



Role of NGO in Rural Development: A Case Study of R.K.Mission (KVK) in Ranchi District

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Generally, rural development is often confused with agricultural development. No doubt agricultural development is the basis of the development of the rural areas and of the industrial sector; but it is not an end in itself. Agricultural development or to be more precise, agricultural productivity is closely related to rural development. The health of the rural community and the quality of life deteriorate in proportion to the decline in agriculture and other allied activities. The term rural development is much wider than the term agricultural development. There are other sectors in rural areas, viz. infrastructural development like roads, drinking water, housing, cottage and small scale industries, processing and marketing of goods, which play an important role in the overall economic development. Moreover, improvements in health, education, housing, communication etc in the rural areas are also included in rural development.

Keywords : Rural Development, NGDS

Introduction

Rural development has been receiving increasing attention of the governments across the world. In the Indian context, rural development assumes great significance for two important reasons. Firstly, about three fourth of its population still lives in villages and there can not be any progress so long as rural areas remain backward. Secondly, the backwardness of the rural sector would be a major impediment to the overall progress of the economy. The industrial sector can not think of sufficient demand for its products so long as the rural incomes are low. Thus rural development does not only imply setting up of major industries in rural areas. Rural development on a sustainable basis is possible only when the rural resources are put to optimum use, enhancing a steady growth in rural output and generating surplus income. This strategy would ensure self-reliance in the rural population.

Rural development is an uphill task due to the complexity of problems existing in the rural sector. The rural sector requires a multi-dimensional approach to reach cost-effective solutions to these problems. The rural areas suffer from poor infrastructural facilities. The villages are yet to emerge as the main centres of production activity. The proclivity is to produce goods in urban areas, even to meet the basic needs of rural consumers. Rural development involves raising the socio-economic status of the rural population on a sustainable basis through optimum utilization of local resources, both natural and human. While external help is necessary and appreciated, rural development can be achieved only when the rural people actively participate in the development process.

Desai, (1988) advocated that the essence of rural development is not in 'providing' but in 'promoting' the rural sector. The rural population should know how to sustain itself financially and gain economic independence. Therefore the stress of rural development should be on self-reliance. According to Y. Nayadumma, self-reliance implies self-competence, resourcefulness, problem-solving capability, the ability to discern and wisdom to use knowledge. Also rural development should result in greater access to the rural population to goods and services.

Role of Non-Government Organisations (NGOs) in Rural Development

Problems like poverty and unemployment are multi-dimensional in nature. A single approach to solve

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them may be inadequate for the task and may even create new problems. Governments in many developing countries like India are assuming more and more functions for the development of rural areas, which is a welcome step. Yet their strategies may not be voluntary agencies which used to function as relief agents in the past, and now have entered the field of rural development. The voluntary agencies do feel that they have a definite role to play in respect of all the anti-poverty and minimum needs programmes such as identification and selection of beneficiaries for the Integrated Rural Development programme, dissemination of information in respect of specific programmes aimed at benefiting the poor.

NGOs have always played an important role in society from time immemorial. The concept and approach in NGOs work have undergone many changes from time to time. From pure charity, relief and welfare oriented approach this sector has in recent times suitably moulded and equipped itself to meet the development needs of the society. There is hardly any field which is not now touched by NGO sector. The NGOs have acquired strong position in various fields at the national and international level.

In our country the role of NGOs in rural development has been increasingly recognized and the Government policy framework on paper encourages the participation of NGOs in rural development. Focusing on NGOs that work in the areas of rural development, women, and children, it may be said that it has great contributions in the sectors particularly in the spheres of social welfare, empowerment, services, and rural development .

NGOs, in India, have been acting as a force which contributes to rural development. They focus on partnerships and co-operation between NGOs and the government, advocacy and policy implications of NGO activity, accountability within organizations, approaches to problems and delivery of services. Case studies on NGOs designed to assist women, children, and rural development are presented and discussed in the context of development in general and in improving the quality of life for all Indian citizens in particular. This careful and comprehensive examination is a unique addition to a growing field of NGOs in India.

