ANNEXURES
APPENDIX - A

SAMPLE QUESTIONNAIRE FOR NGO
“Marketing of Welfare Programs By NGOs for Improving Social and Economic Conditions of Women”

A Request:
- Various possible alternatives of some questions are given in the questionnaire. Select only those alternatives which feels you proper and tick mark ( √ ) against it.
- Please provide information wherever specified

1. Name of NGO: …………………………………………………………………………
2. Position of the Respondent: ……………………………………………………………
3. Age & Sex of the Respondent: …….. Yrs. Male / Female
4. NGO Registered in Year:………….. Month: ………………..
5. Actual working started in Year:………….. Month: ………………..
6. No. of persons working in NGO: Office Bearers :…………… Others: ……………
7. Area of Operation (Outreach) of NGO (Pl. tick mark ( √ ))
   - Local
   - City
   - Taluka
   - District
   - State
   - All India
8. Do you work for
   - Only Women.
   - Only Men
   - Both Women & Men
9. Nature of working of NGO
   - Social
   - Religious
   - Social & Religious
   - Self Help Group
   - Social & SHG
   - Any Other
10. Which of the following welfare programmes of Govt. of India are marketed by you?
    - Awareness Generation Programme
    - Condensed course of Education for women
    - National Mission for empowerment of women (NMEW)
    - Coordination of activities of cooperatives for assistance and relief everywhere(CARE)
    - Support to training & employment programme (STEP)
    - Any other (Pl specify)
11. Does your NGO receive Govt. Aid / Grant?
   □ Yes.  □ No.

12. Welfare Program organised by NGO to improve Social conditions of women.
   □ Religious Functions  □ Health Program  □ Patriotic Functions
   □ Exhibitions  □ Aids in Emergency  □ Legal Consultancy
   □ Govt. Schemes  □ Family Functions  □ Any other …………..

13. Welfare Program organised by NGO to improve Economic conditions of women
   □ Sale Campaign  □ Sub Contracting Jobs  □ Form SHGs
   □ Provide H/H articles  □ Temporary Loans  □ ……………..
   □ Any other (pl. specify)  □ ……………

14. Marketing Strategies adopted / Methods adopted to outreach women Groups
   □ Use of Brochures
   □ Advt. In Newspapers
   □ Arrange Workshops
   □ Use of Local TV channels
   □ Advertisement on Radio
   □ Word of Mouth
   □ Invite Celebrities
   □ Use of Posters
   □ Websites
   □ Any other (pl. Specify)

Thank You for your co-operation
APPENDIX - B
SAMPLE QUESTIONNAIRE FOR
BENEFICIARY WOMEN
“Marketing of Welfare Programs By NGOs for Improving Social and Economic Conditions of Women”

A Request:

- Various possible alternatives of each question are given in the questionnaire. Select only those alternatives which feel proper and tick mark (✓) against it.
- Please provide information wherever specified

1. Name of the Respondent: ………………………………………………………………………

2 (a). Age of the Respondent: ……. Yrs.  2 (b) Married / Unmarried / Widow

3. Education Status:

- [ ] Illiterate  [ ] Primary Schooling
- [ ] HSC  [ ] Graduate

4. Since when you are associated with this NGO? Year:…………….. Month: ………………..

5. Reasons for Joining the NGO:

- [ ] Self Employment  [ ] Getting Loan  [ ] Improving Social Status

6. No. of persons in the family: Total: …………..Male:………… Female:…………

7. No. of Earning Persons: Total: …………..Male:………… Female:…………

8. Present Occupation:

- o Housewife
- o Labour
- o Technical Job
- o Service
- o Shop / Business
- o Student / Retired / Unemployed

10. After getting associated with this NGO, I noticed following Social improvement:

- My family members treat me more respectfully than in the past.
- Positive change in attitude of neighbouring people. (Treat more respectfully)
- I have created my own identity
- I am supported and protected by others in the activity undertaken by me.
- My opinions are valued by others.
- My level of confidence has been markedly increased.
- Any other (Pl specify) .............................................................

11. After getting associated with this NGO, following Economic Improvements are noticed by me.

- It enabled me to purchase little costlier items such as mobile phone, Computer for my family.
- I could add needy house-hold items which I could not buy before.
- Purchase of a vehicle and/or TV was materialised
- Items increasing quality of education for my kids became possible for me.
- I can Financially help to my needy friends
- Any other (Pl specify) .............................................................

