

SOCIO-ECONOMIC CONDITION OF THE PEOPLE IN THE SELECTED VILLAGES UNDER THE MOHRAMUKH BLOCK & THE INTERVENTIONAL APPROACH OF NEADS (AN NGO) FOR SUSTAINABLE LIVELIHOOD OF THE PEOPLE

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Abstract - Moharamukh Block falls under Bokaghat Sub-Division of the Golaghat District of Assam. In the following study an attempt has been made to understand the Socio-economic condition of the four selected sample villages under the Moharamukh Block. Simultaneously it is also tried to see the role played by the NEADS(a NGO) in improving the livelihood of the people in the study area. For the study purpose both primary and secondary data are consulted. Out of the 359 households in the selected villages 192 households have been selected for the data collection and its study. The relevant data relating to socio-economic condition, educational background etc. are collected and scientifically processed and presented in tabular form before the necessary interpretation is made. At the same time various activities done of by NEADS are also highlighted in the study. Various Pictures shown in the study highlighted the activities taken by the NEAD's in the improvement of the community life in the villages the other parts of the region in Assam.

Keywords: NEADS, Households, Socio-Educational, Economic etc.

INTRODUCTION

The principal duty of the democratic government in a country like ours is to look after the development & extending highest welfare to its people in different aspects of human life. It cannot be denied that most of the development programs initiated by the government have not achieved success due to certain factors such as lack of proper administrative machinery, lack of proper communication, lack of availability and improper utilization of funds, lack of awareness of the people regarding development schemes etc. In this aspect rural areas/ rural folks are highly facing the problem of welfare creating schemes of the Govt. Most of the people in the rural societies suffer a lot due to non-reachable of the Govt. welfare schemes to its fullest extent due to various leakage in the system. It is because of this NGO's (Non-Govt. Organisations) are coming up and taking initiative in various areas to take up action which are not taken up by the government or becoming difficult for the Govt. to see all the welfare creating possibilities to the general citizens of the country. NGOs work towards the strengthening of civil society and bring about change and development in the society including in the improvement of the life of rural people in various dimensions.

ABOUT NEADS: A NON- GOVT ORGANISATION

The North East Affected Area Development Society (NEADS), an NGO located at Dhekiakhwa of Jorhat district in Assam. NEADS as an NGO is trying to promote equitable social structures, connecting people to resources and services within the social environment which can offer people security and development. Among the different activities carried out by NEADS some of them are: strengthening the mechanism of disaster prone communities to identify, assess and reduce the risks of disaster, also aim to reduce socio-

economic vulnerabilities to disaster as well as dealing with the environmental and other hazards that trigger them. To make quality education accessible to the children belonging to the weaker section, empowerment of women to eliminate gender based violence, increasing livelihood opportunities for small and marginal farmers through sustainable agriculture and livelihood programmes, improving market access of the products and develop a market-led production system.

At present NEADS with the help of some other Government and Non-Governmental partner organizations like Action Aid Association, Oxfam India, Aide-et Action, Save the Children, UNICEF, Centre for Social Development, ARIAS Society, Govt. of Assam, TDH Germany, NABARD, Voluntary Health Association of Assam, National Rural Health Mission (Assam), Reach India is operating in the five flood affected districts of upper Assam namely Jorhat, Golaghat, Sivasagar, Dibrugarh and Tinsukia districts.

REVIEW OF LITERATURE

Some of the literature reviewed for the present study are the following-Kothari (1986), in his article “the NGOs, the state and World Development” analyses the relations between state capitalism and world capitalism. The role of NGOs in promoting rural development for bringing social and economic enlistment of the oppressed classes is also analyzed in this study. The study reflects that the outstanding feature of the capitalist regime is that of control, repression and exploitation by sophisticated means. In conclusion, Kothari says that Voluntary agencies must resist the new ways of repression by MNCs, state and other capitalist organizations because they are voice of the voiceless. Social movements and grass roots actions are the source of accountability of the state, to the civil society.