Thus the success of rural development depends upon the active participation and willing co-operation of the rural people through self-help organisations and NGOs. In recent years NGOs have acquired greater importance and significance than before. Voluntary actions stimulated and promoted by Non-Government Organisations engaged in rural development play a significant role at the grass root levels in the Indian social milieu. Moreover in recent years the role of NGOs in social mobilization for development programmes are increasingly lauded by development agencies, decision makers, and officials etc. Indeed social mobilization is an effective intervention with a positive impact on socio-economic improvement in rural people.

Alleviation of rural poverty has been on the development agenda for more than 60 years. In the first three Five Year Plans the dominant thinking in the policy planning was that poverty could be effectively tackled through general growth process and benefit of growth will automatically trickle down to general poor masses. But it did not happen and so the role of Non-Government Organisations has been emphasized in the rural development of India because Non-Government Organisations can ensure people's participation in developmental process. They can ensure a mechanism of social control over developmental bureaucracy. The NGOs can seek more easily people's co-operation than a government department. People's participation can be ensuring only by genuine grassroots organization and these alone can keep watch on the delivery system. The NGOs thus are best suited to take up sensitive issues for rural development in India.

Review of Literature

There have been several studies pertaining to the role of NGOs in India and particularly in rural development. Singh, (2007) holds the view that NGOs definitely have an increasing role to play in this process. The experience of the Entrepreneurship Development Institute of India (EDI) in implementing Rural Entrepreneurship Development Programmes (REDPs) using training as a strategy has yielded very positive results. This process was carried forward in collaboration with NGOs. This implementation strategy has proved effective.

Vishnoi, (1984) is of the view that the voluntary agencies can ensure people's participation in the development process because they are grassroot organizations. Bhaskar et al, (2001) in their study of the whole of Non-Governmental Organisations in rural development found that ninety percent of the beneficiaries had considered the programmes of NGOs as most beneficial for them. This whole-hearted acceptance of the programmes of the NGOs can be equated with the acceptance of the NGOs themselves in the scene of rural development.

Dhillon et al, (1995) while discussing about the role of NGOs in general have indicated that the NGOs in general have first hand experience and knowledge of local needs and research at local level, they are closer to the minds and hearts of the people and they are with commitment and zeal and voluntary action.

Sivachithappa et al, (2005) found in their study that promotion of micro enterprises by NGOs had opened up opportunities for the families to earn livelihood within their villages without being compelled to migrate to urban centres in search of employment.

Rajan, (1988) while analyzing rehabilitation and voluntarism, observed four distinct styles: (1) intervening organization which took on the provision of relief and rehabilitation as its primary task, became dependent on the government, and with the diminution in the governments' own commitment to the cause, soon collapsed; (2) volunteers served as "conscience keepers," pursuing change through systematic research reports; (3) trade union activists demanded charge of the industrial plant to provide employment through alternative use of plant and machinery; and (4) perhaps the most significant strategy by volunteers was to reject the idea of voluntarism as propounded by the state. Rather, voluntarism was redefined to include sustained mobilization, the struggle for better relief, access to medical data, questioning the secretiveness of the part of the government, legal activism, and questioning the right of the government to give such a low priority to the life of the poor. Voluntarism of this nature is difficult to mobilize in backward rural areas given the dispersed nature of settlements and weak social articulation, low media attention, and poor networking among interventionists.

Eswarappa, (2007) in his recent paper tried to portray that the impact of developmental efforts made by both the government and non-governmental agencies is to bring desired socio-economic changes in the lives of the marginalized tribal communities in Andhra Pradesh.

Baviskar, (2001) has rightly mentioned that the decline of the state is accompanied by increasing attention towards civil society institutions. Among the social groups and associations of various kinds that are considered to make up civil society, non-governmental organisations have become especially prominent in the last two decades

Meyer, (1996) mentioned that non-governmental organizations have emerged around the world-notably in the developing world-as major players in the development action. Namerta, (1995) has rightly said that the NGOs could only facilitate the understanding of subsistence activities and income from such activities was either equal to or less than the existing wage income.

Rahdakrishana, (2005) came to the conclusion that the activities by NGO made difference to the people in so far as they could be undertaken during the lean season and the problem of seasonal unemployment could be, to some extent, solved.

