CHAPTER III: RESEARCH METHODOLOGY

3.1. Introduction

Research methodology enables to evaluate and assess the collected data and also given an overall outline to the investigator to achieve the study objective (Sekaran, 2003). The purpose of this research is to analyse the complete role of NGOs on entrepreneurial development in India. For this, the research selects some familiar NGOs in India. There are three questions was framed to guide the research include

(1) How to assess the current status of NGOs role on entrepreneurial development in India?

(2) How to analyse the performance of select leading NGOs in India in the matter of Entrepreneurial Development? and

(3) What are all the problems encountered or faced by NGOs in promoting entrepreneurs in India?

Hence this chapter compacts with the qualitative research, research methods, different types of date collection methods, population and sampling method and data analysis are deliberated. Also, issues related to validity, reliability, duration of the study, accessibility, ethics and procedure of the current study are explained in detail. The present chapter would review the different methodologies and provide justification for the chosen methodology based on the research questions posed.
3.2. Research Purpose and Design

The researcher has the leverage of selecting a specific approach on the basis of previous framed objectives in the chapter I. Having through knowledge about the researcher area before commencing the data collection is necessary (Saunders et al., 2012). The purpose can be descriptive, exploratory and explanatory on the basis of requirement.

Exploratory research helps to identify and better understand the novel phenomenon being investigated to create a novel hypothesis or clarify concepts based on the findings obtained through this study (Saunders et al., 2012). Polit et al. (2001), explorative studies are undertaken when a new area is being investigated or when little is known about an area of interest. It is used to investigate the full nature of the phenomenon and other factors related to it.

Descriptive approach rather describes events, or a particular problem or issue and characteristics of the population (Collis & Hussey, 2009). According to Burns & Grove (2003), descriptive research “is designed to provide a picture of a situation as it naturally happens”. It may be used to justify current practice and make judgment and also to develop theories. The descriptive research design was adopted due to the nature of the study. Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how. This design is usually combined with either explanatory or exploratory research.

The explanatory approach help to identify the association among the variables and predict upcoming incidences (Saunders et al., 2012).
Since the research aimed to understand the current status and role of NGO’s on entrepreneurial development in India, therefore the study adopted both descriptive and exploratory approach. The study explored the novel phenomenon being investigated to create a novel hypothesis based on the findings obtained through this study and further describes the current status of NGOs. Therefore, these two research designs are appropriate for this research.

3.3. Research Design

Research design mainly covers on the methodology adopted in this research. It covers methods and analysis adopted in this study (Bryman & Bell, 2007). Saunders et al. (2009) implemented the research model is onion research model, which is employed in this study to make the research method as thorough as possible. In the ‘Onion framework’ were research problem lies in the center and therefore, several layers have to be peeled away before reaching to the central position. According to his model, five different layers are pertinent to any research study such as research philosophy, approach, strategy, choice, time horizon, and techniques were the layers identified. The following table 1 provide the detailed view of onion model (See Table 1)
Table 1: ‘Onion’ Research Model

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<th>Research Design Elements</th>
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**Source:** Adapted from Saunders *et al.* (2009)

3.4. Research Philosophy

This philosophy support to collect, identify and adopted the primary data. Yet, choosing the right philosophy is important as it guides the researcher to move into the right direction. Further, the philosophy also sheds light on how the researcher perceives the world and in what way they are going to examine the problem (Saunders *et al.*, 2012). Yet, such understanding is important as it serve as an essential process in the selection of appropriate approach and strategy (Saunders *et al.*, 2012).

There are two directions that would define the research philosophy namely, epistemology and ontology (Bryman & Bell, 2011). Saunders *et al.*, (2009) defined that various common thoughts exists under the two directions. These common thoughts are interpretivism, realism and positivism.
In the phenomenon under study has enough theoretical background, and then it is possible to adopt the positivism and realism. In the positivist approach, it is believed that reality is stable. In the positivism philosophy, the data is collected in the format of numerical through a quantitative technique which includes the statistical analysis, experiments, and survey; the obtained data was purely based on facts (Saunders et al., 2007). Contrarily, the realists possess some positivism activities in addition with human belief. This follows the interpretivist position where it Constructionism has been used when the researcher need to explore the subjective meanings motivating the actions of social actors (Saunders et al., 2009). Interpretivism explains that understanding the thinking and feelings of individuals and how they communicate, i.e., whether non-verbally or verbally in order to collect textual data (Easterby-Smith et al., 2008). Reality is independent of beliefs or thoughts which can be utilized to the same type of situation. Considering the above concepts, the interpretive philosophy is appropriate.

