social Mobilization as means for Empowerment process

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    ♣ Social Mobilization is the process

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3. Review of related research studies

4. Conclusion

Chapter II – Review of Related Literature

1. Introduction

      In the previous Chapter, an attempt was made to understand the brief introduction about the study, role of NGOs in social mobilization, objective of the study, need for the study etc. The present chapter it is devoted to present and analysis on conceptual framework and other related issues on the Social Mobilization with regards to the present study. An extensive review of literature was made to highlights various conceptual clarities and process of Social Mobilization and Role of NGOs in social mobilization for the purpose of the present study.

2. Review of Conceptual understandings on Social Mobilization

Meaning of Mobilization

      The concept of mobilization was first used to refer to the shifting of the control of resources from private-civilian to public-military process. More recently, it has been applied to a society's deliberate increase in the control of a variety of assets, such as new nation's mobilization of economic resources for development (Prasad 2003).

      According to Jenkins (1983) "Mobilization is the process by which a group secures collective control over the resources needed for collection action. The major issues, therefore, are the resources controlled by the group prior to mobilization efforts, the processes by which the group pools

recourses and directs these towards social change and the extend to which outsiders increase the pool of resources.

Any scheme that ignores the intrinsic features of resources is, therefore, of limited values. In response, most analysis has simply listed the assets that are frequently mobilized by movements (McCarthy & Zald's (1977) money, facilities, labor, and legitimacy: or Tilly's (1978:69), land, labor, capital and technical expertise).

Mobilization is the process, argues Barua (2001), by which energy that is latent from the viewpoint of the acting unit is made available for collection action. A more mobilized unit can get more done collectively either by increasing the number of goals it realizes or by increasing the intensity with which it pursues those goals already realized. Barua feels that it is essential in this discussion to maintain the differences among sub-units, units and supra-units, because mobilization of one entity often entails the de-mobilization of some others.

Mobilization is, by definition, according to Barua (2001), both a process of change and a changing process. Mobilization is also conceived as the process by which potentials are brought closer to actualization: the raw material is processed to provide the societal energy to fuel the pursuit of societal goals, and energy locked in other entities is made available.

Social Mobilization as means for Empowerment process

Of late, great success has been achieved around the world in programmes like immunization, eradicating illiteracy; empowerment of the weak and the underprivileged, creating self managed institutions of the poor etc. One of the key elements responsible for this success has been the concept of social mobilization, the process of bringing together all feasible and practical inter-sectoral social allies to raise people's awareness of and demand for a particular development programme, to assist in the delivery of resources and services and to strengthen community participation for sustainable and self-reliance (Prasad 2003).

Social mobilization is about empowering the poor based on three vital parameters of power namely (Prasad 2003), a) their own capital, b) their own knowledge, c) their own organizations. Its idea of empowerment is based on the assumption that there are three fundamental sources of power that is:

- ♣ Capital is power and for self-reliance, the habit of saving must be included

- ♣ Knowledge is power; no development can be sustained without the process being grounded in one's own knowledge base, culture and skills.

- ♣ Organization is power for participation to be effective and dynamic; the groups must respect the principle of social, economic and cultural homogeneity.

Sakuntala Narasimhan (1999) says that the strategies for empowering women must focus beyond economic restructuring to improve the social relations, which constrain and restrain women. She stresses social assurance and motivation as the most important directions, especially for rural SC and ST women, to fight for their cause. She equates awareness with empowerment and argues that women need to be aware of what they can do legally, positively and constructively to overcome their oppression and borrows Amartya Sen's view that " what is important is not so much what people receive, as how much involvement they have, and what part they play in the process of growth itself (Sen, Amartya, The Hindu, Delhi,6.11.1995) Relationship between social mobilization and development process

Relationship between social mobilization and development process

There is a symbiotic relationship between social mobilization and development process. Social mobilization lies at the genuine development. It gives impetus to the necessary changes that must occur before development-whether social, political or economic-can be realized (Prasad 2003).

Social mobilization, argues Ikoiwak (1989), in fact, is an essential surgical operation for the removal or virulent tissues of development in a polity. These malignant tissues are old or traditional economic, social, institutional, administrative, cultural system.

Social Mobilization is the process

Social Mobilization is the process of dialogue, negotiation and consensus building for action by people, communities, and organizations etc. to identify, address and solve a common problem (UNICEF, 1997). It can be an effective strategy to create the kind of supportive environment necessary to create sustained behavioral change that will bring about community participation for sustainability and self-reliance. To achieve this according to UNICEF (1997), the strategy mush reach from the highest levels of societal power to the hardest to reach and the most disempowered families and community.

The social mobilization process deals with the whole reality, unlike many projects that deal with a slice of reality, simplifying and fragmenting the life of the poor, their problems and solutions. Therefore, these fragmented solutions result in problems continuing even after the project ends. (Prasad 2003).

Each mobilization is derived from a thorough probing and understanding of felt needs in due order of priority. The iterative nature of the process results in a progressive deepening of their understanding of their problems and how they can be collectively addressed. Through a process of reflection-action-reflection, the spirals of activities move simultaneously on both the material front as well as on the mind. The important aspect of social mobilization is that the minds of the people are affected, consciousness is raised and creativity is realized while at the same time immediate material benefits are enjoyed by the prime actors (Prasad 2003).

Social Mobilization, argues Reddy (2001) means the process in which major clusters of old social, economic and psychological commitments are eroded or broken and people become available for new patterns of socialization and behavior'.

Social Mobilization is a methodology

Social mobilization is methodologies for making the poor contribute to economic growth. Rana (2001) is of the opinion that "social mobilization provides a non-violent way of the morass of deprivation, alienation, insecurity, political graft, and corruption experienced relentlessly over the past fifty years of development and democracy".

Deutsch (1961) states that social mobilization is a name given to an overall process of change that happens to sustainable parts of human population in countries that are moving from traditional to modern ways of life. This specific process of change, he says, affects residence, occupation, social setting, associates, institutions, roles and ways of acting, demands and capabilities. Later, Deutsch gave a rather short hand definition of his concept of social mobilization as "the process in which major clusters of old social, economic, and psychological commitments are eroded or broken and people become available for new patterns of socializations and behavior".

Jarry Gana (1987) argues, "Social Mobilization is the process of pooling together, harnessing, actualizing and utilizing potential human resources for the purpose of development. It is process whereby human beings are made aware of the resources at their disposal, and are also

motivated and energized to collectively utilize such resources for the improvement of their spiritual and material conditions of living".

