



THE ROLE OF NON GOVERNMENTAL ORGANIZATIONS IN PROMOTING SUSTAINABLE DEVELOPMENT

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Abstract

Sustainable development is a way of using resources without the resources running out for future generations. This development is a multidimensional process and cannot be created by Govt. independently. Other stakeholders are also required to contribute effectively towards enhancing sustainability. The present paper highlights the importance & role of NGOs in promoting sustainable development in India.

Introduction

Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their needs. **Sustainable Development** is the organizing principle for meeting human development goals while simultaneously sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depend. The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system. It enables to attain a balance between environmental protection and human economic development and between the present and future needs.

Sustainable Development implies development of four aspects viz Human, Social, Economic and Environmental.

Human Sustainability refers to overall development of human capital by providing proper health, education, skills, knowledge, leadership and access to essential services.

Social Sustainability is maintenance of social capital by focusing on investments and services that create the basic framework for society. This will ultimately lower the cost of working together and facilitates cooperation: trust lowers transaction costs.

Economic Sustainability promotes sustainable economic growth by, on the one hand, supporting employment and stronger economies and, on the other, addressing the impacts of climate change, pollution and other environmental variables that can damage and damage the health, livelihoods and lives of people.

Environmental Sustainability is supporting and creating a sustainable ecosystem where by focus is on ensuring that negative effects are minimized and behaviors that positively impact the environment are emphasized..

Pillars in Sustainable Development

Development is a multidimensional process. No single factor can create development independently. Non-governmental organizations (NGOs) together with Govt. and private sector are the third pillar of sustainable development. Sustainable development can only be enhanced if Government, Private sector, and NGOs work together.

Non Governmental Organization (NGO)

Non- governmental organizations (NGOs) can be defined as, “legally constituted corporations created by natural or legal people that operate independently from any form of government. The term originated from the United Nations and normally refers to the organizations that are not a part of the government and are not conventional for profit businesses. They are essentially heterogeneous, task-oriented, driven by people with a common interest and focusing around specific issues: Human rights Environment Health Poverty eradication Rehabilitation Employment.



Role of NGOS in Sustainable Development

Non-governmental Organizations (NGOs) play a crucial role in the economic development of developing countries. They provide services to society through welfare works for community development; extend help during national disasters, sustainable system development, and popular movements. They take numerous actions developing our society some of which are listed below:

1. A number of steps have been taken by NGOs to promote discussion and debate on environmental issues outside the broad spheres of popular media and education. In promoting ideas such as sustainable development, natural resource conservation and the restoration of ecosystems advocacy and awareness are particularly crucial which is aptly done by NGOs.
2. NGOs can sensitize policy makers about the local needs and priorities. They can usually intimate the policy makers about the interests of both the poor and the ecosystem as a whole.
3. NGOs can function as a Critical Interface between Business Houses and the Societal Concerns. As such Business Houses can rely for the implementation of their CSR initiatives on NGOs as the Connect of the NGOs with the grassroots would help the Companies.

Some of the Existing Collaborations are

1. Coke – MANTHAN.
 2. GSK's partnership with Save the Children.
 3. Aviva-British Red Cross.
 4. Microsoft – Smile Foundation.
 5. NTPC – CANKIDS... KIDSCAN.
 6. Birla Group – Smile Foundation, Maya Foundation, Childline India Foundation.
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1. Many innovative practices have been adopted by the NGOs in the area of Natural Resources Management for the purpose of conservation. For eg. PRADAN – Dorabji Tata Trusts – Sadguru – Kutch Mahila Vikas Sangathan – Dharampur Utthan Vahini (DHRUVA) – Tarun Bharat Sangh (TBS) – Aga Khan Rural Support Programme to name a few.
 2. NGOs develop community capacities through capacity building such as ability, skills and understanding of resource mobilization, community initiation planning and evaluation and problem solving to achieve mastery over their life.
 3. NGOs play a vital role in the formation of SHGs and motivating women to join the groups and linking the groups with the banks for microfinance.
 4. They work to promote social or political change on a broad scale or very locally. NGOs play an essential part in developing society, improving communities, and promoting citizen participation.
 5. NGOs can assist national policy formation in the areas of health care and integrated human development. Based on their contacts with groups, they can pose health care requirements. By implementing the program, NGOs can contribute to primary health care in many respects.
 6. Work for the social welfare of small innocent children and admits them in various schools to make them educated and stand on their own feet.
 7. Work towards rural development by concentrating on sustainable agriculture, organic farming system, promoting awareness programmes & upgrading development facilities in rural areas.