3.5. Research Approach

The association between theory and research can be approached in a different way as described by Saunders et al. (2012). There are two types of approaches that research can usually undertake namely, deductive and inductive approach. In the deductive approach, a hypothesis is developed based on the literature review and subsequently tested using survey methodology and frequently termed as a "top-down" approach (Gabriel, 2013; Saunders et al., 2009) while the inductive approach is referred as bottom-up approach (Bryman & Bell, 2011). In comparison to deductive approach, the inductive method aimed to generate theory based on the observations and findings obtained through the data collection. In general, Bryman & Bell (2011)
related as inductive approach perhaps related to the qualitative research while
deductive approach to the quantitative choice of methodology. The choice of whether
inductive or deductive was based on the research question posed. Since the choice of
the question is to understand why and how, it is logical to use an inductive approach
as this approach enables the researcher to ask open-ended and exploratory type of
questions. Further, this research also enabled the researcher to explore a new
phenomenon and come with new conceptual meaning attached to it with specific
reference to the study concept.

3.6. Research Strategy

One of the significant factors involved in the research methodology is to select
a relevant research strategy depending on the objectives of the research study.
Research strategy could be viewed as a plan on how to conduct the research in order
to answer the research question (Saunders et al., 2012). There are several types of
research strategies such as experimental, survey strategy, archival, action research,
ethnography, and case study (Saunders et al., 2012). Since the present study aimed to
explore the phenomenon in-depth and interpret the analyzing attached with the people
involved. This connected with the chosen philosophy such as interpretivism and the
research question posed in the study. Therefore survey strategy via interview would
be logical in order to attain the objective.

3.7. Research Method

Data collection is crucial in all sorts of research. Merriam, (2009) defined
qualitative research as, a method in which various people are involved along with
their own research perceptions which were assigned different meaning based on
individual experience and covers non-numerical data (Saunders et al., 2009). Creswell (2011) defined quantitative research as any data collection or procedure for data analysis which employs numerical data.

As the present research aimed to explain and explore a rather new phenomenon, through answering open-ended questions, a qualitative methodology guided by an interpretive philosophy would be justified (Saunders et al., 2012). Based on the results findings from the interview, researcher had aimed to explore a new phenomenon thereby either come up with a new theory or add knowledge to the existing ones. In this case, the research is aimed to study the performance of select leading NGOs in India in the matter of entrepreneurial development; this study would fill this knowledge gap through qualitative survey (Glaser and Strauss 1967). Therefore, it is quite natural that this approach would adopt inductive while having an exploratory research design. As per the study conducted by Given ed. (2008), the current methodology paves the way to empathize the situation deeply through direct interviews with respondents in the absence of forced choices.

### 3.8. Selection of company and Participants

The company selection was based on different factors include degree of accuracy induced, study nature, sample size, universal size and availability of resource (Wright, Klein, & Wieczorek, 2015). As per Lobe et al. (2008), the objective of the study and the chosen research methodology choice is the base for targeting a specific respondents number for carry out the interview. Since the study used qualitative methodology, and furthermore, the research objective was to collect the data with respect to study the problems encountered by NGOs in promoting entrepreneurs, rather than finding generalizability, hence, the present research
included India. Participants were selected based on the judgment sampling method from India. Hence the study chose selected familiar NGOs who providing support for entrepreneurial development in general and analyse their performance for various entrepreneurial activities. Specifically the study chooses the NGOs Gram Vikas, Prathan, Parinaam Foundation, Pradan and Care India.

3.8.1. Profile of Selected NGOs

3.8.1.1 Gram Vikas

3.8.1.1.1 Organisation History

Gram Vikas founders came to Orissa in the early 1970s as student volunteers with the Young Student's Movement for Development (YSMD), Chennai, to serve victims of a devastating cyclone. Gram Vikas was registered as a Non-Profit organisation on January 22, 1979. Gram Vikas started by focusing on education and awareness, secure sources of income, improve health and living conditions of the tribal communities. Gram Vikas is registered under the Societies Registration Act 1860.

