



A STUDY ON NON-GOVERNMENT ORGANIZATIONS AS GROWTH DRIVERS TO INDIAN ECONOMY – WITH SPECIAL REFERENCE TO MYSORE CITY

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Abstract

Over a period of time in India, NGOs have made significant contributions to the growth in various fields. They have made generous contributions in protecting environment, education in rural areas and in micro financing. Many local NGOs in Mysore are primarily focusing on imparting basic education and job oriented skills to the local economically marginal sections of the society. The present study focuses on identifying few such NGOs in Mysore city. The data required for the study is drawn from both Primary and secondary sources. The study is exploratory in nature. The objective of the paper is to identify the contributions of NGOs in Mysore city and also to identify the significant role of NGOs as growth drivers to Indian economy.

Key words: NGO, Indian economy, Skill enhancement, Education, Growth drivers

Introduction:

NGOs play a philanthropic role assisting the Government projects and many times substituting the role of Government in uplifting the marginalised sections of the society. NGOs contribute in many areas such as education, sanitation, skill development and micro finance. The focus of this study is to highlight NGOs as growth drivers who have been contributing to various organisations in Mysore

Scope:

The present paper aims to study on the role of NGOs as growth drivers to Indian Economy. The study is limited to NGOs in Mysore city. The data required for the study is drawn from primary and secondary sources. The study is exploratory in nature.

Objective:

The objective of this paper is to study and understand whether the NGOs contributions in Mysore towards Education, Health, sanitation and skill development etc. are contributing for growth towards Indian economy

Discussions:

Many local NGOs in Mysore are primarily focusing on imparting basic education and job oriented skills to the local economically Marginal sections.

Pratham, Mysuru:

Pratham Mysore is an NGO established in 2002 with a stated objective to ensure that ‘every child is in school and learning well’. It focuses mainly on improving quality of learning children in government Primary and secondary schools. Pratham Mysore has its headquarters in Mysore and its educational initiatives are in six districts in Karnataka including Bangalore North, Mandya Nanjungud, Chamarajanagar Mysore rural Extending up to Ron in Dharwad districts. Pratham Mysore is an associate of Pratham India, with National Presence and with similar goals and objectives. It collaborates with the government local communities, teachers and volunteers trained by Pratham and civil society members. The strategies adopted to teach are simple yet innovative using low cost learning materials. They are developed by Pratham and are continuously monitored The outcomes of these initiatives are continuously measured. Pratham Mysore has been providing educational services in Pre-schooling for economically disadvantaged section of the society from 2002. A brief statistic of Pratham achievements are given below:

Activity	No of schools	Districts active	Benefits
Early education(Balawadi)	24860	20	Early education for 3 to 5 year children
Read India			Training young volunteers to help children in respective villages
Model Village			Volunteers to help parents to understand importance of learning of their children in school and participate in functioning of school
Nurture Merit			Offering scholarships

ODP, Mysuru:

ORGANISATION FOR THE DEVELOPMENT OF PEOPLE is the Diocesan Service society DSSS of Mysore intended for an integrated human development of socially and economically disadvantaged and marginal sections of the society. The Diocese of Mysore established and registered the ODP on 4th January 1984. Health and sanitation are some of the major concerns of ODP. Since its inception, ODP has focused on water management and laid great emphasis on health and sanitation. Water is a basic need of people essential for the survival of humankind and livestock. Sanitation, given its proper place keeps human kind and livestock healthy prosperous and dignified. To improve the quality of life of all families in our working areas by increasing their awareness about health and hygiene providing good potable water supply through individual household water point connections and stopping open defecation culture by constructing individual toilets in every house. To reduce instance of water borne diseases through use of clean drinking water. To improve the sanitary condition in and around homes and villages at large in Mysore. A brief statistic of ODP achievements are given below:

ODP Activities	
Toilet construction	7808
Water and sanitation units	226
Rain water harvesting	81
Water points	1518
Bore wells	22
Overhead tanks	5

Spoorthi Foundation:

Spoorthi Mysore aims to educate the young minds of India. Spoorthi aims to impart knowledge by conducting sessions at several Government schools through awareness camps on Girls Health, Cleanliness etc.

Some of their programs are given below:

“**Samvaad**” is an initiative of Spoorthi Foundation to provide quality education to the students of government schools using Internet Technology. This program results in firsthand experience of Internet and Technology to the students and provides them an interactive platform. Samvaad equips them to get a broader view of society by giving them an opportunity to interact with people of diverse back grounds and various other fields. Samvaad helps in digitalizing India by connecting government schools to various inspiring individuals.

“**Suraksha**” is an initiative of Spoorthi foundation to create awareness and educate girls & parents on the importance of following hygienic methods through individual counselling sessions. Doctors as a part of Spoorthi help parents and children with timely & repetitive counselling sessions on how to deal with children during adolescence. These sessions enable parents to react wisely to their changing behaviour due to hormonal-changes and make a positive impact.

“**Swatch Vidyalay**” is another project run by Spoorthi. Under this project spoorthi team chooses one of the Government schools and will be developed as a model school. Spoorthi volunteers educate children on the importance of cleanliness and its implications on a personal level. Spoorthi volunteers, along with the students and teachers, clean the campus. They paint the walls of the classrooms and decorate them with educational charts. Besides these activities, Spoorthi helps schools install water purifiers and washbasins and provide them hand sanitizers to emphasise the importance of cleanliness.

“Teach and Learn” is one of the ambitious program of Spoorthi Foundation. Spoorthi conducts a year long weekend program where spoorthi volunteers substitute classes for high school students. Teach and learn volunteers make sure that the students of government schools continue their education after SSLC. This program completed two successful academic years.