Likewise, Mohinder Singh (1992), in his article “NGOs – Best catalytic Agents for rural development” considers that non- government organizations (NGOs) are best stimulants for rural development. According to the study a government programmers fails to reach beneficiaries. On the contrary the NGOs ensure not only successful implementation of schemes but also timely recovery. NGOs being manned by devoted workers, encourage proper utilization of funds and bring about awareness among the rural poor people about welfare schemes. Services of the NGOs can be of great use for mobilizing local financial resources from within the community to make them self-reliant, they play vital role in monitoring and data about the implementation of these programs and help in the process of providing needful feedback on the part of government, their flexible innovativeness can also provide new directions to rural development. Singh concludes that NGOs play vital role in socio – economic transformation of rural areas.

Similarly, Kamta Prasad (2001) in his book “NGO and Socio – Economic Development Opportunities” has made scientific studies about growing realization of the important role of voluntary organization which can play in important role in socio – economic development of the people. According to him this is particularly so far bringing about decentralization development with a focus on upliftment of the weaker sections of the society.

Likewise, Rabi Shankar Kumar Singh (2003) in his book “Role of NGO’s in Socio Economic Development” discusses that a NGO should remain independent from direct government intervention. According to his studies a central government repeatedly fails to promote effective rural development at local level. Therefore, there is a need for increased human resources within the government agencies and to improve the economic livelihood, health, nutrition, and overall wellbeing of the rural people. But the Central Government and the private sector lack sufficient capacity to respond for these weaker sections of society. The emergence of NGO’s as a strong institution plays a positive role in the development and responds to the challenge of poverty alleviation.

Again, the role of NGOs in Disaster Management with reference to the post super cyclone period in Orissa” is a case study by Nilkantha Panigrahi (2004) in Orissa after the cyclone in 1999. The paper describes the responses of NGOs to the post – super cyclone requirements of Orissa. In the post-super cyclone period NGOs have carried out a visible role in undertaking relief and rehabilitation programs. During the relief phase of disaster management, the programs under taken by the local NGO was more effective and appropriate during the relief operations.

In the current context the researcher is specifically interested to investigate about the socio-economic background and the role of NEADS an NGO in some of the selected villages of Mohuramukh development block in the Golaghat district of Assam. From the various literature reviewed it is known that no such specific academic task is done regarding the NGOs intervention in the Mohuramukh developmental block under the Golaghat district of Assam. It is therefore the present study is taken up to understand about the interventional role of the NGO like NEADs in the concern area and to make the study available at the public domain.

OBJECTIVES OF THE STUDY

The prime objectives of the present study are the following-

1. To investigate the socio-educational background of the sample households' respondents.
2. To examine the economic background of the people in the selected sample villages.
3. To observe the interventional approach carried out by NEADS for sustainable livelihood in the sample villages.

RESEARCH METHODOLOGY

In the district of Golaghat there are 06 revenue circle. The researcher has selected Bokakhat Revenue Circle for the study of 04 villages located in Mohuramukh Block. The name of the selected villages taken for the study are Nikori, Na- Nikori, Bhulukaguri, Ujoni Bongkuwal. To calculate the required optimum sample size of households "Sample Size Calculator" by Raosoft (www.raosoft.com) was taken into consideration taking household as population size (N = 359) and the minimum required sample size was found to be (n = 186). In addition to the above calculate sample size we have added 6 more households in our study for more relevancy. The total number of households has come 192. It may be stated here that while selecting the villages for study the researchers have kept in mind the number of households in villages. From the selected villages households surveyed has been done and required data are collected. After the scientific processing of required data and converting into tables the interpretation as per requirement is accomplished by the researchers.

SOCIO-EDUCATIONAL BACKGROUND

The socio-economic background of the selected sample villages is interpreted with the following heads-

- I. Distribution of Sample Households in the Study Area:** It is observed from table-1 that total number of households in the four villages are 359 out of which 192 selected sample houses have been taken up for the study purpose. In the Nikori village total households are 116 and the selected sample households taken are 62 household. Similarly from Na Nikori it is 61 households and 23 households respectively. In the same manner from Ujoni Bongkuwal it is 72 households and 52 households and from Bhulukaguri it is 110 households and 55 household respectively. It is also observed that in the study area Male head households are 169 and remaining 23 households are female head households.

Table-1: Distribution of Village Wise Households

S. No.	Villages	Total Number of Households	Selected Number of Households	Male Head Household	Female Head Household
1	Nikori	116	62	55	7
2	Na- Nikori	61	23	18	5
3	Ujoni Bongkuwal	72	52	48	4
4	Bhulukaguri	110	55	48	7
Total		359	192	169	23

Source: Field Study

In the following paragraphs we have tried to give an account of the villages.