3.8.1.1.2 Objectives and Activities:

Gram Vikas currently works in seven states of India – Odisha, Jharkand, Madhya Pradesh, Andhra Pradesh, Chattisgarh, West Bengal and Nagaland. Gram Vikas works primarily in the state of Odisha where interventions spread across 24 districts of the state.

Between the years 1984 and 1994, Gram Vikas constructed 54,047 plants in over 6,000 villages spread over 13 (undivided) districts of Orissa, including the tribal dominated districts such as Ganjam, Koraput, Sambalpur and Mayurbhanj. These plants, during the period accounted for about 80% of the biogas plants in Orissa and
about 4% of the plants in India. From the year 1994, Gram Vikas started the process of spinning off the biogas programme by leveraging the capacities of our supervisors and trained masons to turn into independent turnkey operators and entrepreneurs. In a survey conducted by us in the year 1997, we found that 82% of the plants constructed by Gram Vikas were still in operation.

We decided to start by helping the people with their agricultural practices, their main source of livelihood. The rivers had plenty of water, but cultivation was dependent on the monsoons. Lift irrigation seemed to be the answer. We tried to introduce collective farming. The idea was that the community as a whole would work to improve irrigation facilities, and the landed farmers would set aside some land for the landless people to cultivate. Agreements to this effect were made. But when yields improved following irrigation, the agreements were broken. All the hard work only resulted in more land and more income for the landed class.

We have trained & motivated villagers to enhance their income sources through alternative livelihoods such as fish farming, horticulture and livestock development. We have also facilitated skill development of village communities in sustainable natural resource management through community forestry, horticulture, land development and water conservation through the medium of self-help groups and small community businesses. Recently, thousands of rural youth have been trained on various skills construction related skills such as masonry, wire-bending, stone dressing, carpentry, plumbing, electrical fittings, painting trades.

Gram Vikas has so far trained over 6000 masons, who have also learned plumbing, wire bending and painting. These people who could not earn even Rs.30 per day in non-agricultural season begin to get Rs.60-80 after the training and
between Rs.120-150 after a year. Not one of these masons is sitting idle because he/she has no work opportunities/offers.

3.8.1.3 Achievements:

- We have impacted over 4,00,000 individuals and 70,000 families through various programs and interventions.
- Gram Vikas trained over 5000 masons in biogas construction.
- Gram Vikas has so far trained over 6000 masons, who have also learned plumbing, wire bending and painting. These people who could not earn even Rs.30 per day in non-agricultural season begin to get Rs.60-80 after the training and between Rs.120-150 after a year. Not one of these masons is sitting idle because he/she has no work opportunities/offers.
- The outreach extends to over 25,000 families in 400 villages across 15 districts of Orissa.

3.8.1.2 Pratham

3.8.1.2.1 Organisation History

The Pratham Institute for literacy, education and vocational training was set up in 2005 to help provide individuals with practical skills. The aim was to create sustainable youth skilling programs for employment in industry and to foster entrepreneurship.

3.8.1.2.2 Objectives and Activities

Entrepreneurship programmes:

The Pratham Institute provides an entrepreneurship programme that caters to youth, especially women, who want to set up their own businesses. Talented and
interested individuals are selected and given material support and mentorship. Currently the Beauty Entrepreneurship Program and Tailoring Entrepreneurship Program are operational.

General skilling centres

These centres focus on providing employment readiness skills. The foundation course focuses on soft skills to ensure personal and professional growth, along with options in specific courses like Retail, Desktop Publishing, Tally, Hardware and Networking, Mobile Repair, White Goods Repair, and Driving.

The vocational training programme began in 2005 to give unemployed and underemployed youth an opportunity to gain employment.

In 2008, Pratham partnered with Mr. Sudesh Arora for industry-specific training which gave birth to - 'Pratham Arora Centre for Education' (PACE). PACE introduced industry-specific courses for hospitality, construction, automotive, and bedside assistance.