Social Mobilization, according to Rana (1995a:5), may be defined as "the process of enabling the poor, marginalized and disenfranchised segments of society to build and manage their own organisations and thereby participate in decisions affecting their day-to-day lives through the use of their own creativity".

Social Mobilization, argues Cohen (1996), can also be defined as "a process of engaging a large number of people in joint action for achieving societal goals through self-reliant efforts. Its immediate expected outcomes are the mobilization of all possible resources and the sustained adoption/utilization of appropriate policies, technologies or services through the modification of attitudes and behavior of various social actors".

Social Mobilization, according to Amarsinghe (2001), "is a process of organizing the target groups to take initiatives and assert themselves". It seeks to make people more aware of the resources available to them, to raise their consciousness and to give them the motivation to undertake development activities for their own betterment in the long run social mobilization aims at empowering people to demand and generate the satisfaction of their needs.

Social mobilization is an approach and tool that enables people to organize for collective action, by pooling resources and building solidarity required to resolved common problems and work towards community

advancement (UNDP, 2002). It is a process that empowers women and men to organize their own democratically self-governing groups or community organizations which enable them to initiate and control their own personal and communal development, as opposed to mere participation in an initiative designed by the government or an external origination (ibid, 2002).

Community Mobilization and interrelationship

Social mobilization is commonly considered to be an important dimension of capacity, organisation and institution building, particularly, when relating to disadvantaged people. Social mobilization may occur at all levels. Most often, however, the term is used for activities in local communities, although not necessarily confined to such communities. When thus confined, the process is commonly referred to as community mobilization. This may involve whole communities or be limited to sections of communities (for instance, land-less people or groups of particularly poor women).

The interrelationship between community mobilization/participation and social mobilization needs to be clarified. For some, social mobilization seems to cover mostly social movements initiated from the top in which persuasion and /or 'manipulation' techniques are used to reach objectives on a massive and rapid scale. Conversely, community mobilization for participation is often viewed as spontaneous movements initiated from the grassroots, which take the form of self-help and small-scale projects (Prasad 2003).

Avoiding this simplistic and counterproductive dichotomy, Cohen (1996) argues that community mobilization and social mobilization can be made unified parts of the same process of social change so that, ultimately, community mobilization is viewed as the community component of the national development process.

The forces of community awareness and social mobilization for development unleashed by the UNDP sponsored project motivated the rural community of Garhwal to move ahead on the already created path of development. And the all-women Self Help Groups took upon themselves the task of giving a fresh thrust to developmental acidities and community empowerment. Rightly and appropriately, RLEK christened this programme a "Prakriya", meaning a process of change for the rural community. As pointed out by Kaushal, with a people-centered approach, Prakriya continues to focus on community mobilization and capacity rather than on the direct service delivery (Radhakrishna Rao-2005)

Social Mobilization as a means for Human Resource Development

Community members can maximize their potential not only by organizing themselves but also by upgrading their existing skills to better manage new inputs-business and community initiatives and establish effective links with local government and other sectors. The change agent can support direct training, exchange visits and other capacity building activities based on needs identified by the members of the community organizations. These can cover: organizational development, leadership, savings, and credits programmes, agriculture, natural resource management,

and other key areas. Local human resource development can best be promoted when trained individuals take up the responsibility to train other community members (Prasad 2003).

The massive expansion of the rural water supply infrastructure has gone hand in hand with increased community participation, awareness generation and decentralized management. Since women are the principal beneficiaries of the programme, they are involved in all stages of implementation of rural water supply and sanitation schemes, from hand pump mechanics to members of village water and sanitation committees.

Socio-economic development and Social Mobilization

Socio-economic development initiatives are a great incentive for community members to organize themselves. It is important, therefore, that initiatives, which include social mobilization, provide supports in the form of matching grants or access to credit, marketing and other services that will lead to tangible improvements in socio-economic conditions within the community. The process of identifying community priorities, participatory planning, implementing and monitoring of community projects and managing partnerships with local government, private sector and other actors helps not only to improve local conditions but also to empower people and their organizations (Prasad 2003).

According to UNICEF (1997), dialogue is at the heart of social mobilization. Information sharing and discussion are critical elements of effective communication. Dialogue includes debate, disagreement and

negotiation. It builds consensus and unities in diverse sectors of society around a common purpose. Sometimes, mediation is required to bring discussion and debate to agreement on problem definition, goals, or actions. Often dialogue is a means to empowerment. It may overcome or diffuse resistance, lead to compromise or to new ideas.

Besides dialogue, UNCEF (1997) is of the view that collecting; understanding and using information are other critical components of social mobilization. If gathering and disseminating information are to be a genuine part of social mobilization, it must involve local communities, families and children in the design and implementation of research and action. This includes identification of the problem and its cause, carrying out surveys or interviews, giving feedback, discussing the results and deciding what action to take; whether to organize local groups, advocate for a new service, or seek funds to create new infrastructure.

Substantial role of NGO in Social Mobilization

In recent times, many grassroots micro movements also known as new social movements have been taking place centering on contemporary issues of importance such as ecology, environment, women empowerment, human rights, sharing of natural resources and the like. The NGOs in India have contributed handsomely towards social activism through intense campaigns, people's mobilization programmes and effective networks. The NGOs, as a social force facilitates collective action and people's mobilization. The NGOs play in making the people environmentally aware and sensitive to

take part in the social activism through social mobilization process (Biswambhar Panda et.al - 2003).

Empowerment of poor, particularly approach and social mobilization are the possible process for eradicating poverty. Poverty can be effectively eradicated only when the poor start contributing to the growth process through their active involvement. Voluntary organization, community based self-help groups and local governmental organizations have a substantial role to play says Sivasubramanian (1999)

The experiences across the country have shown that group formation and development are not a spontaneous process. A facilitator working closely with the communities at grassroots level can play a critical role in the group formation and development. The quality of the groups can be influenced by the capacity of the facilitator. The facilitator may or may not be a official. In some cases, NGOs can not only work as the facilitator but also help in Social Mobilization, Training, and capacity building of facilitators being used by DRDAs. DRDAs may support such sensitive support mechanisms in the shape of NGOs or Community Based Organizations (CBOs) or Network of Community Institutions (SGSY Guidelines).