Singh et al, (2006) in discussion of role of KVK in agriculture has mentioned that the transfer of technology is wheel of agriculture in rural development. It has changed the life style of the people in the country side and the farmers and others who have adopted the new technology and recent methods of cultivation. KVKs are institutional arrangements facilitated by the Government for technology assessment, refinement and its dissemination to suit the location specific requirement of the practicing farmers with the help of training instruments

Sotomayor, (1991) concluded that one of NGOs' main concerns has been to identify the needs of the rural

poor in sustainable agricultural development and they have therefore pioneered a wide range of participatory methods for diagnosis and, in some contexts, have developed and introduced systems approaches for testing new technology.

Objective of the Study

The present study was undertaken with the following objectives:

1. To assess the role of NGO w.s.r. to R.K.Mission (KVK) in rural development in Ranchi district;
2. To determine the extent to which the KVK's programmes have effected a change in knowledge, attitude and practice of the beneficiaries.

Research Methodology

This study is based on both primary and secondary source of data. The secondary data have been collected from various refereed journals on the subject of NGOs and rural development and data and information pertaining to KVK has been obtained from the documents available in the organizations related to their objectives, intake policies, programmes, facilities and contribution.

The main focus of the study was to know the role and functions of KVK in rural development and to find out the impacts of those development programmes. Therefore in order to elicit information from the beneficiaries of KVK interview method was used.

Out of 760 ex-trainees who underwent training at Divyayan, KVK during the period under study, 120 ex-trainees were selected by proportionate random sampling as follows:

Out of 70 adopted villages of the KVK 10 villages were selected randomly. And from the selected villages a sample of 120 was selected.

Analysis and Findings

Divyayan, KVK, a wing of the Ram Krishna Mission, Ranchi, is engaged to translating the percepts and practices of rural development as enunciated by Swami Vivekananda. The organization under the guidance of the monks of Ram Krishna Mission works among the tribal and backward people of Ranchi district in the field of agriculture and rural development. It also renders the facilities of training to the rural men of adjoining states like Orissa and West Bengal. Krishi Vigyan Kendra (KVK)) affiliated to the Divayayan by ICAR has become the major instrument of agricultural and rural development and social change by Ram Krishna Mission Ashram at Ranchi and its development wing Divyayan KVK.

The impacts of KVK have been analysed under the following sub-heads:

A. Impact on Adopted Villages

In order to know the impact of trainings on the KVK ex-trainees and their involvements as agents of change in their respective fields of work, responses from them were collected through direct personal contact with individual ex-trainees in the adopted villages with the help of schedules of questionnaires. The findings on the basis of personal interviews are given below:

i. Impact on Occupation

Training received at KVK by the rural youth has definitely some impact on their occupation. The following table shows the occupation position of the respondents before taking their training at KVK.

From the below table is evident that prior to their training at KVK 80 % of them were engaged as wage earners and 20% of them had the occupation of farming. The following table shows the change in their occupation after they got training at KVK, Morabadi, Ranchi.

Table No..1**Distribution of Respondents in Different Occupations Before Training at KVK, Ranchi.**

Sl. No.	Type	No. of respondents	Percentage
1	Business	--	--
2	Service	--	--
3	Wage Labour	24	20.00
4.	Farming	96	80.00
Total		120	100.00

*Source: Primary***Table No. 2****Distribution of Respondents in Different Occupations after Training at KVK, Ranchi.**

Sl. No.	Type	No. of respondents	Percentage
1	Business	--	--
2	Service	2	1.67
3	Wage Labour	--	--
4.	Farming	118	98.33
Total		120	100.00

Source: Primary

From the above table it is evident that 98.33 percent of them were actively engaged in farming having direct access and facilities to implement what they have learnt in the KVK. Only one respondent (1.67 percent) has got job at Ranchi but they also have been with the traditional occupation of the family i.e. farming since he resides in the village.

ii. Impact on Income:

Training at KVK has led the ex-trainees to increase their income level by applying their knowledge in the field of agriculture and other activities and as a result of this their income has increased.

Table No.3**Distribution of Respondents in Different Income Groups Before Training at KVK**

Sl.No.	Income Range	No. of respondents before training	Percentage
1.	Below Rs.2000	16	13.33
2.	2000-4000	60	50.00
3.	4000-6000	36	30.00
4.	6000 & above	08	06.67
Total		120	100.00

Source: Primary

The above table shows that half of the respondents had income between Rs. 2,000-4,000/ and 30% of them had income in the range of Rs. 4,000-6,000/ and 13.33% had income below Rs.2,000/- and only 6.67% had between Rs. 6,000 and above.