- 1. Village Nikori:** The village Nikori falls under Gram Panchayat Disoi which falls under Bokakhat development block and the distance of a village from the development block is 29 km. The nearest bank of the village is 'Assam GraminVikas' bank. The nearest post office and village market is Mohuramukh which is 4 km away from the village. There is one primary school in the village but no Public Health Centre / Sub – Centre in the village. The nearest PHC is in Bokakhat which is 29 km from the village. Total agricultural land in the village is 150 bighas. Rice, Oil seeds, Pulses, Vegetables are cultivated in the village. There is a piggery farm in the village. It is reported that the gram sevak (village level worker of the agriculture department) never visit to the village. There is no industry, temple, library, club and association etc. in the village. It is observed by the researcher that the condition of road is extremely bad.
- 2. Village Na - Nikori:** The village Nikori falls under Gram Panchayat Disoi which falls under Bokakhat development block and the distance of a village from the development block is 27 km. The nearest bank of the village is 'Assam GraminVikas' bank. The nearest post office and village market is Mohuramukh which is 3 km away from the village. There is one primary school in the village but no Public Health Centre / Sub – Centre in the village. The nearest PHC is in Bokakhat which is 27 km from the village. Total agricultural land in the village is 80 bighas. Rice, Pulses and Vegetables are cultivated in the village. There is a Poultry farm in the village. It is reported that the gram sevak (village level worker of the agriculture department) never visit to the village. There is no industry, temple, library, club and association etc. in the village. It is observed by the researcher that the condition of road is extremely bad.
- 3. Village UjoniBonkuwal:** This village falls under Gram Panchayat Uttar Mohura which falls under Bokakhat development block and the distance of a village from the development block is 32 km. The nearest bank of the village is 'Assam GraminVikas' bank. The nearest post office and village market is Mohuramukh which is 5 km away from the village. There is one primary school in the village but no Public Health Centre / Sub – Centre in the village. The nearest PHC is in Bokakhat which is 32 km from the village. Total agricultural land in the village is 200 bighas. Rice, Oil seeds, Pulses and Vegetables are cultivated in the village. There is a Piggery, Poultry and Fishery farm in the village. It is reported that the gram sevak (village level worker of the agriculture department) never visit to the village. There is a temple in the village but there is no industry, library, club and association etc. in the village. It is observed by the researcher that the condition of road is extremely bad.
- 4. Village Bhulukaguri:** This village falls under Gram Panchayat Uttar Mohura which falls under Bokakhat development block and the distance of a village from the development block is 34 km. The nearest bank of the village is 'Assam GraminVikas' bank. The nearest post office and village market is Mohuramukh which is 7 km away from the village. There is one primary school in the village but no Public Health Centre / Sub – Centre in the village. The nearest PHC is in Bokakhat which is 34 km from the village. Total agricultural land in the village is 134 bighas. Rice, Oil seeds, Pulses and Vegetables are cultivated in the village. There is a Piggery, Poultry and Fishery farm in the village. It is reported that the gram sevak (village level worker of the agriculture department) never visit to the village. There is no temple, industry, library, club and association etc. in the village. It is observed by the researcher that the condition of road is extremely bad.

Socio-educational Background: The Socio-educational background of the sample villages can be summarized as presented below-

- II. Nature of the Distribution of the Family:** It is observed from table-2 that in the study out of 192 households, 155 households have nuclear nature of family and remaining 37 households have joint family nature. The table also shows the village wise identification of nature of family i.e either joint or nuclear in nature. It can be observed that in the current lifestyle even poor people have preference for nuclear family and leaving aside the joint family nature which was just opposite few decades before.

Table-2: Distribution of the Nature of Family (Percentage in Parenthesis)

S. No.	Villages	Joint	Nuclear	Total number of Households
1	Nikori	9 (4.69)	53 (27.60)	62 (32.29)
2	Na- Nikori	3 (1.56)	20 (10.42)	23 (11.98)
3	UjoniBongkuwal	10 (5.21)	42 (21.88)	52 (27.09)
4	Bhulukaguri	15 (7.81)	40 (20.83)	55 (28.64)
Total		37 (19.27)	155 (80.73)	192 (100)

Source: Field survey conducted during September 2018

III. Age Wise Distribution of Family Households: From Table-3 it is observed that in the study area about 37 percentage of family members in the household belonging to the age group of 20 to 39 of years age. Similarly, about 52 percentage of members of the family households have the age of 40 to 59 years. And about 12 percentage of the sample family members have the age group of more than 60 years of age. The given table also shows the sample village wise age distribution of family members in the selected villages.