The 'Education for Education' (EFE) Programme was developed for volunteers to teach in the Read India campaign with an aim to strengthen the capacity of volunteers by providing them with digital literacy and basic spoken English skills.

In 2010, this programme was made into a separate legal entity under the name the 'Pratham Institute'. It began scaling up to cater to a larger number of youth and in the next two years, programs such as the 'Employment Readiness Programme' and the 'Beauty Entrepreneurship Programme' were launched. In 2012, the 'Foundation Course for Employability' was launched to train our education entrepreneurs to mobilize and train students in the course. Currently the Beauty Entrepreneurship Program and Tailoring Entrepreneurship Program are operational.
The General Skilling Centres focus on providing employment readiness skills. The foundation course focuses on soft skills to ensure personal and professional growth, along with options in specific courses like Retail, Desktop Publishing, Tally, Hardware and Networking, Mobile Repair, White Goods Repair, and Driving.

3.8.1.2.3 Achievements:

- More than 12,500 youths trained in industry specific programs of hospitality, construction, electrical, healthcare, beauty, tailoring and automotive.
- More than 300 young women were supported in setting up micro enterprises.
- About 1,000 youngsters in the hospitality training centre in Pench, Vidarbha were offered two training capsules in food and beverages and housekeeping.
- Total of 40,000 underprivileged youths were provided vocational skills to foster entrepreneurship. The placement rate was 80% in the industry.
- More than 750 entrepreneurs created by Pratham in the process of providing the skills for livelihood.
- More than 11 entrepreneurship development centres were established across India to offer training in beauty, tailoring and pre-school education with a focus on entrepreneurial development.

3.8.1.3 Pradan

3.8.1.3.1 Organisation History

PRADAN is a voluntary organisation registered under the Societies Registration Act of India. Established in Delhi in 1983, PRADAN was pioneered by a
group of young professionals, all of whom were inspired by the conviction that individuals with knowledge resources and empathy for the marginalised must work with communities at the grassroots in order to help them overcome poverty. Currently Pradan works in seven states of India – Rajasthan, Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha and West Bengal.

3.8.1.3.2 Objectives and Activities

PRADAN follows a four-pronged approach to achieve its goals:

- Promoting and nurturing Self-Help Groups (SHGs) of poor women and strengthening them as organisations to leverage institutional finances for members’ livelihoods.
- Developing and introducing locally suitable economic activities to increase productivity and incomes among SHG members; building synergic collaboration with a wide variety of stakeholders.
- Mobilising finances for livelihood assets and infrastructure from government bodies, donors, banks, and other financial institutions.
- Setting up mechanisms to sustain the livelihood gains made by the poor communities.

Challenged by the abysmal poverty of millions of people across India, PRADAN has resolved to reach out to 1.5 million poor people in the next 10 years as a part of its vision, PRADAN 2017.

As on, March 2015, about 350 highly motivated and skilled Professionals under PRADAN’s fold are working in the remote villages of India, immersing themselves directly with target communities. These young professionals are recruited from universities and hold degrees in subjects like management, engineering, agriculture, and the social sciences. PRADAN professionals, divided into 57 teams,
work with over 374,008 families in 5,766 villages across 7 of the poorest states in the country. A majority of the families that PRADAN works with belong to the Schedule Tribes and Schedule Castes.

PRADAN’s core competency is in the area of sustainable livelihoods. By addressing issues of livelihood, PRADAN has been able to make an impact in the lives of poor communities. Having access to sustainable livelihood opportunities, the poor become less vulnerable to adverse natural and man-made forces.

In this light, PRADAN is guided by the principle that for the rural poor communities to be able to access opportunities for sustainable livelihoods, they must first be enabled. This concept of “enabling communities” implies that PRADAN adopts participatory processes in its work with the people, making available ideas and technologies in a manner that enhances the poor’s access to and control over their resources. These resources, in turn, aid in the improvement of their lives, in organising them into appropriate peoples’ institutions at various levels, to improve their bargaining power and in enhancing their ability to deal with mainstream systems and provide sustainability to the interventions.