4. Review of related studies.

Vasudeva Rao in his study on the "Swasakti Banks" which are established, organised and run by SC women through self-management, has observed many changes in the thinking process of women through social

effective social mobilization process. Those SC women who were once passive recipients have now become vocal, articulate and active stakeholders. They are able to ask for equal wage, assert self esteem, and are able to provide better education, nutrition and health facilities for their girl children. On the community front, they could stop the social evil of 'Joginism' a system akin to the devadasi system, found in Andhra Pradesh, Karnataka, Maharashtra under which the girls from SC and BC are set apart under the name of wives of the gods jogins, who are actually harassed and exploited by the rich and powerful of the villages. (Kumar 2002) and prevented men from taking alcohol. Thus the illiterate SC women could gradually change the social scenario thanks to social mobilization process and initiatives.

Sundari and Geeta (2000) opine that the gender disparity in access to institutional credit is gradually narrowing down over time. Women should be encouraged to undertake micro enterprises with the available credit facilities by banks and other financial bodies. Poverty is often the consequence of unemployment, which being gender related, leads to feminization of poverty as poverty particularly affects women. However, authors suggest that factors such as training and skill formation, technology upgrading, credit women's bank, supply of raw material and market, promotion of small savings and publicity could contribute to empowering women.

According to Agarwal (2001), women need to be viewed not as beneficiaries but a active participants in the process of development and change. Empowerment of women can be effectively achieved if poor

women could be organised into groups – for community participation as well as for assertion of their rights in various services related to their economic and social well being.

Women's empowerment is not only in financial terms but also in attitudinal and motivational factors. There is no need for much inventions and innovation to empower rural women and what needed is reorientation, mobilization and realisation of women friendly environment in the rural areas, says Devasia, (2001).

According to Anand (2001), empowerment is the process of building capacities of creating an atmosphere, which enables people to fully utilize their creative potential in pursuance of quality of life. Empowerment gives women the capacity to influence decision-making process, planning, implementation and evaluation. It also deepens and popularizes the democratic process.

According to Gurumoorthy (2000), empowering women contributes to social development. Economic progress in any country whether developed or underdeveloped could be achieved through social development. The Self Help Group disburses micro credit to the rural women for the purpose of making them enterprising women and encouraging them to enter into entrepreneurial activities.

5. Conclusion

In summary it may be indicated that for the purpose of present study, review of related literature is treated as a continuous process (Conway et.al, 1070), starting with concept identification and editing with more pertinent for the research problem currently undertaken. The review pertinent to the earlier studies as shown in the preceding pages had clearly indicated that studies specifically aimed at the Social Mobilization are very scarce and particularly there is no objective study of the type described has hitherto been undertaken.

The next chapter is deals with research methodology and its related issues.

Chapter III - Research Methodology

1. Introduction

2. Definition of the term used in this study

3. Objectives of the study

4. Research design and methodology

5. Sampling Selection

6. Pilot study

7. Data Collection Analysis

8. Presentation of results

9. Conclusion

Chapter III – Research Methodology

1. Introduction:

The present chapter is devoted to formulation of objectives, research designed & adopted, sampling selection, construction of research tools, pilot study conducted, data collection and its methods of analysis. The reviews of literature, personal inquiries and discussions with variuos practitioners and NGO's functionaries have lead to the next step of formulating of objectives which is considered as a central step in any research attempt.

2. Definition of the term used in this study

1. ***Social Mobilization***: The Term "Social Mobilization" is operationally defined in this study as "the process in which various approaches and tools used by the NGOs to organize and promoting Self Help Groups in the Context of SGSY"

2. ***N.G.O***: The term "NGO is operationally defined as "the organizations as a social force that facilitates collective action and people's mobilization and involved in promoting Self Help Groups under SGSY through various social mobilization processes in the study areas".

3. ***SGSY:*** The Swarnajayanti Gram Swarozgar Yojana (SGSY) is the latest poverty alleviation programme that has been in operation since 1st April, 1999. SGSY focuses on groups approach by organizing the poor into Self Help Groups (SHGs) through social mobilization.

SGSY is aimed at establishment of large number of micro-enterprises and expects to ensure that the groups members come out of poverty clutches through incremental income of around Rs. 2000/- p.m. within 2-3 years of group's formation.

4. *Self Help Group:* The term "SHGs" is operationally defined and used for the purpose of the present study "Self Help Groups are usually informal groups whose members have a common perception of need and importance towards collective action. These groups promote savings among members and use the pooled resources to meet the emergent needs of their members, including consumption and income generation.

3. Objective of the study:

The major objective of the study is to understand the various processes and 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.

The following are the specific objectives of the Study.

- ▪ To study and document the profile and background of the NGOs which are extensively involved in the process of social mobilization and promotion of SGSY.

- ▪ To study the various methods used for Social Mobilization for the promotion of SGSY and SHGs.

- To Study the various experiences gained and problems faced by the NGOs during the Social Mobilization process in the context of SHGs and SGSY.

- To Study the various impacts made out of Social Mobilization

- To suggest and advocate the successful processes and methods of Social Mobilization for those involved in the promotion of SHGs and implementation of SGSY

4. Research design and methodology

The present investigation has adopted exploratory nature. The exploratory design was selected due to the very nature of the issues, respondents, and type of question rose, for generating data. The nature of data obtained for the present study is qualitative in nature. The data/information were collected from 4 NGOs in Sivagangai and Pudukottai Districts of Tamilnadu. Two NGOs were selected from each District. The explorative study is used for exploring the various processes, methods and tools used by the NGOs for social mobilization in the context of SGSY.

5. Sampling Selection

The purposive sampling was adopted while identifying the NGOs when the investigator identified the NGOs for the study; the following criteria were kept in mind to avoid causality errors.

1. The NGO which has completed five years in existence
2. The NGO which has more than 1000 Groups
3. The NGO which has active link with DRDA

4. The NGO extensively involved in social mobilization process
5. The NGOs linked with SGSY schemes.

Based on the above conditions, there are 4 NGOs, two in each district of Sivagangai and Pudukottai districts were identified for the present study.

6. Pilot study

In order to perfect the structured interview schedule and get an idea for conducting formal and informal interaction and observation, pilot study was conducted with two NGOs working in Kancheepruam district of Tamilnadu. For this purpose, the Self Help Group's members, officials of the NGOs and DRDA connected with SHG and SGSY scheme were contacted and consulted. This pilot study has helped the researcher to prepare the structured interview schedules, and to formulate the ideas for the formal and informal interaction to be done during the data collection. After formulating the ideas, the data were collected from the officials of the NGOs and SHG's members.