'Teach and Learn' program conducted substitute classes for Bifurcated Maharaja school and Govind Rao school in association with Project Reach Out. Volunteers handle classes for 10th standard students in an attempt to improve their knowledge level and to prevent them from dropping out of school after SSLC. The results were encouraging. In second year of Teach and Learn program, spoorthi volunteers handle substitute classes for 8th and 9th standard students of Bifurcated Maharaja school and D Banumaiah's girls high school to strengthen basic knowledge of their subjects and help them excel in SSLC and higher studies. Individual attention will be given to each student by the volunteers and feedback received from students for any correction and improvement in the program.

Bimba is another fund raising event organised by Spoorthi in art and related fields to continuously to raise awareness and funds for the organisation.

Kalisku Foundation:

52% of the Population in India study in government schools and about 55% of them do not pursue studies beyond 7th standard. Kalisku foundation aims to change these statistics and believes strongly that education is the only way for a better India and joins hands with the government in bringing this change.

Kalisku foundation is youth driven organization which provides high quality education to children studying in government schools. These children are from low-income background and Kalisku foundation enables them to maximize their potential and transform their lives.

Kalisku was born in the young minds of Mysore who were products of standardized- formal education system, felt the need to break the monotony and give children reasons to look forward to schooling every day with fun and enthusiasm. Kalisku foundation has been impacting the lives of more than 8000 children in 16 government schools through a persistently growing change makers network from all walks of life with a holistic approach towards education and developing every child, hoping to give them a brighter future. Kalisku foundation has been able to

equip every child with Knowledge, skills and character required to lead an empowered life through making learning fun.

A brief statistic of Kalisu achievements are given below:

No of schools	Impacted students	Interns and fellows	Libraries
34	10500	96	33

Unnati:

Unnati was founded in 2011 and registered as a not for profit organization with a vision "With Society, towards Serenity" and aims to touch different facets of human life to make the society a better place to live. Unnati has directors and a Core Group of Volunteers who are Professionals engaged in business or employed with reputed companies with complementing skills and experience. Unnati is ably supported by a management team committed to the cause and sharing a vision of making a difference to the society. Reaching out to all sections of society through art, service or training. More than 20,000 youth have been trained so far and placed in reputed companies by Unnati, transforming the financial condition of the youth and their family.

In addition to core vocational courses, basic computer skills, spoken English, life skills and value classes are made compulsory for all students to aid in their all-round development. Right from its inception, Unnati has maintained only one eligibility criteria for its program: willingness (minimum age criteria of 18) to learn. There is no minimum academic qualification required. Unnati opens its doors to all, regardless of gender, religion, caste or creed. Unnati has maintained a 100% placement record and every student who enrolls is guaranteed a job at the end of the 50-day program.

The Akshaya Patra Foundation:

The Akshaya Patra Foundation is a non-profit organisation feeding millions of underserved children in India. They are committed to eradicating two most critical issues - hunger and malnutrition among children by implementing the Mid-Day Meal Programme in government and government-aided schools. Carrying out the world's largest NGO-run feeding programme, Akshaya Patra aims to not only fight hunger but also bring children to school. In Karnataka they have seven kitchens in five locations, which feed 4,02,695 children in 2,887 schools.

In June 2000, The Akshaya Patra Foundation started the mid-day meal programme in Bengaluru, Karnataka. The initial days of implementation were not smooth sailing for the organisation, but soon came the helping hands of Mohandas Pai, who took the initiative of donating the first vehicle to transport food to the schools and Abhay Jain, who promised to bring in more donors to contribute for the further expansion of the programme.

The humble beginnings of the Foundation started with serving of the mid-day meals to 1500 children across five Government schools in Bengaluru.

The programme embraced the vision that "No child in India shall be deprived of education because of hunger."

Today, through the partnership with the Government of India and various State Governments, as well as philanthropic donors the organisation runs the world's largest mid-day meal programme. Built on a public-private partnership, Akshaya Patra combines good management, innovative technology and smart engineering to deliver a nutritious and hygienic school lunch.

Akshaya Patra reaches out to 18,02,517 children in 51 kitchens across 13 states & 1 Union territory of India, providing them with freshly cooked meal on all school days. Currently, the foundation implemented the mid-day meal programme in 16,856 schools of the country, with plans to increase that number to even more.

Challenges:

Paucity of funds for NGOs as many a times they will not be able to mobilise funds for respective projects.

Lack of expertise due to absence of good professionals related to the field.

Poor governance and networking due to various individuals coming from different back grounds and lack of consistency among them.

Conclusion & Findings:

Most of the times, NGOs are the link between government schemes/foreign grants and the beneficiaries. Generally, NGOs are from the local population and understand the local culture and difficulties faced by them. Even though, governments announce the schemes to the benefit of the intended population, NGOs are in a better position to explain and ensure that the benefits reach them without any selfish motives.

Our endeavour in this paper is to highlight the growth contributions of these select few NGOs out of many in Mysore and establish the fact that they are the real growth drivers across various sections of the society

The contributions of NGOs in Mysore are many fold. The few NGOs we have covered in this paper are contributing towards education, health, sanitation, vocational training and feeding children in school. These voluntary activities of NGOs are ensuring that under privileged children go to school, well fed and have a healthy environment in school. Once they are out of the school there are vocational training to those students in rural areas to get jobs.

It can be concluded without a doubt that the above activities by the NGOs contribute to our nation's economy by ensuring that our children go to school, educate themselves and find a better job.

Sources:

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Respective individuals working in NGO

