

CHAPTER - 2

RESEARCH METHODOLOGY

2.1 BACKGROUND

This chapter discusses research methodology that has been adopted in the present research study.

Social organizations (NGO's) have become an irresistible global force today. They are present in all sectors of society. Their role is widely recognized and accepted in most parts of the universe. The rapid growth of social organizations (NGO's) has been clearly revealed in a multinational study conducted by Laster Salaman (1984) who finds it as a major economic and social force. The growth rate of social organizations has been phenomenal particularly during the last two decades. The presence of social organizations especially those engaged in developmental initiatives have been strongly felt during these years. In fact the involvement of social organizations in development sector has become indispensable today. It is estimated that about 10% = \$ 8 billion public development aid worldwide is now being routed through social organizations (NGOs). The Indian situation has not been however different. The rate of growth of social organizations in India is faster than ever before. The magnitude of funds, the social organizations in the country handle today, is another index to their growth. The professionalization amongst social organizations in India has demanded attention from all corners of the society. Hence with critical perspective an academic inquiry in the area has become the need of the hour.

2.2 SIGNIFICANCE OF THE STUDY

Social organizations NGOs can be studied from many perspectives. They can be studied from process point of view i.e. Genesis, emergence, planning, implementation, evaluations etc. They can be studied from their constituents point of view i.e. human groups of social organizations viz Board of directors, staff, volunteer, clients etc.

They can also be studied from evaluation, outcome and impact point of view. From either view the study of social organization has got the supreme significance.

When total monetary and human resources involved in social organizations are huge, it is more pertinent to study social organization from the point of view of their functionaries' beneficiaries and infrastructure.

Today we live in consumerist society in which consumer's satisfaction and delight are of tremendous value. The two consumers (one internal and one external) of NGOs are beneficiaries and functionaries. With these two human groups in the NGOs along with type of infrastructure that they have, decide the presence and future of these NGOs. The beneficiaries of the social organizations are independent variable. It is because of them social organizations exist. Therefore it is essential to understand whether beneficiaries of the social organizations get effective, efficient and quality service or not. It is also essential to understand functionaries who deliver effective, efficient and quality service to the beneficiaries. These functionaries who are involved in the delivery of services constitute core, critical and prime group for the existence of social organization (NGOs). If the functionaries do not deliver the required level of services, the social organizations shall defeat the purpose for which they exist and will not achieve the goals and objectives.

The prime question is what can make these functionaries (staff) in social organizations effective, efficient and result oriented. The answer lies in knowledge, skill and attitude. Further answers can also be found in the arena of job satisfaction, job security, quality of work life, involvement of the functionaries etc. These components of professionalism can definitely make functionaries more effective, efficient and result oriented. Professionally managed social organizations can deliver services to clients keeping following important dimensions in the consideration: (i). Time : How much client can wait? (ii). Timeliness : Will service be performed when promised? (iii). Completeness : Are all items of services included? (iv). Courtesy: Relationship of staff while delivery of services. (v). Consistency: Are the services delivered in the same way for every client and every time for the same-client ?

(vi) Accessibility & convenience Is service easy to obtain? (vii) Accuracy Is the service performed right and accurate? (viii) Responsiveness Do functionaries deliver the services quickly and resolve unexpected problem

The beneficiaries of social organization can get services of above stated dimensions provided, the functionaries (staff) of social organization (NGO's) possesses necessary knowledge, skills, work values, enjoy quality of work life and derive job satisfaction Further, staff must have involvement in future plans, communication pattern and in creating, positive, conducive climate

In the present LPG era, social organizations can play very vital role To what extent they have played vital role, and would be playing vital role, depend upon the emerging pattern of relationship between social organizations and government at macro level and between functionaries and beneficiaries at institutional level Here lies the special need to explore the critical study of relationship between functionary's beneficiaries and infrastructure of social organizations of Gujarat; one of the progressive states of India