7. Construction of the Tools

The tools of inquiry required for the study were constructed at different stages. At the first state, the investigator reviewed available secondary data and details, available with the official documents in the DRDA, which were helpful in identification of relevant attributes for the purpose of the study.

At the second stage, various discussions were held with the Project Officers, Assistant Project Officers, Block Development Officials and others who are connected with the implementation of SGSY which helped the researcher to focus on the significance of the study and preparing suitable the tools for the study.

In the next stage, based on the various consultations and discussions, it was decided to collect data by adopting the following techniques and tools

    A. Observation technique in the field

    B. Informal interaction with Self Help Group's members

    C. Formal interaction with officials of DRDA, and NGOs concerned.

    D. Structured interview schedule (open ended) for NGO Officials

8. Data Collection and Analysis

The data was collected with NGOs directly with the help of above said tools and methods by experienced data enumerators along with the investigator. The study was conducted with 4 NGOs using the above said criteria. The collected data were presented in the form of profile of the NGOs and qualitative analysis was used for the presentation of data related to the methods and process for Social mobilization by the NGOs in a cumulative format.

9. Summary

In this chapter the methodology aspects of the study is presented. After deeper analysis of the study process and clarity on the chosen methods,

a suitable research design has been evolved. Accordingly, it is considered that presentation of profile of the NGOs and qualitative analysis of data collected was more suitable and it has been applied for the purpose of data analysis for this study.

The next chapter deals with analysis and interpretation of the results.

Chapter IV Data Analysis and Interpretation

1. Introduction

2. Profile of NGOs under study
    a. Profile of NGOs –1
    b. Profile of NGOs – 2
    c. Profile of NGOs – 3
    d. Profile of NGOs- 4

3. Presentation of Qualitative Data

Chapter IV Data Analysis and Interpretation

Introduction

The major objective of the present study is to find out the various methods used for the social mobilization in the context of SGSY by the NGOs in the study areas. In order to collect data, various tools and techniques, listed in the previous chapter, were adopted in the study. The exercise of pilot study has helped the researcher to refine and focus the importance of data to be collected.

The primary data were collected through various tools and methods such as interview schedule, formal and informal interactions, and observations. The collected data have been presented in the form of profile of the NGOs, and presentation of qualitative analysis of the methods used for social mobilization by NGOs in a cumulative format.

This chapter is divided into two parts. The first part is devoted to presentation of profile of the NGOs studied and second part is devoted to presentation of qualitative data analysis of the data collected from the SHG's members, and officials from the NGOs in the respective district.

2. Profiles of the NGOs under Study

a. Profile of the NGO – 1

1. Name and Address of the NGO

Registered Office	Head & Administrative Office
TURPA - NGO Sirukoodalpatty Post Tirupathur Tk Sivagangai	TURPA - NGO Sirukoodalpatty Post Tirupathur Tk Sivagangai

2. Details of Branch Offices if any.

Field Office	Field Office	Field Office
No field offices		

3. Years of Existence in operational areas.

From 1979 to 2006 Total years 27 years

4. Legal status of the NGO

S.No	Registration Act	Yes or No
1	Registered under Society / Trust Registration Act	Society, Yes
2	Registered Under 12 AA	Yes
3	Registered under 80 G	Yes
4	Registered under 35 AC	No
5	FCRA –New Delhi	Yes

5. Organizational Management Structure.

TRUPA is managed by the executive committee consists of 7 active members and governed by the governing body consists of several leading social workers.

6. Type of NGO

The NGOs is concentrating on the following core type activities
- ➢ Development
- ➢ Training
- ➢ Campaign
- ➢ Others specify : Health empowerment activities

7. Core Organizational objectives

1. To help increase educational level (literacy level)
2. To help community increase their basic capacities
3. To help to live a disease free healthy life
4. To help women to develop in their over all capacities to improve their self esteem
5. To help community to achieve their basic communities
6. To help and take care of HIV/AIDS affected families
7. To help community create and maintain the community assets through various schemes

8. Operational Areas

District	Blocks	Number of Pts	Number of Villages
Sivagangai	Tirupattur	40 Panchayats	260 villages
	Kallal	5 Panchayats	30 villages
	Singampunary	5 Panchayats	20 villages

9. Target Groups

1. Women and Children
2. Elders
3. Dalit and Landless laborers
4. Marginal Farmers
5. People with HIV/AIDS

10. Type of Activities

1. Promotion of Self Help Groups
2. Educational activities
3. Health programs

4. Training and Capacity Building activities.
5. Creation of community assets
6. Provision of basic amenities
7. Animal husbandry
8. Welfare of elders

11. Type of Economic activities in general

1. Dairying
2. Sheep Rearing
3. Palm leaf produce
4. Ready made garments
5. Quarrying

12. Type of Economic activities under SGSY

1. Dairying
2. Sheep Rearing
3. Palm leaf produce
4. Ready made garments
5. Quarrying

13. Involvement in implementation of SGSY and SHGs

Number of SHGs formed	Number of SHGs provided with RF under SGSY	Number of Groups provided with E A
426	83	48

14. Supporter for the NGOs

State Level		Name of organisation
	1	Social Welfare Department
	2	District Rural Development Agency (DRDA)
	3	Tamilnadu Voluntary Health Association
National Level	1	Ministry of Social Welfare
	2	Ministry of Human Resource Development

	3	CAPART, CASA
Foreign	1	Church of Sweden, Sweden
Sources	2	New Horizon, West Germany

b. Profile of the NGO – 2

1. Name and Address of the NGO

Registered Office	Head & Administrative Office
RENAISSANCE "Malarchi" Kalamavoor – 622 502 Pudukottai District	Same

2. Details of branch offices if any.

Field Office	Field Office	Field Office
Andakulam Kumaradas Koil Block Pudukottai	No. Charles Nagar Pudukottai	Keeranur Town Keenaur Pudukottai

3. Years of Existence in operational areas.

From 23.01.1983 to till date, Total years 23 years

4. Legal status of the NGO

S.No	Registration Act	Yes or No
1	Registered under Society / Trust Registration Act	Trust, Yes
2	Registered Under 12 AA	Yes
3	Registered under 80 G	Yes
4	Registered under 35 AC	No
5	FCRA –New Delhi	Yes

5. Organizational Management Structure.

RENAISSANCE is managed by the Board of trustees and Director one of the trustees of the Board, looks after the administration.