PRADAN seeks to enhance and strengthen sustainable livelihood security of the rural poor in villages through programmes in microfinance, agriculture, development of land and water resources, forestry, livestock development, and microenterprises. PRADAN works with families, who are marginalised, excluded from the economic, social, and political mainstream and are unable to participate in sustainable livelihood activities. As PRADAN works to enhance their livelihoods, rural families and all their members – male and female – are helped in realising a life of dignity. Such life is characterised by ensured food security, decreased economic vulnerability, enhanced incomes, and increased access to basic entitlements.
PRADAN begins its engagement in most new villages by promoting women’s Self-Help Groups (SHGs). The SHGs start out as thrift and credit associations of poor women who share similar social and economic contexts. PRADAN helps SHG members decide the rules of business and pool their savings for small loans, and trains them in playing a “public” role while giving them the experience of working together.

As a strategic principle, PRADAN leverages livelihood investments by linking the rural poor to government programmes and banks. PRADAN plays the role of a facilitator in such linkages. PRADAN’s work in linking people directly with mainstream institutions has proven to be a far more empowering process than merely receiving and channelling finances to the community. As they engage in the process themselves, the rural poor enhance their capabilities in handling large amounts of finances as well as in dealing with resource institutions.

3.8.1.3.3 Achievements:

- More than 2.4 million individuals impacted by Pradan till March 2016. More than 37,617 SHGs formed in the seven states of operation. With Pradan’s intervention, village communities led by their women’s SHGs mobilised more than ` 300 million under MGNREGS to create individual as well as common infrastructure for the villages. About 2,731 Village organisations created as of March 2016

- 9183 women producers encouraged to take up broiler poultry rearing. This has emerged as a powerful livelihood activity.

- 8185 families engaged in goat rearing in more than 300 villages. About 50% of the families had an income of more than Rs.10,000/- per annum.
- 9750 farmers/rearers took up silk rearing. Farmers were supported by grainage entrepreneurs for seed rearing.

- 726 farmers of 50 villages in Madhya Pradesh were engaged in mulberry sericulture. A for-profit organisation of mulberry sericulture producers called Samuha was set up.

- 6380 families took up lac rearing and cultivation and each family in 14 villages of Mayurbanj district of Odisha was able earn an income of `15,000/- annually.

- 609 families took up fishery since this is fast emerging as a livelihood in many communities.

### 3.8.1.4 Parinaam Foundation

#### 3.8.1.4.1 Organisation History

Parinaam foundation is a non-profit organization with a mission to provide a holistic approach to alleviate poverty. It was conceived in 2006, with the vision to create sustainable change that will have an impact on the poor and lead them to live a better life. Parinaam caters to the needs of the poor, by providing them critical social services. We provide services in the areas of healthcare, education, livelihood, and community development. Today, Parinaam operates in 20 states in India.

#### 3.8.1.4.2 Objectives and Activities

Parinaam's UUP Program was launched in September 2009 in a slum in Bangalore. Since its inception and until the end of June, 2013 there were 652 primary women beneficiaries and 3117 family members (including 1617 children). More than 158 women have graduated, 108 of them to microfinance services, and for 227 women we managed to get them their own bank accounts and thereby a safe place to
save. This project has brought hope and change (parinaama) for a better life (ujjivan) to these women and their families. The program is currently running in eight slums of Bangalore. We hope to roll out the program to other cities in India.

- Create positive 'change' in the lives of the urban and semi-urban poor.
- Programs must meet our benchmark of "Quality & Customer Satisfaction"
- Execute programs with high efficiency and minimized costs through partnerships with NGOs like-minded organizations and government programs.
- Provide multi-dimensional support for the entire family and not just for the woman.
- Research and develop innovative solutions to problems of the urban poor.

Parinaam gives importance to vocational training and livelihood programs as this will enable a family to have an extra source of income giving them a chance to manage their finances better. Parinaam gives importance to vocational training and livelihood programs as this will enable a family to have an extra source of income giving them a chance to manage their finances better.

The Diksha Financial Literacy Programme is Parinaam's largest programme in terms of reach and is designed to give low income families the knowledge and tools they need to save safely, reduce financial risk and make informed, intelligent financial decisions. Diksha is a five week, five-module in-depth training and linkages program that empowers women to make well informed financial decisions. It also enables them to have access to the wide range of financial products and services that are available in the market.
The program teaches women cash-flow, income and expenditure budgeting, savings options, and debt management. Women are taught to differentiate between "needs" and "wants", to negotiate their debt, understand the mechanics of loans/EMI components, and the use of bank account facilities such as ATMs, SMS alerts and cheque books.