4. Table: Age wise Distribution of Sample Family Households (Percentage in Parenthesis)

S. No.	Age group (in years)	Number of persons in village				Total number of respondents
		Nikori	Na Nikori	UjoniBongkuwal	Bhulukaguri	
1	20-39	20 (10.42)	6 (3.13)	20 (10.42)	24 (12.5)	70 (36.46)
2	40-59	36 (18.75)	15 (7.81)	27 (14.06)	22 (11.46)	100 (52.08)
3	60 +	6 (3.13)	2 (1.04)	5 (2.60)	9 (4.69)	22 (11.46)
Total Respondents		62 (32.29)	23 (11.98)	52 (27.08)	55 (28.65)	192 (100)

Source: Field survey conducted during September 2018

IV. Community & Religion of the Sample Respondent: Similarly, it is observed that the number of respondents in the selected sample villages mostly belong to ST community. Out of 192 respondents 188 respondents that is approximately around 98 percent are from the ST community only. And another category is from OBC community which is a minimum aggregate of 2 percent only. Again from table-5 it is observed that most of the sample respondents are following Hinduism as their religion. Almost 99 percent of the sample respondents falls under the category of Hindu religion and remaining one percent are Buddhist and Islam followers

Table-5: Community Wise Distribution of Sample Respondents

S. No.	Caste	Number of Respondents	%
1	ST	188	97.92
2	OBC	4	2.08
	Total	192	100

Source: Field survey conducted during September 2018

Table-6: Religion Wise Distribution of Sample Respondents

S. No	Religion	No. of Respondents	%
1	Hinduism	190	98.96
2	Islam	1	0.52
3	Buddhism	1	0.52
	Total	192	100.00

Source: Field survey conducted during September 2018

V. Educational Scenario of the Respondents in Sample Villages: Table-7 shows the educational scenario of the people residing in the selected sample villages in the Moharamukh developmental block. It is observed that around 49 percent of the ST household respondents are class 10th pass. Similarly 24 number of respondents have the education of higher secondary pass and 4 numbers of completed their graduation. Overall 14 percent of the respondents have gone for college education. The number of respondents having primary and upper primary education in ST is 69 number of respondents which is around 36 per cent of the total respondents in the ST Community. The number of illiterate respondents in the entire villages including ST and OBC is 43 numbers which is around 22 percent of the total respondents. In OBC community out of 4 respondents except one other fall in the category of literate.

Table-7: Community Wise Educational Scenario of the Respondents in the Villages (Percentage in Parenthesis)

S.No	Education	Community Wise		Total
		ST	OBC	
1	Illiterate	42 (21.88)	1 (0.52)	43 (22.40)
2	Primary	21 (10.94)	1 (0.52)	22 (11.46)
3	8th Passed	48 (25.00)	1 (0.52)	49 (25.52)
4	Class 10 th Pass	49 (25.52)	1 (0.52)	50 (26.04)
5	Higher Sec	24 (12.50)	0.00	24 (12.50)
6	Graduate	4 (2.08)	0.00	4 (2.08)
	Total	188 (97.92)	4 (2.08)	192 (100.00)

Source: Field survey conducted during September 2018

Similarly in discussion with Mr. Golab Morang the School head master in the upper Primary School for Nikori and Na-Nikori villages it is known that currently there are 99 students in the school. At the same time there are only 4 teachers to teach all the subjects from class 1-8 which is a horrible case. At the same time we did not see any separate room in the school to teach the different classes. Rather in a big hall the same teacher teaches different classes with different subjects at the same time. The original school is devastated

by the flood and recently new school is in operation with deplorable infrastructure. The qualification of Golab Morang is class 12 passed and he has been providing his service as a teacher to this school for more than 15 years. It is also known from Mr. Morang that the highest qualification came out from the villages till now is one Ayurvedic doctor only.