6. Type of NGO

The NGOs is concentrating on the following core type activities
- Development
- Training
- Campaign
- Advocacy
- Special school for M.R. children

7. Core Organizational objectives

1. Socio Economic development of the poorest among the poor
2. Promoting holistic development of the people
3. Extending relief and referral activities.
4. Health empowerment activities
5. Promotion and organisation of self help groups
6. Promotion of income generation activities
7. Educational promotion and empowerment
8. Non- formal Education and literacy development
9. Social education and community Development
10. Women and Child development

8. Operational Areas

Districts	Blocks	Number of Pts	Number of Villages
Pudukottai	Kunnandan Koil	18 Panchayats	Details not available at the time of investigation
	viralimalai	42 Panchayats	
	Annavasal	14 Panchayats	
	Pudukottai	06 Panchayats	

9. Target Groups

1. Mentally retarded children
2. Women and Children all communities
3. Bonded labourers

10. Type of Activities

    1. Promotion of Self Help Groups
    2. Special schools
    3. Training
    4. Counseling
    5. Micro Credit
    6. Income Generation Activities.

11. Type of Economic activities

    1. Dairy forming
    2. Vermin culture
    3. Petty Shops
    4. Gen cuttings

12. Type of Economic activities under SGSY

    1. Dairy forming
    2. Vermin culture
    3. Petty shops
    4. Gen cuttings

13. Involvement in implementation of SGSY and SHGs

Number of SHGs formed	Number of SHGs provided with RF under SGSY	Number of Groups provided with E A
1124	485	186

14. Supporter for the NGOs

State Level		Name of Organisation Supported
	1	Social Welfare Department
	2	District Rural Development Agency (DRDA)
National Level	1	Ministry of Social Welfare
	2	Ministry of Human Resource Development

	3	Rashtria Mahila Kosh
Foreign	1	Trocavie
Sources	2	Tdh - Netherlands

c. Profile of the NGO – 3

1. Name and Address of the NGO

Registered Office and Administrative Office
Social Education for Rural Development (SERD)
No. 5, Krishnarajapuram Colony
Manamaurai – 630 606
Sivagangai District

2. Details of branch offices if any.

Field Office	Field Office
Thirupuvanam Sivagainga District	Sivagangai Sivagangai District

3. Years of Existence in operational areas.

   From 1991 to till date, total 16 years

4. Legal status of the NGO

S.No	Registration Act	Yes or No
1	Registered under Society / Trust Registration Act	Society, Yes
2	Registered Under 12 AA	Yes
3	Registered under 80 G	Yes
4	Registered under 35 AC	No
5	FCRA –New Delhi	Yes

5. Organizational Management Structure.

   SERD is managed by the Executive Committee members under the direction of General Body and the programme administration looked after by Director.

6. Type of NGO

   The NGOs is concentrating on the following core type activities
   ➢ Development
   ➢ Training and capacity building
   ➢ Campaign
   ➢ Advocacy

7. Core Organizational objectives

   1. To promote Women and Children development
   2. Organisation of poor women and their liberation
   3. To empower the dalit women and children
   4. To promote environment through Afforestation, tree plantation
   5. To provide adequate skills for needy people
   6. To generate employment sources and livelihood option.
   7. To promote human rights and women empowerment
   8. To distribute free study materials to the poor children
   9. To promote comprehensive health and health empowerment
   10. To create equalitarian society through integration various development activities.

8. Operational Areas

Districts	Blocks	Number of Pts	Number of Villages
Sivagangai	Manamadurai	15 panchayats	319 Villages
	Thirupuvanam	5 panchayats	
	Sivagangai	4 panchayats	
	Narikudi	8 panchayats	
	Virudunagar	5 panchayats	
	Elayankudi	12 panchayats	

9. Target Groups

   1. Dalits women, children, youths
   2. Snake snatchers
   3. Rat eaters
   4. Gypsy community
   5. Women and children
   6. Rural youths
   7. Poorest among the poor in any community
   8. Bonded laborers

10. Type of Activities

   1. Formation of Self Help Groups
   2. Thrift and credit activities
   3. Income generation activities
   4. Health awareness camp
   5. Consumer awareness camps
   6. Training to dalit women leaders
   7. Herbal plantation
   8. Skill training to SC women
   9. Human rights and empowerment activities
   10. Distribution of free educational materials
   11. Environment awareness programme
   12. Modern agriculture training
   13. AIDS awareness programme
   14. Celebration of various days of importance

11. Type of Economic activities

   1. Goat rearing
   2. Vegetable cultivation
   3. Dairy farming
   4. Petty shops
   5. Vegetable vending

12. Type of Economic activities under SGSY

   1. Goat rearing
   2. Vegetable cultivation

3. Dairy farming
4. Petty Shops
5. Vegetable vending

13. Involvement in implementation of SGSY and SHGs

Number of SHG formed	Number of SHG provided with RF under SGSY	Number of Groups provided with E A
2000	175	95

14. Supporter for the NGOs

State Level	Name of Organisation Supported
	District Rural Development Agency (DRDA)
National Level	Rashtria Mahila Kosh
Foreign Sources	Ananda Foundation - USA

d. Profile of the NGO – 4

1. Names and Address of the NGO
   The society for development of human abilities and Environment

Registered Office	Head & Administrative Office
OAZOANE – NGO 94/1, Agraharam, Aranthangi – 614 616 Pudukottai district	OAZOANE – NGO 94/1, Agraharam, Aranthangi – 614 616 Pudukottai district

2. Details of Branch Offices if any.

Field Office	Field Office	Field Office
105 / 14 / B.1, Seethalakshmi Illam Ambukovil road Karambakkudi Pudukottai district	Rajendra Puram Krukalakottai post Aranghangi taluk Pudukottai district	No. VRK, street Keeramangalam Alangudi Taluk Pudukottai

3. Years of Existence in operational areas.

From 1989 to till date: Total 17 years

4. Legal status of the NGO

S.No	Registration Act	Yes or No
1	Registered under Society / Trust Registration Act	Society, Yes
2	Registered Under 12 AA	Yes
3	Registered under 80 G	Yes
4	Registered under 35 AC	No
5	FCRA –New Delhi	Yes

5. Organizational management structure.

OAZOANE is managed by the executive committee, which consists of 11 active members including by a president, a secretary, and treasurer.