The Importance of NGOS in India

Since independence, NGOs have played an essential role in serving to the needy in India, providing aid to the distressed and elevating the socio-economic standing of millions within the country. India has made fast development in the socio-economic sphere in the last seven decades. Millions have been brought out of poverty, life expectancy has shot up, literacy rate has almost tripled and people have better access to healthcare services. However, considering India's vastness, both demographic and regional, and its sociocultural diversity, millions are still deprived of a decent existence. The benefits of India's economic progress haven't been uniform in nature. There is rampant economic inequality. This is where NGOs come into the picture. They undertake a range of activities, most of which are aimed at improving the socio-economic status of communities with limited means. From



providing direct benefits (such as distributing nutritional feed to malnourished children) to enabling and empowering people (community awareness of the importance of sending their children to school), NGOs' work has a major impact on serving disadvantaged and disadvantaged people in life.

NGOS In India Work For A Wide Range of Causes Which Includes

1. Optimal use and growth of renewable energy sources including forestry by forming renewable energy association at the block level.
2. Family welfare, health and nutrition, education as well as appropriate community development programs in the sector.
3. Health for all programs.
4. Water management and soil conservation.
5. Social welfare programs for weaker sections.
6. Implementation of minimum needs program.
7. Disaster preparedness and management (i.e. for floods, cyclones, etc).
8. Promotion of ecology and tribal development.
9. Environmental protection and education.
10. Rural Development Schemes.
11. Women Empowerment.
12. Human Rights.
13. Child rights.
14. Care for elderly people.
15. Wildlife Conservation.
16. Sanitation and Hygiene.
17. Humanitarian Relief.
18. Refugee Crisis.
19. Disease Control and others.

Leading NGOs in India

S no	Organization Name	Areas
1	Child Rights and You(CRY)	Focusses on Child Labour, Child Marriage, Child Trafficking, Malnutrition, Poverty, Education and Illiteracy, Gender Inequality
2	GOONJ..a voice, an effort	Disaster relief, humanitarian aid and Community development
3	HelpAge India	Work towards Elderly needs of quality healthcare, Universal Pension, action against Elder Abuse
4	The Akshaya Patra Foundation (TAPF)	Combating malnutrition and promoting the right of socio-economic disadvantaged kids to schooling..
5	K C Mahindra Education Trust	Promoting higher learning and literacy in the country by providing money in the form of loans, scholarships and grants
6	LEPRA India	Promoting quality health care
7	Pratham Education Foundation	Providing education to children in the slums of Mumbai with the objective of improving the quality of education.
8	Sammaan Foundation	Working for the marginalized sections of the society. The company is giving thrust on sustainable livelihoods, participatory management and community mobilization
9	Smile Foundation	Bringing beneficial change to the life of disadvantaged kids, their



		families and communities.
10	World Wild Fund For Nature India	Working in the field of wilderness preservation, and the reduction of human impact on the environment.

Conclusion

Directly or indirectly, NGOs play an important role in awakening the people and enhancing human development in a society. Nowadays people in developed countries, in formal and informal organizations, take scientific, specialized, and economic decisions in different fields through different social institutions and economic, political, and educational organizations, while in developing countries, because of inadequate definition of the position of the government and people, people and NGOs play a marginal role in creating development. Thus every society aiming at achieving sustainable development cannot foster sustainable development without laying the appropriate groundwork. Therefore, if sustainable development of human assets, science and society is not based on its main elements, namely empowerment, increasing social capital, producing expertise, reducing poverty and increasing public welfare, it would be unwise to ignore the operations of NGO. to be agents of change and will They are already proving to be agents of change and will continue to play an important part in assisting big segments of Indian society emerge from the quagmire of poverty and distress and march efficiently towards sustainable development in the future.

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