ECONOMIC BACKGROUND

The economic background of the sample households of the selected villages can be perceived from the given tables in below-

From table-7 it is observed that in the sample villages around 9 percent of the sample respondent's houses found to be Pukka houses. Similarly approximately 20 percent of the houses are semi-pukka and remaining around 72 percent houses are kuchha houses. It is also observed that almost in all the house people have electricity connection.

Similarly as shown in table-8, it is seen that out of 169 male respondents 161 are earning male members and the remaining 8 members are the non-earning members. In case of female respondents out of 23 respondents 18 number females are earning members and 5 number of females are non-earning members.

Likewise from table-9 it can be known that out of 192 households respondents 88 respondents have i.e. nearly 46 percent of the total respondents have the the earning source from cultivation and doing wage work. Similarly 76 respondents which is around 40 percent earns from small business like selling bettle nut shops, tea hotels, selling fishes on the roadside and grocery etc. The number respondents having of govt. and private service holders are 28 respondents which is around 15 percent of the total respondents of the selected households.

Again in the villages it is difficult to find out the income and expenditure of the people due to non-availability of the data still it is tried to calculate from their total production value and weekly consumption expenditure. Table-10 shows the distribution of average monthly income, expenditure, savings and the monetary value of the number of livestock available in the sample households. It is observed that 70 number of sample households have average income of Rs. 8605.71, average expenditure of Rs. 6399.21 with the accumulating amount of Rs.2206.5 as saving respectively. Similarly 100 number of sample households have monthly income of Rs.10612.00 and expenditure of Rs.7707.09 and having of the amount of saving Rs.2904.91 respectively. Again 22 number of households have average income, expenditure and the saving amount of Rs. 12386.36, Rs.7195.91 and Rs.5190.45 respectively. The total monetary value of the livestock available with all the sample respondents is Rs.36417.39 only.

Table-7: Distribution of the Type of Houses

S. No.	Type of house	Total number of respondents	%
1	pakhaa	16	8.33
2	semi-pakhaa	38	19.79
3	kachaa	138	71.88
	Grand Total	192	100

Source: Field survey conducted during September 2018

Table-8: Gender Distribution of Earning and the Non-Earning Respondents in the Villages (Percentage in Parenthesis)

S. No.	Sex of Respondent	Earning	Non – earning	Total
1	Male	161 (83.85)	8 (4.17)	169 (88.02)
2	Female	18 (9.38)	5 (2.60)	23 (11.98)
	Total	179 (93.23)	13 (6.77)	192 (100)

Source: Field survey conducted during September 2018

Table-9: Distribution of the Respondents According to Occupation (Percentage in Parenthesis)

S. No.	Occupation of respondents			Total
	Service	Cultivation & Wage worker	Own Business	
1	4 (2.08)	14 (7.29)	25 (13.02)	43 (22.4)
2	5 (2.6)	12 (6.25)	5 (2.6)	22 (11.46)
3	7 (3.65)	22 (11.46)	20 (10.42)	49 (25.52)
4	5 (2.6)	31 (16.15)	14 (7.29)	50 (26.04)
5	5 (2.6)	9 (4.69)	10 (5.21)	24 (12.5)
6	2 (1.04)	0 (0)	2 (1.04)	4 (2.08)
	28 (14.58)	88 (45.84)	76 (39.58)	192 (100)

Source: Field survey conducted during September 2018

Table-10: Distribution of Monthly Average Income, Expenditure, and Savings of Respondents

No. of Households	Average (Income)	Average (Expenditure)	Savings	Total Livestock Value
70	8605.71	6399.21	2206.5	10942.14
100	10612.00	7707.09	2904.91	12747.98
22	12386.36	7195.91	5190.45	12727.27

Source: Field survey conducted during September 2018

INTERVENTIONAL APPROACH OF NEADS IN THE SELECTED SAMPLE VILLAGES

In several tours made by us in the samples villages and having constant talk with several households in the village it is realized that people in the area have a good respect for the Non-Govt. organization like NEADS. Almost all the households have the impression that NEADS has been helping to the people in several ways. Several sample households said that in time of floods NEADS provides them dry ration, M. Oil, soaps, water bottle, biscuits etc. It is also providing water filter especially during flood season and mosquito nets to prevent from malaria and other mosquito biting diseases in the concern area. At the same time NEADS also organized awareness programme in several occasion. It provides awareness before flood, awareness on doing several cultivations in the area and also provides seeds for certain crops as per necessity, also conducts programme like readers promotion for children education. As indicated by Mr. Golab Morang the headmaster of the ME School in Nikori Village due to recent flood the previous ME school is completely destroyed by the flood due to which the village members have shifted the children education at certain other place and managing with horrible infrastructure. But the good information is that NEADS is coming forward to provide help to people in constructing the schools for the children at the current place.