6. Type of NGO

The NGOs is concentrating on the following core type activities
- Development and Research
- Welfare and Rehabilitation

7. Core Organizational objectives

1. To create integral development of human abilities and environment development in rural areas.
2. To identify the rural folk problems and to prepare action plan to solve the problems
3. To motivate the people to participate in economic oriented programme
4. To generate employment in rural areas in a sustainable basis
5. To promote leadership through various integrated trainings
6. To promote health empowerment among the underprivileged
7. To promote and organize Self Help Groups and empowerment
8. To promote human rights and legal awareness
9. To Promote environmental hygienic through water and sanitation

10. To integrate various areas development for overall development of the underprivileged

8. Operational Areas

Districts	Blocks	Number of Pts	Number of Villages
Pudukottai	Aranthangi	52	
	Avudaiyarkoil	35	
	Thiruvarankulam	13	980
	Karambakudi	40	
	Manamelkudi	28	
	Aranghagi Municipality	27	

9. Target Groups

1. Women and children and youths
2. Elders and senior citizen
3. Destitute women and children
4. Dalit and landless laborers
5. Deserted women and girls affected by Tsunami
6. Fishermen Community
7. Salt workers
8. Agricultural labourers
9. Small and Marginal farmers

10. Type of Activities

1. Promotion of Self Help Groups
2. Micro Credit under various model
3. Old Age home
4. Integrated skill training programme
5. Income generation programme
6. Total Rural Sanitation Programme
7. Dalit women empowerment activities
8. Natural forming and food processing
9. Creche programme
10. Short stay home
11. Environmental awareness programme
12. Sarva Siksha Abiyan

13.Solid Waste management programme
14.Family counseling centers
15.Model training centers

11. Type of Economic activities

1. Tailoring
2. Cleaning powder
3. Soap oil
4. Penoil
5. Washing powder
6. Computer sambrani
7. Agarpathi
8. Candle
9. Soda water
10.Hollow blocks
11.Fishing

12. Type of Economic activities under SGSY

1. Tailoring
2. Cleaning Powder
3. Soap Oil
4. Penoil
5. Washing Powder
6. Computer Sambrani
7. Agarpathi
8. Candle
9. Soda Water

13. Involvement in implementation of SGSY and SHGs

Number of SHG formed	Number of SHG provided with RF under SGSY	Number of Groups provided with E A
1828	550	55

14. Supporter for the NGOs

	Name of Organisation Supported
State Level	Social Welfare Department
	District Rural Development Agency (DRDA)
	Tamilnadu Voluntary Health Association
	Central Social Welfare Board
National Level	Ministry of Social Welfare
	Ministry of Human Resource Development
	Ministry of Social Justice and Empowerment
	Ministry of Women and Child Development Rashtrya Mahila Kosh
Foreign Sources	UNICEF

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Presentation of Qualitative Data

After analysis of the profiles of the NGOs in the present study, the data collected from various project functionaries with the help of open ended questionnaires cum interview schedules, has been analyzed and presented here under.

In order to get reliable data and response, various staff members of the NGOs such project directors; project coordinators, supervisors, and field level functionaries were contacted and interacted with the help of interview schedule.

An informal meeting with the above functionaries individually was held in a participatory way, and responses were collected. The accuracy and data perfection were found through cross responses provided by the functionaries. The Group discussions were also done to validate the responses collected individually. All the responses were compiled in a cumulative way and presented as follows

NGO's objectives of Social Mobilization under SGSY

As a first open ended question the interview started with asking about the "NGOs" objective of Social mobilization under SGSY". The following are responses as spelt out by the respondents:
- ♣ To create equalities among the various communities
- ♣ To promote the standard of living

- ♣ Economic improvement

- ♣ Strengthening the unity among the people

- ♣ To make them responsible

- ♣ To remove inequality among the men and women

- ♣ To bring out their potential and skill

- ♣ Leadership development among the women

- ♣ To increase their contribution in the process of development

- ♣ Successful implementation of the schemes

- ♣ Identification of their needs and problems

- ♣ To increase their contribution in successful implementation of the schemes

- ♣ To understand 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

Methods of Social Mobilization

Under this major question, there are five sub-questions were formulated for the purpose of this study as follows.

- ♣ Extension methods and activities

- ♣ Educational methods and activities

- ♣ Social methods and activities

- ♣ Motivational methods and activities

- ♣ Other Methods and Activities

Accordingly, the responses were collected and analyzed on five major methods and activities as follows. On certain occasions, two or more respondents evoked the same responses. In this case, similar responses were avoided while compiling the responses in order to avoid duplication of responses.

♣ Extension Methods

Under the Extension methods, following various methods were used in order to organize the people in the process of Social Mobilization.

- ♣ Short film
- ♣ Street play
- ♣ Social drama through songs and drama division
- ♣ Regular meeting
- ♣ Door to door visits and contact
- ♣ Direct, Groups and Mass Contact & meetings
- ♣ Stay and living with the villages and interacting at nights

♣ Educational Methods

- ♣ Exposure visits
- ♣ Presentation of successful case studies
- ♣ Films shows
- ♣ Pictorial presentations

♣ Live demonstration

♣ Charts reflecting social issues

♣ Non – Formal Education

♣ News reading in the groups

♣ **Social Methods**

♣ 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

♣ Enrolment 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

♣ **Other Methods / activities used**

- ♣ Participating in 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

In order to understand about who were all involved and the type of support extended in the process of Social Mobilization, the question On "Individuals involved and type of support extended in social mobilization was raised and responses are presented as follows. In order to get clarity of the responses, the question was divided into three levels of participation in social mobilization such as NGO's level, Community level, and Official level.

Level	Persons Involved	Type of support
NGO's Level	Project Executives, Staffs, Coordinators, Cluster Coordinators,	Organizational Support Attending the Meetings Training and Campaign Organizing functions
Community Level	President, Teachers, Anganwadi Workers, Youth	Co operational support Guidance support

	Club leaders, Social minded people, Village Admn. Officers,	Facilitative role Moral support
Officials Level	Union Staffs, Extension Officers Block Development Officer APO (Credit).	Providing information Resource Mobilization Encouragement Grading the Groups Administrative support

Concrete achievement or impact made out of Social Mobilization:

The following responses were obtained for the question on "Concrete Achievement or Impact made out of Social Mobilization".

