

## **Effectiveness of Non-Governmental Organizations in Women Development - A Critical Analysis in Andhra Pradesh**

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### **ABSTRACT**

*The study was conducted in the three regions of Andhra Pradesh i.e., coastal Andhra, Telangana and Rayalaseema, with a sample size of 150 women beneficiaries of 15 selected NGOs. Exploratory research design was adopted. For the purpose of this study, the effectiveness of NGOs on women beneficiaries was assessed by developing an index with 12 selected indicators. The findings are presented region wise. The salient findings of the study are that for all the NGOs, majority of the women had fallen under medium category (40%) followed by low (35%) and high (25%) in the three regions with respect to effectiveness of NGOs on women development. The findings also revealed that for most of the indicators, the women beneficiaries of NGOs in coastal Andhra scored better.*

**Keywords :** *NGOs, Effectiveness*

Women development is a complex phenomenon which has many dimensions such as social, economic, cultural, educational, environmental and political. In spite of six and half decades of independence, the intended results in women development could not reach the needy. Innovative strategies are to be mobilized in order to reach the poorer strata. This offers vast scope for interventions by alternate institutions, particularly NGOs because of their proximity to women. The role of non governmental organizations in women development has been recognized and considered vital. Under this backdrop, the present investigation was designed to study the role of NGOs in women development with a specific objective to analyse the effectiveness of NGOs in women development.

### **METHODOLOGY**

Exploratory research design was used. The state of Andhra Pradesh was selected purposively. The study was conducted in three regions of Andhra Pradesh i.e., coastal Andhra, Telangana and Rayalaseema. One district from each region and five

NGOs from each selected district were randomly chosen making a sample of 15 NGOs for the study. Regarding selection of respondents, ten beneficiaries from each selected adopted village of each NGO were chosen thus making a total of 150 beneficiaries from 15 NGOs.

Two women leaders from each adopted village were chosen making a sample of 30 women leaders. Two officials from each selected NGO based on their experience in women development were chosen making a sample of 30 NGO officials. Ten extension officers working in women development departments from each selected district were also randomly selected making a total of 30 extension officers for the study.

Interview schedule was developed and standardized based on the objectives of the study. An index of effectiveness was developed using 12 indicators (Table 1). The data were collected, coded, processed and subjected to appropriate statistical analysis. The effectiveness index was computed using scale product method.

**Indicators of effectiveness of NGO on women development :** A list of 24 indicators that were probable to measure effectiveness were selected after thorough review of literature and interaction with experts in the field. These were subjected to relevancy rating by a sample of 30 judges. On the basis of this, 12 indicators were finalized to measure the effectiveness of NGOs with reference to women development as in Table 1.

### **RESULTS AND DISCUSSION**

The effectiveness of NGOs for the study was operationalised in terms of 11 selected indicators that include awareness creation, participation in

**Table 1**  
**Indicators of effectiveness of NGOs**

S.No	Effectiveness indicator
1.	Awareness creation
2.	Participation in development programmes
3.	Socio-political participation
4.	Decision making process
5.	Extension contact
6.	Health And Nutritional Status
7.	Child development
8.	Reduction on dependence on traditional sources of credit
9.	Additional employment generation
10.	Additional income generation
11.	Additional asset generation

development programmes/projects, socio-political participation, decision making process, extension contact, health and nutritional status, child development, reduction on dependence on traditional sources of credit, additional employment generation, additional income generation, and additional asset generation.

**Distribution of women beneficiaries in three regions based on selected indicators :** The data pertaining to the women respondents on each indicator has been presented region wise in Table 2. An overview of the findings in Table 1 revealed that, regarding awareness creation forty two percent (42%) of beneficiaries fall under medium level of awareness category followed by high (36%) and low (22%) level of awareness. The reasons might be that the concerned NGOs were concentrating primarily on awareness generation on different developmental programmes, activities and related issues and performing street plays and have sufficient practical experience and skills in using different methods. For Indicators such as extent of participation, socio-political participation, level of decision making, level of extension contact, and child development, majority were in medium category for all three regions.

With respect to reduction on dependence on traditional sources of credit, majority in coastal Andhra fell under greater extent of reduction (32%) followed by Rayalaseema (30%) and Telangana (28%). Regarding additional employment generated after NGO interventions, 110 man days were generated in coastal Andhra followed by 105 days in Telangana and

88 days in Rayalaseema. Results on income generated on various activities on an average was to the extent of Rs.11,487 in coastal Andhra followed by Rs.11,017 in Telangana and Rs.9,492 in Rayalaseema. Regarding additional assets generated after NGO interventions, both movable and immovable put together on an average was to the extent of Rs.4,228 in Telangana followed by Rs.3,914 in coastal andhra and Rs.3,652 in Rayalaseema.