Gujarat state has got a rich background of traditional social work. Owing to the hard work, missionary zeal and dedicated efforts taken by the philanthropists and many others, the traditional welfare oriented social work is quite prominent and is still practiced in Gujarat state. Today we find big number of NGOs that have been trying to cater to needs of the various categories of persons who require special kind of services. We have also observed the mushroom growth of NGOs in recent years in Gujarat

In Gujarat, as on 1st Feb. 2004, the number of NGOs (Charitable societies) registered under the societies Registration Act, 1860 is 39216 and the trusts registered under Bombay Public Trust Act 1950 are 1,44,042. Some positive changes can be observed today in the approach of these NGOs in their services. These organizations are known by some regional characteristics i.e. organizational structure, culture, manpower policy, finance, use of community services, etc, which ultimately determine the quality of services they render.

These NGOs need a special kind of intervention, guidance and assistance in implementing their programs. This prepares ground for undertaking a systematic research study.

2.3 OBJECTIVE OF THE STUDY

Keeping the broad perspective in mind the study sets forth the following specific objective.

- To understand vision, mission, objective,, activity, programmes and human resource base of social organizations (NGO's) of Gujarat and to review the way social organizations (NGO's) are structured and the role, relationship amongst functionaries and beneficiaries
- To study the level of knowledge, skills, attitude, work values and job satisfaction of functionaries of social organizations (NGO's) and their association with age education experience, income.
- To obtain socio-economic profile of functionaries and as well as beneficiaries of social organizations.
- To study views of beneficiaries on the services delivered by functionaries of the social organization (NGO's).
- To suggest appropriate strategies and approaches to strengthen their competence for quality service

2.4 RESEARCH DESIGN

The primary purpose of the study is to establish the association between the functionaries and beneficiaries regarding quality of services as perceived by them. This being a descriptive study, its basic thrust is to explore and gain an insight in to the some basic concepts regarding functionaries of the organizations with a view to formulating more precise research questions for in depth investigations and to give some strategies action plan and guide line to the functionaries in their approach towards becoming effective in the NGOs. In Gujarat NGOs vary in status, size and scale. Some are having status of being local, regional, and national including the branches of international voluntary organizations working in the various sectors.

2.5 SCOPE OF THE STUDY

The main focus of the study is on the functionaries and beneficiaries of NGOs working for development issues from Gujarat state. Since the study is explorative cum descriptive it has null hypothesis. The NGOs which are educational institutions, hospitals and working with children are not covered in the study. However, Mahila Mandal, Youth organizations, social welfare agencies, action groups etc have been covered under the study. The study covers the NGOs working in the most of the districts of the Gujarat. An intensive preliminary preparation is done keeping in mind the following prerequisites of the study: (i). To ascertain the scope of conducting such study in various districts of Gujarat. (ii) To prepare a comprehensive list of NGOs of Gujarat and to decide upon the sampling procedure. (iii). To identify and decide upon the sources, tools and techniques of data collection. As a part of preliminary investigation, researcher has contacted office of assistant Charity Commissioner, Vadodara, Department of women and child development, Gandhinagar and Janpath Federation of NGOs of Gujarat, Ahmedabad with a view to get an idea about the NGOs of Gujarat and select a list of NGOs functioning in various regions and districts of Gujarat.

2.6 SOURCES OF DATA

Data for present study are obtained from two sources: i) Secondary data in form of documents available in the organizations related to their objectives, programs, facilities and contributions. ii). Primary data in the form of responses from the functionaries and beneficiaries of the NGOs as the representatives, are collected with the help of the questionnaire.

2.7 SAMPLING

A list of district wise NGO's working in 25 districts was collected from various sources. The list was very exhaustive and was difficult to locate the NGOs functioning. It is learnt that most of them have closed down after few years, some of them have disappeared and some of them have restricted their activities.