- ♣ The people's power mobilized together
- ♣ Confidence built on the NGOs
- ♣ Realized the importance of formation of SHGs
- ♣ Formation of Groups increased
- ♣ They started saving regularly
- ♣ Solving their problems by themselves
- ♣ Motivation and Awareness generated
- ♣ 32 ward members elected in the 2001 elections
- ♣ 2 counselors elected in the 2001 elections
- ♣ Dependence reduced to some extent
- ♣ People contribution increased
- ♣ They are not expecting free of anything from anywhere.

How did you assess the impact of the Social Mobilization?

In order to assess their assessment techniques used to assess the impact made out of their social mobilization process, the question was raised as *"How did you assess the impact of the Social Mobilization?"* The following are the responses received from the participants.

- ♣ Evaluation done by the Bharathiyar University as external evaluators and findings
- ♣ Their self initiatives and self support for many development activities
- ♣ Their cooperation given to the project functionaries
- ♣ The problems of liquor prevented from the entire villages made a positive impact on the surrounding villages.
- ♣ Their actions initiated in solving their social problems
- ♣ Team works and team sprit started
- ♣ Active participation in the Grama Sabha
- ♣ Voice their views in the pubic places
- ♣ People's voluntary contribution increased
- ♣ Saving increased
- ♣ Laborers become owners in quarrying works
- ♣ Volunteering their support in all development process.

Problems faced during the Social Mobilization

In order to understand the various problems faced by the NGOs during the process of social mobilization, the question was raised as "Problems faced during the Social Mobilization" and responses are recorded as follows:

- ♣ Religion conflict
- ♣ Traditional leaders did not support
- ♣ Some local dominant groups discouraged our efforts
- ♣ Some Political people threatened our staffs and prevented our efforts
- ♣ Due to the fear of husbands, in the beginning, the women did not come forward into the groups
- ♣ Opposition of the political leaders
- ♣ Communal related opposition
- ♣ Money lenders were prevented the formation of the groups

Experiences gained out of Social Mobilization

In order to understand the experiences gained by the NGOs, out of social mobilization, the question was raised as "Experiences gained out of Social Mobilization" and the responses obtained are presented as follows.

- ♣ Satisfaction and gained confidence to continue the efforts in the future.
- ♣ Our NGO's status improved at all levels
- ♣ Appreciation at the local and official levels

- ♣ Received best NGO Award by the district administration.
- ♣ People accepted our mission and vision
- ♣ Noticing visible changes among the people
- ♣ Self motivation to serve the people
- ♣ Our commitment increased
- ♣ Need for services increased
- ♣ Managerial skill developed in our staffs

Steps taken to sustain the motivation attained through Social Mobilization

In order to get responses on their various steps taken to sustain the motivation attained through social mobilization, the question was asked as "Steps taken to sustain the motivation attained through social mobilization" and their responses are recorded here.

- ♣ Involving local committees such as
  - • Village development committee
  - • Water and Sanitation committee
- ♣ Involving youth clubs
- ♣ Formation of Block level federation and sustain motivation
- ♣ Credit linkages
- ♣ Promoting income generation activities
- ♣ Frequent visits and contacts
- ♣ Observations of days of importance
- ♣ Integrating various departmental schemes
- ♣ Giving responsibility to the people

How Social Mobilization Process helped your organisation to grow?

NGOs were asked to respond on "how social mobilization process helped your organization to grow, and the responses are presented as follows

♣ 35 years of existence

♣ Received Best NGO's Award and got due recognition at all levels of people and district administration.

♣ Helped to raise more funds from different sources

♣ Funding agencies are placed trust in our organisation

♣ Became the members of various State and National Level Committees

♣ Gave brand name to our NGO

♣ New schemes are coming up from various sources in recognition of services.

♣ Sustainable existence has ensured

♣ Became stabilized NGO

Any other details related to Social Mobilization the NGO wishes to share?

In addition to the above responses, a general question was raises as *"Any other details related to Social Mobilization the NGO wishes to share"* to get more related responses and the same are presented as follows.

♣ Comprehensive scheme may be implemented to sustain motivation sustain

♣ Political will power needed for social mobilization

- ♣ The image of the women has improved
- ♣ Self esteem among the women has improved
- ♣ Social responsibly has improved
- ♣ Social consensus emerged on various issues
- ♣ Self reliance among the women has been witness to some extent

Any other opinions / suggestions on Social Mobilization in the context of SGSY

- Need continuous training
- Convergences of various department services
- NGOs should develop administrative skills
- NGOs should use experienced Groups members, leaders, and animators in Social Mobilization.

In this chapter, an attempt was made to present the profile of the studied NGOs in order to understand about the various aspects of the NGOs. Also, this chapter concentrated to present the data collected from the functionaries of the respective NGOs. The next chapter is deals with summary of results, discussion, conclusion and recommendations of the study.

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Chapter V

Summary of Results, Discussions, Conclusion and Recommendations

In this concluding chapter, results, and certain valid conclusions are extracted on the basis of objectively quantified results and same are presented as follows. As the major objective of the study is to find out the role of NGO's in social mobilization and various methods used, the present study helped to understand the actual role-played and various methods employed in the process of Social Mobilization in the context SGSY.

The investigators, cautiously, keeping the limitations of the study in mind, attempted to bring out some useful findings, which would help other NGOs, and policy makers to arrive at certain lessons in order to adopt some measures in the implementation of the various schemes including SGSY, in the future.

By scanning the entire responses and objectively conducted study, the following interpretations and conclusions are made for the purpose of the present study.

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.

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 (32 ward members and 2 Counselors), dependency reduced among the women, etc.,

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.

Problems faced during the Social Mobilization

The present study revealed that the NGOs faced a number of problems they were working towards Social Mobilization. The important problems they faced were such as religion conflict and communal problems; lack of cooperation by traditional leaders; Some local dominant groups discouraged their efforts; some political people threatened their staffs and prevented their functioning; Due to the fear towards their husbands, the women did not come forward in the beginning, to form the groups; Opposition of the political nature and vested interest of local leaders, communal related

opposition, and all-out efforts of the money lenders to prevent the formation of groups and social mobilization were the main hurdles.