As a result of learning about farming and other activities at KVK the income of the respondents has increased and it has been shown in the following table. From the table below it is revealed that after training 46.67% of the respondents are now in the income range between Rs.4,000/- and 6,000/- and only 3.33% of them remained in the lowest income group. Thus the training at KVK has positive impact on income of the respondents

Table No. 4

Distribution of Respondents in Different Income range after Training at KVK

Sl.No.	Income Range	No. of respondents after training	Percentage
1.	Below Rs.2000	4	03.33
2.	2000-4000	52	43.33
3.	4000-6000	56	46.67
4.	6000 & above	8	06.67
Total		120	100.00

Source: Primary

The comparative change in the distribution of the respondents in different income groups after their training at KVK, has been shown in the following table.

The table below shows that in the highest income group there has not been any change in the number of beneficiaries after training as it is still 8 (6.67%) beneficiaries in this income group. The highest increase in the number of beneficiaries (46.67%) was observed in the income range of Rs.4000-6000/- while there was a decrease in their number in the income below Rs.2000/-. And in the income range of Rs.2000/-4000/- there was a decrease in the number of beneficiaries by 12 (10.00%).

B. Impact of Capacity Building

i. Enrich ment of Knowledge

Out of 120 sample beneficiaries 95% held the view that they have been benefited in farming system by the training received at KVK while 83.33% expressed that they have been able to improve their skill and 56.67% said that there has been a conceptual support as a result of training at KVK. 55% could get community support due to training and 55 % became able to explore the means of income generation. The following table shows the distribution of beneficiaries who said that they have been benefited from the training that they got at KVK in different activities.

ii. Capacity to help

Ex-trainees of KVK were asked as to how far they have developed the capacity to help his own family and to others. The following table shows their response.

From the above table it is clear that majority of the respondents have helped their family and others after getting training at KVK by showing their plants and plant protection measures. Further they motivated their families and other farmers for multiple crops and rational use of fertilizer.

Table No.5
Comparative change in the Distribution of Respondents among Different Income range
Before and After Training at KVK

Sl.No.	Income Range	No. of respondents before training	No. of respondents after training
1.	Below Rs.2000	16 (13.33)	4 (3.33)
2.	2000-4000	60 (50.00)	52 (43.33)
3.	4000-6000	36 (30.00)	56 (46.67)
4.	6000 & above	08 (6.67)	8 (6.67)
Total		120 (100.00)	120 (100.00)

Source: Primary

(Figures in parentheses shows percentage to total)

Table No.7
Distribution of Respondents regarding Enrichment of Knowledge and Areas by Training at KVK, Divyayan

Sl. No.	Area	No. of respondents	Percentage
1.	Farming System	114	95.00
2.	Improvement of skill	100	83.33
3.	Change in the conceptual support	68	56.67
4.	Ways of gathering community support	66	55.00
5.	Exploring the means of income generation	60	50.00
6.	Any other	8	6.67

Source: Primary

(iii) Post Training Help

In order to translate the knowledge gained during the training period, the trainees are provided with the required help to put their acquired skill into practice by way of technical guidance in the fields and supply of inputs. Help from Divayan KVK is always extended to the extrainees to utilize the benefit of subsidy schemes, availing of bank loans and helping them create revolving funds to finance their requirements. In order to carry out this task effectively, Divyayan KVK adopts a multi-pronged approach, which cover direct contacts with ex-trainees through regular meetings, annual extrainees conference, village visits, field days, KisanMela, crop cutting for yield estimates, circulation of the news letter, Divayan Samachar and arranging field demonstrations through lab to land programmes and front line demonstration on oilseed and pulse crops.

Table No.8**Distribution of Respondents According to their Capacity to help his own Family and others**

Sl. No.	Areas	Percentage of respondents	
		To own family	To others
1.	In increasing the yields	69.17	--
2.	In showing of plants	63.33	50.00
3.	In plant protection measures	65.00	45.83
4.	In motivation on multiple crops and rational use of fertilizer	60.83	50.83
5.	In promoting scope of irrigation	55.00	48.33

Source: compiled

To invigorate the ex-trainees for rendering service to their fellowmen, the Divyayan KVK has been providing necessary help and guidance to them to get themselves organized as self-help groups (known as Vivekananda Seva Sangha) to function as the extension centre of Divyayan and serve as the catalytic agents in village development .