**Distribution of women beneficiaries in three regions based on selected indicators :** The overall effectiveness of NGOs in the three regions was computed using the scale product method. The raw scores obtained for each of the indicators were first standardized and then they were summated to get the effectiveness score of each NGO in the three regions on A.P. from the women respondents. Table 3 is an indicator that majority of the respondents fell under medium category for NGO effectiveness (40.00%) followed by low(35.00%) and then high(25.00%). This calls for immediate attention of NGOs to formulate appropriate strategies and reach the targeted women as effectively and timely as possible to ensure that they are benefitted.

Hence, it was concluded that there was significant difference in the mean scores of Large, small and medium farm women in respect of overall performance. In other words, the large farm women had the highest mean score of 395.0 followed by medium farm women (378.86). the small farm women had the least mean score of 373.62 in respect of overall farming performance.

**Table 2**  
**Distribution of women beneficiaries in three regions based on selected indicators**

S. No	Indicator of effectiveness	Three regions of A.P							
		Coastal andhra		Telangana		Rayalaseema		Total (n=150)	
		F	%	F	%	F	%	F	%
<b>1.</b>	<b>Awareness creation</b>								
a.	Low(45-90)	12	24.00	10	20.00	11	22.00	33	22.00
b.	Medium(90-135)	18	36.00	22	44.00	23	46.00	63	42.00
c.	High(135-180)	20	40.00	18	36.00	16	32.00	54	36.00
<b>2.</b>	<b>Participation in development programmes/projects</b>								
a.	Low(upto 16)	8	16.00	11	22.00	10	20.00	29	19.00
b.	Medium(17-32)	26	52.00	25	50.00	25	50.00	76	51.00
c.	High(33-48)	16	32.00	14	28.00	15	30.00	45	30.00

<b>3.</b>	<b>Socio-political participation</b>								
a.	Low(9-15)	8	16.00	8	16.00	9	18.00	25	17.00
b.	Medium(15-21)	34	68.00	34	68.00	33	66.00	101	67.00
c.	High(21-27)	8	16.00	8	16.00	8	16.00	24	16.00
<b>4.</b>	<b>Decision making process</b>								
a.	Low(41-82)	16	32.00	22	44.00	21	42.00	59	39.00
b.	Medium(82-123)	25	50.00	23	46.00	22	44.00	70	47.00
c.	High(123-164)	9	18.00	5	10.00	7	14.00	21	14.00
<b>5.</b>	<b>Extension contact</b>								
a.	Low(7-12)	18	36.00	20	40.00	21	42.00	59	39.00
b.	Medium(12-17)	22	44.00	20	40.00	22	44.00	64	43.00
c.	High(17-22)	10	20.00	10	20.00	7	14.00	27	18.00
<b>6.</b>	<b>Health and nutritional status</b>								
a.	Low(13-22)	4	8.00	4	8.00	6	12.00	14	9.00
b.	Medium(22-31)	22	44.00	24	48.00	23	46.00	69	46.00
c.	High(31-40)	24	48.00	22	44.00	21	42.00	67	45.00
<b>7.</b>	<b>Child development</b>								
a.	Low(7-12)	8	16.00	9	18.00	11	22.00	28	17.00
b.	Medium(12-17)	26	52.00	26	52.00	25	50.00	77	51.00
c.	High(17-22)	16	32.00	15	30.00	14	28.00	45	30.00

F-Frequency, % - Percentages

**Table 3**  
**Distribution of women beneficiaries in three regions based on selected indicators**  
 (n=150)

Dependent variable	Category	Range	Frequency	Percentage
Effectiveness of NGOs	Low	35-54	52	35.00
	Medium	54-73	60	40.00
	High	73-92	38	25.00

### CONCLUSION

The results revealed that for majority of the indicators the respondents scored under medium category. Therefore, the NGOs should develop location specific strategies to enhance their effectiveness. They should establish credibility with people by creating a few success cases of sustainable livelihoods in each region and popularize the same. On a positive note,

the effectiveness score was medium with respect to all the three regions. This implies that the NGOs are striving hard towards women development and can play a major role in extension activities with more focused efforts.

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