Livelihood development: Establish a basket of income generating assets that may or may not replace Urban Ultra Poor Program (UUPP) participants' present occupations, but could enhance them through training or provide an additional source of income. The women who show entrepreneurial ability are given the choice of "asset baskets," which will provide them with the materials to start their own enterprises. Women who prefer wage labour will be given vocational training.

The Urban Financial Literacy Program is taught by Parinaam's trainers at group meetings. Trainings include recording income and expenditure patterns using pictograms and visual devices, forecasting the savings/spending habits for the following week to develop budgeting skills, devise savings and investment plans for asset acquisition and loan repayment.

3.8.1.4.3 Achievements

- Since its inception, Diksha Financial Literacy Program has covered over 4,00,000 economically low income women and more than 85% of them were certified. The programme is run across 20 states and UTs and taught in 12 different languages.

- UUPP has impacted 1500 primary beneficiaries across 22 communities in Bangalore and has catered to the needs of nearly 6000 families and the employment rate is 83% of the total trained candidates.
- Vocational Training like Computer training, tailoring, BPO/Call Centre training, Driving, Guest Care, Housekeeping and Retail was given to 1594 candidates out of which 206 candidates got placement.

- Livelihood support given to 547 candidates out of which 173 are currently working.

- Chiller Bank programme for children in the age group of 10-17 years covered 29,806 children and 8543 savings accounts were opened in 18 states of India.

3.8.1.5 Care India

3.8.1.5.1 Organisation History

CARE in India grew out of a vision of ending poverty and social injustice, and it has been working in India for over 65 years. CARE came to India in June, 1946. Since 1960’s CARE has been supporting government’s school feeding programs. CARE has been providing nutritious food for the beneficiaries of Integrated Child Development Services (ICDS) on the request of GOI since 1982. CARE supported the Government's ICDS in the states of Andhra Pradesh, Bihar, Madhya Pradesh, Odisha, Rajasthan, Uttar Pradesh and West Bengal. CARE has provided relief to several natural disasters since 1966 with Jammu and Kashmir floods 2014 and Hud Hud in Andhra Pradesh being the most recent.

CARE India has made a considerable shift in its programming approach over the years. From direct service provision to enabling poor and vulnerable groups, CARE India has evolved into a rights-based organisation in order to address underlying causes of poverty. Our focus is explicitly on the well-being, social position
and rights of women and girls from tribal and Dalit communities (Key Population). CARE India’s current ‘Programme’ approach stems from a redrawn vision, under which, working with partners on projects has been overlapped with holistic, long term, deep impact “programmes” that work directly with key populations to ensure that the root causes of poverty and marginalisation of people, particularly poor women and girls, are tackled strategically and collaboratively.

3.8.1.5.2 Objectives and Activities

CARE’s education programme aims to help girls complete primary education and access formal schools, provides onsite academic support to enhance the quality of teaching, and nurtures leadership skills among girls. CARE provides technical support to teachers and government departments, helps nurture school-community relationships, and offers alternative education opportunities for women and girls from marginalized sections of the society. CARE India helps nurture leadership skills amongst girls and offer alternative education opportunities for women and girls who have never been enrolled or have dropped out early from school.

CARE’s healthcare initiatives aims to increase demand for and improve accessibility, availability and affordability of essential healthcare services. CARE works to promote newborn care, reduce malnutrition in children, decrease infant and maternal mortality rates, and protect those affected by or susceptible to HIV/AIDS and TB, especially women and girls. CARE works with the most vulnerable communities, providing support to address the needs of affected families.

CARE focuses on improving access to and control of the marginalised communities over natural resources, enhancing productive returns on resources and financial inclusion. CARE works towards creating an enabling environment, which
supports the needs and aspirations of the people. CARE emphasizes on building capability, developing multiple assets, developing value chains and engaging with all stakeholders to promote secure and resilient livelihood opportunities to the marginalized population, especially women. This is done through capacity building, fostering community links and promoting small businesses. CARE India puts special focus on entrepreneurial ventures, which are owned by women. CARE through its livelihood programmes promotes microfinance, Self Help Groups, capacity building and small businesses. It also fosters linkages between community collectives and financial institutions. CARE also focuses on improving the literacy, numeracy and critical thinking skills to promote sustainable livelihoods.