The following table shows the post training help that the respondents got help after completion of their training at KVK from Divyayan and other agencies.

About sources of assistance, 60.83% of the respondents got assistance from KVK, 12.5% from local offices, 23.33% from banks and 3.33% from miscellaneous sources. It has been shown in the following table.

Table No.9**Post Training Assistance**

Sl. No.	Source of assistance	No. of respondents	Percentage
1.	KVK	73	60.83
2.	Local Govt. Office	15	12.50
3.	Banks	28	23.33
4.	Misc.	04	03.33
Total		120	100.00

Source: Primary

C. Impact of DIVYAYAN (KVK) Activities

Divayan (KVK) has aim to improve the socio-economic status of the trainees in their villages. The following table shows the impact of Divayayan activities on socio-economic status of the ex-trainees, cooperation among the villagers, fostering spirit of self-reliance and creating general awareness as an important contribution of the KVK.

Table No.10**Distribution of Respondents regarding impact of Divyayan Activities in different fields**

Sl. No.	Areas of impact	No. of respondents	Percentage
1.	Promoted Socio-economic Status	116	96.67
2.	Promoted Co-operation among villagers	89	74.17
3.	Fostering sprit of self- reliance	85	70.83
4.	Creating general awareness	81	67.50
5.	Motivating the villagers for group action	98	81.67

Source: Primary

From the above table it is revealed that 96.67 % of the respondents expressed the view that different activities of Divyayan has promoted their socio-economic status 74.17% of them responded that it promoted co-operation among villagers, 70.83% said that it could foster the spirit of self –reliance and 67.50% realized that it created general awareness .

D. Impact on Change of Attitude

Change of attitude of the villagers as perceived by the ex-trainees was elicited through 6-point multiple choice questions consisting of

- i. Sending children to school
- ii. Up-grading of literacy status
- iii. Promotion of health nutrition
- iv. Small family norms
- v. Awareness about development inputs
- vi. Control of Migration

The changes in the attitudes of the villagers as perceived by the ex-trainees are depicted in the following table.

Table No. 11
Changes in the Attitudes of the Villagers as Perceived by the Ex-trainees

Sl. No.	Major Areas of change	No. of respondents	Percentage
1.	Sending children to school	105	87.50
2.	Up-grading literacy status	96	80.00
3.	Promotion of health nutrition	52	43.33
4.	Small family norms	86	71.67
5.	Awareness about development inputs	62	51.67
6.	Control of Migration	85	70.83

Source: Primary

From the above table it is revealed that most of the respondents (87.50%) found sending of their children to schools to be the most marked change in attitude of the villagers followed by up-gradation of literacy status (80%) and small family norms (71.67%) and control of migration (70.83%). 51.67% of the respondents expressed their view that there was a change in attitude with regard to change in attitude regarding awareness about development inputs and 43.33% of them were of the view that there was a change in promotion of health nutrition. Thus it may be concluded that the villagers are coming forward to accept any change likely to affect positively the status of their life and living.

E. Impact in the field of Agriculture

Ex-trainees do develop capacity to help the farmers in the field of agriculture and therefore attempt has been made to see the impact of their capacity in the field of agriculture in the field of use of modern tools, use of fertilizer etc.

As regards comparative benefits likely to be enjoyed by the families of the trainees and their community as direct fall out of KVK training in agricultural practices, trainees appear to favour their own families more than their villages in areas of increase in yield(1.5:1), use of modern tools (3:1), multiple cropping (1.5:1), plant protection (2.5:1)and improved irrigation (2:1). Only in respect of rational use of fertilizers, water and seed, the respondents has shared equal concern for their families and villages.