The researcher has approached the government offices, NGOs, federation and well-known experts and resource person to prepare final list of NGOs working in various district for the purpose of the study

2.8 SELECTION OF THE NGOS

The selection of the NGOs is done keeping the four criteria's in mind · 1). NGOs is registered and functioning during the study period 2). NGOs having the work experience of a minimum of five years after the registration. 3). Those NGOs which are consistent in their work. 4) Those NGOs which have contributed to social welfare, development and empowerment of women youth and dalits of Gujarat state. Taking these factors into consideration, 29 NGOs from most of the districts of four regions of Gujarat are finally selected with the help of purposive sampling method. The brake up of these regions are as follows: South Gujarat five NGOs, North Gujarat eight NGOs, Central Gujarat six NGOs and Saurashtra ten NGOs for the final selection of NGOs, factors like maximum years of service, maximum contribution, and relative consistently in their services, their consent for the study etc are taken into consideration. Considering the total number of NGOs, and their coverage in different regions, the number of NGOs under the study from Ahmedabad, Vadodara, Surat and Bhavnagar are more than one, maximum up to five. Thus, 29 NGOs are selected for the study.

2.9 SELECTION OF THE RESPONDENTS

The functionaries and beneficiaries are the respondents for the study for collecting primary data Ten Functionaries and 20 beneficiaries from each (NGOs) Social Organizations are selected as a representative sample on the basis of random method. The office staffs, administrative staff are not treated as functionary. Those staff members who are directly connected with beneficiaries for the delivery of the services are considered as functionaries. The above mention criteria has given the following sample size; **29 Social Organizations;(NGOs) 290 functionaries and 580 beneficiaries**

2.10 Tools of data collection

A structured questionnaire is formulated to collect data both from functionaries and beneficiaries. Standardized scales prepared by Prof T V. Rao , Prof Uma Jain and Prof. C N Daftuar are used

The standardized scale prepared by Prof. C N. Daftuar is used to measure job satisfaction of the functionaries of the NGO which has got the following components. 1). Creativity 2). Opportunity of growth and development 3) Decision making power 4). Job security 5) Remuneration 6) Working condition 7) Interpersonal relationship 8) Favourable working condition 9). Recognition to work 10) Discrimination of power 11). Work as a whole 13) Organisation as a whole.

The Quality of work life component of questionnaire includes following items.

Leader ship, Response from boss/head, Confidence in leader, Relation ship fostered by leader ship, Co operation, Employees initiative, Coordination of routine information, Exchange of important information, Sharing sense of purpose & vision, Employees participation, Response to change, Advancement of equipments, Usefulness of equipment, Maintenance of equipments, Training & development, Participation in establishing training goals & objectives, Availability of time to learn, Collection of information about progress, Employees collaboration, Change, Facility provided, Safety, Reward.

Some of the significant components of the questionnaires are, professional knowledge, skill base and code of conduct as presented by Charles Zastrow (1990) in his book "Introduction to Social Welfare". The Professional knowledge base is categorized into three broad areas: Knowledge about a specific practice field, Knowledge about a specific agency and Knowledge about each client. An elaborate list of 24 skills as developed by B. L. Baer and R. Federico and summary of major principles stated in NASW Code of Ethics are also considered in the formulation of the questionnaire. The professional attitude, value and work values components of questionnaire are the inventory prepared by Prof. T. V. Rao which are ;

1). Empathy & understanding 2). Positive & helpful attitudes to others 3) Faith in people & their competencies 4) Introspective attitude(a tendency to reflect about one's own self, strength & weaknesses) 5) Openness (open to other's suggestions & likes to be open in expressing his own views) 6). Interpersonal trust 7). Pro-activity 8). Respect for others 9) Self-confidence & faith in one's own competencies 10) Sense of responsibility 11). Sense of fairness (constant desire for objectivity & not being impressionistic) 12).Self-discipline (a desire to set examples) 13) Honesty (a desire to be sincere & honest) 14) Willingness to experiment 15) Learning orientation (a tendency to treat every experience as a learning opportunity) 16). Perseverance (not giving up easily in the event of difficulties) 17) Work motivation (a desire to be involved & work hard for the agency) 18). Super ordination (an attitude that he is working for larger goals) 19). Empowering attitude (a tendency to respect others & willingness to empower them not being over concern about his personal power base) 20). Stress tolerance (ability to cope with stress frustration hostility & suspicion).