Experiences gained out of Social Mobilization

Though the NGOs have faced number of problems at the grassroots level as well as at the administrative level, it is learnt that the NGOs have acquired immense experience in the process of Social Mobilization. The NGOs felt Satisfied and gained confidence to continue their endeavour in the also with same spirit. The NGOs felt encouraged by the visible changes in the people and as a measure of quid pro quo, the status of NGOs also was considerably enhanced.

The influence of the efforts of NGOs percolated to the grassroots level and the NGOs earned an identity; the people recognized their services. People accepted their mission and vision, need for services increased, managerial skill developed in their staffs, their commitment level also increased and self motivation developed to serve the people in a sustainable manner.

How Social Mobilization Process helped NGOs as an organisation to grow.

Any development process would benefit both receivers and providers. This is the logical concept at all time and in all the processes. Under this assumption, an efforts was made to understand on how NGOs benefited out of social mobilization process. The qualitative data revealed that the NGOs

have greatly benefited in areas of **continuous existence** in the project areas (ranges from 15 to 35 years), received best NGO's award by district administration, received due recognition at the local level, helped to raise more funds from different sources; won the confidence from the funding agencies; became the institutional members in the various State and National level committees, won the brand name to NGOs; new schemes are coming up from various sources in recognition of their Services; sustainability in existence is ensured; became stabilized NGO, and received appreciations at the local and official levels.

Steps taken to sustain the motivation attained through Social Mobilization

Any development initiative should be sustained for a long time so that the people become self-sustainable. As per this study, the NGOs have taken enormous development efforts constantly through Social Mobilization. In order to understand through this study, an attempt was made to ascertain from the NGOs on what are the various steps that have been initiated to sustain the motivation attained through social mobilization.

Further, the study revealed that the NGOs have taken number of steps in this regard, such as formation and involving various local committees, involving youth clubs, formation of block level federation for sustained motivation, credit linkages, promoting income generating activities, frequent visits and contacts, observations of National and International days of importance, and integrating various departmental schemes, etc.,

Any other details you wish to share relating to Social Mobilization

The study revealed the expectation of NGOs that a comprehensive scheme should be implemented to sustain motivation, and political will power needed for social mobilization. Also revealed that the image of the women has improved; self-esteem among the women has improved; social responsibility has improved; social consensus has emerged in various issues; self reliance among the women has been witnessed to some extend by Social Mobilization.

Any other opinions / suggestions on Social Mobilization in the context of SGSY

Based on the study, the NGOs suggested that they need continuous training in social mobilization & convergences of services of various departments at the grass root level. Also, they suggested that NGOs should develop administrative skills; and should use experienced groups members, leaders, and animators in the process of Social Mobilization.

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.

Recommendation of the Study:

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

- ♣ The impressive methods employed by the NGOs can be used elsewhere while they initiate Social Mobilization process instead of experimenting new methods

- ♣ 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.

- ♣ 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.

- ♣ 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.

- ♣ A similar study can be conducted with more NGOs covering more districts to compare the geographical differences on the impact of Social Mobilization.

- ♣ Various methods used by NGOs can be replicated elsewhere to the possible extent for making successful implementation of all development programmes in the future.

Appendices –1

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Appendices – 2

**Study on Role of NGOs in Social Mobilization
in the Context of SGSY**

**Format for
Preparation of Profile of the NGOs under the Study**

1. Name and Address of the NGO

Registered Office	Head & Administrative Office

2. Details of Branch Offices if any.

Field Office	Field Office	Field Office

3. Years of Existence in operational areas.

   From ………………. to. ……………Total..
4. Legal status of the NGO

S.No	Registration Act	yes or no
1	Registered under Society / Trust Registration Act	
2	Registered Under 12 AA	
3	Registered under 80 G	
4	Registered under 35 AC	
5	FCRA –New Delhi	

5. Organizational Management Structure.

EC / Trustees		Name	Status
	1		
	2		
	3		
	4		
	5		
	6		
	7		

6. Type of NGO

   ➢ Development
   ➢ Research
   ➢ Training
   ➢ Advocacy
   ➢ Campaign
   ➢ Others specify

7. Organizational objectives

   1
   2
   3
   4
   5
   6
   7
   8
   9
   10

8. Operational Areas

Districts	Blocks	Number of Pts	Number of Villages

9. Target Groups

    1
    2
    3
    4
    5

10. Type of Activities

    1
    2
    3
    4
    5
    6
    7
    8
    9
    10

11. Type of Economic activities

    1
    2
    3
    4
    5.

12. Type of Economic activities under SGSY

    1
    2
    3
    4
    5
    6
    7
    8

13. Involvement in implementation of SGSY and SHGs

Number of SHG formed	Number of SHG linked with RF under SGSY	Number of Groups linked with E A

14. Supporter for the NGOs

State Level		Name of Organisation Supported
	1	
	2	
	3	
National Level	1	
	2	
	3	
Foreign Sources	1	
	2	
	3	

**Study on Role of NGOs in Social Mobilization
in the Context of SGSY**

**Open Ended Questionnaires for
Primary Data collection for the study**

1. NGO's objectives of Social Mobilization under SGSY
    1
    2
    3
    4
    5
    6
    7
    8
    9
    10

2. Methods Used in Social Mobilization

    ➢ Extension Methods / Activities Used
        1
        2
        3
        4
        5
    ➢ Educational Methods / Activities Used
        1
        2
        3
        4
        5
    ➢ Social Methods / Activities used
        1
        2
        3
        4
        5

➢ Motivational Activities used

      1

      2

      3

      4

      5

➢ Other Methods / Activities used

      1

      2

      3

      4

      5

3. Individuals Involved and type of support extended in Social Mobilization

Level	Persons involved	Type of participation / Support
NGO's Level		
Community / Panchayat Level		
Official Level		

3. Concrete achievement or Impact made out of Social Mobilization

      1

      2

      3

      4

      5

4. How did you assess the impact of Social Mobilization Process?

      1

      2

      3

      4

      5

5. Problems faced during the Social Mobilization
    1
    2
    3
    4
    5
6. Experiences gained out of Social Mobilization
    1
    2
    3
    4
    5
7. Steps taken to sustain the motivation attained through Social Mobilization
    1
    2
    3
    4
    5
8. How S.M process helped your organisation to grow
    1
    2
    3
    4
    5
9. Other Details related to Social Mobilization wishes to share
    1
    2
    3
    4
    5
10. Any other opinion on Social Mobilization in the context of SGSY
    1
    2
    3
    4
    5

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