Table No.12**Distribution of Respondents to their Capability of Helping Farmers in the Field of Agriculture**

Items	Family			Village		
	Yes	No	To some extent	Yes	No	To some extent
Increase in Use of modern tools	82 (68.33)	-	13 (10.83)	61 (50.83)	-	13 (10.83)
	71 (59.17)	25 (20.83)	14 (11.67)	23 (19.17)	11 (9.17)	14 (11.67)
Rational use of fertilizer water & seed	62 (51.67)	12 (10.00)	12 (10.00)	61 (50.17)	-	
Motivate in multiple cropping	71 (59.17)	-	12 (10.00)	48 (40.00)	-	10 (8.33)
Plant protection necessary	58 (48.33)	11 (9.17)	11 (9.17)	25 (20.83)	13 (10.83)	9 (7.50)
Line sowing/ dibbling transplanting	46 (38.33)	12 (10.00)	-	38 (31.17)	14 (11.67)	-
Promoting scope of irrigation	35 (29.17)	10 (8.33)	12 (10.00)	13 (10.83)	25 (20.83)	-
Any other	-	-	-	-	-	-
Not specified	-	-	-	-	-	-

Source: Primary

(Figures in parentheses shows percentage to total)

F. Impact on Ex-trainees in Non-agricultural Sector

Similarly, in the field of income generation through non-traditional occupations, the respondents have generally discounted (38.33%), workshop, carpentry and bee-keeping as possible alternative sources of income generation but hesitatingly favoured dairy and poultry (40.00%). Their recipe for villages in these matters did not differ much from what they had prescribed for their own family.

Findings

Following development activities conducted by Divyayan (KVK) were found to exist in villages:

- Rise in the level of literacy through introduction of adult and non-formal education programme.
- Provision of inputs for better agriculture and animal rearing
- Installation of dug wells and tube wells for drinking water, besides facilities of irrigation and drinking water.
- Orientation in modern agricultural technology.
- More and more farmer's meetings for orientation and motivation.

vi) Efforts to enhance irrigational facilities by other facilities.

vii) Adequate supply of improved seeds etc.

* There has been wide-spread use of modern agricultural implements such as sprayers, pump sets, dusters, sprinklers and cycle trailers, some of which are help as community assets. This has been possible because Divyayan KVK has made effort to support the villagers in this respect.

* A Large number of training programmes have been conducted by Divyayan, KVK in which a good number of youths from these villages have taken part.

* In 90% of the villages under study, a number of projects are being implemented by Diivyayan, KVK with a view to bringing overall improvement in the status of the villagers.

Table No. 13

**Distribution of Respondents regarding the impact of their Capacity in the Field
of Non-agricultural sector**

Items	Family			Village		
	Yes	No	To some extent	Yes	No	To some extent
Starting Workshop	25 (20.83)	46 (38.33)	-	11 (9.17)	23 (19.17)	13 (10.83)
Undertake carpentry	22 (18.33)	60 (50.00)	-	12 (10.00)	25 (20.83)	12 (10.00)
Start dairy/ poultry	48 (40.00)	35 (29.17)	-	23 (19.17)	12 (10.00)	25 (20.83)
Start Beekeeping	23 (19.17)	58 (48.33)	-	-	24 (20.00)	-
Any Other	11 (9.17)	12 (10.00)	-	-	-	-

Source: Primary

(Figures in parentheses shows percentage to total)

All the faculty members including the monks of Divyayan visit the project on regular basis and have direct contact with the villagers in general and ex-trainees in particular.

The study further revealed that the family members of the ex-trainees and the adopted villages have received substantial help from them. The areas, where these help have been provided and acknowledged, there have been increase in the crop yield, the plant protection measures, motivation towards multi-crops, use of fertilizers and increasing the scope of irrigation.

The training provided by Divyayan formidably enhanced a feeling of confidence amongst the ex-trainees expressed through their positive involvement in rural development including change in attitude and beliefs. The activities of the ex-trainees in the adopted villages have led to change the attitude among the villagers especially in sending their children to schools, literacy and control of migration to urban areas during lean season.

In respect of handing down the skills to their own family members and others where they lived, ex-trainees of this category have bestowed most of the skills to their families especially in the field of modern tools. In other respects although preference tilted heavily towards their own families, the villagers got share of their

skills especially in the field of rational use of fertilizer, water and seeds.

As regards supports and guidance received from the KVK towards village development, half of the respondents felt that off-campus training is the major source of such assistance. The Study indicated a substantial change of attitude among the villagers through the interaction with the ex-trainees especially in the field of children's education and literacy.

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