Similarly, as informed by the people NEADS also provided free thread to the women in several occasion which enormously helped the village women to generate income for themselves and thereby helping in

women empowerment in the villages. Village women makes gamusa, chadar, mekhela and other local clothes for their own use and in various occasion supply to the market as well. It is becoming possible due to the involvement of non-govt. organization like NEADS. In certain times NEADS also try make market linkage with the traders and a way to earn certain monetary benefits produced by the women folk in the villages. Below given are some of the pictures which NEADS generally do in different parts of the Assam for sustainable livelihood of the various communities in the various villages and backward areas

1. (a) Rations & other Essentials Provided by NEADS during the Flood Time



Source- From the NEAD,s Website (Google Image)

9 (b) Rations & other Essentials Provided by NEADS during the Flood Time



Source- Source- From the NEAD's Website (Google Image)

2. Awareness programme conducted by the NEADS



Source- From the NEAD,s Website(Google Image)

3. (a) Pigs Rearing in the Villages



Source-Source- From the NEAD,s Website(Google Image)

11. (b) Goats Rearing in the Villages



Source- From the NEAD,s Website(Google Image)

From the picture shown in serial number 11(a) & 11(b) the role of NEAD's is not only limiting to provide help during the flood time but also putting interventions in improving the socio-economic condition of the people residing in the sample villages. It is observed that NEADS is targeting women group to enhance their income for women empowerment and the healthy growth of the children with good mother's care. It is found that NEADS is providing Pigs and Goats rearing facilities to the village women. As consulted with the women group it is known that NEADS is providing directly pigs and goats to village women which they can rear and later on sell it in the market at a higher income. It is found that it not only increasing the monetary power of the women but also helping them to take several important decisions in household matters. At the same monetary income directly in their hands helps them to buy certain essential items to their children which otherwise they could not do so. In a male dominated society like ours the role of NEADS in the empowerment of women in the selected villages is a significant one.

It is also observed that NEADS is helping several households in the construction of the houses which were shattered by the flood. In the process it is providing houses to the several households and at the same time using village youths in the construction of the houses for which it paid remuneration to the workers on per day basis. This is also giving a kind of work opportunities to the village people in the selected area. Overall the contribution of the NEADS in this aspect is quite worthy to improve the socio-economic condition of the people by providing the houses to the poor and an opportunity of employment to the youths in the villages.

Simultaneously from time to time in collaboration with other bigger organization like Action AID, OXFAM, SEEDS etc. NEADS is trying to come out with new innovative ideas and putting intervention through different means so that socio-economic uplift men could be improved and thereby increased their productive efficiency and reducing the level of poverty which mainly occurs due to severe flood in the region in different times.

The NEADS has played a major role in post flood resettlement and is also performing commendable job in this direction. Its performance in various areas like community organization, livestock management, and flood affected area management etc. are praiseworthy. It is rendering great service in reinstating dignity to the deprived and discriminated sections of the people in the society like women suffering from gender discrimination and in creating an aura of co-operation amongst the population. The non-govt. organization like NEAD is highly effective in the concern area in creating awareness and zeal for participation in development projects. At present NEADS with the help of some other Government and Non-Governmental partner organizations like Action Aid Association, Oxfam India, Aide-et Action, Save the Children, UNICEF, Centre for Social Development, ARIAS Society, Govt. of Assam etc. is operating in the various districts of Assam and its actions selected sample villages under the Moharmukh Development Block in the Golaghat District of Assam is sensibly creditable one.

CONCLUSION

In the conclusion it can be said that in the selected sample village's people have different types of problems which need to be put necessary attention by the Govt. The loss occurs to the people due to flood is enormous and every time resettlement need to be done. It is therefore some concrete measures need to be for people rehabilitation in a permanent basis. At the same time role of NGO's like NEADS and others have huge importance in changing the livelihood of the people through community management, flood and drought management, educational promotion, promoting income generating programmes & schemes and health support etc. Therefore, such organizations must be well promoted in the area concern to its fullest extent.

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