CARE India works towards providing immediate relief and assists in the rehabilitation process of the affected communities in the aftermath of any calamity. We help communities build their capacity to better cope with and recover from disasters. Our foremost goal is to build resilience among the community and various stakeholders in case of any disaster. We work closely with communities, who have been affected by disasters, so that long term development of the communities with sustainable livelihood opportunities may be secured and they are better equipped in future.

3.8.1.5.3 Achievements

- Reached out to more than 1, 89,000 women and 1, 19,000 men directly and 2, 85,000 women and 2, 68,000 men indirectly through 14 different livelihood initiatives across seven states in India.
- A women-centered model of extension of improved cook stoves (ICS) for sustained adoption at scale has been initiated with 10,000 rural women in Chhattisgarh and Odisha.

- Pathways programme an integrated approach to women’s and men’s engagement resulted in 13,000 poor households having additional economic opportunities and income.

- Two Section 25 Companies of the communities were established in Kutch for sustaining Dairy, Micro Finance and Agriculture interventions of Kutch Livelihood Education Advancement Project (K-Leap).

- About 72,353 disaster affected people reached through CARE India’s emergency response and recovery projects. They were supported with shelter repair and cash transfer for promoting livelihood facilities.

3.9 Sampling technique and Sample size

The sample size and sampling technique are considered based on the size, representativeness, access and strategy (Bryman, 2012). Thus, the sample size for this face-to-face qualitative study will be based on the resource availability, research questions and time frame (Bryman, 2012). In addition, researcher is interested in collecting a rich and relevant data related to the the performance of select leading NGOs in India in the matter of Entrepreneurial Development. Therefore, this methodology would demand smaller sample but more in-depth rich data (Silverman, 2011). It is generally recommended that grounded theory can choose participants between 20-30 (Thomson, 2011). Therefore in line with these studies, researcher has
recruited 15 participants from India. A purposive non-probability sampling was utilized to select the employees.

This selection was done based on participating interest of NGOs who also provide rich and relevant data of present status of NGOs’ role in entrepreneurial development. The purposive sampling will also enable the researcher to cross check whether they meet eligibility criteria based on the proposed objectives (Easterby-Smith et al., 2012). This sampling includes different types but study adopts criterion sampling and will enable me to decide the participants based on the several factors such as providing a honestopinion, willingness to participate and availability. Although such non-probability criterion methodology limits the generalizability of the findings, it would enable me to meet the specific requirement. This study, therefore, would adopt non-probability, purposive and criterion sampling method. In this study, participants were NGO members who involved in entrepreneurial development.

3.10. Data collection

3.10.1. Primary data collection

In general, there are two types of data collection such as primary and secondary data (Creswell, 1998). Interview method was used in this study as primary data collection method. This method have three types include unstructured, semi-structured and structured where unstructured does not have predefined structure while the semi-structured are more flexible and finally structured has predefined questions (Yin, 2009; Myers & Newman, 2007; Creswell, 2014 Denzin and Lincoln, 2011). The present study carried outface-to-face semi-structured interview technique. This technique allows the researcher to explore the problems encountered faced by
NGOs in promoting entrepreneurs. On the other hand, technique enable the researcher to focus on precise discussion of the problem being investigated (Easterby-Smith et al., 2012) where in this case meaning attached to problems of NGOs in specific to entrepreneurial development. One set of semi-structured interview guide was prepared based on the detailed literature review. The interview guide prepared does allow the participants to present their divergent expressions of opinions.

The questions presented in the semi-structured interview was prepared in such a way, that it would allow extending for further questions based on the conversation made during the interview and interest level of respondents. The guide covers their personal and demographic background and also covers the questions of framed objectives. In the current study, the interactive approach was adopted for data collection (Denzin & Lincoln, 2011). These interactions would provide successful analysis in respondent’s perspective.

