ABSTRACT

Objectives: This study has been conducted to explore the style of management in Non Governmental Organisations which have a comprehensive program outlook in child development, family welfare and community development. It examines the strengths, weaknesses, opportunities and threats in the Income Generation Programs and Rural Industries promoted by those NGOs taken for the study and seeks to find out whether the benefits of such programs have been ploughed back on the target community. It has made an assessment of replicability of the programs in other organisations. The other important aim of the study is to provide policy implications and recommendations to stakeholders like the target community, NGO staff, donors and academicians.

Scope and Methodology: While examining the dimensions of health, education and socio-economic development of the target community, the data has been collected for the universe, sample and in-depth case study from the NGOs located in the states of Karnataka, Tamil Nadu, Pondicherry and Andhra Pradesh. Relevant statistical tools have been used to arrive at logical conclusions.

Core Subjects: Much of emphasis is laid on Management, Non Governmental Organisations, Income Generation Programs and Rural Industries. Salient aspects of the study include planning, implementation, monitoring and evaluation of the programs.
**Major Findings:** The NGOs taken up for study are interested in using the terms and titles associated with management, yet maintain a belief that the term management is applicable to government, business and industry. Many programs are resource based rather than being need based, consequently perpetuating dependence on funding agencies. Due lack of understanding of the management principles and practices, most of the IGPs and RIs have not produced the desired results. However, substantial social benefit oriented results have been achieved by the NGOs.

**Major Recommendations:** Every NGO should develop its own vision and mission statement and percolate it down to all connected people in the organisation. Internal fund development capacities have to be built in course of time than perpetually depending upon external funding. The human resources in organisations should be well equipped with management training and HRD interventions in the context of NGOs; they should be motivated to use relevant management techniques for achieving organisational goals. The benefit of IGPs and RIs should be ploughed back to the target communities. More research has to be encouraged on 'NGO Management' by the academic bodies and the results have to be made available to development organisations.

**Limitations:** As an individual researcher, limitations have been experienced in time, money and especially accessibility with a large number of NGOs spread around in different states. The findings may not be relevant to all NGOs and replication is restricted to those organisations that have similar objectives to where the study has been conducted.