Acronyms & Notes

CAPART  Council for Advancement of People’s Action and Rural Technology
CASM  Culturally Adapted Social Marketing
CBD  Community Based Distribution
CBO  Community Based Organization
CBSM  Community Based Social Marketing
CM  Commercial Marketing
CSR  Corporate Social Responsibility
CV  Coefficient of Variation
DFID  Department for International Development
FCRA  Foreign Contribution Regulation Act
GRO  Grassroots Organization
NABARD  National Bank for Agriculture and Rural Development
NGO  Non Governmental Organization (same as NGSDO and NPO), also referred to as the Voluntary Sector
NGSDO  Non Governmental Social Development Organization
NPO  Non Profit Organizations
RCH  Reproductive and Child Health
SEM  Structural Equation Model
SHG  Self Help Group
SM  Social Marketing
SWOT  Strengths, Weaknesses, Opportunities, Threats
TSD  Targeted Service Delivery
WB  World Bank

Note:
1. Currency app. 50 INR (Rs) = 1 US $

2. 1 crore = 10 million; 1 lakh = 100,000

3. Superscript numbers in text refer to the serial no. of bibliographic References at the end of each Chapter

4. In evaluation, analysis and interpretation, names of NGOs in the sample have been referred to in code numbers to ensure confidentiality which was promised at the time of interviews