In order to collect the data, the semi-structured interview technique was conducted by via email, skype call or telephone conversation and letter of information sheet through prior appointment. The NGOs selection was based on the voluntary basis. The in-depth interview was implemented over a one month time period with 30 to 40 minutes and was recorded, and related data was also be getting from participants in the hand-written notes form.

3.10.2 Secondary Data Collection

Secondary data collection for this particular study was from published sources available online on databases and libraries, as well as through company websites, company archival documents and company annual reports of chosen NGOs in India. Here, secondary data was collected from five NGOs in India.
3.11. Assess research quality

To make sure the data quality, researcher need to assess reliability and validity aspect.

3.11.1. Validation and Credibility of the research

To validate the credibility and trustworthiness of the interview guide and the overall research, the study follows the evaluation criteria by Lincoln and Denzin (2005). It supports to check the confirmability, transferability, dependability and credibility of the semi-structured interview guide (Lincoln and Denzin 2005). The following steps was undertaken to ensure the above criteria. Firstly, the semi-structured interview guide was prepared based on the previous studies conducted earlier. Secondly, those studies were cross checked with the supervisors. Thirdly, to enhance the research validity, the pilot study was conducted among 1-2 participants (Quinlan, 2011). Finally, in order to determine the accuracy of the information obtained, member checking was done with the participants, where researcher summarizes the interview themes, and request whether they agreed with the summarize statements.

3.12. Conducting of the Study

Interview preparation is one of the important step in the research process (McNamara, 2009). Initially, permission was obtained from the institutions using a formal letter. Further, LinkedIn was used to identify the participants for the study. For contact purpose, telephone, email, Skype or telephone conversation and letter of information sheet was used. In order to recruit the participants, three follow-ups were done. Before conducting the interview, the participants were given consent land
request them to read the sheet and further researcher was also obtained the university approval.

3.13. Data Analysis

After data collection, notes and recording was transcribed on the same day and also ensure that information is up-to-date (Merriam, 1998; Marshall & Rossman, 1989). The study adopts thematic data analysis where the following step was conducted. In the first stage, data was be transcribed by typing the field notes and digital transformation of all recordings manually. Secondly, researcher listens all the conversations made during the interview and typed using word document (Colaizzi 1978). Thirdly, the textual data was categorized according to the themes and sub-themes based on the literature review (Rossman and Rallis 1998). Until there is a logical sequence between literature review and research questions, data was coded and recorded several times. This process was carried out using the computer software program such as QSR Nvivo software (http://qsrinternational.com). In addition, the content analysis was carried out. To enhance the dependability and reliability of the project, several analytical strategies have been applied (Lincoln & Guba, 1985). Firstly, the professor in charge of the work was also request to listen to the interview transcripts. Secondly, the de-briefing meeting also done to discuss the issues arose during the interview sessions, quality monitoring at every stage of the research, and consistency in the interview process. Thirdly, cross-checking of the interview transcripts was done to identify any redundancy in the data entered and interview been conducted. Finally, during the coding process it was ensured that no drifting occurs in the codes definition.
3.14. Ethical considerations

Before commencing the study, researcher obtains formal ethical approval from the University and the faculty members. Further, researcher follows the beneficence, human dignity and the principles of respect at every stage of the research process. Pseudonyms and code words was used rather than their names or direct questions. This process would ensure the confidentiality (Creswell, 2007). All the personal information was deleted from the transcripts rather they was given pseudonym.

3.15. Duration of the study

The study duration of the present study is three years (2015 to 2017).

However the data relating to NGOs for the period from 2009-10 to 2014-15 is considered for analysis and discussion.

3.16. Human Subjects Approval and Consent Procedures

Confidentiality was maintained throughout the process. Consent forms distributed to participants in before starting the survey. To ask questions related to the survey they were given ample opportunities. On the other hand, interviewers explain the study importance and purpose of the research.
3.17. Summary

This chapter discusses the whole methodologies adopted in this research. The present study adopted onion research model and adopted qualitative research methodology by conducting semi-structured interview method and proceed the data collection by using both primary and secondary data. On the basis of current research questions, coding of data was done, and the coding unit is depend on single important statements which provide different themes. Variables and key themes were re-read and analyzed.