Elaborated list of work values developed by Prof T. V. Rao is also taken as one of the components of questionnaire The list is as follows : 1). Have a positive attitude towards work. 2). Desire to be sincere & honest. 3) Believe in confidentiality & have faith in the work. 4). Try to be punctual in the work. 5). Sense of responsibility is important in the work 6). A need for commitment & dedication for work. 7). Innovation & experimenting are required in the work. 8. Unbiased attitude towards work. 9). Allowing others to share their ideas, opinions, feelings regarding work, 10). Boosting employee morale. 11). Believe in discipline in the work. 12). Have a tendency to treat & consider every experience as a valuable learning opportunity 13). Believe & have faith in the competence of others as well as in one's own self. 14) Creativity in the work is required. 15). Aim at organizational goals & work hard for it. 16). Learning from the past mistakes & avoiding them in future is required. 17). Self-motivation & motivating others to work hard is required. 18). Keeping & maintaining a proactive attitude while working. 19). Having respectful & helpful attitude & a feeling of empathy towards others.

20) Maintaining healthy professional relationship in the need of the hour 21) Value human relations 22) A need of good group living

The questionnaire for the collecting data from beneficiaries is formulated on the basis of the ten factors identified Parusraman (1985) which significantly influence perception of quality in services. These 10 factors are (i) Responsiveness (ii). Competence (iii) Courtesy (iv) Creditability (v). Sensitivity (vi) Access (vii). Security (viii). Physical Appearance (ix) Reliability (x) Communication

The Profile of the (NGOs) Social Organizations is prepared with the help of interview schedule and secondary data of various Social Organizations. Each of the variables are analyzed and interpreted on 5-point scale. After the questionnaire was prepared, pre testing was done in order to ensure against difficulties of comprehension & ambiguities of questions. Five respondents of local NGOs had been contacted for data collection for this purpose. Responses had been coded & a preliminary analysis had been done to see whether the questionnaire would yield required data. The necessary changes were done in the questionnaire accordingly. As questionnaire was first formulated in English language & then it was converted into Gujarati language, "re-reliability test" was conducted with the help of respondents of local NGOs. The result of this test was 0.06.

2.11 METHOD OF DATA COLLECTION

The questionnaire is mainly used for the collection of primary data from the responding organizations, which consisted of many items. The questionnaire for functionaries includes background information, responses on skills, knowledge, attitude, work-values, quality of work life, job satisfaction, code of conduct, etc. The questionnaire for the beneficiaries consisted of background information & their views on quality services delivered by the functionaries of the NGOs. At the outside selected NGO's were contacted through letters, telephones and their consent was taken. This made it easy for the researcher to collect the data he wanted. The researcher got an opportunity to meet some of the functionaries and beneficiaries of the NGOs during data collection. It was a very helpful exposure to observe many situations at work of NGOs.

2.12 DATA COLLECTION AND REFERENCE PERIOD

Data collection was an important & rich experience in the whole of the research process. It was stretched out for 8 months from Feb.2003 to Dec.2003. Since the NGOs are scattered all over the Gujarat, traveling took quite a lot of time & effort. Once NGOs had been selected, the researcher had sought prior permission from the authorities through letters & telephones.

This approach was found to be very useful & practical, as the organizational authorities were well informed of the purpose of the study & well assured of its academic & confidential nature. Despite various difficulties, this experience was very enriching & rewarding in terms of understanding the various aspects of functionaries & beneficiaries of NGOs.

2.13 EXPERIENCE OF RESEARCHER DURING DATA COLLECTION

- Many respondents felt the questionnaire to be very long and took a lot of time in returning it.
- Since the study was conducted in entire Gujarat it was very difficult to take appointments and match with timings of agency contact persons, functionary and respondents.

2.14 TREATMENT OF DATA

Collected data have been computerized using percentage analysis and chi-square and presented in form of bivariate tables.

2.15 LIMITATIONS

No research is without limitations. This one is no exception. Some of the limitations are: This study is limited to only some NGO's of Gujarat. Further NGOs working with women, youths and dalits are only selected therefore its conclusions cannot be generalized.

2.16 PRESENTATION OF REPORT

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