12. Rank the Benefits enjoyed by you:

- Social Recognition.
- Greater Exposure to Outside world
- Increase in Income (Economic Development)
- Economic Freedom.

13. Any other point you would like to mention about your NGO.

........................................................................................................................................................................

Thank You for your co-operation
APPENDIX - C

LIST OF NGOs CONTACTED
## Names of NGOs Contacted for the Survey

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Name of the NGO</th>
<th>Taluka of NGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shantai Foundation</td>
<td>Ambegaon</td>
</tr>
<tr>
<td>2</td>
<td>Snehadeep Sanstha</td>
<td>Baramati</td>
</tr>
<tr>
<td>3</td>
<td>Daksha–Samuh</td>
<td>Bhor</td>
</tr>
<tr>
<td>4</td>
<td>Deep-Griha</td>
<td>Daund</td>
</tr>
<tr>
<td>5</td>
<td>Antoday Pratishtan</td>
<td>Haveli</td>
</tr>
<tr>
<td>6</td>
<td>Jan-Samvad</td>
<td>Indapur</td>
</tr>
<tr>
<td>7</td>
<td>Bahujuan Asmita Manch</td>
<td>Junnar</td>
</tr>
<tr>
<td>8</td>
<td>Mahila Sarvangeen Utkarsh Mandal (MASUM)</td>
<td>Purandar,</td>
</tr>
<tr>
<td>9</td>
<td>Sevadham Trust</td>
<td>Maval,</td>
</tr>
<tr>
<td>10</td>
<td>Streevani</td>
<td>Pune City</td>
</tr>
<tr>
<td>11</td>
<td>Rashtriya Sarvangin Gram Vikas Sanstha</td>
<td>Mulshi,</td>
</tr>
<tr>
<td>12</td>
<td>Rachana</td>
<td>Shirur</td>
</tr>
<tr>
<td>13</td>
<td>Chaitanya</td>
<td>Khed, Rajguru Nagar,</td>
</tr>
<tr>
<td>14</td>
<td>Girivan Charitable Trust</td>
<td>Velhe</td>
</tr>
<tr>
<td>15</td>
<td>Adhar Pratishtan</td>
<td>Pune City</td>
</tr>
</tbody>
</table>
APPENDIX - D

LIMITATIONS
Limitations of the Study

- The study considers only selected NGOs from Pune city and surrounding areas only, hence it may not be a representative of other parts of Maharashtra State.
- The study has been limited to only those NGOs which are doing welfare activities for women.
- There is a large number of NGOs running in Pune district which are promoting women welfare activities. However, NGOs which are registered with local/state authorities and members of their national level organisation (www.ngoindia.gov.in) are considered for the survey.
- Opinions received during the survey are treated as true without any kind of verifications/confirmation.
APPENDIX - E

FURTHER SCOPE OF RESEARCH
Scope for further Research

1. Similar study can be conducted for Urban agglomeration areas like Pune but on wider scale.

2. Similar study can be conducted for other parameters of women empowerment like education, health, equal status in the society etc.

3. Similar study can be conducted to investigate whether government / schemes / funds reach to the direct beneficiaries / targeted women.

4. Other aspects of equality to women other than socio-economic factors can also be studied in depth.
APPENDIX - F

RESEARCH PAPER REFERENCE
1. **Impact of SHG Empowered Women on Community Development**: A Study of A Village in the Pune District of India. Dr. Amita Yadwadkar Lecturer, Department of Economics, University of Pune Ganeshkhind, Pune 411 007

2. **Marketing Strategies used by NGOs** SIES College of Management Studies, Idea Research Paper Series


11. *A comparative study of self help groups (SHGs) organised and promoted by nongovernmental organisations (NGOs) and Kudumbasree – a government organised nongovernmental organisation (Go-NGO) in Kerala, towards empowerment of poor women.*

12. *Self Help Groups are Powerful Entrepreneurial Hub at the Grassroots level of India*, M. Sivasubramanian, Dr. M.I. Saiful Ali Research Scholar, Department of Management Studies, Sathyabama University, Chennai 600 119.
APPENDIX - G

PHOTOGRAPHS